

Analysis of Digital Marketing Public Relations Strategy in Efforts to Market Quality Fuel Products Through the My Pertamina Application

Achmad Kurniawan¹, Rahma Santhi Zinaida², Bastian Jabir³, Sulaiman Helmi⁴ Bina Darma University, Indonesia

Correspondent: achmadkurniawan866@gmail.com

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ABSTRACT: This study aims to analyze the Public Relations (PR) strategy of Pertamina Patra Niaga Regional Region of South Sumatra in marketing Special Fuel ((QUALITY FUEL)) products through the My Pertamina application, as well as evaluate its impact on customer loyalty and fuel usage during a certain period. This study uses a qualitative approach with data collection methods through in-depth interviews, direct observation, and documentation. Primary data was obtained from interviews with Pertamina's Public Relations, while secondary data came from related literature and media reports. The analysis was carried out to understand the effectiveness of marketing strategies and the application of digital technology in increasing the use of Quality fuel. The results of the study show that the PR strategy through the My Pertamina application significantly increases customer loyalty. The app facilitates transactions and provides a points-based loyalty program that is effective in attracting customers. The increase in the use of Quality fuel products, especially Pertamax and Dex Series, was recorded during the homecoming period with an increase in demand of up to 64%. The Public Relations strategy through the My Pertamina application is effective in increasing customer loyalty and promoting (QUALITY FUEL) products. However, there are challenges in the implementation of digital technology, especially among people who are not used to using applications. Further education is needed to optimize the benefits of this app across customer segments.

Keywords: Marketing, Public Relations, Customer Loyalty, My Pertamina



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INTRODUCTION

In the ever-evolving digital era, the adoption of new technology is a challenge for various industrial sectors, including State-Owned Enterprises (SOEs) such as PT Pertamina. Along with technological advancements, companies are faced with the need to integrate technological innovations in their daily operations, specifically to improve efficiency, productivity, and creativity without disrupting business processes that are already running. This challenge is especially felt by Pertamina Patra Niaga Regional for the South Sumatra Region, which must be able to utilize digital technology to remain competitive in the midst of competitive pressure.

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Competition from private and foreign companies further strengthens the urgency for Pertamina to adapt quickly. As a state-owned enterprise, Pertamina is not only subject to government regulations, but also has to face the challenge of competition from private companies that are more agile and have greater flexibility in implementing business strategies. Therefore, Pertamina Patra Niaga Regional South Sumatra Region needs innovative and adaptive marketing and communication strategies to ensure continuity and success in this competitive market.

One important strategy that can be used is the Public Relations (PR) approach. In today's business world, PR is not only in charge of maintaining the company's image but also plays an active role in building customer loyalty. Pertamina Patra Niaga Regional South Sumatra Region must be able to manage information efficiently and build strong relationships with various stakeholders, including the community, government, and business partners. Effective PR can help improve the company's image and create a positive perception in society.

The use of digital applications, such as My Pertamina, is one of the strategies used by Pertamina in strengthening interaction with customers. The app not only serves as a non-cash transaction platform, but also as a tool to increase customer loyalty through points-based loyalty programs and promotions of Special Fuel (QUALITY FUEL) products (Legendre & Baker, 2024). However, the implementation of this application faces challenges, especially in terms of adoption by people who are not yet familiar with digital technology.

Based on this background, this study focuses on the Digital Marketing Public Relations strategy implemented by Pertamina Patra Niaga Regional South Sumatra Region in marketing products (QUALITY FUEL) through the My Pertamina application. This research will explore how the strategy is designed and implemented, as well as its impact on customer loyalty and corporate image in the South Sumatra region (Tichindelean et al., 2024). Pertamina Patra Niaga Regional Region of South Sumatra, one of the units of PT. Pertamina (Persero), is a refined oil and gas marketing company that currently operates in Southern Sumatra. Pertamina Patra Niaga Regional South Sumatra Region was established to support the distribution and marketing of the energy products it produces, such as fuel oil (BBM), lubricants, and LPG products, to meet the needs of retail and corporate customers throughout the country and abroad.

