

Abstract

Employee wellbeing is a critical element in human resource management amid the dynamics of the modern workplace. Telkomsel, Indonesia's largest digital telecommunications company, has designed a wellbeing program with six main pillars: physical, psychological, career, financial, social, and spiritual. However, the implementation of this program faces challenges due to ineffective visual communication and information dissemination to internal employees and external partners. This study aims to develop creative and effective visual communication strategies to promote Telkomsel's wellbeing program, enhancing employee understanding and participation while serving as a reference for other companies. Employing a qualitative approach through literature review, observation, and interviews with Telkomsel's internal stakeholders, this study adopts the AISAS, SWOT, and AOI analytical frameworks to formulate targeted promotional strategies. The concept of "A Mindful Sanctuary" is realized through various promotional media, including posters, TikTok videos, banners, e-billboards, WhatsApp blasts, and Instagram filters, with a human-centered storytelling approach. The visual design emphasizes inclusivity, professionalism, and empathy, resulting in engaging and educational communication. The findings indicate that the integration of effective visual communication can sustainably enhance awareness and adoption of the wellbeing program, both within Telkomsel's internal environment and as an inspiration for other companies in Indonesia.

Keywords: Wellbeing, Telkomsel, Visual Communication, Promotion Strategy, Employee Engagement, Visual Design.