

ABSTRACT

*PT Telkom Indonesia transformed the five bold moves business initiative related to the adverse conditions in the telecommunications business world. With this transformation, the importance of the investor relations function in overseeing the corporate movement so that investors understand and agree to the five bold moves initiative. The study employs a qualitative approach with a case study method, utilizing in-depth interviews, observations, and documentation. It refers to John Ledingham's relationship management theory, as presented in the book *Public Relations Theories: Western and Local Perspectives*, focusing on two key aspects: commitment and trust. PT Telkom Indonesia's IR plays a critical role in facilitating communication during corporate actions to ensure that shareholders are well-informed. Beyond overseeing corporate actions, IR is also responsible for nurturing investor relationships and fulfilling regulatory obligations related to information disclosure. In practice, the formation of a Shareholders Relations sub-unit, the selection of spokespersons, semi-formal communication, active feedback mechanisms, and the use of technology have all contributed to building strong two-way relationships. To support investor understanding of Five Bold Moves, the company established a corporate action team, developed implementation guidelines, designed corporate presentations, conducted foreign investor visits, and produced comprehensive reports. In terms of transparency, PT Telkom Indonesia adheres closely to regulations set by the OJK (Financial Services Authority), IDX (Indonesia Stock Exchange), and NYSE (New York Stock Exchange).*

Key words : Five bold moves, Investor relations, PT Telkom Indonesia Persero