Quality Fuel Oil, often called Type (QUALITY FUEL), is a fuel that meets certain requirements regarding type, quality, and quantity and is produced through the processing of petroleum or petroleum combined with biofuels. This gasoline is not subsidized; it is supplied within the designated territory. (QUALITY FUEL) produces a wide range of products, such as Bright Gas, Pertamina Turbo, Pertamina Dex, Dexlite, and Fastron lubricants.

A safe supply of gasoline is still provided by Pertamina Patra Niaga for the South Sumatra Region for homecoming and return for Eid 2024. During the 2024 Rafi Task Force, Pertamina reported an increase in gasoline production of 7.1%. The use of fuel oil is increasing rapidly, especially in the southern region of Sumatra. In the 2024 homecoming flow, the average increase in Pertamina products is 64%.

Pertamina Patra Niaga for the South Sumatra Region would like to thank the community for the availability of quality fuel such as Pertamina and Dex Series for their vehicle engines during the

homecoming trip. This is a way to thank its loyal customers. Pertamina Patra Niaga also offers a loyalty program to loyal customers who are loyal to Pertamina's high-quality products.

My Pertamina is present as a form of appreciation to all customers who are loyal to purchasing Pertamina's quality products. Such as the Pertamina Series and Dex Series and Bright Gas through My Pertamina, have the opportunity to win various prizes that have been prepared. The My Pertamina application is easy to use, has many advantages, and gives customers the opportunity to earn points that can be redeemed for various rewards (PERSERO), 2021).

The research by Syamsir et al. entitled "The Effectiveness of Using the My Pertamina Application in the Era of Subsidized Fuel Increases" shows that the implementation of the My Pertamina application which reaps various reactions has advantages and disadvantages. On the positive side, this application can divide the gasoline expenditure of the people of Indonesia equally, and can save fuel that will be used to build public transportation infrastructure to make it more comfortable, safer, and cheaper. This can encourage people to switch from using private vehicles to public transportation so that it has the potential to reduce traffic congestion that often occurs in Indonesia. Meanwhile, there are several obstacles that need to be overcome. A number of residents still do not use smartphones in their daily activities, and some are even reluctant to use their phones at Public Fuel Filling Stations (SPBU). To overcome these obstacles, a Public Relations strategy is needed in marketing subsidized fuel products through the My Pertamina Application Program (Syamsir et al., 2022).

Digital Marketing is an interactive method that involves continuous switching and improvement. Digital marketing is not only about technology, but also about people (the market). It has to do with how business people (brand owners) relate to customers (consumers), build relationships, and drive sales (Helmi et al., 2024).

Public Relations (PR) is very important to monitor trends and information that can interfere with a company's relationship with the public. PR is very important to improve the company's relationship and image in the eyes of the public and interest groups, especially when facing a crisis. In this process, there are several things that are done such as holding meetings with the media or press, creating effective messages, and using appropriate communication techniques to increase public perception of the company.

Setting the company's image as a top priority in it is one of the strategies to maintain and increase community loyalty. Since the media, the general public, and the rest of the business world will be involved, this image is more important than the external image of the company.

Public Relations is a method of communication used by all types of businesses, both commercial and non-commercial, as well as institutions in the public sector (e.g. government) and the private sector (e.g. private companies). The purpose of public relations is to help a business or organization communicate with the public effectively (Jefkins, 2003).

One of the most important components of any company's or organization's management system is Public Relations (PR). Effective and professional PR work is necessary to participate in various events, stories, and stories related to the public interest. Effective public relations management is essential for ensuring accurate information distribution and building strong relationships with the

general public and other stakeholders.

James E. Gruning and Todd Hunt explain that Public Relations is seen as a component of communication management with the aim of managing interactions between the public and organizations in Rachmat Kriyanto's book, *Critical Public Relations Approach, Critical and Qualitative Ethnography*. Public Relations, according to Candy Tymson, Peter Lazar, and Richard Lazar, is a series of systematic and ongoing actions undertaken to build and maintain a positive relationship between the organization and its public. By using constructive connections and efficient communication, public relations helps the company in achieving its goals, as stated by Kim Harrison. Public Relations is a management function that, according to Scott Cutlip, the Allen Center, and Glenn Broom, scientifically focuses on building and maintaining positive and mutually beneficial relationships with the public. These relationships have a significant impact on the success or failure of an organization (Kristanto, 2012).

