

PT TELKOM INDONESIA'S DIGITAL TRANSFORMATION STRATEGY FACING THE DIGITAL ERA BY UTILIZING CORPORATE COMMUNICATIONS

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ABSTRACT

The development of digital technology, especially the internet, has played an important role in providing education, connecting people and providing information. Digital media enables open and participatory communication and influences interactive communication methods in the modern era. Telkom strives to be a leading digital telco, supporting digitalization through infrastructure and connectivity, as well as providing digital services and platforms. Telkom's corporate communications through various digital channels help build trust, improve brand image and drive success in the digital era. However, Telkom faces challenges in keeping up with technological developments, ensuring data security, and integrating new technology with existing infrastructure. Therefore, Telkom's corporate communications utilize advances in data-based technology, enable multichannel communication, and reach a wider audience by always following developments in digital technology, following trends, and updating knowledge and skills to remain relevant. In order to achieve this goal, corporate communications implements several strategies by maintaining the company's reputation, utilizing social media platforms, interacting with the media, and utilizing internal communications.

Keywords: *Digital Technology; Corporate Communications; Strategy; PT Telkom Indonesia*

ABSTRAK

Perkembangan teknologi digital, terutama internet, telah memainkan peran penting dalam menyediakan pendidikan, menghubungkan orang-orang, dan menyediakan informasi. Media digital memungkinkan komunikasi yang terbuka dan partisipatif serta mempengaruhi metode komunikasi interaktif di era modern. Telkom berusaha menjadi perusahaan telekomunikasi digital terdepan, mendukung digitalisasi melalui infrastruktur dan konektivitas, serta menyediakan layanan dan platform digital. Komunikasi korporat Telkom melalui berbagai saluran digital membantu membangun kepercayaan, meningkatkan citra merek, dan mendorong kesuksesan di era digital. Namun, Telkom menghadapi tantangan dalam mengikuti perkembangan teknologi, memastikan keamanan data, dan mengintegrasikan teknologi baru dengan infrastruktur yang ada. Oleh karena itu, komunikasi korporat Telkom memanfaatkan kemajuan teknologi berbasis data, memungkinkan komunikasi multikanal, dan menjangkau audiens yang lebih luas dengan selalu mengikuti perkembangan teknologi digital, tren, dan memperbarui pengetahuan serta keterampilan agar tetap relevan. Untuk mencapai tujuan ini, komunikasi korporat menerapkan beberapa strategi dengan menjaga reputasi perusahaan, memanfaatkan platform media sosial, berinteraksi dengan media, dan memanfaatkan komunikasi internal.

Kata Kunci: *Teknologi Digital; Komunikasi Perusahaan; Strategi; PT Telkom Indonesia*

INTRODUCTION

Today, the internet and technology are essential for providing education, connecting people, and providing information. Digital media, such as the internet, has become a vital communication tool for internet users, so organizations are increasingly using it for corporate communications. This is due to the fact that they enable open and

participatory communication with other individuals and groups (Zerfass et al., 2017). When companies communicate via social networks, they use a conceptual framework consisting of five main dimensions including, active presence, interactive attitude, interactive resources, responsiveness, and discussion. These five dimensions influence interactive communication methods in the modern era.

Digital media enables communication that continues to change in real time. As a result, people who use the internet have the ability to increase direct interactions with audiences and organizations (Camilleri, 2018b; Schultz et al., 2011).

One of the telecommunications companies in Indonesia, PT Telkom Indonesia (Persero) Tbk (Telkom) continues to strive to transform into a leading digital telco that is able to adapt to various situations, difficulties, and market conditions to face the increasingly rapidly developing digital era. This is part of Telkom's efforts to achieve its vision to becoming a major digital telecommunications company that contributes to the progress of society. Thus, Telkom is responsible for supporting digitalization by building infrastructure and providing connectivity throughout the country, which is equipped with various digital services and platforms, according to Ririek Adriansyah (2022). Telkom's mission in transforming into a digital telco includes taking a role in developing digital infrastructure and platforms that are sustainable and affordable for the entire community, continuing to retain and develop the best digital talent to accelerate the digitalization process of society, and being the main actor in providing a digital ecosystem that provides the best service and experiences for the community. Telkom is currently concentrating on three areas, which include digital connectivity, digital platforms, and digital services. Operations in these three areas are carried out with the main aim of meeting all customer needs.

