

ABSTRACT

This study discusses the communication strategy of PT Telkom Indonesia in increasing brand awareness of the ESG GoZero% sustainability program. The background of the research stems from the company's urgency to build its reputation and raise stakeholder awareness of the GoZero% program. The purpose of this study is to examine the communication strategies used by Telkom Indonesia for both internal and external stakeholders in socializing the ESG GoZero% program. Message reception is analyzed through the Elaboration Likelihood Model and Reception Theory. This study uses a qualitative approach with a case study method. Data were obtained through in-depth interviews, observation, and documentation involving seven informants. The results show that internal communication strategies were implemented through internal media such as Diarium, OCA, internal website, bulletins, logo placements, roadshows, training sessions, and internal memos. External communication strategies used social media platforms like Instagram, TikTok, X, Threads, Facebook, YouTube, the telkom.co.id website, mass media including Tempo.co, Kumparan, Katadata Green, and events such as the GoZero% Roadshow and Digiland. Telkom Indonesia implements communication strategies through three stages: planning, implementation, and evaluation, including branding elements such as brand positioning, brand identity, brand personality, and brand communication. Structured and consistent communication builds ESG GoZero% brand awareness and strengthens the company's reputation among stakeholders.

Keywords: *Brand Awareness, GoZero%, Communication Strategy, ESG, Telkom Indonesia*