

ABSTRAK

Joice Jasmine Azzahra: Analisis Peran Strategis dan Teknis *Corporate Communications* PT Telkomsel Regional Jawa Barat

Perkembangan industri telekomunikasi yang semakin dinamis menuntut perusahaan untuk mengelola komunikasi secara efektif melalui fungsi *Corporate Communications*. *Corporate Communications* tidak hanya berperan dalam menyampaikan informasi perusahaan, tetapi juga membangun hubungan dengan berbagai pemangku kepentingan, mengelola isu, serta mendukung tercapainya tujuan organisasi melalui pelaksanaan fungsi *Public Relations*.

Penelitian ini bertujuan untuk menganalisis peran *Corporate Communications* PT Telkomsel Regional Jawa Barat berdasarkan teori peran *Public Relations* Dozier dan Broom yang meliputi *Expert Prescriber*, *Communication Facilitator*, *Problem Solving Process Facilitator*, dan *Communication Technician*. Penelitian menggunakan paradigma konstruktivisme dan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi partisipatori pasif wawancara mendalam dan dokumentasi.

Hasil penelitian menunjukkan bahwa peran *Corporate Communications* PT Telkomsel Regional Jawa Barat dijalankan melalui empat bentuk utama. (1) *Expert Prescriber* ditunjukkan melalui penyusunan strategi komunikasi, pemberian pertimbangan kepada manajemen, serta rekomendasi dalam pengelolaan komunikasi perusahaan. (2) *Communication Facilitator* diwujudkan melalui pelaksanaan media relations, komunikasi internal, serta penyampaian informasi kepada berbagai pemangku kepentingan sebagai upaya membangun hubungan yang baik antara perusahaan dengan publik. (3) *Problem Solving Process Facilitator* diwujudkan melalui identifikasi dan pemantauan isu, penyusunan *holding statement*, penerapan strategi penanganan isu, serta koordinasi internal dalam mendukung penyelesaian permasalahan komunikasi perusahaan. (4) *Communication Technician* diwujudkan melalui penyusunan siaran pers, publikasi informasi perusahaan, produksi konten digital, dan dokumentasi berbagai kegiatan perusahaan sebagai bentuk implementasi komunikasi organisasi.

Berdasarkan hasil penelitian dapat disimpulkan bahwa *Corporate Communications* PT Telkomsel Regional Jawa Barat berperan dalam memastikan komunikasi perusahaan berjalan secara terarah, konsisten, dan sesuai dengan kebutuhan perusahaan maupun publik.

Kata Kunci: *Corporate Communications*, Peran *Public Relations*, PT Telkomsel Regional Jawa Barat.

ABSTRACT

Joice Jasmine Azzahra: *An Analysis of the Strategic and Technical Roles of Corporate Communications at PT Telkomsel Regional West Java*

The increasingly dynamic development of the telecommunications industry requires companies to manage communication effectively through the Corporate Communications function. Corporate Communications not only serves to disseminate corporate information but also plays a vital role in building relationships with various stakeholders, managing issues, and supporting the achievement of organizational objectives through the implementation of Public Relations functions.

This study aims to analyze the role of Corporate Communications at PT Telkomsel Regional West Java based on Dozier and Broom's Public Relations role theory, which consists of the Expert Prescriber, Communication Facilitator, Problem Solving Process Facilitator, and Communication Technician roles. The study employed a constructivist paradigm and a descriptive qualitative approach. Data were collected through passive participant observation, in-depth interviews, and documentation.

The findings indicate that the Corporate Communications function at PT Telkomsel Regional West Java performs four major roles. (1) Expert Prescriber is demonstrated through the formulation of communication strategies, the provision of recommendations to management, and strategic advice in managing Corporate Communications. (2) Communication Facilitator is reflected in the implementation of media relations, internal communication, and the dissemination of information to various stakeholders as efforts to establish and maintain positive relationships between the company and its publics. (3) Problem Solving Process Facilitator is manifested through issue identification and monitoring, the preparation of holding statements, the implementation of issue management strategies, and internal coordination to support the resolution of Corporate Communications issues. (4) Communication Technician is demonstrated through the preparation of press releases, the publication of corporate information, the production of digital content, and the documentation of various corporate activities as part of organizational communication implementation.

Based on the findings, it can be concluded that Corporate Communications at PT Telkomsel Regional West Java plays a significant role in ensuring that Corporate Communications is managed in a strategic, consistent, and effective manner in accordance with the needs of both the company and its stakeholders.

Keywords: *Corporate Communications, Public Relations Roles, PT Telkomsel Regional West Java.*