Telkom's digital corporate communications are very important for connecting the company with customers, shareholders, employees, and other stakeholders. Telkom, one of the largest telecommunications and digital services companies in Indonesia, communicates through various digital channels and

platforms through the use of digital tools such as email, social media, websites, and others to disseminate information, build relationships with stakeholders, and monitor the company's reputation. Telkom strives to provide stakeholders with information about company progress, initiatives, and industry trends through its digital corporate communications efforts. One important part of Telkom's digital communications strategy is digital corporate communications, which helps build trust, improve brand image, and drive success in the digital era. Digital channels enable Telkom to reach employees across multiple locations and departments, ensuring that everyone is informed and aligned with the company's goals and values.

Telkom is a sector of the telecommunications industry that is closely related to technological developments because this industry must produce goods or services based on current developments. Technological developments that have transformed the telecommunications industry have resulted in a shift from legacy telecommunications (voice and SMS) to data-based telecommunications so that operator traffic continues to increase every year. This condition is supported by the increasing availability of infrastructure and telecommunications access. Telecommunications technology continues to develop rapidly with the emergence of new technologies such as 5G, Internet of Things (IoT), and artificial intelligence (AI). This can make it difficult for telecommunications operators to keep up with technological developments and invest in new infrastructure. Not only that, people today have high expectations for the services they receive by wanting services that are fast, reliable, and affordable. This can make it difficult for telecommunications operators to meet consumer demands. For this reason, Telkom's efforts are needed to increase accessibility and inclusiveness for all levels of society and the development of

the telecommunications industry in Indonesia, which will contribute to national economic growth through Fixed Mobile Convergence (FMC).

With this, Telkom's main strategy is Five Bold Moves to build the company's competitive advantages and leadership. This strategy includes the company's long-term plans and goals to achieve its goal of becoming a leading digital telco company that has a positive impact on all stakeholders and society. First is the Fixed & Mobile Convergence (FMC) strategy, where Telkom continues to strengthen market penetration, cost efficiency, and operational excellence, along with efforts to improve the best customer experience. Second, the Infra Co strategy is a company initiative to unlock the potential for consolidating its infrastructure assets, including optical access network infrastructure and towers. Third, in the Data Center Co strategy, Telkom is carrying out an asset consolidation process and increasing data center business capacity. Fourth, the B2B IT Service initiative which begins with transformation steps both internally and externally through partnerships and collaboration with technology companies. Finally, the main strategy that Telkom will realize is to develop a digital company or DigiCo that focuses on the B2B and B2C business segments.

Telkom has the main responsibility to maintain the company's reputation, especially in the field of corporate communications. To achieve this goal, corporate communications can take advantage of advances in data-based technology. By utilizing developing technology on communication platforms, it can make it easier to build multichannel communications and target a wider audience. Companies must adapt to the rapid development of digital technology. Corporate communication must continue to follow technological developments and changes in everyday

life. As a result, Telkom faces problems in corporate communication regarding how the company can follow trends. Today, as data becomes increasingly important, internal and customer data security must be improved. Companies must face rapid and uncertain transformation in this era. To remain relevant with rapid technological developments, corporate communications must continuously update knowledge and skills. The use of the latest technology also carries risks related to data security and user privacy. Integrating new technology with the company's existing infrastructure and systems is also a challenge in itself. Therefore, because sensitive company data can easily be spread, corporate communications must comply with relevant regulations and security standards. Corporate communications must also ensure that new technology can function with existing infrastructure without disrupting ongoing operations.

RESEARCH METHODS

Approach

This research uses a qualitative approach. According to Sugiyono (2020, p. 9), this approach is used to research the conditions of natural objects, with the researcher as the main instrument. The data collection technique was used triangulation (combined), data analysis was carried out inductively, and the results emphasized significance rather than generalization. This method involves conducting research in natural conditions, creating complex images, researching words, and creating a comprehensive report on the respondent's perspective. According to Bogdan and Taylor (Moleong, 2007), qualitative methodology is a research method that produces descriptive data in the form of behavior, written, and spoken words from research subjects. Qualitative research is conducted in natural environments. Researchers are the main tool in qualitative research, so researchers must have theoretical knowledge and broad insight so they can ask questions, analyze, and

construct research topics more clearly. Bound meanings and values take precedence in this research.

Unit of Analysis

The research focuses on PT Telkom Indonesia's Corporate Communication Division, analyzing how it addresses technological developments and global competition. The study aims to understand the division's strategies for managing and innovating through social media, establishing mass media relationships, and building good employee relations to support technological advancements. Information from five key employees—Ahmad Fitriadi (internal issues), M. Alfian K. Wardhana (digital content), Dimas Eggi Permadi (social media content and advertising), Naufal Ilham Arrafi (external communication), and Rifqi Kamiil Ananto (digital media advertising)—is used to provide insights. The goal is to offer accurate strategies for handling technological impacts and global competition through social media, media relations, and internal communications.

