

ABSTRAK

Virus covid-19 yang mulai menyebar di Wuhan, China pada akhir tahun 2019 akhirnya mulai menyebar ke seluruh dunia tak terkecuali Indonesia yang mulai terdampak pada bulan maret tahun 2020. Penyebaran virus yang sangat cepat ini menyebabkan WHO menyatakan bahwa dunia sedang mengalami pandemi dan menyebabkan seluruh perusahaan di berbagai sector terdampak dan mengalami krisis yang diakibatkan pandemi covid-19. Disaat perusahaan lain hanya mampu berusaha bertahan menghadapi pandemi bahkan tidak jarang perusahaan-perusahaan tersebut bangkrut, perusahaan telekomunikasi justru meraup untung yang signifikan salah satunya PT Telkom Indonesia. PT Telkom Indonesia khususnya di witel Yogyakarta menarik diteliti karena mengalami pertumbuhan pelanggan yang signifikan walaupun karyawan sedang WFH 75% dan tetap mampu memberikan pelayanan yang optimal. Tujuan penelitian ini adalah untuk mengetahui strategi komunikasi internal PT Telkom Indonesia Witel Yogyakarta selama pandemi covid-19 tahun 2020 yang dilaksanakan oleh PT Telkom Indonesia Witel Yogyakarta yang membuat tetap dapat memberikan layanan prima walaupun karyawannya sedang melaksanakan WFH. Hasil dari penelitian adalah PT Telkom Indonesia Witel Yogyakarta telah melalui fase-fase penyusunan strategi komunikasi internal yang dijabarkan oleh Cornelissen yaitu tahap *strategic analysis* atau *analisis strategi*, *strategic intent* atau maksud dari strategi, *strategic action* atau tindakan strategis, serta *tracking and evaluating* serta telah PT Telkom Indonesia pun menjalankan tahapan-tahapan untuk mendapatkan komunikasi internal yang berhasil sesuai dengan tahapan-tahapan yang dijabarkan oleh Argenti. Namun, yang patut disayangkan adalah perusahaan tidak pernah melaksanakan audit atau evaluasi komunikasi internal secara khusus.

Kata kunci: Pandemi, Covid-19, Telkom, Witel Yogyakarta, Strategi Komunikasi Internal

ABSTRACT

The Covid-19 virus, which began spreading in Wuhan, China at the end of 2019, has finally begun to spread throughout the world, including Indonesia, which began to be affected in March 2020. The rapid spread of this virus caused WHO to declare that the world was experiencing a pandemic and caused entire companies in various sectors are affected and experiencing a crisis caused by the co-19 pandemic. While other companies are only able to try to survive in the face of a pandemic, it is not uncommon for these companies to go bankrupt, telecommunication companies are making significant profits, one of which is PT Telkom Indonesia. PT Telkom Indonesia, especially in Witel Yogyakarta is interesting to study because it has experienced significant customer growth even though employees are 75% WFH and are still able to provide optimal service. The purpose of this study was to find out the internal communication strategy of PT Telkom Indonesia Witel Yogyakarta during the 2020 Covid-19 pandemic implemented by PT Telkom Indonesia Witel Yogyakarta which enabled them to continue to provide excellent service even though their employees were carrying out WFH. The results of the research are that PT Telkom Indonesia Witel Yogyakarta has gone through the phases of preparing an internal communication strategy as described by Cornelissen, namely the strategic analysis stage, strategic intent or strategic intent, strategic action or strategic action, as well as tracking and evaluating and PT. Telkom Indonesia also carries out the stages to obtain successful internal communication in accordance with the stages described by Argenti. However, the company has never specifically conducted an audit or evaluation of internal communications.

Keywords: Pandemic, Covid-19, Telkom, Witel Yogyakarta, Internal Communication Strategy