

## **ABSTRACT**

*As time goes by, entrepreneurs and business people consistently strive for digital transformation. One of these efforts was carried out by Telkom CorpU through the annual "ITDRI ConFes 2023" event, in collaboration with the Internship and Independent Study Association (MSIB) students. This final project work is in the form of a participatory documentary film titled "Governance of Documentary Film Production in Improving Brand Image ("The Twists and Turns of the Journey of Making ITDRI ConFes 2023")" aimed for examining how the production management of this documentary film contributes to the improvement of PT Telkom's brand image. The concepts and theories used in this final project include business communication, brand image, documentary movie, production management, producer, and digital talent. Data collection methods use observation, interviews and documentation. This research shows that the production management of this documentary movie involves close collaboration between various parties, from producers to resource persons at PT Telkom. Moreover, this documentary movie offers a comprehensive perspective on the internal company event's realization of digital transformation. Lastly, this documentary movie is also able to provide insight of effective business communication between Telkom CorpU and MSIB students in improving PT Telkom's brand image through the "ITDRI ConFes 2023" event.*

**Keywords:** *brand image, business communication, documentery movie, management production, digital talent*