Data Collection

Data collection from selected data sources was carried out through interviews using a prepared list of questions. In this case, interviews were conducted by asking questions directly online via WhatsApp to parties who understand and are directly involved with corporate communication strategies at PT Telkom Indonesia, namely employees from the Corporate Communication Division. The purpose of an interview is to obtain information that cannot be observed or obtained through other methods. The interview technique used was in-depth interviews. In-depth interviews are the process of obtaining information for research purposes through direct questions and answers between researchers and

informants, with or without using an interview guide, where the researcher and informant are involved in social life for a relatively long time. By conducting interviews, it is hoped that researcher can have direct discussions with informants and obtain detailed information regarding the topics to be discussed. Researcher conducted interviews with five employees of the Corporate Communication Division.

Data Analysis

The analytical data used is thematic analysis. Thematic analysis aims to find patterns or themes through data that has been collected by researchers (Braun & Clarke, 2006). If a study intends to examine in detail their qualitative data to find relationships between patterns in a particular phenomenon and to explain how often the phenomenon occurs from the researcher's perspective, this method is very effective (Fereday & Muir-Cochrane, 2006). Based on this research, thematic analysis is used to describe corporate communication strategies in facing technological developments and global competition, which focuses on managing social media, establishing relationships with the media, and building internal company communications. The application of thematic analysis in this research focuses on how researchers can further examine the company's strategy in dealing with this phenomenon from the perspective of Corporate Communication Division employees involved at PT Telkom Indonesia.

FINDINGS AND DISCUSSIONS

FINDINGS

Maintain Company Reputation

Based on information from Ahmad Fitriadi, *"Companies need to improve technology and follow the latest communication trends"*. Telkom must continue to adapt their communication methods to stay abreast of the latest trends and advances in communication

technology and to communicate effectively both internally and externally. For this strategy to be in line with company goals, the dissemination of information must be carried out effectively and have a positive impact on the company's reputation and encourage the achievement of company goals. Valid data is the foundation of an effective communication strategy. This data allows companies to understand the problems they face and design ways to overcome them. It is important to evaluate the communication strategies used periodically. For future improvements, this evaluation is very important. This will allow companies to adapt to environmental changes and develop better communication methods to meet needs. Therefore, following trends and advances in communication technology and adapting communication methods based on data and regular evaluation will more effectively help a company maintain its reputation and achieve its vision.

M. Alfian stated that *"Corporate communications fully supports and is tasked with conveying the company's vision and mission message to internal and external companies"*. Internally, corporate communications are responsible for ensuring that the company's vision and mission are well understood and accepted by all employees. This is achieved through various internal communication channels, such as company meetings and internal publications, as well as direct communication between management and employees. By ensuring that all employees have the same understanding of the company's vision and mission, corporate communication helps ensure that the company's vision and mission are integrated. Corporate communications are also responsible for conveying the company's vision and mission to external stakeholders such as customers, investors, business partners

and the public. This is done by using various means of external communication, such as mass media, company websites, and promotional events, to build a positive image of the company and strengthen its relationships with external stakeholders.

Corporate communication is very important to convey company actions to the public including investors, media, and other stakeholders. *"Maintaining good relations with the media through activities such as media gatherings is an important part of corporate communication,"* said Dimas Eggi. This activity allows the company to introduce itself to the media, provide an explanation of the company's strategy, achievements, and future plans, so that the media understands the company better. Corporate Communication also plays a role in communicating the company's growth story periodically to the public. Companies can build trust with their stakeholders and steer public perception by openly communicating their achievements and growth plans.

Naufal Ilham stated that *"Apart from that, corporate communication also functions as a place to receive input, ideas and desires from employees"*. By listening carefully to input from employees, corporate communication can identify opportunities and obstacles faced by the company. Then, corporate communications can convey this input to management to consider when making decisions. Corporate communication plays an important role in ensuring that the company's vision and internal interests are aligned because corporate communication helps create a collaborative work environment and supports the company's growth in a better direction. By carrying out open and inclusive communication, companies can improve performance and achieve greater success.

To face the challenges and risks in achieving Telkom's vision to become the digital telecommunications company of choice, corporate communication is very important. One step that can be taken is to

ensure that the company's message is conveyed consistently and clearly through various digital platforms. These digital platforms include traditional platforms such as newspapers and television, but also digital platforms such as websites, social media, and messaging applications.

