

Public Relations Strategy Of PT Pertamina Geothermal Energy Area Ulubelu In Improving Image Through Media Activities (Public Relations Strategy Research Center of PT Pertamina Geothermal Energy Area Ulubelu, Tanggamus Lampung)

Destiana^{1*}

¹Master of Communication Science, Faculty of Social and Political Sciences, University of
Lampung

M Denu Poyo²

²Master of Communication Science, Faculty of Social and Political Sciences, University of
Lampung

Corresponding Author: adesti366@gmail.com

Abstract

PT Pertamina Geothermal Energy Area Ulubelu as a state-owned company engaged in geothermal has the responsibility for the publication in order to show the company's development in front of the public and also to enhance the company's image itself which is realized through the company's Public Relations strategy. This study aims to determine the Public Relations Strategy of PT Pertamina Geothermal in carrying out Media Activities as a form of responsibility while enhancing the company's image. This type of research is descriptive qualitative, to describe in depth and detail the object of research. The results showed that the Public Relations of PT Pertamina Geothermal Energy Area Ulubelu was published through the official website, brochures, mass media, and social media.

Keywords: Public Relations; Media; Image



INTRODUCTION

Pertamina is one of the State Owned Enterprises (BUMN), an important state asset that must be maintained. However, this protection is not only Pertamina's duty and responsibility. But it also has to be done together with full awareness. The existence of a company does not always have a positive impact on local communities. Likewise, the existence of PT Pertamina Geothermal Energy manages Geothermal Energy into Electrical Energy, and considering that this company is in a village, of course, the impact of this geothermal steam exploitation project is very much felt by the surrounding community such as the environmental impact of unpleasant odors, noise, and other impacts as a result of geothermal exploitation, considering that all of these things are directly related to the community, it is important for Public Relations to establish good relations with the surrounding community to establish good cooperation that can satisfy all parties.

Therefore, Pertamina's Public Relations is expected to be able to clearly see the problems that occur around them, especially those concerning the existence of the company in the community. The development of the concept of public relations shows an effort to interact between the community and the company in maintaining the image, the image is the way how other parties view a company, a person, a committee, or an activity. Every company has as many images as there are people who look at it. Various company images come from company customers, potential customers, company staff, competitors, distributors, suppliers, trade associations, and customer movements in the trade sector who have views on the company and many parties will see its reputation.

Therefore, to maintain this reputation, the company has a Public Relations strategy, namely; Publication, to disseminate information, ideas, and ideas to the public, create events, disseminate information through Public Relations to the public through campaigns, seminars, Corporate Social Responsibility, making news, conveying information directly to the public with the aim of getting a positive response, carrying out all activities to form and maintain a positive image, building relationships, lobbying and negotiation techniques, namely a long-term and short-term plan made by Public Relations in order to develop the required budget, but in this case the implementation of the Public Relations strategy has not been fully implemented, because there are programs that are still not implemented, such as accessing news via the internet which has not been carried out routinely.

From the several Public Relations strategies above, the focus of research here is about,

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disseminating information, ideas, and ideas to the public through the media, remembering one way to maintain the company's image is through the media. This is because the media is one of the bridges of communication between companies and their public. The media is often a reference for the public to move and act on an issue that is published. The media can shape public opinion. With the power of the media, the public can agree with what is published because the media is considered an objective, independent, honest, and impartial party.

The media also plays an important role in the publication of a company, namely as a dissemination of information to the public so that the public knows about the existence of the company and the products owned by the company so as to gain public understanding and goodwill. In addition, the publication also plays an important role as a powerful promotional tool to introduce the company's existence, including services or services offered through the mass media.

One of the functions of PR is as a mediator or liaison between external parties and internal parties or vice versa. Aside from being a mediator, PR also functions as a facilitator, namely a forum that provides facilities for conveying information to internal and external publics. One of the PR activities in providing information to the public in order to gain public support and trust is media activities (Press Relations/Media Relations), namely fostering good relations with the press which manages print media (newspapers/magazines) and electronic media (TV/radio).

RESEARCH METHODS

The research method used in this study is a qualitative description method, Researchers consider that qualitative descriptions are very appropriate to use in this study, The researcher intends to describe the results of the research or the phenomena studied, then describe them in the form of descriptions showing how Pertamina's Public Relations Strategy in Improving Image Through Media Activities. This research is categorized as qualitative description research. Description means simply describing a situation or event (Jalaludin Rakhmat, 1984:24). As a descriptive study, this research only describes situations or events, does not look for relationships, does not test hypotheses, or makes predictions. Qualitative communication research is usually not intended to provide explanations, control communication phenomena, suggest predictions, or test any theory, but rather is intended to convey an understanding of how and why a phenomenon or the reality of communication takes place.

