

ABSTRACT

Facing digital changes makes companies have to prepare their resources, technological literacy and the times. Therefore, Telkom Indonesia as a company engaged in digital technology provides products and innovations in employee training and learning, namely LMS DigiVerse. However, in its implementation, there is no user guide that guides users in accessing, so some users experience problems. Through the design of the work "Implementation of New Media Content Management in Corporate Strategic Choices LMS DigiVerse at PT Telkom Indonesia" the author made SOPs, minibooks (application handbooks), and video tutorials using the concept of organizing messages in problem solving. The theories that become references in the design of this work are communication, mass communication, corporate strategy, and new media. In obtaining data using observations through the results of surveys and workplace observations as well as literature studies and company documents

Keywords : *communication, corporate strategy, new media, LMS*