

ABSTRACT

Digiland is a platform of Environment, Social, and Governance (ESG) campaign that has become an issue that is increasingly recognized by the public and investors in corporate business practice strategies. The company is committed to ESG for business sustainability and improving the company's image and reputation, but ESG communication to stakeholders is also needed to achieve these goals. Therefore, researchers are interested in examining ESG communication by PT Telkom Indonesia public relations through the Digiland platform. The focus of this research is the public relations campaign in PT Telkom Indonesia's ESG communications via the Digiland platform. The aim of this research is to find out ESG campaigns by public relations using the Digiland platform. This research uses a qualitative approach with a case study method to describe all the research data obtained. The results of this research show that PT Telkom Indonesia's public relations has several different campaign flow approaches from issue management campaigns in corporate campaign theories and has implemented all stages of The Nine Steps of Strategic Public Relations in planning and implementing public relations campaigns regarding ESG through the Digiland platform. Therefore, researchers created a PT Telkom Indonesia ESG public relations campaign model "Digiland" in accordance with data analysis and theoretical references.

Keywords: *Digiland, ESG communication, Public Relations Campaign, PT Telkom Indonesia*