

ABSTRACT

This study investigates the implementation of internal communication within the culture transformation division of PT Bank Rakyat Indonesia. The primary objective is to ascertain how the CTR division executes its internal communication strategies. Employing a qualitative research approach with a descriptive method, this study involves data collection through interviews, document analysis, and observations. The research framework is grounded in Pace and Faules' theory (2013:171), which posits that internal communication encompasses vertical and horizontal dimensions. However, during the research process, an additional dimension of diagonal communication emerged. The findings indicate that the CTR division has implemented internal communication exceptionally well. In the context of vertical communication, the CTR division has established various communication channels, including big briefings, team briefings, and cadence monitoring. For horizontal and diagonal communication, both formal and informal communication channels are utilized. The study's conclusions affirm that the implementation of internal communication within the CTR division has been highly successful, fostering a collaborative and familial work environment.

Key Words: *Banking, Communication Implementation, Internal Communication.*