



**CORPORATE COMMUNICATION STRATEGY OF PT
TELEKOMUNIKASI INDONESIA INTERNATIONAL TBK.
(TELIN) INDONESIA IN MAINTAINING THE IMAGE
COMPANY**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi
(S.I.Kom.)**

By:

**NI PUTU CHERY DIAN KRISNA KUMALA
009201900067**

**FACULTY OF HUMANITIES
COMMUNICATION STUDY PROGRAM
CIKARANG
JUNE, 2023**

**Corporate Communication Strategy of PT Telekomunikasi
Indonesia International Tbk. (Telin) Indonesia in
Maintaining the Image Company**

Ni Putu Chery Dian Krisna Kumala, Mariani Amri, S.Sos, M.Si.

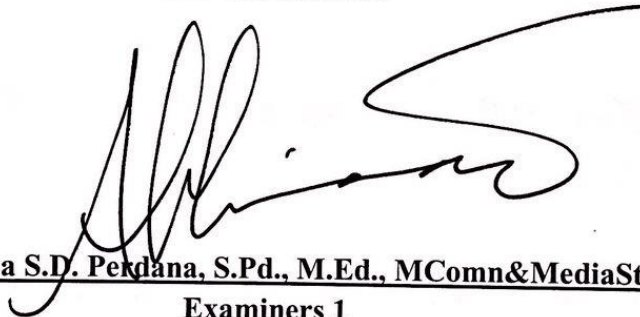
*aPresident University, Jl. Ki Hajar Dewantara, Jababeka, Cikarang Baru
ni.kumala@student.presidentl.ac.id*

*bPresident University, Jl. Ki Hajar Dewantara, Jababeka, Cikarang Baru
marin_communication@president.ac.id*

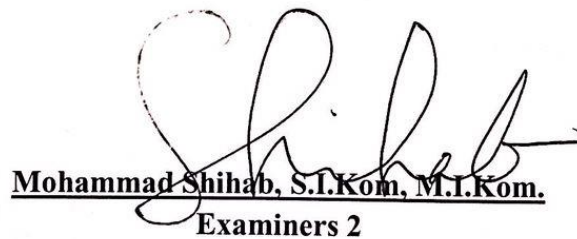
PANEL OF EXAMINER APPROVAL

The Panel of Examiners declare that the undergraduate thesis entitled **Corporate Communication Strategy of PT Telekomunikasi Indonesia International Tbk. (Telin) Indonesia in Maintaining the Image Company** that was submitted by Ni Putu Chery Dian Krisna Kumala majoring in Communication Science from the Faculty of Humanities was assessed and approved to have passed the Oral Examination on June 19th 2023.

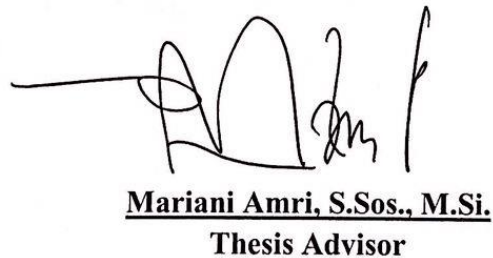
Panel of Examiner



Abhirama S.D. Perdana, S.Pd., M.Ed., MComn&MediaSt.
Examiners 1



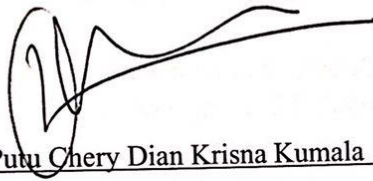
Mohammad Shihab, S.I.Kom, M.I.Kom.
Examiners 2



Mariani Amri, S.Sos., M.Si.
Thesis Advisor

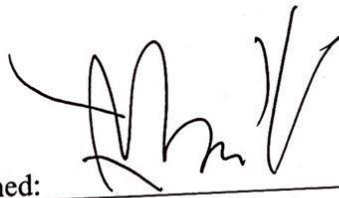
STATEMENT OF AUTHORSHIP

This thesis is my work containing, to the best of my knowledge and belief, no material published or written by another person except as referred to in the text. None of the material submitted as part of this thesis has been accepted for the award of any other degree or diploma in any tertiary institution.



