

ABSTRACT

Fidela Azizah (2020041024)

PENGELOLAAN HUBUNGAN INTERNAL OLEH DIREKTORAT ORGANISASI PADA KAMAR DAGANG DAN INDUSTRI INDONESIA (KADIN)

During the internship at the Indonesian Chamber of Commerce and Industry (Kamar Dagang dan Industri Indonesia), the practitioner assisted the Directorate of Organization in managing internal relations within the organization. The management of internal relations was carried out to maintain good relationships between the Indonesian Chamber of Commerce and Industry (KADIN) and its members, which consist of ordinary, intermediate, large, and association members. The practitioner applied principles acquired from introductory courses in public relations and public relations writing in implementing internal relations using various communication channels such as letters, speech scripts, e-flyers, and face-to-face communication activities. With the application of insights from public speaking courses, the practitioner successfully established effective relationships with stakeholders. Internal communication was enriched through various face-to-face activities, including company events, meetings, teleconferences, and exhibitions. The practitioner also participated in company event planning by utilizing event management concepts learned earlier. As part of the Directorate of Organization, the practitioner played a role in assisting the entire internal relations process, optimizing various communication media, and participating in organized face-to-face activities. The overall experience enriched the practitioner's understanding of the importance of internal relations management in the organizational context.

Keywords: *Internal Relations, Internal Communication, Indonesian Chamber of Commerce and Industry*