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Public Relations Activities of Jasa Raharja South Sumatra in Enhancing Image Through Partnership Programs

Muhammad Febrianizar[1], Eraskaita Ginting[2], M. Arif Setiawan[3]
[1] *Universitas Islam Negeri Raden Fatah Palembang, Indonesia*
[2] *Universitas Islam Negeri Raden Fatah Palembang, Indonesia*
[3] *Universitas Islam Negeri Raden Fatah Palembang, Indonesia*

Email mfebrianizar1@gmail.com

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Abstract

This study discusses the public relations activities of PT Jasa Raharja (Persero) South Sumatra Branch in improving the company's image through partnership programs. This research uses a descriptive qualitative method with observation, interviews, and documentation as data collection techniques. The study applies Organizational Information Theory (OIT) by Karl Weick. The results show that public relations activities are carried out through partnership programs, cross-institutional collaboration, social activities, and social media publications. Supporting factors include management support, internal coordination, external collaboration, and the use of digital media. The partnership program has succeeded in strengthening the company's positive image in the public eye.

Keywords: *Public Relations, Corporate Image, Partnership Program, Organizational Communication.*

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INTRODUCTION

Corporate image is a vital asset for organizations in building public trust and sustaining their existence amidst intensifying competition (Rondonuwu, 2016). A positive image can favorably influence public confidence and loyalty, as well as the organization's operational success. Conversely, a poor image can negatively affect public perception regarding service quality and corporate credibility.

In the context of modern organizations, public relations plays a strategic role in establishing effective communication between a company and its public (Handin & Puspasari, 2020). Public relations functions not merely to disseminate information but also to facilitate communication, build relationships, manage issues, and shape the corporate image. Public relations activities are essential for maintaining harmonious relationships between the organization and its internal and external stakeholders.

Effective organizational communication fosters harmonious working relationships and builds a positive corporate image in the eyes of the public (Arif Rachman & Barmawi, 2019). To perform its duties effectively, the public relations function requires appropriate communication strategies to ensure corporate messages are well-received by the public. Such strategies can be implemented through media publications, social activities, inter-agency collaborations, and corporate social responsibility (CSR) programs.

PT Jasa Raharja (Persero) is a State-Owned Enterprise (BUMN) operating in the social insurance sector, charged with the responsibility of providing basic protection to traffic accident victims in accordance with Law Number 33 of 1964 and Law Number 34 of

1964. As a public service entity, PT Jasa Raharja is required to deliver optimal service to the community while upholding a positive corporate image.

However, in practice, PT Jasa Raharja faces various challenges regarding public perception of its services, the compensation claim process, and public understanding of the company's functions and role (Umami & Syahriza, 2022). These circumstances necessitate the implementation of effective communication strategies by the public relations team to build trust and enhance the company's image. One of the initiatives undertaken by the South Sumatra Branch of PT Jasa Raharja (Persero) to enhance its corporate image is through partnership and corporate social responsibility programs. These programs are implemented in collaboration with government agencies, the police, hospitals, the media, community groups, and various other stakeholders. Furthermore, the company actively conducts road safety education, proactive motor vehicle tax collection services, and traffic safety outreach, while also publicizing its activities via social media.

Partnership programs serve as a crucial communication strategy, functioning not only as an expression of corporate social responsibility but also as a means to build positive relationships with the community. Public relations activities conducted through partnership programs can shape a positive public perception of the company, as the community observes the company's concern for and contribution to the social environment.

This study employs Organizational Information Theory (OIT), developed by Karl Weick. The theory posits that organizations are systems that continuously manage information to reduce uncertainty through the processes of enactment, selection, and retention (Morissan, 2018). In the context of this study, OIT is used to understand how the public relations division of PT Jasa Raharja manages information and determines communication strategies to enhance the company's image through partnership programs.

Based on this background, the study aims to examine the public relations activities of PT Jasa Raharja (Persero), South Sumatra Branch, in enhancing the company's image through partnership programs, as well as to identify the factors supporting the implementation of these activities.

METHOD

This study employs a descriptive qualitative research method. A qualitative approach was chosen because the research aims to gain an in-depth understanding of social phenomena through direct data collection in the field (Sugiyono, 2013). This method was selected to obtain a comprehensive overview of the public relations activities at PT Jasa Raharja (Persero), South Sumatra Branch, specifically regarding efforts to enhance the company's image through partnership programs.

The research was conducted at the PT Jasa Raharja (Persero) South Sumatra Branch in Palembang City. Several informants deemed knowledgeable about the company's public relations activities participated in the study, including the Head of the Compulsory Contribution (SW) and Public Relations Sub-division and Human Capital administrative staff.

Data collection techniques included observation, interviews, and documentation. Observations involved directly monitoring public relations activities and the implementation of the company's partnership programs. In-depth interviews were conducted with informants to gather information regarding public relations communication strategies, the nature of partnership programs, and factors supporting the enhancement of the company's image. Meanwhile, documentation involved gathering data such as activity photos, company archives, and PT Jasa Raharja's social media publications.