Signed: Ni Putu Chery Dian Krisna Kumala Dated: 2023

As a supervisor of *Ni Putu Chery Dian Krisna Kumala*, I confirm that the work submitted in this thesis has, to the best of my knowledge, been carried out by the student named above, and is worthy of examination.



Signed: _____ Dated: June 2023

Supervisor's name: Mariani Amri, S.Sos., M.Si.

STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of the undergraduate thesis/final project/business plan (underline that applies) stated below:

Name : Ni Putu Chery Dian Krisna Kumala
Student ID number : 009201900067
Study Program : Communication Science
Faculty : Faculty of Humanities

I hereby declare that my undergraduate thesis/final project/business plan entitled "Corporate Communication Strategy of PT Telekomunikasi Indonesia International Tbk. (Telin) Indonesia in Maintaining the Image Company" is, to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism, including but not limited to Artificial Intelligence plagiarism, is detected in this undergraduate thesis/final project/business plan, I am willing to be personally responsible for the consequences of these acts of plagiarism, and accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, 19th June 2023

(Ni Putu Chery Dian Krisna Kumala)

SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST

As a student of the President University, I, the undersigned:

Name : Ni Putu Chery Dian Krisna Kumala

Student ID number : 009201900067

Study Program : Communication Science


for the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title:

Corporate Communication Strategy of PT Telekomunikasi Indonesia International Tbk. (Telin) Indonesia in Maintaining the Image Company

With this non-exclusive royalty-free right, President University is entitled to converse, to convert, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

This statement I made in truth.

Cikarang, 19th June 2023


(Ni Putu Chery Dian Krisna Kumala)

ADVISOR'S APPROVAL FOR PUBLICATION

As a lecturer of the President University, I, the undersigned:

Advisor's Name : Mariani Amri, S.Sos., M.Si.

NIDN : 0414038301

Study program : Communication

Faculty : Humaniora

declare that following thesis:

Title of undergraduate thesis : Corporate Communication Strategy of PT Telekomunikasi Indonesia International Tbk. (Telin) Indonesia in Maintaining the Image Company

Undergraduate Thesis author : Ni Putu Chery Dian Krisna Kumala

Student ID number : 009201900067

will be published in **journal / institution's repository / proceeding / unpublish /**

Cikarang, 19th June 2023



(Mariani Amri, S.Sos., M.Si.)

ceri

ORIGINALITY REPORT

10%

SIMILARITY INDEX

9%

INTERNET SOURCES

3%

PUBLICATIONS

5%

STUDENT PAPERS

PRIMARY SOURCES

1

[dokumen.pub](#)

Internet Source

2%

2

[communicateyourbrand.wordpress.com](#)

Internet Source

<1%

3

[www.telin.net](#)

Internet Source

<1%

4

"Data Collection, Primary vs. Secondary",
Encyclopedia of Social Measurement, 2005

Publication

<1%

5

[core.ac.uk](#)

Internet Source

<1%

6

[es.scribd.com](#)

Internet Source

<1%

7

[pr.hec.gov.pk](#)

Internet Source

<1%

8

[www.epicos.com](#)

Internet Source

<1%

9

Submitted to Cardean Learning Group

Student Paper

<1%

<https://app.gptzero.me/app/welcome>

The screenshot shows the GPTZero AI Detection interface. On the left is a navigation sidebar with options: AI Detection (selected), Scan History, Usage Stats, API, and Settings. The main content area is titled "AI Scan" and displays a circular progress indicator at 24%. The text states: "This text is likely to be written by a human with a few AI-like sentences. There is a 24% probability this text was entirely written by AI." Below this, it notes that sentences likely written by AI are highlighted. The scanned text includes: "and controlling the dissemination of information to the public, enabling the company to address unfavorable news effectively. In the field, another relevant notion is 'corporate communication,' which can be defined as 'the comprehensive management of both internal and external communications with the objective of establishing positive relationships with the stakeholders upon whom the company relies' (Van, R. C. B. M., & Fombrun, C. J., 2007). With regard to corporate image, corporate communication has an important role related to the process of solving problems in the process of solving problems in crisis management and corporate image crises (Febriyanti, 2013). The role of corporate communication will be even greater in an increasingly competitive business environment. Through corporate communication, companies can be seen and provide a good image and reputation regarding their products to consumers."