"Corporate communications must also always monitor the company's reputation," said Rifqi Kamiil A. The way to manage a company's reputation is by building public trust, improving the company's image, and reducing risks that could hinder the achievement of the company's vision. By doing this, corporate communication can ensure that the company remains relevant and superior.

Utilization Of Social Media Platforms

In corporate communication, there are two types of platforms which include internal company and external company. Internal company is a channel providing internal company information called "TelkomGroup Portal", available in the form of a website and mobile apps, Email Blast, and Whatsapp Broadcast. The company's externals include social media (Instagram, YouTube, Facebook, X, Threads, TikTok, LinkedIn) and the official website (telkom.co.id). Based on information from Ahmad Fitriadi, *"We always follow technological trends and study the latest innovations to utilize digital platforms as corporate communication media"*. Corporate communications realizes that each digital platform has different audiences and users, so company-related information or content must be tailored to the needs and characteristics of each platform. Corporate communications also realizes that some content is not suitable for publication on all digital platforms. Therefore, the company designs special strategies to ensure that the content produced is in accordance with the characteristics of the platform in question by prioritizing the quality and

relevance of the content to reach the right audience on each platform.

Corporate communication uses digital platforms, such as collaboration and placement. *"In collaboration, corporate communications create content and collaborates with the media for blasting and publication,"* said M. Alfian. With their ability to reach a wide audience quickly and easily, social media is now one of the most effective tools for spreading positive news about a company. For example, Telkom uses certain agencies and media to improve its company image. By collaborating with the media, Telkom can ensure that information about the company matches the desired message and reaches the right target audience. Therefore, Telkom can effectively utilize digital platforms to improve the company's reputation and increase engagement with stakeholders.

Based on information from Dimas Eggi, *"Corporate communications utilizes each platform according to user behavior"*. This is intended so that the information presented remains relevant to the target audience on each platform. In managing corporate communications, it is important to understand that each platform has different user preferences and habits. For example, companies can concentrate on providing engaging and interactive visual content because social media users tend to be more interested in informative and up-to-date visual content. Corporate communication can maximize the potential of each platform to achieve corporate communication goals and strengthen the company's image in the eyes of the public by understanding user behavior on each platform.

Based on information from Naufal Ilham, *"Corporate communications continues to update content on the company's digital platforms every day"*. This is done to ensure that the content remains current, relevant and in line with the latest developments. By updating content regularly, companies can maintain

user interest and engagement on the company's digital platforms. The linkage between content on various digital platforms is also carried out by corporate communications because it helps create a consistent experience for customers who follow the company. For example, content posted on social media may be related to content shared in a newsletter or on a company website. Thus, through relevant and consistent digital content you can build strong relationships with your audience and strengthen your company's brand.

Corporate communication uses social media as the main way to communicate the latest technological innovations to stakeholders. *"One of our main tasks is to disseminate information about new products and share various development activities being carried out by the company,"* said Rifqi Kamil A. Corporate communication disseminates information about new products in various formats, from text, images, to videos, according to with the features of each platform, so that stakeholders can fully understand the features and benefits of the new product. Apart from that, corporate communication also uses social media platforms to spread various development initiatives being carried out by the company. This includes events, seminars, training, and collaboration with external parties aimed at expanding networks and increasing understanding of the latest technological innovations. Corporate communications believes that this strategy can increase stakeholders' understanding and appreciation of the technological innovations that are being developed. They also believe that by sharing information transparently and consistently through social media platforms, companies can strengthen relationships with stakeholders and strengthen the company's position as a leader in technological advancement.

Interact With The Media

Based on information from Ahmad Fitriadi, *"Interaction with the media, both online and offline, is an important component of a company's communication strategy"*. One method used by corporate communication is by forming chat groups with various media, both national and regional media. With this chat group, you can spread company-related information quickly. Apart from that, corporate communications also send official information to the media via email blast to ensure that they receive the information directly. Corporate communications establish relationships with the media through offline meetings by holding media meetings and meetings at certain events, such as new product launches or special company events. These meetings provide media with the opportunity to meet company representatives in person, exchange information, and gain a better understanding of the company's various initiatives and activities. One important strategy in corporate communication efforts to improve the company's image and expand its reach is interacting with the media. Through good interaction with the media, corporate communication can build mutually beneficial relationships where the media can obtain accurate and relevant information about the company, while corporate communication can expand the scope of coverage and increase public understanding of various company activities and innovations.

