

ABSTRACT

This study aims to determine the role of corporate communication in family industry which has been managed for more than 90 years by 57 families. This study uses four dimensions: enabling flexibility, decision making, intangible assets, and operational activation. This study uses exploratory qualitative methods with a multiple case study approach to compare communication before and after the existence of a corporate communications at PT Nojorono Tobacco International. Data collection used in-depth interviews conducted virtually with ten respondents, including internal and external company respondents.

The results of the study show that all respondents have positive experiences with corporate communications from PT Nojorono Tobacco International on the four dimensions studied.

Keywords: *corporate communications, flexibility, corporate reputation, decision making, corporate strategy, competitive advantage, family industry*