This screenshot shows the detailed analysis section of the GPTZero AI Detection interface. It features six metrics, each with a score and a horizontal scale from 0 to 100 (Low to High):

- Readability: -7.3** (Low score): Sentences with short words and low amount of syllables have high readability scores.
- Perplexity: 58.6** (Medium score): How familiar a piece of text is to large language models like ChatGPT.
- Percent SAT: 5.3 %** (Low score): Measures what percentage of words are SAT words, terms from a standardized college admissions exam known for its labyrinthine vocabulary lists.
- Burstiness: 202.5** (High score): Unique score developed by GPTZero in 2022 that correlates to variance in writing. Humans generally vary their writing patterns over time.
- Simplicity: 28.1 %** (Low score): Measures what percentage of words are in the 100 most common words in the English language.
- Average Sentence Length: 22.8 words** (Medium score): Unique score that correlates to variance in writing, where humans generally vary writing patterns.

At the bottom, it says "© 2022-2023 GPTZero".

ABSTRACT

The purpose of this research is to investigate Telin Indonesia's communication strategy in shaping the company's image and to compare it with the process of public relations strategic planning. The objective is to ensure that Telin remains recognizable as "Telin" and not just as "Telkom Overseas," achieved through a public communication strategy aimed at enhancing public awareness of Telin's presence. The research approach employed in this study is qualitative, rooted in the constructivist paradigm. Constructivism seeks to heavily rely on the perspectives of participants regarding a given situation. In this research, the researcher conducts semi-structured in-depth interviews. The study incorporates Kendall Robert's R-A-I-S-E Theory. After gaining a comprehensive understanding of the issue through Corcom Telin's perspective, the next step involves Corcom Telin determining and crafting a work program to support problem resolution, known as Adaptation PR. The success of Corcom is gauged by its ability to adapt and formulate plans aligned with Telin's vision and mission at different stages. Moving forward to the stage of devising communication strategies (Implementation Strategy PR), Corcom identifies the appropriate programs to execute. As a subsidiary, Corcom takes into account Telkom's (the parent company) perspective and comprehends the relevant market in the region to implement programs that uphold Telin's image. It's worth noting that Telin's Corcom places significant emphasis on media relations, ensuring the publication of Telin's programs in the media and daily news, while also staying attuned to current trends.

Keywords: Telecommunication, Branding, Public Relations, Corporate Communication, PT. Telekomunikasi Indonesia International (Telin), R-A-I-S-E by Robert Kendall.

ACKNOWLEDGEMENT

Praise and gratitude the author prays to God Almighty, because with His grace, the author was able to complete this Thesis entitled “Corporate Communication Strategy of PT Telekomunikasi Indonesia International Tbk. (Telin) Indonesia in Maintaining the Image Company”. The purpose of writing this report is to fulfill one of the requirements to finish Thesis in order to obtain Sarjana Ilmu Komunikasi (S.I.Kom).

In preparing this final project paper, the author realizes that the fluency in the preparation of this material is nothing but the help, encouragement, affection, and guidance of the people around him, so that the obstacles faced by the author can be overcome. Therefore, the author intends to thank those who have helped the author in completing this final project paper, namely:

1. The One Almighty God, Ida Shang Hyang Widhi Wasa.
2. Dr. Endi Haryono, M.Si., Dean of Faculty of Humanities; Mr. M. Raudy Gathmyr, S.Sos., M.Si as Head of Study Program Communications President University.
3. Naswan Iskandar, S.Sn., M.Sn. & Anathasia Citra, S.Sos., M.Si. as my academic advisor and help me in the several last semesters for all the good advice.
4. Mariani Amri, S.Sos., M.Si as Thesis Advisor for the guidance and time for the author.

