

## ***ABSTRACT***

Human Resources (HR) is a critical asset that determines the competitiveness and success of a company, making proper HR management crucial. Telkom, as a pioneer in Corporate University, is committed to implementing the Learning, Research, and Innovation program to create outstanding HR and quality leaders through effective communication strategies. This research aims to investigate the communication strategies employed by Telkom Corporate University Center in HR development. Utilizing qualitative descriptive methods, data is gathered through structured interviews. Findings indicate that communication plays a pivotal role in developing HR talent at PT. Telkom Indonesia, focusing on providing learning, research, and digital innovation services. Effective communication includes analyzing business needs, technology, and infrastructure, and delivering programs through digital media such as LMS Telkom and Diarium, with integrated evaluation in three stages. Telkom Corporate University Center embraces a culture of collaboration, receiving feedback from external training and adapting development programs based on the Kirkpatrick and Phillips models, demonstrating adaptation to pandemics and leveraging innovative technology.

***Keywords: Communication Strategy, Development, Human Resources, Technology Innovation, Management***