Corporate communication uses mass media actively to increase public awareness about Telkom. This is done to ensure that the public can quickly and efficiently obtain the latest and most up-to-date information about Telkom. Corporate communication can reach a wider audience by utilizing mass media such as newspapers, television, radio, and online news portals. In mass media releases, corporate communication conveys important information such as new product launches, strategic partnerships, and company achievements. *"Corporate*

communication always blasts company releases so that public awareness about Telkom Indonesia becomes wider,” said M. Alfian. Corporate communication hopes to increase public understanding of Telkom as a leading telecommunications company in Indonesia through this blasting activity. Blasting company releases aim to foster customer trust and loyalty and improve the company's image in the eyes of the public. Corporate communication also hopes to increase the scope of media coverage, increase public knowledge about the company, and maintain good relationships with mass media as important partners in corporate communication efforts.

Based on information from Dimas Eggi *“Corporate communication builds relationships with the media through media gatherings”*. Media gathering is one way for corporate communication to establish positive relationships with the media at the level of directors and corporate communications leaders. This gives the media the opportunity to meet directly with company leaders, including directors, to exchange information, talk and gain a better understanding of various aspects of the company. This media gathering also helps strengthen relations between Telkom and the media and expands the scope of coverage of Telkom's various initiatives and operations. Apart from that, corporate communication can strengthen the image and build trust with the media through media gatherings, where companies can convey important messages about the company's vision and mission, achievements, and future plans.

Based on information from Naufal Ilham *“Corporate communications strengthens relations with the media through press conferences”*. Press conferences are an effective way to convey important information to the media and ensure that the media understands it well. Press conferences

are a way for companies to provide direct information to journalists about various activities, products or innovations that are being carried out. Press conferences can also be a great place for media and companies to talk about current affairs. Apart from press conferences, corporate communication is also active in building relationships with the media through informal activities such as media meetings, traveling, eating together, and others. Through this informal activity, we can build a closer relationship with the media so that it can help us understand their needs and expectations in the ever-growing digital era.

Corporate communication strengthens relationships with the media through relevant and quality press releases. A quality press release must be informative, clear and in accordance with the news values desired by the media. By providing quality press releases, companies can increase the chances of the news being published by the media. *“Strengthening relationships with the media can be done by establishing relationships with journalists and editors in chief,”* said Rifqi Kamiil A. It is very important for companies to establish good relationships with journalists and editors in chief. By establishing good relationships, companies can more easily get good coverage from the media. Good relationships with journalists can also help companies understand the needs and expectations of the media so they can present information in a way that meets the media's expectations.

Utilization Of Internal Communications

An important step in carrying out effective internal communications is using the company's internal media channels. Companies should consider the speed, coverage, and interactivity of channels when selecting the right channels to ensure that the information conveyed is well received by employees. Apart from that,

the company must also create a communication strategy or communication plan, which is appropriate to the program being implemented. This strategy includes selecting the right message, delivery time, and communication channels to achieve communication goals. By having a good strategy, companies can improve internal communications and ensure that employees receive information well. *"Companies must encourage employee participation and involvement so they can get direct feedback,"* said Ahmad Fitriadi. This can be achieved by holding consultations, discussion forums, or conducting surveys to collect opinions directly from employees. By listening to and responding to employee opinions, companies can create a more inclusive work environment and strengthen relationships between management and employees. Cross-unit collaboration is also important for effective internal communications. In this case, two units are responsible for the company's internal communications function. The Corporate Communication Unit disseminates the latest information about the company and the Human Capital Management Directorate unit disseminates information about employees. By working together, companies can ensure that the information and messages conveyed are received effectively, efficiently and massively, and are in accordance with the company culture.

Based on information from M. Alfian, *"One-way corporate communication can disseminate the latest information regarding the company is by using Telkom's internal web portal and the Diarium application which can be accessed by Telkom's internal employees"*. Web portals provide various important information, such as company news, company activities, information about products

and services, and other information that may be relevant to employees. Meanwhile, the Diarium application is an internal communication tool that allows employees to get the latest information about various activities and events currently taking place at the company. By using this application, employees can more easily access information and connect with various activities being carried out by the company. Apart from using the web portal platform and Diarium application, corporate communication has a communication function in each unit and work area. This communications function is responsible for disseminating the latest information, supporting the implementation of various company activities and programs, and maintaining effective communication between management and employees in each unit and work area.

