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SUMMARY

Corporate Communications is a management function that offers a framework for effective coordination of all internal and external communications with the overall goal of establishing and maintaining a favorable reputation with stakeholder groups in which the organization depends. Corporate communication is an important aspect of the communication is managed properly and professionally. Good corporate image and strong has benefits, namely the competitiveness of medium and long-term steady, a shield during the crisis, the main attraction of the executive reliable, increasing the effectiveness of the strategy service offering.

This study aims to determine the role and function of Corporate Communication in improving the company image PT. ZMG Indonesia. This type of research is classified as descriptive research with a qualitative approach to the data described in a narrative based on information obtained from the offender subjective research subjects. Division Corporate Communication PT ZMG Indonesia has a function as a means of two-way communication (reciprocal), and regulate the flow of messages, in order to enhance the positive image. ZMG Indonesian PT is a company engaged in the field of public telecommunication services that serve internal and external. Therefore, Corporate Communications division at PT ZMG Indonesia serves as the spokesman who represents the company in providing all available information. With the increase in the role and function of the relation or external parties will provide a positive image of PT ZMG Indonesia, the company must be good at identifying of relationships other than internal. PT ZMG Indonesia has internal relations and external relations where corporate communication must be good to bring the relationship - these relationships, and identify relationships - relationships to achieve corporate objectives that enhance the positive image of the company relations - the relation.

Keywords : Organizational Communication, Public Relations, Corporate Communications and Corporate Image