

ABSTRACT

This research was motivated because PT Krakatau Steel (Persero) Tbk is a state-owned company as the largest steel producer in Indonesia. Based on company data the total employees of PT Krakatau Steel (Persero) Tbk in 2018 is 5,188 employees, dominated by field working employees which is of 3,307 employees. With a large number of employees, PT Krakatau Steel (Persero) Tbk requires KSG News's internal media to share informations between management to employees. KSG News was published by the Corporate Communication division of PT Krakatau Steel (Persero) Tbk. This research was conducted with qualitative research methods and using the constructivism paradigm. In collecting data, researchers used interview, observation, and documentation methods. The purpose of this study is to provide information to employees and the impact that was felt by the employees on the existence of KSG News. There are four stages of the public relations process, and the results are (1) Fact Finding, planning to manage KSG News and gathering news through public relations forums, (2) Planning, having internal meeting planning, editing processes, printing, printing, distribution, (3) Communicating, public relations forums using print media and websites as a medium for disseminating communication, (4) Evaluating, evaluating the performance of public relations forums.

Keywords: *Process of Public Relations, Internal Media, House Journal, KSG News*