

ABSTRACT

This study discusses the communication strategy of Corporate Communication of PT. Telkom Indonesia in managing communication and information effectively for internal parties in order to increase employee motivation through the Telkom Portal. This research was conducted with the aim of knowing in detail and in depth how the Internal Corporate Communication Strategy of PT.Telkom Indonesia through the Telkom Portal. This study uses a post-positivism paradigm, a qualitative approach with a qualitative descriptive study method. Data was collected by means of interviews, observations and documentation at the Corporate Communications of PT. Telkom Indonesia and Telkom Portal. The results of the study indicate that the communication strategy planning for the Telkom Portal communication includes the stages of recognizing audiences, compiling messages, determining methods, and selecting communication media. Through this strategy Corporate Communication PT. Telkom Indonesia can achieve the main goal of the Telkom Portal, namely, so that all levels of employees of PT. Telkom Indonesia knows information about the company. The company information usually contains policies, company vision and mission and company activities and in order to increase employee motivation, quality and work efficiency.

Keywords: *Corporate Communication, Internal Media, Internal Strategy Communication*