



**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:

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COMMUNICATION STUDY PROGRAM
CIKARANG
JUNE, 2023**

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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.



AI Detection

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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.

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