

ABSTRACT

This study aims to understand the role of employee influencers as Key Opinion Leaders (KOL) in building the corporate image of PT Kereta Api Indonesia (PT KAI) on social media. This phenomenon arises from the increasing number of PT KAI employees who actively share content related to their work and daily lives on social media, which directly or indirectly influences public perceptions of the company. This research uses a qualitative approach with a case study method as proposed by Creswell (2018), with data collection techniques including in-depth interviews, observation, and documentation. The results show that PT KAI's employee influencers have high credibility because of their status as employees who understand the company's internal conditions. Their authentic and audience-friendly communication style creates strong attractiveness, and their wide reach is enhanced by the use of multi-platform social media. High audience engagement strengthens two-way interaction and builds emotional closeness, while the influence they exert can change public perceptions to be more positive toward PT KAI. These findings indicate that employee influencers not only serve as information disseminators but also as agents capable of shaping a more humanized, transparent, and publicly approachable corporate image. This study is expected to serve as a reference for other companies to maximize the role of employee influencers as an effective digital communication strategy.

Keywords: *Corporate image, Digital communication, Employee influencer, PT KAI, Social media*