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## **Public Relation Strategy Analysis in Maintaining Image of PT Pos Indonesia (Persero)**

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### **Abstract**

This scientific article delves deeply into the analysis of Public Relations (PR) strategies employed by PT Pos Indonesia (Persero), with a critical focus on strengthening corporate image. In the dynamic business landscape, a positive image is crucial for organizational success. The research adopts a comprehensive approach with descriptive qualitative analysis to evaluate the effectiveness of PT Pos Indonesia (Persero) PR initiatives. The study highlights the alignment of PR strategies with organizational goals, assessing their impact on shaping public opinion, and strengthening relationships with stakeholders. Exploration of the integration of traditional and digital communication channels is conducted to assess PT Pos Indonesia (Persero) adaptability in the evolving media landscape. Furthermore, the research tests crisis communication protocols to evaluate the organization's readiness in facing reputational risks. Drawing on theoretical frameworks and industry best practices, this article aims to provide insights into the strategic nuances of maintaining a positive corporate image. It offers practical recommendations for PT Pos Indonesia (Persero) and similar organizations. This research not only contributes to the scholarly understanding of PR strategies in the corporate realm but also serves as a valuable resource for practitioners and decision-makers striving to refine their communication tactics for sustained positive public perception.

**Keywords:** Public Relations Strategies, Corporate Image, Dynamic Business Landscape, Public Opinion, Media Adaptability

## **Introduction**

PT Pos Indonesia (Persero), as a leader in the Indonesian postal delivery and services industry, faces significant pressure to maintain and improve its corporatist image amid increasingly fierce business competition (Engelstad et al., 2017). In this information age, corporate image is not just an additional element, but rather a key foundation that shapes public perception and determines long-term success. PT. Pos Indonesia (Persero) was established on July 26, 1995 headquartered in Jakarta, has a long history of providing postal, courier, and logistics services that continue to grow to meet the demands of the digital era. Communication efficacy is crucial for determining the success of a communication activity in any organization (Irwanti et al., 2021). The role of Public Relations (Public Relations) becomes very vital in managing the relationship between companies and the public (Satira & Hidriani, 2021). The main focus of Public Relations is to form and maintain a positive image of the company, create mutually beneficial relationships with the public, and promote the product or services offered. A company's PR strategy involves structured planning and programs, where media selection plays a key role in wisely determining the communication platform that suits the target audience (Jantidijanto, 2023).

Public relations has a very crucial role in building and maintaining a positive image of PT Pos Indonesia (Persero) (Kusnadi, 2018). As a vital bridge between the company and the public, the PR function involves designing and delivering strategic messages that support the positive image of the company (Hibathu, 2023). Through various communication activities such as press conferences, social media management, and public campaigns, Public Relations plays a central role in creating positive perceptions among the public (Pranabella, P. G., & Durinta, 2021). A deep understanding of audience needs and company values is the foundation for Public Relations in maintaining the integrity and reputation of PT Pos Indonesia (Persero). Public relations is not only involved in efforts to build a positive image, but also has a significant role in crisis management and handling issues that can arise (Keyhole, 2023). In the face of critical situations, companies need to design communication strategies that are not only effective and transparent, but also adaptive to the latest developments. Establishing a favourable reputation tied to customer satisfaction is crucial, as a respected organisation with desirable qualities like dependability, excellence, and customer focus generates expectations of contentment (Widarso & Krisprimandoyo, 2023). This reflects the importance of Public Relations as the frontline in maintaining and restoring the company's reputation when facing challenges (Silviani, 2020). In the rapid business dynamics, the role of Public Relations is becoming increasingly important to maintain a positive image of PT Pos Indonesia (Persero). Through adaptive and proactive communication strategies, especially in crisis management, companies can maintain and strengthen their relationships with the public (Forbes, 2017). The article discusses concrete measures, including media selection and communication programs, reflecting the adaptability of the company in reaching a wide audience. This explains how important the role of PR is in this ever-changing era, where reputation and corporate image are key elements in business success.

This research has high relevance in the context of current industry dynamics, where corporate image has a central role in achieving success. By understanding more deeply the

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Public Relations strategy of PT Pos Indonesia (Persero), this research is expected to provide practical guidance for similar companies in maintaining and improving their corporative image. Involving traditional and digital communication channels, as well as evaluating crisis communication protocols, this research can provide valuable insights for businesses in the face of increasingly complex communication challenges. Problem formulation that focuses on "How to Analyze Public Relations Strategy in Maintaining the Image of PT Pos Indonesia (Persero)?" shows the direction of research to improve communication tactics to achieve positive public perception in a sustainable manner.