To manage two-way communication with the public, both internal and external, organizations use public relations strategies. The Internal Public is in charge of bridging communication from top to bottom, namely between leaders and employees. Meanwhile, the External Public acts as a liaison between the company and stakeholders, namely individuals or groups who are directly affected by the company's operational activities. The purpose of this approach strategy is to create a strong relationship between the company and the community so as to create a positive image of the company in the eyes of others. From this description, it is clear that (Suhandang, 2004). Public Relations is the process of building relationships, mutual trust, and cooperation between the community and between organizations or company institutions and the target public. Dialogical and participatory communication tactics and programs are used to carry out this process. *Journal of Economics* Vol 12 No 01 January 10, 2023 published a study by Rina Sovianti, Sari Enda Nursyamsi, and Nazaruddin Siregar entitled. "Public Relations Strategy in Building Personal Branding of Visual Artists". The problem raised in this study is how Muklay's public relations strategy in building personal branding is reviewed from the concept of PENCILS. This research uses narrative techniques combined with qualitative descriptive methods. This research tells the story of Muklay's life as a visual artist from the beginning of his career to the present. The findings of this study show how Muklay develops personal branding as a visual artist through publications, events, news, community relations, media relations, lobbying and negotiation and participating in social activities. The PENCILS strategy has proven to be successful with the breadth of Muklay's relationships with many people with different backgrounds, not only in the field of politics. In addition to the stages of data collection, planning, action and communication, and evaluation, the problem raised in this study is how to (Sovianti et al., 2023).

Public relations can improve the good image of PT. Purna Investama Surabaya Fund. By using observation, interviews, and recording as data collection methods, this study uses a qualitative descriptive approach. The findings of the study show that Public Relations of PT. Dana Purna

Investama uses data and information to identify problems to improve the company's image. Systematic preparation is used in the planning process. The implementation process is carried out in accordance with the predetermined plan. After the implementation is complete, the assessment stage is carried out. Based on the findings of this study, Public Relations implements strategies to improve

the company's image. The steps taken are also in accordance with the applicable procedures (Magreza et al., 2023). Given the complexity of the waste problem on the Island of the Gods, this regulatory action is seen as a solution. The implementation of this regulation has received a good response from the community, environmental activists, and various community groups. The movement to reduce plastic waste and even the campaign to reduce the use of plastic materials has been well socialized. In this study, using a qualitative approach, efforts are made to describe the public relations strategy used by the Bali Provincial Government in realizing a plastic waste-free Bali. According to this study, publications, news, events, and public participation are some of the strategic methods used to optimize the importance of public relations. This includes actions taken to address the situation after the enactment of the Governor's Regulation, such as reviewing cases for parties who feel they are being treated unfairly by the Foreign Court (MA) and using defensive, flexible, and adaptable tactics (Widiantara, 2020).

According to Muhammad Qhostory and Rahma Santhi Zinaida, Strategy is a process of preparing a plan that focuses on achieving the long-term goals of an organization or company, accompanied by the determination of steps or efforts so that these goals can be realized. Strategist and warfare expert Carl Von Clausewitz (Carl Philipp Gottfried) (1780–1831) stated that the use of engagement for the object of war is what constitutes strategy, that is, the use of conflict to achieve goals in war. He further emphasized that politics or policy is only a continuation of politics through different means, with the phrase War is only a continuation of politics through other means (Zinaida & S, 2022).

Michael Porter stated that strategy is a collection of different actions to generate unique value in his article "Competition Strategy" published in the Harvard Business Review. Thompson and Strikland define strategy as a set of activities (Rachmat, 2014).

Theaker states that there are several definitions of Public Relations. One of them is a management role designed to create and maintain mutually beneficial lines of communication, understanding, and collaboration between the public and the company.

