

ABSTRACT

This study aims to investigate the implementation of Relationship management (RM) among employees at the start-up company Dkampus. Using a qualitative approach and case study, data was collected through in-depth interviews, observation, and analysis of documents related to employee relations and training programs for students. The findings of this research reveal that the application of RM at Dkampus has successfully enhanced more structured internal communication, improved coordination between divisions, and reduced communication barriers caused by differences in expertise backgrounds. Furthermore, project-based skill training has proven to be an effective method for developing both technical and non-technical competencies, improving collaboration, and supporting career development. Although challenges in managing expectations and communication exist, the implementation of RM shows a positive impact on team productivity and work quality. This study provides valuable insights into how RM can be adapted within a start-up context to strengthen the relationship between employees and public relations, as well as support the organization's sustainability and performance.

Keywords: *employee relations, employee, relationship management, start-up, training, public relations*