This research aims to provide in-depth insight into the key PR strategies that support the maintenance of a positive corporative image of PT Pos Indonesia (Persero). By combining traditional and digital communication channels, as well as evaluating crisis communication protocols, it is expected to provide practical recommendations for companies and similar organizations in the face of the dynamics of the complex communication world. The use of descriptive qualitative analysis underlies the main objective of this study, which is to evaluate the effectiveness of Public Relations measures implemented by PT Pos Indonesia (Persero). The core focus of this research is the extent to which PR strategies align with organizational goals. This research draws on theoretical frameworks and industry practices, aiming to provide deep insight into the key strategies that support the maintenance of a positive corporative image. In addition, this article also presents practical recommendations for PT Pos Indonesia (Persero) and similar organizations have become valuable guides in improving their communication tactics to achieve positive public perception on an ongoing basis. Thus, this research not only plays a role in developing scientific understanding of PR strategies in the corporative realm, but also provides added value for practitioners and decision makers in facing the complex dynamics of the world of communication.

Through in-depth and detailed analysis, this research provides significant insights into the impact of PR strategies in shaping public opinion and strengthening relationships with stakeholders (Ksenia, 2023). In the face of rapid developments in the modern media landscape, the research sheds light on the careful exploration of integration between traditional and digital communication channels. This approach is an adaptive response to evolving media dynamics, demonstrating the involvement of PT Pos Indonesia (Persero) in responding to changing communication needs. Evaluation of crisis communication protocols became an integral and substantial part of this research framework. Provide a comprehensive picture of the readiness of PT. Pos Indonesia (Persero) In the face of reputational risks that may arise, this evaluation not only highlights the technical aspects of the protocol, but also emphasizes the importance of organizational readiness in managing and responding to critical situations. As an integral part of this research, evaluation of crisis communication protocols provides a deeper understanding of how companies can manage challenges and maintain stakeholder trust, even in stressful and complex situations.

## **Literature Review**

The first article, titled "Public Relations Marketing Strategy In Improving Product Brand Image Through Instagram (@Wings\_indonesia)," is Akbar and Syaid's 2023 work, specifically exploring the use of Instagram in public relations marketing strategies for Wings products. This research adopts qualitative methods by conducting in-depth interviews to explore more detailed information. The results highlight that although Wings has utilized Instagram as a marketing channel, there is still a need for an increase in product promotion activities through this platform. Nevertheless, the study revealed a significant positive impact of using Instagram on improving Wings Group's brand image. The main focus of the research is to understand in depth the public relations marketing strategy that has been implemented by Wings Group to improve product image through these social media platforms. The conclusion of the study emphasizes that while Instagram has been an effective tool in strengthening Wings' brand image, companies still need to address gaps in product promotion to maximize marketing potential through the platform (Akbar & Umer, 2023). This research provides valuable insights for similar companies in understanding the dynamics of marketing through social media and confirms the importance of detailing a holistic public relations marketing strategy. By understanding the weaknesses and strengths of using Instagram, companies can design appropriate corrective measures to increase the effectiveness of product promotion and build a stronger brand image in the eyes of consumers.

The second article, titled "Public Relations Activities in Managing Image in the Financial Technology Industry," was by Kevin Zaprilan Lovis in 2020, which specifically explored public relations activities in the financial technology (fintech) lending industry with Investree as the main focus (Lovis, 2020). This research adopts a qualitative approach by conducting in-depth interviews and observations to explore more detailed information related to public relations practices conducted by Investree. The results revealed that Investree prioritizes public relations activities in three main aspects, namely customer relations, content & brand management, and crisis management. Focus on customer relations indicates the importance of relationships with customers in an effort to build a positive image of the company in the eyes of consumers. Meanwhile, content and brand management illustrates that Investree understands the important role of quality content and brand management in building attraction and trust. Finally, crisis management shows the company's readiness to face potential challenges and maintain a positive image in difficult times. These findings provide valuable insights for public relations practitioners and decision makers in the fintech industry. By highlighting the strategies that have been successfully implemented by Investree, this article can be a guide for the development of more effective public relations strategies amid increasingly fierce competition in the fintech industry. The conclusion of Lovis' (2020) research makes an important contribution in understanding the dynamics and specific challenges of building and managing corporate image in the fintech lending sector (Lovis, 2020).