PR is a planned and ongoing effort to build and maintain goodwill and mutual understanding between organisations and the public, according to the definition of the United Kingdom's leading professional body for PR practitioners, which was founded in 1948 and is still relevant today (Dr. Irene Silviani, 2020).

J. C. Hooftman asserts that in order to foster a good public perception of an organization, the general public must be fully and impartially informed about actions that affect their interests in order for them to have an awareness of the situation. Public opinions and opinions on the institution's policies also need to be considered and appreciated (Satira, 2021).

Digital Marketing is a term that includes all targeted, measurable, and interactive marketing efforts of products or services through the use of digital technology. The goal is to reach a wider market with internet media (Wati & Jefry Aulia Martha, 2020).

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and drive sales.

Social Responsibility is a form of corporate social responsibility when the parties consider benefits that exceed the financial benefits for the company or the people they work for. Furthermore, it involves caring for the community in an effort to successfully win the affection or empathy of the audience (Masdarul Mawahib & Hariyanto, 2023).

The concept of Integrated Marketing Communication (IMC) is known to be quite diverse. According to an Affiliate Advertising Agency in America, Integrated Marketing Communication (IMC) is a concept that can optimize overall communication by integrating the roles of communication strategies clearly and harmoniously (Safitri et al., 2022). Smith, P.R and Ze Zook also mentioned that Integrated Marketing Communication (IMC) is a form of integrated marketing communication used by companies, both in the business sector and non-profit organizations. This marketing communication aims to promote in order to achieve financial and non-financial benefits.

In scientific research and development, understanding the concept of paradigm is relevant. According to Lexy J. Moleong, a paradigm is a pattern or model that shows how something is structured (its parts and relationships) or how parts function (behaviors that have a specific context or time dimension)(Safarudi et al., 2023).

A paradigm, according to Bogdan and Biklen, is a collection of ideas, assumptions, or ideas that are logically related and direct research and ways of thinking. Paradigm can be defined as a set of basic beliefs or beliefs that guide a person in acting in daily life, according to Salim.

In this study, an interpretive research paradigm is applied. This paradigm is based on the idea that humans are social and symbolic beings who shape and maintain their own reality. This paradigm aims to find out the Public Relations strategy in making efforts to market products.

METHOD

In scientific research, reliable and systematic data collection techniques are crucial to ensure the research process is thorough and yields accurate results. For this particular study, a qualitative research approach was employed due to the nature of the inquiry, which seeks to understand human behavior, interactions, and perceptions regarding Pertamina Patra Niaga Regional Wilayah Pak Selatan Sumatra's Public Relations (PR) strategy in marketing (QUALITY FUEL) products through the My Pertamina application.

The justification for using qualitative field research lies in its ability to provide in-depth insight into complex social phenomena. Qualitative methods allow for an interpretative understanding of the strategies used by the PR team and how these strategies are perceived by both internal and external stakeholders. According to Bekker, the methods should align with the research subject to ensure a smooth process and best outcomes, which is why qualitative techniques are suitable for studying PR strategies and their impacts(Harahap et al., 2021).

The data collection techniques employed in this research include two key data sources: In this

research, primary data was gathered through: Interviews were conducted with key informants, particularly individuals from the PR department of Pertamina Patra Niaga Regional Region of South Sumatra. These interviews aimed to gather insights into the strategies and actions undertaken by the PR team in marketing (quality fuel) products through the My Pertamina application. The selection of informants was based on their knowledge and experience related to the topic, ensuring the collection of relevant and detailed information. Observation the researcher conducted field observations to understand the actual implementation of the PR strategies. This included observing how the My Pertamina application was promoted, customer interactions, and other marketing efforts in real-time. Observation is crucial for validating the information obtained from interviews and gaining a practical understanding of the strategy's execution.

The use of these techniques allows for a deeper exploration of the lived experiences and strategies used by the PR team, helping to build a comprehensive picture of the phenomenon under study.

