

ABSTRACT

In the digital era like now, communication activities carried out by companies have developed, communication actions carried out by corporate PR are now not only done at the time of meeting, but can be done via the internet which is growing rapidly as it is now. Telkom Banten has Public Relations in charge of managing internal media relations. Telkom's internal media relations company is called Portal Telkom. The Telkom Portal itself is an internal media owned by Telkom Indonesia companies including Telkom Banten, and is managed by the secretariat and communications unit at Telkom Banten. This research uses a case study methodology using a qualitative approach. The case study method or case study research is a form of qualitative method of in-depth analysis by individuals and produces a narrative description. With data collection methods in the form of interviews and observations. the results of the overall management of the Telkom internal media portal carried out by the secretariat and communication unit of Telkom Banten. The Secretariat Unit and the team prioritize how the internal public gets news about activities or events carried out by the company that are factual and appropriate in the field. The secretariat and communication unit and the team in carrying out the management process and internal media management strategy look quite complicated, but they prioritize journalistic ethics in their internal media management strategy. news about company information PT Telkom Indonesia (Persero) Tbk.

Keywords: Intern Media, Media Relations, Public Relations.