The third article, titled "Police's Public Relations to Enhance Mutual Understanding in Indonesia," is a 2021 work by Friski, Suriati, and Mahyuddin, which explores the role of public forecasting in improving mutual understanding in Indonesia, particularly in the context of police public relations. This research carries a qualitative approach by applying in-depth

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interviews as a data collection method. The findings of the study highlight that public forecasting, or public relations, can be an effective tool in improving shared understanding in society, despite the sometimes limited constraints of resources and access to information. The emphasis on public forecasting as a mediator to create mutual understanding makes an important contribution to the context of policing in Indonesia. The obstacles faced, such as limited resources and access to information, show concrete challenges that need to be overcome in the implementation of public relations strategies in the police sector (Nurnisya et al., 2021). The conclusion of this study emphasizes the importance of good management in overcoming these obstacles. Effective management can help police optimize public forecasting efforts, overcome limited resources, and improve access to information for the public. Therefore, this article provides valuable insights for public relations practitioners in the police sector and decision makers at the policy level to strengthen public communication strategies that can increase mutual understanding in Indonesian society (Nurnisya et al., 2021).

The fourth article, titled "The Role Of Public Relations Of Pt. Garuda Tbk Indonesia In Maintaining Corporate Image During The Covid-19 Pandemic," written by Renaldo Arwansyah Putera and Aminah Swarnawati in 2023, is a significant contribution in understanding the role of public relations in managing corporate image during the COVID-19 pandemic, focusing on PT. Garuda Tbk Indonesia (Putera & Swarnawati, 2023). This study applied a qualitative approach by using in-depth interviews as a data collection method. The results highlight three main aspects that are the focus of public relations of PT. Garuda Tbk Indonesia, namely customer relations, content & brand management, and crisis management. A deep understanding of how companies manage customer relationships, manage content and brands, and handle crises during the COVID-19 pandemic provides valuable insights. The importance of the role of public relations during the COVID-19 pandemic is emphasized in the findings of this study. The focus on customer relationships shows that the company values and communicates effectively with key stakeholders. Content and brand management play a key role in maintaining a positive image of the company amid uncertainty. In addition, the company's ability to handle crises underscores the need for responsibility and adaptability. The insights from this research have a significant impact, especially for public relations practitioners in the aviation industry. These findings not only provide an in-depth understanding of the strategies successfully implemented by PT. Garuda Tbk Indonesia but also provides valuable guidance to develop effective public relations strategies, especially in the face of global crisis situations such as pandemics (Putera & Swarnawati, 2023). These conclusions make valuable contributions to the public relations and crisis management literature, and are relevant for practical applications in the aviation industry and other sectors faced with similar challenges.

The fifth article, entitled "Public Relations Strategy of PT. Adaro Indonesia in Maintaining a Positive Corporate Image" written by Thalita Putri Widijanta in 2023 describes a qualitative approach in analyzing the public relations strategy implemented by PT. Adaro Indonesia (Widijanta, 2023). Through in-depth interviews and observations, this study identifies three main aspects that are the main focus of the company, namely customer relations, content & brand management, and crisis management. In the aspect of customer relations, the article might explain how PT. Adaro Indonesia builds and maintains good relationships with

customers. This could involve a variety of initiatives, such as customer satisfaction programs, direct communication, or responsive service provision. In addition, content & brand management may discuss the company's strategy in managing content and building and maintaining brand image. This could include implementing marketing campaigns, producing quality content, and engaging brands in positive activities in the community. The article also mentions crisis management as a key focus, giving an idea of how PT. Adaro Indonesia is prepared for difficult situations that may affect the company's image. Further explanation of crisis communication protocols, responses to challenges, and lessons learned from previous experiences can provide a deeper understanding. The results of the research covering these focuses provide valuable insights into the effectiveness of PT. Adaro Indonesia. In addition to providing contextual understanding in the mining industry, research findings also provide valuable input for public relations practitioners in the sector to continue to optimize their strategies (Widijanta, 2023). This means that this article not only provides an understanding of the practices of PT. Adaro Indonesia but also offers practical guidance to improve public relations in the mining industry more broadly.