5. Mr. Abhirama S.D. Perdana, S.Pd., M.Ed., MComn&MediaSt as the Internship Advisor. As well as all the lecturers of Communication Study Program President University for all the knowledge and powerful motivations.
6. I would like to express my sincere gratitude to Mr. Abhirama S.D. Perdana, S.Pd., M.Ed., MComn&MediaSt, and Mohammad Shihab, S.I.Kom, M.I.Kom. for their invaluable guidance and support throughout my thesis journey. Thank you for your assistance and expertise.
7. Author's parents, Mrs. Ketut Muriani for becoming the best mother and Mr. I Nyoman Budiarta as father, author could ask for I Kadek Nanda Krisna and I Komang Raditya Krisna for becoming a supportive sibling, now your turn guys!
8. Neo Culture Technology especially Mr. Lee Haechan for their existence in this world and blesses the author with their masterpiece songs to help boost and make an optimal mood so the author can finish this Thesis.
9. Gek Sasti, Novta, Indah, Pinna, Galuh, Bastian, Sabrina, Gospel, Natasha., as close friends and more of other friends of the author who always provide moral support and enthusiasm during working on this Thesis.
10. And last and the most important, the author would like to thank myself for always believing that everything is possible, and also to always find a way or make one.

The author realizes that the writing of this final project is still far from perfect due to limited knowledge, skills, and time. Therefore, input, suggestions, and constructive

criticism are highly expected for the improvement of this report. Hopefully this report can be useful for those who need it. And once again thank you everyone for the support.

Cikarang, 19th June, 2023

(Ni Putu Chery Dian Krisna Kumala)

TABLE OF CONTENTS

PANEL OF EXAMINER APPROVAL.....	i
STATEMENT OF AUTHORSHIP.....	ii
STATEMENT OF ORIGINALITY	iii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	iv
ADVISOR’S APPROVAL FOR PUBLICATION.....	v
ACKNOWLEDGEMENT	vi
ABSTRACT	ix
TABLE OF CONTENTS	x
LIST OF FIGURES.....	xii
CHAPTER I	1
INTRODUCTION.....	1
1.1 Background Research	6
1.2 Limitations of Scope	6
1.3 Research Questions.....	6
1.4 Research Objective	7
1.5 Objective of Study	7
CHAPTER II.....	8
LITERATURE REVIEW.....	8
2.1 Literature Review - Previous Research.....	8
2.1.1 Company Profile.....	9
2.1.2 Strategic Communication	11
2.1.3 Maintaining Image Company	23

2.1.4	R-A-I-S-E Public Relations Campaign by Robert Kendall (1997).	26
CHAPTER II		30
METHODOLOGY		30
3.1	Methodology Research	30
3.2	Research Paradigm	32
3.3	Object and Subject Research	33
3.4	Data Collection	34
3.4.1	In-Depth Interviews	34
3.5	Data Analysis	35
3.6	Triangulation	36
3.6.1	Credibility	37
3.6.2	Transferability	38
3.6.3	Dependability	38
3.6.4	Conformability	38
CHAPTER IV		39
RESULT AND DISCUSSION		39
4.1	Result and Discussion	39
4.1.1	R-A-I-S-E Framework Theory by Robert Kendall.	40
CHAPTER V		48
CONCLUSION AND SUGGESTION		48
5.1	Conclusion	48
5.2	Suggestions	49
REFERENCES		50

LIST OF FIGURES

Figure 1.1	ITU Survey World's Population using Internet in 2022.....	1
Figure 1.2	<i>The public relations audit</i> By Ronald D. Smith (2012).....	4
Figure 2.1	Telin Indonesia Logo.....	9
Figure 2.2	Trends and Development in corporate communication (Cornelissen, 2013).....	19
Figure 2.3	Model of strategic management input-output.....	20