

ABSTRACT

The presence of core values become important in a corporation. Core values are the rules that determine the behavior or working line for employees, corporate identity, as well as the track of business strategy in order to achieve mission. Therefore, it becomes important to develop a good communication strategy so that the message can be delivered effectively, especially to new employees. Hopefully, by socializing core values will occur unity in how to behave, think and act so that corporate objectives can be achieved. This study used a qualitative descriptive method, supported by the paradigm of constructivism. This study aimed to describe the communication strategy of Human Capital Management PT Telekomunikasi Indonesia, Tbk in socializing core values to the management trainee. Data in this study are derived from the results of direct interviews, literature, documentation and observation. The Discussion of research focused on issues that have been formulated and identified through three research indicators in designing communication strategies, namely planning, implementation and evaluation strategies. After doing an in-depth researching, the researcher understands that at the planning stage, a form of socialization is defined through a program named "Orientasi Sarjana" by doing the coordination meeting for one month. During the implementation phase, core values conveyed through mental development activities by the military and materials socialization through in class training by experts. The media used are learning modules and e-learning website. At evaluation stage, pre-test and post-test are held to measure employee understanding and using questionnaires as a feedback for the company. Corporate communication strategy in socializing core values is considered good.

Keywords : *Core Values, Communication Strategy , Socialization, Management Trainee*