The sixth article entitled "Public Relations Strategy in Introducing the Jakarta – Bandung High Speed Train", written by Rizkia Betari and Tresna Wiwitan in 2023 discusses the public relations strategy implemented by PT. KAI to introduce the Jakarta-Bandung high-speed train project. This study uses quantitative descriptive method by collecting data through interviews, observation, and documentation, with the main objective of identifying and analyzing public relations strategies implemented by PT. KAI in introducing the project. The results showed that PT. KAI implemented six diverse public relations strategies to introduce the Jakarta-Bandung high-speed train. The strategy includes aspects of effective communication, mass media utilization, promotional activities, and direct involvement with the community (Betari & Tresna, 2023). The implementation of these strategies reflects the awareness of PT. KAI will highlight the importance of community and stakeholder support in the success of major infrastructure projects such as high-speed trains. In the context of literature, this research contributes by highlighting the importance of public relations strategies in innovative and large projects such as high-speed trains. Overall, this article creates a better understanding of how companies like PT. KAI can utilize the right communication approach to build positive understanding and community support for the project. The implications are not only limited to the success of the Jakarta-Bandung high-speed rail project but also provide valuable guidance for other companies involved in similar infrastructure projects.

The seventh article is entitled "Public Relations Strategy in Maintaining a Positive Image of Rejang Lebong Regency DPRD", written by Ayu Oktarina in 2019. In analyzing the public relations strategy implemented by the Rejang Lebong Regency DPRD to maintain its positive image, this study uses a qualitative descriptive approach as a basic method to collect data through observation, interviews, and documentation. The aim is to provide an in-depth understanding of the concrete steps taken by the Rejang Lebong Regency DPRD in maintaining its reputation in the eyes of the public. The results highlight a number of strategies implemented by the Rejang Lebong Regency DPRD, such as partnerships with the media, implementation of social activities, and efforts to build direct connectivity with the community (Oktarina, 2019). Data analysis shows that the Rejang Lebong Regency DPRD uses diverse approaches

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to maintain its positive image. Actions such as cooperating with local media reflect an awareness of the media's role in shaping public opinion. In addition, social activities and efforts to establish direct relations with the community reflect the sincerity of the DPRD in interacting positively with its constituents. These findings provide a concrete picture of strategic practices that can be applied by local legislatures in maintaining community support and trust. In discussing the public relations strategy applied by the Rejang Lebong Regency DPRD, this study also provides views on the research methods used. The adoption of qualitative descriptive methods provides a suitable framework for deeply understanding such strategies. By identifying and analyzing the steps taken, the research provides valuable insights for local parliaments and related parties, assisting them in carrying out public functions more effectively. This approach is also relevant in the context of literature, affirming the importance of active interaction with the media and society in managing public image at the local level. Overall, the study contributes to a practical understanding of how local-level legislatures can leverage a public relations approach to create and maintain a positive image, create active engagement with its constituents, and build trust among stakeholders.

The last article, titled "Public Relations Strategy in Maintaining a Positive Image", was written by Annisa Oktaviani Dwi and Maman Suherman in 2022. Discussed public relations tactics applied by RRI Bandung to maintain its positive image. The research method used is a qualitative descriptive approach, where data is collected through literature analysis, observation, interviews, and documentation. The findings of this study stated that RRI Bandung uses several public relations strategies as an effort to maintain its positive image. The important role of Public Relations (PR) in managing an organization's image has long been recognized, and effective communication, both through traditional and digital channels, is considered crucial to shaping positive perceptions among stakeholders. This study contributes to a further understanding of how media organizations, such as RRI Bandung, can combine classic and innovative approaches in their PR strategies to maintain and strengthen a positive image in the eyes of the public (Dewi & Suherman, 2022). By understanding and applying the principles of appropriate communication, organizations can respond proactively to emerging issues and build strong relationships with their audiences. In the rapidly evolving information age, it is important for organizations, including media institutions such as RRI Bandung, to build and maintain a positive image in the eyes of the public. Research conducted by RRI Bandung provides valuable insights into the public relations (PR) strategies used to maintain its positive reputation. Applied qualitative descriptive research methods involve collecting data from a variety of sources, including literature studies, observations, interviews, and documentation. Research findings show that RRI Bandung implements a number of diverse PR strategies to maintain its positive image amid the changing dynamics of the media environment.

### **Research Methodology**

This research adopts a descriptive method that emphasizes the study of literature as the main approach. Literature study is a process of in-depth analysis of various sources of information, including journal articles and books (Habsy, 2017), which specifically discusses public relations strategies in the context of maintaining the image of PT Pos Indonesia

(Persero). Descriptive methods are key in describing this phenomenon in detail, allowing researchers to present a clear, in-depth, and detailed picture (Hamali, S. et al., 2023) of the public relations strategy implemented by the company. The descriptive approach, in the context of this study, not only provides an overview, but also provides an in-depth understanding of the characteristics, patterns, and relationships underlying PT's public relations strategy. PT Pos Indonesia (Persero). By detailing key concepts and findings from literature sources, the method allows researchers to understand context better and devise a solid theoretical foundation.

