

## ABSTRAK

Meningkatnya persaingan pasar global telah menjadikan orientasi merek perusahaan sebagai pilar strategis yang berguna untuk memastikan pertumbuhan dan profitabilitas perusahaan, serta penerapan strategi *brand orientation* yang penelitiannya masih sangat terbatas. Oleh karena itu, pengembangan merek perusahaan yang kuat dan pemantauan terus menerus terhadap kinerja perusahaan telah menjadi isu penting bagi *top management*. Penelitian ini bersifat kualitatif atas hasil kegiatan wawancara mendalam semi terstruktur kepada narasumber utama yang dilakukan untuk menganalisis penerapan *internal branding* di PetroChina International Jabung Limited dengan fokus pada karyawan berdasarkan tujuh faktor menurut studi terdahulu: *brand orientation*, *brand-centered human resource management*, *brand communication*, *brand leadership*, *internal brand knowledge*, *internal brand involvement*, dan *internal brand commitment*. Upaya mendefinisikan proses penerapan *internal branding* ini diharapkan dapat membantu perusahaan untuk menilai kemampuan manajemen dalam memahami nilai branding, khususnya aspek daya saing karyawan PetroChina sehingga perusahaan dapat memposisikan diri berdasarkan kekuatan dan kelemahannya di industri migas Indonesia, terutama dalam memberikan layanan berkualitas. Hasil penelitian secara umum menyimpulkan bahwa penerapan tujuh faktor kegiatan utama *internal branding* telah dijalankan melalui perwakilan departemen perusahaan yang mencerminkan ke tujuh faktor tersebut.

Kata kunci: *brand orientation*, *brand-centered human resource management*, *brand communication*, *brand leadership*, *internal brand knowledge*, *internal brand involvement*, *internal brand commitment*.

## ABSTRACT

Increasing global market competition has made brand orientation a useful strategic pillar to ensure the growth and profitability of the company, and the application of brand orientation strategies is still very limited research. Therefore, developing a strong corporate brand and continuously monitoring corporate performance has become an important issue for top management. This study is qualitative in nature based on the results of semi-structured in-depth interviews with key informants conducted to analyze the implementation of internal branding at PetroChina International Jabung Limited with a focus on employees based on seven factors according to previous studies: brand orientation, brand-centered human resource management, brand communication, brand leadership, internal brand knowledge, internal brand involvement, and internal brand commitment. This effort to define the process of implementing internal branding is expected to help the company to assess management's ability to understand the value of branding, especially the competitiveness aspect of PetroChina employees so that the company can position itself based on its strengths and weaknesses in the Indonesian oil and gas industry, especially in providing quality services. The results of the study generally conclude that the implementation of the seven factors of internal branding main activities has been carried out through representatives of the company's departments that reflect the seven factors.

*Keywords: brand orientation, brand-centered human resource management, brand communication, brand leadership, internal brand knowledge, internal brand involvement, internal brand commitment*