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1. Data Type

The data used in this study are primary data and secondary data.

- Primary data, namely, data obtained directly from observations in villages around the company and interviews with Public Relations of PT Pertamina Geothermal Energy Area Ulubelu.
- Secondary data, namely data used to support and complement primary data obtained from literature, namely books related to research such as books on Public Relations, and about image.

2. Data collection technique

The data collection technique used in this study was to make preliminary observations or observations to obtain initial data, after that the researchers conducted interviews with two informants, namely from the company and from the local community, and after conducting observations and interviews, the researchers used the literature study technique, namely the to study and record from various literature related to research to complete the data.

- Observation

Observation is the foremost activity and important scientific research technique. Karl Weick (quoted from Seltiz, Wrightsman, and Cook 1976: 253) defines observation as "selecting, changing, recording, and coding a series of behaviors and situations relating to organisms in situ, according to empirical goals". A series of behaviors and moods indicate that observations are made of a series of different measurements on a variety of behaviors and situations. In situ means observing events in natural situations (naturalistic) although not without the use of experimental manipulation. For empirical purposes, it shows that observation has several functions in research: description, generating theories and hypotheses, or testing theories and hypotheses. (Rachmat, 1984: 83).

- Interview

In addition to the observation method, this research also uses the interview method with two (2) sources, namely first, from the company to obtain an adequate and accurate picture of PR in the company's publications through the company's media. Second, from the community around the company as a party that is one of the company's objects. The type of interviews in this study was structured interviews,

namely interviews with the community. This is intended for deeper interests by focusing more on issues that are the subject of research interest.

- Literatur review

In addition to the two methods above, data collection in this study was carried out by studying and recording from various sources of literature related to this research to complete the data.

3. Data Analysis Technique

Data analysis was performed to draw conclusions. Data analysis in qualitative communication is basically developed with the intention of giving meaning to data, interpreting, or transforming data into narrative form which then leads to scientific findings to arrive at a final conclusion. Data analysis techniques used include reduction steps, data presentation, and conclusions/verification. The data analysis technique used in this study is an interactive model of analysis, as used by Miles and Huberman. This study moves between three components, namely data reduction, data presentation, and drawing conclusions or verification, where the activities of the three components are not linear but rather cyclical in an interactive work structure. In qualitative research, the process used is not carried out after the data is collected entirely but is carried out at the same time as the data collection process. This is done because this analysis is intended to obtain a specific overview that is comprehensive about what is included in the problem to be studied. After the data is collected, data reduction is carried out. This data serves as material for a description of the situation, then conclusions are drawn.

Information:

- Data reduction

Data reduction is a process of selecting, focusing, simplifying, and abstracting (rough) data in a fieldnote. This process continues throughout the implementation of the research which starts with the reduction of material which has been started since the researcher made a decision. At this stage it is given a code, concluded, and categorized according to the important aspects of each issue that has been researched, this stage will also help in determining what data is needed and how and who will be the next source of information, what methods are used to analyze which finally led to the conclusion.



- Organizing data, namely the process of collecting (assembling) information that is really important and is considered a theme or research center, at this stage, data that are considered almost the same or similar are combined in certain categories to be made in the form of just one problem.
- Interpretation or interpretation, at this stage, includes the process of identifying patterns, trends, and explanations that will lead to conclusions that have been tested through truly complete data and no new information or understanding has been overlooked.
- Data triangulation, namely checking and cross-checking, and rich checking. Check, that is, the researcher collects, searches for, and requests the views of the informants about the credibility of friends and the interpretation of the data. cross-check, namely using as wide as possible the many and different sources, methods, data from research, and theories to provide correct evidence. Rich-check, which allows the reader to make decisions regarding his transferability because the researcher directs in detail the participants or the circumstances or environment being studied.

DISCUSSION

Basically, the image of a company is expected to improve the quality of the company itself, because of the impression generated by understanding a reality. This understanding is based on the quality of the information conveyed. Complete information will certainly produce a perfect image. Basically, since the establishment of the company PT Pertamina Geothermal Energy Area Ulubelu, it has received a positive response from the Ulubelu community moreover, the community has been greatly assisted by the infrastructure assistance from the company, but considering that the company's operations have an impact that makes the community anxious, the company must continue to pay attention to the problems that arise. exist in society so that the positive image that has been attached to society can be maintained and improved.

