

ABSTRACT

In the digital era, virtual-based communities have increasingly developed as spaces for collaboration and empowerment, including for young women seeking to advance their careers and businesses. One such community is Women Empower Women at Work (WEWAW), a women's empowerment initiative in Indonesia that focuses on career and business mentoring through various training programs. This study examines the internal communication strategies within the Women Empower Women at Work (WEWAW) community, a virtual-based empowerment group focused on career and business mentoring for young women in Indonesia. The research aims to analyze the internal public relations communication strategies employed by WEWAW in building and maintaining member loyalty. Using a descriptive qualitative approach and referencing Grunig's (2003) Excellence Theory as the analytical framework for virtual-based communities, this study demonstrates that strategic internal communication activities serve as a crucial foundation for sustaining the community. The findings reveal that WEWAW effectively implements internal communication strategies based on five key components: two-way communication fostering open dialogue between administrators and members, member engagement, trust and credibility building through empathetic communication, continuous communication via routine agendas and joint evaluations, and the use of appropriate online and offline communication channels. These findings affirm that strategic internal communication not only strengthens relationships among members but also serves as a vital foundation for ensuring the long-term sustainability of the community and its members.

Keywords: Public Relations, loyalty, member relations