Based on information from Dimas Eggi, *"To communicate effectively with its employees, Telkom uses various internal communication channels, such as internal artifacts, email, WhatsApp and portals"*. This channel aims to convey the company's vision and mission, long-term programs, as well as several inspirational quotes from the directors to all employees. First, the internal portal is used as the main platform to disseminate the latest information about the company's vision, mission, and long-term strategic programs. Apart from that, this portal is also a place to convey news and other information that is important to employees. Second, email blasts can be used to send mass information to employees. This makes it possible to convey important information quickly and efficiently to all employees. Directors can also use email blasts to send messages of inspiration and motivation to employees. Third, WhatsApp blast can be used as an instant communication channel to convey information that requires a quick response from employees. Additionally, they can use it to send short messages that increase employee motivation and remind them of

the company's goals. Finally, internal communication tools such as posters, banners and leaflets are used to support internal communication messages. Directors often include inspirational quotes on these artifacts, as well as other important messages they want to convey to employees.

Based on information from Naufal Ilham, *"Corporate communications actively organizes various events and activities intended for internal employees"*. Corporate communications are highly committed to increasing employee engagement and well-being by holding various events and activities designed specifically for them. The main aim of this activity is to create a pleasant work environment, strengthen relationships between employees, and increase work productivity and motivation. Corporate communications organize arts and cultural events, such as music concerts and exhibitions, which not only entertain employees but can also increase their appreciation of local arts and culture. These events can also enrich employees' work experience. Corporate communications also organize sports and recreation activities. This activity is carried out with the aim of improving the health and well-being of employees and encouraging a healthier work environment. Apart from that, corporate communication holds workshops, seminars, and training to increase employee knowledge and skills. With this activity, corporate communication hopes to create an inspiring, collaborative work environment and motivate employees to make their best contribution to the company's success.

Based on information from Rifqi Kamiil A *"Companies can hold activities involving employees such as discussion forums"*. The discussion forum is aimed at employees to be able to share their ideas, input, and aspirations regarding the company's

vision. This is very important because it allows employees to feel directly involved in the transformation process and fosters a sense of ownership of the company's vision. Through discussion forums, employees can express their views about the company's direction and goals and share their experiences and knowledge that can help the company improve existing strategies and policies. Discussion forums can build better relationships between management and employees, as well as increase employee trust. Apart from discussion forums, companies can also hold workshops, brainstorming sessions, or focus group discussions. These activities can help employees understand the company's goals and make them more motivated. Companies can create an inclusive and collaborative work environment by holding activities that involve employees. If employees are involved in the change process, they will be more motivated and enthusiastic about achieving the company's vision. This will improve company performance and create a more positive work culture and stronger relationships between management and employees.

DISCUSSIONS

One of the goals of corporate communications is to help the company achieve its vision and mission through implementing management strategies, disseminating information, and improving the corporate communications function system. The purpose of corporate communications managed by the company strategically for its stakeholders is to convey information about the company to the intended audience, both internally and externally. The target of communication is to get support and cooperation from the audience. This synergy is very important and allows information technology to interact with the company's target community through social media and other information technology media (Ganiem & Kurnia, 2019). The corporate

communications function consists of company reputation, media relations, and internal communications systems (Argenti, 2010). First, a company's reputation depends on its activities because a good or bad reputation is a measure of a company's success. The second function, there is a relationship with the media which is a constituent and channel that provides information to investors, employees and customers (Argenti, 2010). The existence of various kinds of facilities and infrastructure provided to achieve the company's strategic goals is the third function of the company's internal communication system.

To remain relevant and effective in the ever-changing digital era, it is important to understand the latest digital communication trends, which cover various aspects, from changes in user behavior to developments in communication technology. One of the most prominent trends is the increased use of social media. Platforms such as Facebook, Instagram, and Twitter continue to experience growth in the number of users (Smith, 2019). Communication is affected by the increased use of social media. From what was previously limited to phone calls or text messages, people now communicate through comments, likes, and sharing content on social media platforms. This creates a unique communication dynamic where people can quickly respond to messages and share their opinions on various topics (Kross et al., 2013). In an era of ever-changing technology, understanding the latest digital communication trends is essential. Increased use of social media, the dominance of instant messaging apps, and changes in video content consumption are all trends that influence the way people communicate, share information, and enjoy entertainment.

Social media is pushing corporate communications to shift to discussions

where all stakeholders have an equal voice. By using social media, stakeholders can ask questions and get answers from company executives directly. On the other hand, company executives can accept criticism and even ideas from stakeholders (Mangold & Faulds, 2009). Social media can also be used to empower a company's customers and employees by giving them the opportunity to express their views or opinions about products or services freely to their networks. Because internet social media is now always available, companies can provide information about their products and services easily and clearly. Companies can use social media as an alternative to advertise their programs, news and activities. This is because social media is very effective, interactive, and allows companies to communicate with the public about related matters. With technological developments, companies must continue to progress and pay attention to the use of technology. This especially applies to the use of digital as a communication tool used to produce, distribute or disseminate information and personal identity to the public. Many people in the current internet era use social media as a way to get information and participate in virtual communities. Therefore, Telkom continues to provide the latest information and content about telecommunications products and educational content. Research conducted by Liani & Putra in the journal *Prosiding Seminar Nasional Teknologi Komputer dan Sains* (2023, p. 1-10) found that around 96.4% of respondents stated that Telkom's social media had succeeded in presenting various very useful, current, and relevant information about telecommunications products. This shows that businesses have used their social media well to provide the latest information and interesting content about their goods and services. Each platform displays different content. Instagram provides content that educates and provides the latest information regarding the company, such as content

