

ABSTRACT

Pandemic Covid-19 gave a huge impact of digital transition to all Indonesia's companies, yet PT Telkom Indonesia Tbk succeeded in facing the era of hurried digitalisation while they kept receiving awards for Best Workplace category every year along the pandemic periode. Those are certainly real proofs to see that PT Telkom Indonesia Tbk's employee experience was maintained positive during the pandemic, both in digital and in emotional aspects. This research aimed to see the digital aspect from the internal communication strategy of employee experience (EX), which is known as digital employee experience (DEX), at PT Telkom Indonesia Tbk. Research's approach being used is qualitative research with single case study as the methodology and constructivism as the paradigm to view the application process of DEX. The findings wind up to PT Telkom Indonesia Tbk merging the futuristic digital mindset and the humanist approach of human resources as the ground of their DEX's application that is applied through sets of digital tools and communication media, adapting and digital literacy, leadership, digital culture and workplace, as well as feedbacks and evaluation.

Keywords: *DEX, digitalisation, digital employee experience, internal communication*