



IMPLEMENTATION OF DIARIUM AS A DIGITAL INTERNAL COMMUNICATION MEDIUM AT PT NUTECH INTEGRASI

Mayva Eka Wulandary¹, Ika Sartika¹, Renny Soelistiyowati¹

Abstract

The development of digital technology has driven the transformation of communication in the workplace, including at PT Nutech Integrasi, which is part of TelkomGroup. This study aims to analyze the implementation of the Diarium application as a digital internal communication medium using the SMCR communication model and the Uses and Gratifications Theory (UGT). This study uses a qualitative descriptive approach with data collection techniques such as interviews, observation, and documentation. The results show that the implementation of Diarium reflects the SMCR model as a whole, starting from the process of sending, delivering, and receiving messages among employees. Diarium also fulfills the four main categories of needs in UGT: the need for information, personal identity, social integration, and entertainment. This application not only functions as a channel for disseminating information, but also creates a digital space for interaction and collaboration among employees. Thus, Diarium plays a strategic role in strengthening transparent, efficient, and adaptive internal communication in the era of digital transformation.

Keywords: *Diarium, Digital Internal Communication, Internal Communication, SMCR, Uses and Gratification.*

Abstrak

Perkembangan teknologi digital telah mendorong transformasi komunikasi di tempat kerja, termasuk di PT Nutech Integrasi, yang merupakan bagian dari TelkomGroup. Studi ini bertujuan untuk menganalisis implementasi aplikasi Diarium sebagai media komunikasi internal digital menggunakan model komunikasi SMCR dan Teori Penggunaan dan Kepuasan (UGT). Studi ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data seperti wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa implementasi Diarium mencerminkan model SMCR secara keseluruhan, dimulai dari proses pengiriman, penyampaian, dan penerimaan pesan antar karyawan. Diarium juga memenuhi empat kategori utama kebutuhan dalam UGT: kebutuhan akan informasi, identitas pribadi, integrasi sosial, dan hiburan. Aplikasi ini tidak hanya berfungsi sebagai saluran penyebaran informasi, tetapi juga menciptakan ruang digital untuk interaksi dan kolaborasi antar karyawan. Dengan demikian, Diarium memainkan peran strategis dalam memperkuat komunikasi internal yang transparan, efisien, dan adaptif di era transformasi digital.

Kata kunci: Diarium, Komunikasi Internal Digital, Komunikasi Internal, SMCR, Penggunaan dan Kepuasan.

¹ IPB University, Corresponding Author: mayvaeka@apps.ipb.ac.id

INTROUCTION

The development of digital technology has driven transformation in every aspect of life, including the workplace. These changes have affected the way individuals and groups communicate, which is no longer limited to face-to-face interaction but also includes digital media, known as digital communication. Digital communication helps ensure that all employees have equal access to information to support work productivity in the era of digital transformation.

Digital communication is defined as the process of transferring messages or information from a communicator to a recipient through digital media (Asari et al., 2023). Digital communication changes the way humans interact and communicate. This phenomenon has caused changes in the methods, tools, and media used in the communication process. Media such as Facebook, Twitter, Instagram, and LinkedIn have changed the way we interact with friends, family, and colleagues (Lipschultz 2023). An example of the use of digital communication is in corporate communication. *Corporate communication* is not only directed at external parties such as the press and media, but also at internal parties within the company to build a conducive work culture and create work effectiveness so that the business can run smoothly (Agya, 2022). Digital communication facilitates collaboration between teams working in different time zones and regions, increasing the need for effective communication through digital media (Jaya & Maella 2025). Essentially, companies utilize digital communication media to facilitate corporate communication with both external and internal parties.

As part of TelkomGroup, PT Nutech Integrasi contributes to the use of Diarium as a digital internal communication medium within TelkomGroup. Diarium is a tool or medium used by PT Telekomunikasi Indonesia (Telkom) to disseminate information related to the company internally (Lumban Gaol, 2020). Diarium supports internal company communication related to the dissemination of information, policies, and company programs. In addition, Diarium can also facilitate employee information needs and create a space for digital interaction between employees through the *social connect* feature. The use of Diarium is expected to create transparent, open, and collaborative internal communication.