For this reason, the company PT Pertamina Geothermal Energy Area Ulubelu has public relations that help solve problems related to stakeholders and the surrounding community, in carrying out their duties public relations PT Pertamina Geothermal Energy has a strategy that is in accordance with the theory in Virsan Nova's book about (Public Strategy relations in dealing with crises), 2009 strategy which is always equated with the word way, is essentially planning



and management to achieve a goal. So, strategyPublicRelationsis the optimal alternative chosen to achieve the objectives of the public relations plan (public relations plan).

The public relations strategy or better known as the public relations mix according to (Nova, 2009: 54) is as follows:

1. Publications (publication) is the wayPublicRelationsin disseminates information, ideas, or ideas to the public.
2. events(event) is any form of activity carried out by Public Relations in the process of disseminating information to the public, for example, Corporate Social Responsibility, campaigns, seminars, exhibitions, and others. This relates to the preparation of the program of events, which can be divided into:
 - Event Calendar – Regular Events(Routine Activities).
 - Special Events –special activities and carried out at certain moments.
 - Event Moments –momentum activities.
3. News(News/Message) is information communicated to the public that can be conveyed directly or indirectly. The information conveyed aims to be accepted by the public and get a positive response.
4. Corporate Identity(Company Image) is the public's perspective on a company for all business activities carried out. The image that is formed can be either positive or negative, depending on what efforts are made by the company, to maintain a positive image, for the sake of the company's sustainability.
5. Community Involvement(Relations with Audiences) namely a relationship that is built with audiences (Stakeholders, stockholders, media, communities around the company, and others).
6. Lobbying and Negotiation(Lobbying and Negotiation Techniques) namely a plan both long term and short term made by Public Relations in order to develop the required budget. Careful planning will make planned activities run well and can minimize failure.
7. Social Responsibility
8. Corporate Social Responsibility(CSR), is a discourse that is currently surfacing in the world of business or company. This discourse is used by the company in order to take



a role to jointly carry out its activities in the context of the welfare of the surrounding community.

From the discussion above, there are several things that need to be done by a PR in an institution, such as (1) Publication is one of the strategies of an institution to gain sympathy and empathy from the public. The publication can be done through websites, brochures, mass media, and social media. (2) the event, the company also carries out community development activities such as entrepreneurship training which is one of the activities carried out. (3) news/messages, the company conveys news or information to the public either directly or through existing media. (4) Corporate image and public relations of PT Pertamina Geothermal Energy Area Ulubelu have carried out their duties properly so that the efforts undertaken have received a positive response from the community around the company. (5) Relations with audiences, the relationship between public relations and the community is well established, it is proven that until now there has never been a deep conflict, because the company responds quite well to complaints and input from the public. (6) Lobbying and negotiation techniques are also carried out by the company with the surrounding community regarding the programs to be implemented, both short-term and long-term programs. (7) Social Responsibility, the company also carries out its responsibilities through corporate social responsibility programs, namely programs for the welfare of society. From the seven (8) strategies above, it can be seen that strategy is a very important element in the company, If the implementation of the strategy is successful, favorable attitudes and perceptions will be obtained and in the end, a good opinion and image will be created.

CONCLUSION

PT Pertamina's Public Relations Strategy to Improve Image Through Media Activities Overall the Corporate Social Responsibility program carried out by the Company's Public Relations either implemented in 2017 or earlier, that form of social responsibility then underlies the company to provide information to the public, especially those living around PT Pertamina Geothermal Energy Ulubelu. The positive image that emerges from the community is the result of the Public Relations program activities, one of which is through the media of PT Pertamina Geothermal Energy Area Ulubelu.

PT Pertamina Geothermal Energy Area Ulubelu tries to avoid conflicts with the surrounding community, therefore, if there are complaints and input from the community, they

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respond quickly and carry out transparency related to the operational work area, considering that the company is standing in the middle of a dense population. Public Relations also conducts surveys related to this matter in order to get the right solution for both parties.

From the results of the implementation of the Public Relations publication program of PT Pertamina Geothermal Energy Area Ulubelu, the company felt that it obtained a positive image of the company in the eyes of the surrounding community, and from this, the community's sympathy and support for the company's existence and activities arose.

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