The descriptive method is also relevant because this study aims for thorough exploration without any manipulation of variables. With a focus on PR strategy, this research requires an in-depth understanding of how companies maintain their corporative image. Therefore, a descriptive approach not only provides a comprehensive picture, but also supports the development of in-depth knowledge about public relations (Jantidijanto, 2023) in the context of the shipping and postal service industry. In its implementation, this descriptive method utilizes literature studies as a foundation for detailing the conceptual and theoretical frameworks that support research (Zakariah et al., 2020). By combining analysis of journal articles, books, and other sources of information, this research can provide a richer and more thorough insight into the public relations practices of PT Pos Indonesia (Persero).

The study of literature as a research method that involves a thorough analysis of various sources of information, plays a crucial role in the development of knowledge and understanding in various fields. In practice, literature studies include a comprehensive review of journal articles, books, and other related documents that have relevance to a particular research topic (Ridwan et al., 2021). The main focus of this method is to gather previously published information, evaluate its credibility, and synthesize those findings in order to gain deep insight into the status quo of knowledge in the field. Literature studies not only help researchers to understand the development of existing knowledge, but also support the formation of a strong theoretical framework (Zakariah et al., 2020). By analyzing key concepts and theories emerging from literature sources, researchers can devise a solid theoretical basis for designing and carrying out further research. Therefore, the study of literature not only identifies knowledge gaps, but also plays a role in building a foundation of quality knowledge.

In addition, literature studies also play an important role in supporting a transparent and documented research process (Sailendra et al., 2023). By detailing references from relevant literature, researchers provide a clear foundation for their research approach and methodology. It helps validate and provide context to new research findings, contributing to the overall academic dialogue and scientific development. The data collection process is carried out systematically by conducting in-depth analysis and review of each aspect that is considered relevant. Descriptive research methods are chosen because of their ability to provide a comprehensive and detailed picture of certain phenomena (McCombes, 2023). This approach provides space for researchers to understand the characteristics, patterns, and relationships underlying PT's public relations strategy PT Pos Indonesia (Persero). The advantages of the descriptive method are especially noticeable when the study aims for thorough exploration without any manipulation of variables (Sirisilla, 2023).



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At the implementation stage of this method, various data collection techniques are applied. The literature study became the foundation for detailing the conceptual and theoretical frameworks underpinning this research. Literature studies allow researchers to record behaviors or events directly in real contexts. Documentation becomes a crucial analytical tool, especially in exploring and analyzing documents or archives that are considered relevant. By combining descriptive methods and various data collection techniques, this study aims to provide a deeper and detailed understanding of the public relations strategy applied by PT Pos Indonesia (Persero) to maintain the company's image. This approach not only creates a solid foundation of knowledge but also facilitates a holistic understanding of the phenomenon of public relations in the context of the shipping and postal service industry.

### **Results and Discussion**

#### **Public Relation Strategy Evaluation**

PT Pos Indonesia (Persero) has initiated a comprehensive public relations strategy with the aim of enhancing its corporate reputation and customer satisfaction. This strategic initiative progresses through a sequence of crucial phases, specifically situation analysis, strategic planning, programme development, execution of actions and communication, and rigorous evaluation (Aditya et al., 2023). The company's communication strategy, specifically designed to improve its reputation in Garut Regency, is particularly remarkable. This comprehensive approach combines both internal and external communication efforts, demonstrating a dedicated commitment to strengthen the company's image (Aditya et al., 2023).

The implementation of the strategic plan is evident through the utilisation of numerous communication channels and platforms. These include a wide range of publications, such as brochures, sponsorship projects, corporate social responsibility (CSR) initiatives Social and Environmental Responsibility or as well known as TJSL (Tanggung Jawab Sosial dan Lingkungan) programmes, and active participation on social media platforms (Aditya et al., 2023). After the implementation phase, a strong evaluation mechanism is initiated to emphasise a dedicated commitment to measuring the effectiveness of the initiatives taken (Aditya et al., 2023).

