

ABSTRACT

Current developments in science and technology have a major impact on companies in various aspects. One of them is PT Bio Farma Bandung, which has quite a lot of employees and requires internal communication media to build the company's internal relations. This research aims to analyze the implementation of employee relations carried out by corporate communication through Bio Magz as one of PT Bio Farma's Bandung internal communication media to build internal relations seen from the suitability of the theory from Cutlip and Center (in Ruslan, 2010: 278) regarding employee relations programs. This research uses a qualitative descriptive method approach. Data collection was carried out through interviews, documentation and observation. The results of this research show that the Bio Magz program which has been run by PT Bio Farma's corporate communications has been successfully implemented to build internal relations. This is proven by the role of corporate communication which has succeeded in covering all employees and all company activities can be listed in Bio Magz.

Keywords: Employee Relations, Corporate Communication, Internal Relations