

ABSTRACT

Core values are an important foundation for a company to carry out its business strategy and form the basis of how a corporate culture can be formed. Paragon Corp has 5 core values and 7 Basic Identity which are the basis and identity for both Paragonian and Paragon Corp. The purpose of this research is to find out how Paragon Corp's internal communication strategy maximizes the use of the Paraco Mascot as a tool for internal communication at Paragon Corp. By using a qualitative method using a case study approach and data collection, interviews, documentation and observation as data data collection techniques. The result of this study is to find out how the Paraco mascot can become a tool that can maximize internal communication strategies in communicating core values through the stages in designing a communication strategy. The stages that are formed are the stages of situation analysis, planning, implementation, and evaluation. In addition, this research also shows how the results of implementing these core values are for Paragonian so that they can build a culture that is in line with what Paragon Corp expects. The communication strategy implemented by Paragon Corp in disseminating core values is considered good. However, there are things that need to be improved, namely the need for a more comprehensive use of the Paraco mascot and the need for an evaluation of the impact of core values on Paragonian behavior.

Keywords: Core values, Communication Strategy, Corporate Identity, Organizational Culture, Paraco Mascot,