However, despite the fact that there is a lack of comprehensive documentation regarding the precise influence that the public relations strategy has on public opinion, it is clear that PT Pos Indonesia (Persero) recognises the pivotal role that media monitoring endeavours play in comprehending and shaping public sentiment. This exemplifies the proactive stance that the company has taken in the process of orchestrating measures to meticulously manage its public image and protect its reputation (Harahap & Chatamallah, 2022).

In conjunction with its efforts in public relations, PT Pos Indonesia (Persero) has placed a significant emphasis on improving the quality of its services as a primary measure to strengthen customer satisfaction. This is among the most important measures that the company has taken. A comprehensive investigation that was carried out at the Kupang Branch of PT Pos

Indonesia (Persero) highlighted the pivotal role that intangible elements, specifically emphasising empathy and trust, play in the process of fostering increased levels of customer satisfaction. This highlights the multifaceted strategy that the organisation has implemented with the goal of improving the overall experience that customers have (Harahap & Chatamallah, 2022).

Furthermore, a meticulous examination of the operational efficiency of the company as well as the challenges that it is currently facing has resulted in the formulation of a restructuring strategy that is intended to pave the way for a future that is sustainably viable (Aini, 2023). The fact that this is the case highlights the unwavering commitment of PT Pos Indonesia (Persero) to simultaneously address both strategic and operational aspects, aligning them in a seamless manner with the ongoing initiatives in public relations and customer-centric endeavours.

### **Communication Channel Integration**

PT Pos Indonesia (Persero) has strategically assimilated a diverse array of communication channels within its overarching public relations strategy in order to strengthen its corporate standing and increase customer satisfaction. This is part of the company's overarching communication strategy. The company's methodology is built on a nuanced and multi-faceted communication strategy that meticulously encompasses both internal and external communication endeavours. This strategy is at the core of the organisational structure. Not only does this all-encompassing approach demonstrate the organization's dedication to enhancing its reputation, but it also demonstrates its dedication to fostering a higher level of satisfaction among its clientele (Arsya & M.E. Fuady, 2023).

The integration of communication channels is comprised of a number of essential components, which can be broken down into the following categories:

#### ***Brochures***

PT Pos Indonesia (Persero) makes use of brochures as a strategic tool in order to effectively disseminate comprehensive information to its clientele regarding the wide variety of services and products that it offers. The utilisation of these informational materials not only serves as a means of enlightening customers about the breadth and depth of the company's offerings, but it also contributes to the development of a deeper understanding and appreciation among the audience that is being targeted. This strategic use of brochures is in line with the company's commitment to open and honest communication as well as the empowerment of its customers (Arsya & M.E. Fuady, 2023 ).

#### ***Sponsorship Activities***

The company has actively participated in sponsoring a wide variety of events and initiatives as part of a strategic initiative to increase its visibility and broaden its outreach across the world. This involvement goes beyond merely promoting the company, as it demonstrates the company's dedication to actively contributing to and engaging with the community within which it operates. Not only does the company increase the exposure of its brand through these sponsorships, but it also establishes a meaningful presence within various spheres, which is in

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line with the company's overarching goal of cultivating a positive corporate image (Arsya & M.E. Fuady, 2023).

### ***Corporate Social Responsibility (CSR)***

Through its proactive participation in Corporate Social Responsibility (CSR) endeavours, PT Pos Indonesia (Persero) has demonstrated its unwavering commitment to both social responsibility and the comprehensive development of the community. The company's genuine commitment to having a positive impact on the well-being of society is highlighted by the fact that this active involvement goes beyond merely demonstrating goodwill. The company not only satisfies its ethical obligations by investing resources in meaningful corporate social responsibility (CSR) initiatives, but it also plays an important part in fostering sustainable and inclusive development within the communities that it serves (Arsya & M.E. Fuady, 2023).

### ***Social and Environmental Responsibility***

The implementation of programmes Social and Environmental Responsibility or as well known as TJSL (Tanggung Jawab Sosial dan Lingkungan) has been instrumental in providing substantial support to the communities in which the company operates, while simultaneously contributing to the enhancement of the company's standing. These programmes go beyond the realm of simple philanthropy; rather, they are strategic initiatives that aim to promote sustainable development and positive socio-economic impact within the regions in which the company operates. By doing so, the company not only satisfies its social obligations but also actively participates in the empowerment and upliftment of local communities, thereby strengthening its corporate reputation. This is accomplished through the deliberate implementation of Social and Environmental Responsibility or TJSL (Tanggung Jawab Sosial dan Lingkungan) initiatives (Arsya & M.E. Fuady, 2023).

