

## **ABSTRACT**

*Internal communication is an important basis for companies in creating employee experience which influences employee motivation, productivity, and loyalty in implementing the company's business strategy. Human Capital Management as a division of HR management at PT Telkom Indonesia has several work units that help it in creating employee motivation and productivity, including the Human Capital Service Operation unit and the Human Capital Communication unit. This study aims to analyze the internal communication strategy in implementing the Moments That Matter employee experience approach at PT Telkom Indonesia. This study uses the concept of internal communication by Zelko and Dance, namely Downward Communication, Upward Communication, and Horizontal Communication (Muhammad, 2009). This study uses a qualitative approach with a descriptive study method, as well as data collection through interviews, observations, and document studies. The results of the study show that PT Telkom Indonesia designs its communication strategy dynamically using a humanist approach by conducting quarterly surveys related to the progress of internal communication in the company. In Downward Communication, superiors communicate intensively with their subordinates to ensure a common perception between the company and employees. In Upward Communication, the company holds Development Talk so that employees can provide direct feedback to their superiors. In Horizontal Communication, companies organize their employees to show their concern for each other by celebrating precious moments with fellow co-workers.*

**Keywords:** *employee experience, employee motivation, employee productivity, human resource management, internal communication*