

## **ABSTRACT**

*PT. Pegadaian has succeeded in implementing its corporate culture, namely AKHLAK supported by the application of the right technology so that it runs efficiently, based on this PT. Pegadaian has also received various awards and achievements for the implementation of its organizational culture. The purpose of this study is to determine the practice of internal public relations communication in disseminating the AKHLAK culture. By using a qualitative descriptive method by using data collection observations, interviews, and literature. The results of this study are that the internal communication carried out by the work culture team using vertical and horizontal communication can be said to have been effective and in practice, the internal public relations communication is held in the form of publications, events, news, and community involvement. However, there are things that need to be improved, namely, the role of the leader which can be maximized through initiative and intensive efforts in assisting cultural socialization and building consistent relationships with the aspects that employees feel are most expected.*

*Keyword: Organizational Culture, Internal Communication, Internal Communication Strategy*