### ***Social Media Engagement***

The corporation has skillfully utilised a variety of social media platforms as a dynamic means to actively interact with its customer base, disseminate information that is pertinent to the situation, and obtain feedback that is insightful. This strategic utilisation goes beyond merely having an online presence; rather, it is a proactive engagement strategy that aims to cultivate a relationship with the audience that is both dynamic and reciprocal. Not only does the company communicate its offerings through these digital channels, but it also positions itself as an accessible and responsive entity, highlighting its commitment to transparency and communication that is centred on the customer (Arsya & M.E. Fuady, 2023).

It is clear that the company is committed to determining whether or not its public relations strategy is successful because of the meticulous process of post-implementation evaluation that is being carried out. This commitment goes beyond the simple execution of strategies and demonstrates a conscientious effort to systematically examine and evaluate the impact that these initiatives have on the goals of the company. The process of post-implementation evaluation functions as a strategic instrument, enabling the organisation to refine its approach in an iterative manner and ensuring a public relations framework that is both dynamic and responsive (Arsya & M.E. Fuady, 2023). By doing so, PT Pos Indonesia (Persero) demonstrates

a proactive stance in adapting to the dynamic challenges and opportunities that have been brought about by the digital age. This highlights the company's unwavering commitment to continuously improve its communication endeavours. This commitment extends beyond mere acknowledgment of the digital landscape, portraying a deliberate and ongoing effort to evolve communication strategies in tandem with the ever-changing technological and societal landscape. A forward-thinking approach that aims to maintain relevance and effectiveness in contemporary communication paradigms is exemplified by PT Pos Indonesia (Persero) commitment to staying current with the latest digital trends (Harahap & Chatamallah, 2022).

### ***The Impact of Public Relations Strategy on Public Opinion***

The strategic framework consists of a carefully planned sequence of steps, encompassing a thorough analysis of the situation, the development of a strategic plan, the formulation of programme strategies, decisive actions, targeted communication efforts, and a comprehensive evaluation process. This comprehensive approach not only presents the step-by-step advancement of strategic activities but also underscores the interdependence of each stage, emphasising a dynamic and iterative process. The strategic architecture surpasses a linear model and presents itself as a comprehensive and flexible methodology intended for ongoing improvement and long-term efficiency (Arsya & M.E. Fuady, 2023).

A scholarly analysis has highlighted the utmost importance of the media monitoring efforts carried out by PT Pos Indonesia (Persero) public relations team. These strategic efforts go beyond simply controlling news information; instead, they play a crucial role in providing a complete overview of public opinion. The study highlights the active role performed by the public relations team in managing the company's narrative and effectively utilising media monitoring as a sophisticated tool to gain insights into the complex landscape of public opinion. The multifaceted approach of the public relations team establishes them as crucial creators of well-informed decision-making, guaranteeing a skillful and adaptable strategy in managing the intricacies of public opinion (Harahap & Chatamallah, 2022).

The effectiveness of the public relations strategy employed by PT Pos Indonesia (Persero) stands out as a critical component in enhancing both the company's corporate reputation and the level of satisfaction experienced by its customers. The company has embarked on a holistic approach in order to strengthen its standing and foster meaningful connections with its audience. This is despite the fact that in-depth specifics regarding the direct impact on public opinion remain somewhat limited. This all-encompassing strategy is implemented by following a meticulous sequence of steps, which includes conducting a situational analysis, going through strategic planning, developing a programme, and carrying out actions, as well as engaging in proactive communication and conducting a comprehensive post-implementation evaluation. This strategic framework sheds light on the company's dedication to a process that is both all-encompassing and repeatedly iterative, with the objective of not only managing its image but also continuously refining its approach in order to achieve the highest possible level of efficiency (Aini, 2023). This comprehensive approach represents the company's unwavering commitment to understanding its operational environment, developing effective strategies, and analysing the outcomes of its efforts. This approach not only recognises the significance of comprehensive involvement, but also demonstrates the

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company's proactive dedication to fostering a thorough comprehension of its surroundings. This ensures the creation of strategic plans that are not only flexible, but also finely attuned to the complexities of its ever-changing environment. The company ensures a continuous process of refinement and improvement in its initiatives by conducting a rigorous assessment of the outcomes, demonstrating a commitment to sustained excellence.

