

ABSTRACT

This study examines the issue of employees' lack of awareness and utilization of the I-SMART platform at PT Telkom Indonesia, Unit Human Capital Business Partner (HCBP) in the Human Capital Information System (HCIS) field. The objective is to analyze the communication strategies implemented in utilizing the I-SMART platform to improve employee work effectiveness and efficiency. The research method used is qualitative, employing in-depth interviews and observations. The results show that internal communication strategies involving the use of media such as SOPs, socialization, and guideline documents successfully enhanced the understanding and use of the I-SMART platform, with most employees finding it helpful in the business processes within the HCBP unit. However, challenges related to employee adaptation to the new system and differences in understanding between generations regarding the received modules or SOPs were found, necessitating improvements such as adjusting the language in the modules or SOPs, creating video tutorials, and enhancing the platform's user-friendliness to ensure optimal utilization. In conclusion, the communication strategies implemented are effective in increasing understanding and utilization of the I-SMART platform, but further improvements and developments are needed to address these challenges..

Keywords: *Communication Strategy, Internal Communication, SuperApps, Work Efficiency*