The implementation of Diarium as a digital internal communication medium in this study will be discussed using the SMCR communication model first proposed by David K. Berlo. This communication theory is a dynamic communication model in the communication process that

includes the elements *of source* (source); the source of the message or, in other words, the person who sends the message, *messages* (messages); the substance sent by the sender, *channel* (channel); the sender must choose which channel/media to use to convey the message, and *receiver* (recipient); an individual or group of people who receive the message sent by the sender (Wijayani, 2022).

In the context of using the Diarium application, the communication process that takes place not only describes the dynamics between the sender and receiver of the message as described in the SMCR model, but is also closely related to the information needs of employees. Through the perspective of Uses and Gratifications Theory, the use of Diarium can be understood as a form of communicative activity based on certain motives and needs of users. The Uses and Gratification Theory was first proposed by E. Katz in 1959. This theory states that individuals can actively use media and choose the type of media based on their needs and motivations for using the media (Huang & Zhou, 2018). This theory explains that there are four main categories of audience needs for media, namely information needs, personal identity needs, social integrative needs, and entertainment needs (Arifin, 2022). This shows that the audience is not passive recipients of messages, but they are active in choosing and using media based on their needs. In the context of internal communication, employees will use media for their communication needs, such as obtaining information, interacting with colleagues, and supporting work productivity. The Uses and Gratification theory tends to look at why the audience chooses the medium to be used.

Research discussing the use of diaries in internal corporate communication is a study by (Lumban Gaol, 2020) on the use of diary applications at PT. Telekomunikasi Indonesia Regional 1 North Sumatra, which shows that diaries are used as the main medium for communication, monitoring, and distribution of internal information at Telkom. The implementation of this application has proven to help employees obtain communication through the available features and access to information. In line with the research conducted by (Ramadhani et al., 2023) on the use of the General Affair application at PT PLN Pusharlish (Persero), this application is very useful in building internal communication both horizontally and vertically. Research on internal corporate communication has been conducted extensively in the past. However, research specifically addressing the use of the diarium application at PT Nutech Integrasi has yet to utilize the SMCR communication model and the Uses and Gratification Theory. Therefore, the researcher is interested in conducting this study by analyzing the implementation of the diarium application as a

medium for internal communication and information at PT Nutech Integrasi.

METHOD

The research method used is qualitative. Qualitative method is a research method carried out by observing, collecting, and presenting all data and events to be analyzed (Rohendi & Muzzamil, 2021). Qualitative research aims to gain a general understanding of social reality from a participatory perspective (Azzahra et al., 2025). This method was chosen to describe the implementation of the diarium application as a digital internal communication medium at PT Nutech Integrasi.

The research data consisted of primary and secondary data. Primary data was obtained through interviews and direct observation in the field. Meanwhile, secondary data was not collected directly but was obtained from websites, company archives, book references, and online articles. The data collected was then analyzed using descriptive analysis, which consists of four stages: data collection, data reduction, data presentation, and conclusion drawing. The stages were carried out sequentially to ensure that the results were focused and valid. After the data was analyzed, data validity techniques were applied to ensure the validity of the research data. This study applied a credibility test by extending the observation period, conducting repeated interviews to reach saturation point, and member checking by confirming each interview result with the informants. This was done to ensure that the data obtained was reliable.

RESULTS AND DISCUSSION

Implementation of Darium as a Digital Internal Communication Medium at PT Nutech Integrasi

Advances in technology have led to the emergence of internal company media. Darium is a tool or medium used by PT. Telekomunikasi (Telkom) Indonesia to disseminate information related to internal company matters (Lumban Gaol, 2020). Darium, as a digital internal communication medium, functions to disseminate information related to internal company matters, including policies, programs, or company activities, and to create a space for vertical and horizontal digital interaction.

PT Nutech Integrasi, as a subsidiary of TelkomGroup, implements the diarium function as part of its efforts to create open, efficient, and integrated digital-based internal communication. This is in line with the view (Wuersch et al., 2023), which states that digital internal communication is a way of communicating using technology where employees with digital capabilities feel confident and included to actively express their opinions, share information, and collaborate with colleagues to build the organization.