A scholarly inquiry has emphasised the utmost significance of media surveillance initiatives led by PT Pos Indonesia (Persero) public relations team. This strategic initiative involves effectively managing news information and also serves as a strong mechanism for gaining valuable insights into the complex landscape of public opinion. The study highlights the active involvement of the public relations team in managing the company's image and using media monitoring to make informed decisions. This approach helps the team stay ahead and adapt to changes in public opinion (Arsya & M.E. Fuady, 2023). This highlights the company's proactive dedication to not only understand but also actively influence public opinion. The research suggests that the careful monitoring activities conducted are of crucial importance, as they serve as a central element in informing future strategies and policies. This highlights the crucial importance of these efforts, emphasising their role not just as tools for observing, but also as active instruments that shape the development of future approaches. Through participating in these monitoring activities, the company establishes itself at the forefront of strategic decision-making, actively utilising insights into public sentiment to navigate and shape the changing dynamics of its external perceptions.

### ***Test Crisis Communication Protocol***

Successfully managing crisis communication is a crucial aspect of skillfully guiding a company's reputation during challenging circumstances. This complex process requires the development of sophisticated strategies and carefully designed protocols to effectively handle potential crises, thus minimising their negative effects on the organization's reputation. When analysing the case of PT Pos Indonesia (Persero), it becomes evident that the company has faced difficulties due to the disruptive era, characterised by the rise of competitors who provide services that PT Pos Indonesia (Persero) has not previously explored (Aditya et al., 2023).

This strategic imperative highlights the importance of crisis communication and emphasises the proactive approach taken by PT Pos Indonesia (Persero) in addressing and adjusting to the changing landscape of challenges. Crisis communication involves both reactive measures and proactive strategies, demonstrating a company's dedication to resilience and reputation management (Aditya et al., 2023).

PT Pos Indonesia (Persero) has implemented a range of strategic measures to address these significant challenges. These include the adoption of cashless transactions, the introduction of pickup services, the establishment of 24/7 outlets in specific locations, and the transformation of the network into a cloud-based system to enhance stability. PT Pos Indonesia (Persero) adoption of these multifaceted strategies demonstrates a proactive stance in addressing challenges and enhancing its operational infrastructure through innovation and fortification (Aditya et al., 2023).

This strategic response demonstrates the company's dedication to being resilient and adaptable in the midst of a quickly changing business environment. The various strategies implemented by PT Pos Indonesia (Persero) demonstrate its dynamic approach, reflecting an organisational philosophy that prioritises strategic innovation in addressing challenges (Aditya et al., 2023).

## **Conclusion**

From the results of research involving evaluation of PR strategies, integration of communication channels, the impact of PR strategies on public opinion, and testing crisis communication protocols of PT Pos Indonesia (Persero), it can be concluded that the company has succeeded in forming a solid foundation in building a positive corporative image. PR strategies that are aligned with organizational goals, responsive to media changes, and integration of traditional and digital communication channels have had a positive impact on public perception. Evaluation of the impact of PR strategies shows that PT Pos Indonesia (Persero) is considered a reliable entity and is committed to positive values, reflecting the success of planned communication. The integration of traditional and digital communication channels became a successful adaptive step, enabling the company to effectively utilize multiple platforms and strengthen its image as a modern and responsive entity.

The positive impact of the PR strategy on public opinion proves that the communication efforts of PT Pos Indonesia (Persero) has succeeded in building a strong relationship with the community. Active engagement with the community, clear information delivery, and responsiveness to important issues are key elements that support the strategy. Crisis communication protocol tests show that PT Pos Indonesia (Persero) is well prepared to face reputational risks. The protocol is effective in maintaining and restoring the company's image during crisis situations, reflecting a commitment to the principles of good corporate governance.

The first suggestion for PT Pos Indonesia (Persero) is continuing to improve and optimize its Public Relations strategy by utilizing the latest communication trends. In an era where technological developments are constantly changing, companies can identify and adopt innovative communication methods. Creating engaging and relevant content for social media platforms, leveraging digital marketing technologies, and building a strong online presence can be proactive measures to strengthen communication with stakeholders. The second suggestion is the importance of strengthening preparedness in managing crisis situations. PT Pos Indonesia (Persero) can improve crisis training for PR teams and other key staff. Updating crisis communication protocols, simulating emergency situations periodically, and maintaining clarity of communication messages during a crisis can help companies remain responsive and effective. In addition, maintaining positive relationships with the media and stakeholders can be a key factor in managing a company's image during and after crisis situations. By implementing these suggestions, PT Pos Indonesia (Persero) can strengthen the foundation of its PR strategy, face changing market dynamics, and remain a relevant and trusted entity in the midst of intense business competition.

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