

## ABSTRACT

### *Implementation of Digital Public Relations in Peruri's Internal Information Transparency*

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*This research is motivated because Peruri is a state-owned company conducting digital transformation by not changing business operations assigned by the government. This study discusses the implementation of Digital Public Relations in information transparency through internal digital platforms (Peruri News Portal Website and Peruri Mobile Application) managed by Peruri PR practitioners. Peruri identified that most employees in money printing factories have difficulty accessing internal media, so Peruri has made an innovation in internal media to increase employee productivity and increase digital engagement and digital lifestyle. This research uses a qualitative approach with a case study method. Researchers collected data by observation, in-depth interviews with several informants and conducted document studies through Peruri's internal digital platform to see the transparency of internal information and communication forms in the internal media. This research aims to understand the implementation of Digital Public Relations in the transparency of Peruri's internal information through internal digital platforms and identify the forms of communication that occur. This study indicates that PR practitioners at Peruri need human resources (HR) to assist in managing digital media. Internal information transparency tends to be low, and the communication within Peruri's internal digital platform is one-way (downward communication). Based on the Media Perfection Theory, to see the criteria for information dissemination and the richness of Peruri's internal media, it requires some developments so that the communication that exists in the internal media is more effective and the content presented reflects the richness of information. The 10 principles of Heuristic Evaluation to determine whether the internal digital platform is easy to use (usable) or not states a minor usability problem.*

**Word Order: Peruri, Implementation of Digital Public Relations, Internal Digital Platform, Information Transparency.**