Data analysis followed a three-stage process data reduction, data presentation, and conclusion drawing as outlined by Miles and Huberman (cited in Sugiyono, 2013). The collected data were systematically analyzed to derive meaning and conclusions aligned with the research focus.

For this study, the researcher utilized Karl Weick's Organizational Information Theory (OIT) as the analytical framework. This theory explains that organizations manage information through processes of enactment, selection, and retention to reduce organizational uncertainty (Morissan, 2018).

RESULT AND DISCUSSION

Research findings indicate that the public relations activities of PT Jasa Raharja (Persero), South Sumatra Branch, play a crucial role in building and enhancing the company's image in the eyes of the public. These public relations activities focus not only on disseminating corporate information but also on fostering harmonious relationships with various stakeholders through partnership programs and social initiatives.

One form of public relations activity involves establishing collaborations with various entities, such as the police, local government, hospitals, and other relevant agencies. These collaborations take the form of joint operations, traffic safety education, raising awareness about motor vehicle tax payments, and proactive outreach services for the community. Such activities serve as a corporate strategy to bring services closer to the public while simultaneously building a positive corporate image.

Furthermore, PT Jasa Raharja's public relations team actively publicizes company activities via social media platforms like Instagram. Social media serves as a digital communication tool that enables organizations to establish direct, rapid, and widespread interaction with the public (Naningsih & Ekowati P, 2022). Leveraging social media in public relations activities helps the company foster information transparency and strengthen community ties. It acts as an effective communication channel for disseminating information to the public quickly and broadly. Through social media, the company can showcase its various service activities, safety programs, and social initiatives to the public. Social media serves as a strategic tool for building a positive corporate image (Naningsih & Ekowati P, 2022).

PT Jasa Raharja's public relations activities are also manifested through corporate social responsibility (CSR) and partnership programs. These programs involve providing social assistance, conducting transportation safety education, and engaging in community activities. Partnership programs aim not only to assist the community but also to build sustainable relationships between the company and the public.

From the perspective of Organizational Information Theory (OIT), PT Jasa Raharja's public relations activities can be analyzed through three key stages: enactment, selection, and retention. During the enactment stage, the public relations team identifies and interprets various issues emerging within the community regarding the company's services and image. This information is gathered through interactions with the public, the media, and corporate stakeholders.

The next stage is selection the process of choosing the communication strategies deemed most effective for addressing issues and building the company's image. In this study, the selected strategies included the implementation of partnership programs, social initiatives, social media publications, and inter-agency collaborations. These strategies were employed to foster a positive public perception of the company.

Subsequently, during the retention stage, strategies deemed successful are maintained and serve as guidelines for future public relations programs. PT Jasa Raharja's public relations team sustains effective communication patterns through activity evaluations and the continuous development of the company's communication programs.

The success of public relations activities in enhancing a company's image is influenced by several supporting factors. Organizational communication success depends on effective internal coordination, the quality of human resources, and the organization's ability to build relationships with external publics (Arif Rachman & Barmawi, 2019). The first factor is corporate management support for the implementation of public relations

programs. Such support is evident in the provision of facilities, internal coordination, and leadership involvement in various corporate activities.

The second factor is effective internal coordination among the company's departments. Effective internal communication assists public relations in gathering information and executing corporate communication programs in a more focused manner. This aligns with Organizational Information Theory, which emphasizes the importance of information management within an organization.

The third factor is external collaboration with various stakeholders, such as the police, local government, media, hospitals, and community groups. Such collaboration helps the company expand its communication reach and boost public trust.

The final factor is the utilization of digital media as a means of public communication. Advances in information technology enable companies to reach a wider audience through social media and other digital platforms. Leveraging digital media allows public relations teams to disseminate corporate information quickly, effectively, and interactively.

Public relations plays a strategic role in building an organization's image through effective communication (Handin & Puspasari, 2020). This study also supports the findings of Arif Rachman and Barmawi (2019), which indicate that effective organizational communication can foster a positive corporate image.

Furthermore, this study demonstrates that partnership and corporate social responsibility (CSR) programs contribute significantly to improving the company's relationship with the community. Public relations activities conducted through partnership programs help shape a positive public perception, as the community observes the company's concern for the social environment.

Thus, the public relations activities of PT Jasa Raharja (Persero) South Sumatra Branch specifically through its partnership programs have proven capable of enhancing the company's image by employing effective communication strategies, maintaining harmonious stakeholder relationships, and ensuring sound organizational information management.

CONCLUSION

Public relations activities at the South Sumatra Branch of PT Jasa Raharja (Persero) aimed at enhancing the company's image are carried out through partnership programs, social initiatives, inter-agency cooperation, and social media publications. These activities are executed through the processes of enactment, selection, and retention, as outlined in Organizational Information Theory. Factors supporting these public relations activities include management support, internal coordination, external collaboration, and the utilization of digital media. The implemented partnership programs have proven effective in strengthening the company's positive image in the eyes of the public.

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