regarding information on the Green Data Center and changes in the composition of the Company's Board of Commissioners and Board of Directors.

Meanwhile, TikTok provides entertaining content, such as videos of types of people going home and quick quizzes related to Telkom.

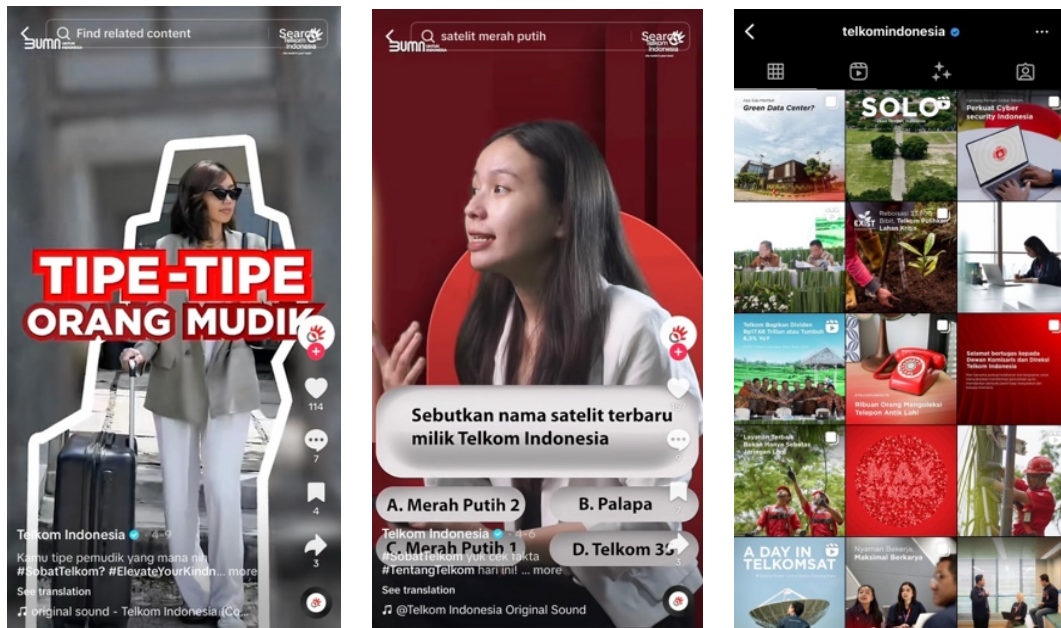


Figure 1. Content in TikTok and Instagram

Source: TikTok @telkomindonesia and Instagram @telkomindonesia

Corporate communications, whether in the form of news, features or advertisements, will be responded well by the media and journalists. As a result, the audience will know the message conveyed by corporate communications to the mass media. A good relationship between corporate communications and the mass media greatly influences whether the message conveyed by corporate communications to the mass media, be it advertisements, news or advertorials, will be reported or not, which is largely determined by how good the relationship is between corporate communications and the mass media. Therefore, corporate communication with the mass media must have a good relationship. Corporate communication with the mass media can build good personal relationships with the people who work there, as well as with journalists and other media workers, with the hope that this can be used as a basis for building openness and

respect between their respective professions. This corporate communications strategy allows companies to build good personal relationships with individuals working in media companies as well as with journalists and employees via instant messaging, e-mail, and social media. They may also hold regular meetings with the media. By creating news, the company tries to manage relationships with the media for traditional media and television as well as digital media. A reactive approach is also used by companies to distribute press releases or respond to calls when reporters are breaking stories. Media Relations means working with the media to inform an organization's mission, policies, and practices in a positive, consistent, and trustworthy manner. This usually means working directly with those who handle news and media content production.

