

ABSTRACT

PT Telkom Indonesia (Persero) Tbk is the only Indonesian company included in the Forbes list of World's Best Employers 2021 and 2022. Global competition in international business presents new challenges for every company in various countries to appear to be superior with different strategies. This research aims to find out how the branding strategy of PT Telkom Indonesia (Persero) Tbk in international business through employer branding is based on the theory of organizational coorientation and the concept of employer branding strategy. This research uses a qualitative approach with a case study method to determine the strategy, process, program and media implementation of employer branding. Data collection was conducted through interviews, observation, and documentation. Interviews were conducted to the Human Capital Communication & Employer Branding unit of Telkom Indonesia and observation of social media and documentation as a complement to explain the employer branding program. The results showed that Telkom Indonesia's branding strategy in international business was through employer branding with international strander. Employer branding is carried out with the aim of getting the best talent that will be placed in international business growth centers so that it can make a maximum contribution to the company's performance and existence in international business and company achievements. The process of building PT Telkom Indonesia's employer branding has 4 stages, the first is the 4 pillars of employer branding activation, namely people development, inclusiveness, CSR and employer image, then Employee Value Proposition (EVP), internal branding and external branding.

Keywords: *Employer Branding, international business, Employee Value Proposition, internal branding, external branding*