

ABSTRACT

Public Relations of the Central Telkom Health Foundation (Yakes) has a central role in organizing internal communication for the realization of organizational goals. Two-way communication between the leader and all staff and employees is an indicator of the success of an internal communication. This study aims to find out the role of public relations in the internal communication of the Central Telkom Health Foundation (Yakes). The study used James Grunig (1984)'s system theory and boundary spanning fungsi with three sub-analysts: informant, monitor, and two-way communication. The method used is a qualitative approach through techniques of collecting observation data, interviews, and documentation. The limitation of this study is the role of internal public relations in Yakes Telkom Center's internal communications. The results of this study showed that Yakes Telkom Center's internal public relations performed its role by carrying out internal communication as a function of boundary spanning, i.e. as an informant in delivering messages and information from the leadership to the staff and employees in each division, It monitors the internal scope of communication processes, and maintains and applies two-way communication systems to internal communication processes.

Key Words: *Public Relations, Internal Communication, Organisation, Yakes Telkom*