

ABSTRACT

The current rapid technological era has made Indonesia faced with the need for superior digital talents who are reliable in the field of Information and Communication Technology. These creates employment opportunities, certified training, and internship programs that are relevant to industry needs are now increasingly emerging in the community to meet the needs of digital talent who are ready to work. The Telkom DDB Internship Program is present as an internship program that provides opportunities for students in Indonesia to explore and develop the knowledge that has been obtained during their lectures on various real project challenges that exist in the business environment of the Telkom Indonesia Directorate of Digital Business. This research was conducted with the aim of knowing how the communication strategy of the Telkom DDB Internship Program in the interest of students to join PT Telkom Indonesia. The method used is qualitative by using method approach a constructivist paradigm. The result of this research is that the communication strategy carried out by Telkom's DDB Internship Program has been successful in accordance with its main objective, namely realizing Telkom's mission in developing superior digital talents. At the planning stage, the Telkom DDB Internship Program succeeded in choosing the right target and communication media so that it could maximally achieve the program's objectives. At the implementation stage, this program succeeded in realizing the planned plan, which was to become a forum or platform for students to develop skills to work in digital companies. At the evaluation stage, the Telkom DDB Internship Program formulates program objectives specifically and can be measured through data collection methods that will be used in making further decisions.

Key Word: Communication Strategy, Internship, Program, Digital Industry.