To understand how the digital internal communication process takes place within PT Nutech Integrasi, Berlo's SMCR model (1960) can be used as a reference. The SMCR Communication Model is a communication model first proposed by Berlo, which states that the communication process is a relationship between *the source, message, channel, and receiver*. These four elements are interrelated and influenced by socio-cultural variables, status, knowledge, and experience of the communicators. The application of the SMCR communication model in the Diarium application can be seen from the following four elements:

- 1) *Source* refers to a person or group that delivers a message and is referred to as the communicator. In its application in the Diarium application, the role of communicator is not limited to management and the social media team, but also involves all employees. Formally, the main source of messages comes from management, which is then forwarded to the social media team to be processed into informative messages and disseminated through Diarium. The messages in question include policies, company programs, and internal activities. However, the Diarium application also provides a space for all employees to share informal information such as activity uploads, work documentation, and appreciation. Thus, Diarium does not only function as a channel for delivering messages from top to bottom, but can also be a channel for horizontal interaction between employees.
- 2) *Messages* on the Diarium application can be in the form of announcements, policies, programs, and activity documentation/reports. Messages shared can be in the form of text and photos accompanied by the AKHLAK BUMN and TelkomGroup cultural values. In addition, messages shared through uploads include fixed hashtags such as #lifeatnutech, #nutechintegrasi, #TelkomMetra, #TelkomGroup, #MetraGroup, and #TelkomIndonesia to maintain message consistency and strengthen the company's digital image.
- 3) *Channel* (Media/Channel) is a tool used to convey a message. Diarium acts as a digital channel

connecting management with employees.

- 4) *Receiver* is the party that receives, interprets, and responds to messages sent by the sender (Muhammad, 2025). The interpretation of messages is influenced by the social background, literacy level, and value orientation of the recipient. In this case, PT Nutech Integrasi employees are the recipients of messages sent by management or fellow employees. Message recipients do not only play a passive role, but also an active one. Employees can respond or provide feedback to messages they receive through comments, likes, and shares. This creates an open space for digital interaction.

Therefore, the implementation of Diarium as a digital internal communication medium at PT Nutech Integrasi truly represents the SMCR theory. This application not only facilitates the dissemination of information but also creates a space for digital interaction and collaboration between teams.

Diarium in Meeting Information Needs and Facilitating Digital Internal Communication at PT Nutech Integrasi

The Diarium application plays an important role in meeting employee information needs while facilitating internal communication through digital media within PT Nutech Integrasi. Based on the Uses and Gratification theory proposed by Katz *et al.* (1973), it states that audiences are active and media users are driven by specific goals that are motivated by satisfaction or needs that they want to fulfill through the media. The audience actively determines the media, features, and information they use (*uses*). After that, they have expectations () to get something (*gratification*) as a result of their media usage activities (Muttaqin, 2019). The Uses and Gratification theory has four categories of audience needs for media, namely information needs, personal identity needs, social integrative needs, and entertainment needs.

In the context of digital internal communication at PT Nutech Integrasi, Diarium is a tool used by employees to find information and communicate with other teams. Diarium plays an important role in fulfilling employees' need for information by providing them with internal announcements, activity schedules, and company policies quickly and centrally. Employees can easily find information by searching for hashtags used by the social media team.

Diarium has a *social connect* feature that can create a digital interaction space to support digital internal communication within the company. This feature can create digital interactions by

allowing users to respond to each other using comments, *likes*, and *shares*. In practice, comments and *likes* will increase when posts feature colleagues they know. In addition, employees can strengthen their identity to foster a sense of belonging and recognition in the work environment.

CONCLUSION

The implementation of Diarium as a digital internal communication medium at PT Nutech Integrasi shows a strategic role in building open and transparent internal communication. Based on Berlo's SMCR model, the internal communication process through Diarium has been running well and dynamically between the source, message, media, and message recipient. A well-functioning internal communication process supports employees in meeting their information needs and facilitates internal communication. Diarium has proven to be able to meet the four main categories of media usage needs, namely information needs, self-identity needs, social needs, and entertainment needs. The features of Diarium not only serve as a medium for disseminating information, but also create a space for digital interaction and strengthen relationships between teams. Thus, Diarium functions as a digital internal communication medium that can meet employees' information needs and facilitate digital internal communication within PT Nutech Integrasi.

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