Performance is generally defined as a person's success in carrying out a job. Thus, company leaders must pay attention

to employee performance because a decline in employee performance can affect the company's overall performance. Employee engagement, which is the emotional commitment that employees have towards the company, can influence their performance. Employees will feel that their vision and mission are in line with the company. As a result, they will be very involved with the company's vision and mission and really care about the tasks assigned to them. Engagement increases work productivity, which means more customer satisfaction. Employee involvement increases the likelihood of making effective decisions, better plans, or improvements because it includes the views and thoughts of parties directly related to their work situation. By involving the people who have to carry it out, employee involvement also increases the sense of ownership and responsibility for decisions (Tjiptono & Diana, in Nurul & Atmanu, 2011). Building effective relationships can be done by communicating effectively with employees, being willing to listen to suggestions and constructive criticism from employees, respecting and understanding employee feelings, being fair, and having routines outside the office with employees. Apart from that, they always try to improve the achievements of their employees by helping, developing and coaching their employees so that they can contribute to achieving company goals. By establishing effective relationships, employees can understand and support concepts, news, information, messages and tasks.

RECOMMENDATION

Conclusion

Telkom continues to strive to transform into a leading digital telco that is able to adapt to various situations, difficulties and market conditions to face the increasingly rapidly developing

digital era. To achieve its vision to become the main digital telecommunications company that contributes to the progress of society, Telkom is responsible for supporting digitalization by building infrastructure and providing connectivity throughout the country equipped with various digital services and platforms. Corporate communications is an important part of Telkom's digital communications strategy because it helps build trust, improve brand image and drive success in the digital era. Telkom strives through its digital corporate communications efforts to provide stakeholders with information about company progress, initiatives and industry trends.

In achieving the company's vision to become the main digital telecommunications company in technological development, there are several strategies carried out by corporate communications. The first strategy is to maintain the company's reputation. Telkom must continue to adapt the communication methods used to stay abreast of the latest trends and advances in communication technology. In order for this strategy to be in line with company goals, the dissemination of information must be carried out effectively and have a positive impact on the company's reputation and encourage the achievement of company goals. These trends cover various aspects from changes in user behavior to developments in communication technology. These trends include increased use of social media, the dominance of instant messaging applications, and changes in video content consumption. These trends influence the way we communicate, share information, and consume entertainment.

Corporate communication implements the second strategy by utilizing social media platforms. The use of social media is very beneficial for companies to develop and run a business because social media has a very big influence on society. The use of social media has become an

efficient, effective and interactive alternative for companies in campaigning programs, publishing news and company activities. In a business context, the use of social media is very beneficial because it has a large influence on society, allows companies to provide information about products and services clearly and easily, and builds strong personal branding. Therefore, Telkom always provides updated information and information content about telecommunications products from Telkom and also provides educational content contained therein.

To strengthen the strategy in efforts to transform into a leading digital telco, corporate communications implemented a third strategy by interacting with the media. A good relationship is needed between corporate communications and mass media. Building good personal relationships between corporate communications and mass media can be done with the hope that it can be used as a basis for building openness and mutual respect between each profession. Corporate communication can build good personal relationships with people in media institutions as well as journalists and workers through SMS, e-mail, messages using social media, and also holding regular meetings with the media. The company tries to manage relations with the media for both traditional publications and television channels as well as digital media by creating news. Companies may also distribute press releases or respond to calls as reporters develop stories.

To maximize the three strategies that have been explained, corporate communications implements the final strategy by utilizing internal communications. Building effective relationships can be done by communicating effectively with employees, being willing to listen to suggestions and constructive criticism

from employees, always respecting employees, trying to understand employee feelings, always being fair, and having routines outside the office with employees to create good relationships. between employees and leaders. Apart from that, we always try to improve employee performance by guiding, developing and coaching employees so that they can participate in achieving company goals. Companies can also use various internal communication channels, such as web portals, Diarium applications, email, WhatsApp, and other internal communication tools to convey information to employees. In this way, companies can create an inclusive, collaborative work environment and motivate employees to make their best contribution to the company's success.

Recommendation

Telkom must continue to strengthen its presence on social media by providing relevant, educational and interesting content for stakeholders to carry out an effective corporate communications strategy in its transformation into a leading digital telco. Building a positive image and increasing user engagement can be helped by actions such as sharing the latest information and interacting directly with users. Telkom must continue to improve internal communications by providing the latest information about the company's vision, mission, programs and activities, as well as providing opportunities for employees to participate and provide input. Corporate communications must continue to strengthen relationships with mass media to ensure company information is conveyed well and accurately through regular meetings, press releases and quick responses to media requests. Telkom must continue to maintain its reputation by using communication methods that are in line with technological trends and advances. With this, in the digital era which is increasingly developing rapidly, Telkom can strengthen corporate communications,

foster trust, improve brand image, and encourage success through the dissemination of effective and profitable information.

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