Secondary data was also used to support the research. This type of data includes: Documentation, documents such as reports, internal publications, and marketing materials from Pertamina Patra Niaga were analyzed. Books, academic articles, websites, social media platforms, and media reports relevant to the research topic were reviewed to understand the broader context of the PR strategies employed by Pertamina Patra Niaga. This type of data serves as a foundation to contextualize the primary data findings. By combining primary and secondary data, the research ensures a more robust and multi-dimensional understanding of the PR strategies used in the marketing of (quality fuel) products through the My Pertamina application. After data collection, the next crucial step is data analysis. In qualitative research, data analysis typically follows a thematic approach, where patterns and themes are identified from the collected data to draw conclusions. This research used the following process for data analysis:

This initial phase involves summarizing, coding, and organizing the collected data into more manageable forms. Data from interviews and observations were transcribed and then coded to identify key themes related to PR strategies, challenges, and their outcomes.

organized data was then displayed in tables, charts, or narrative forms, making it easier to interpret. The display of data helps the researcher visualize patterns and relationships between different aspects of the PR strategies and their implementation.

Finally, conclusions were drawn based on the patterns identified during the analysis. The conclusions were continuously verified against the data to ensure their accuracy and reliability. This iterative process of verifying findings helps reduce bias and enhance the credibility of the research.

The justification for using this method of analysis lies in its ability to capture the nuances of human interactions and organizational strategies, which are difficult to quantify but essential to understanding the effectiveness of PR efforts. As Kalijaga (2017, p. 7) notes, qualitative techniques are particularly effective in evaluating the meanings behind human behavior, making this method ideal for a study of this nature.

In summary, the use of in-depth interviews, direct observation, and thematic analysis ensures that the research process is rigorous, systematic, and capable of providing valuable insights into the PR strategies used by Pertamina Patra Niaga Regional Region of South Sumatra. This method allows for

a comprehensive understanding of both the actions taken by the PR team and the perceptions of various stakeholders, contributing to a deeper understanding of the impact of digital marketing and public relations in the context of fuel product marketing.

RESULT AND DISCUSSION

The results of this study reveal significant insights into the Public Relations (PR) strategies of Pertamina Patra Niaga Regional Sumbagsel in promoting BBK (Quality Fuel) products through the My Pertamina application. The findings are analyzed in connection with relevant PR theories and marketing concepts to highlight the effectiveness of digital strategies in today's business environment.

The primary data collected through in-depth interviews and observations indicate that Pertamina Patra Niaga's PR strategy is focused on creating a strong digital presence. The My Pertamina application serves as the cornerstone of this strategy, offering customers an integrated platform for purchasing BBK products while simultaneously allowing the company to maintain customer engagement through loyalty programs, promotions, and targeted advertisements.

According to Grunig and Hunt's (1984) in public relations, successful PR strategies involve building mutually beneficial relationships between an organization and its publics. Pertamina's use of the My Pertamina application aligns with this theory as it enhances customer engagement and fosters a two-way communication channel. The app's interactive features, such as feedback mechanisms, personalized promotions, and rewards, support the idea of symmetrical communication, where both the company and consumers benefit from increased engagement and loyalty.

Further, the emphasizes the importance of dialogue in building relationships. The feedback function in My Pertamina allows customers to express their opinions and concerns, which are then addressed by the company. This model is evident in Pertamina's approach, as it actively seeks to understand consumer needs and preferences, which is crucial in an increasingly competitive market.

The adoption of the My Pertamina application for promoting BBK products shows Pertamina's commitment to embracing digital transformation in its PR and marketing efforts. The interviews reveal that Pertamina's PR team recognized the growing importance of digital platforms in reaching a broader audience, particularly younger consumers who are more digitally inclined. This finding aligns with **Technological Determinism Theory** (McLuhan, 1962), which suggests that technology shapes society and influences communication strategies. Pertamina's shift towards digital marketing through My Pertamina exemplifies how technological advancements, such as mobile apps, are transforming traditional PR practices.

(Rogers, 2003) also applies here, as Pertamina's digital PR strategy involves the early adoption of digital platforms to stay competitive. The successful implementation of the My Pertamina application suggests that Pertamina has effectively crossed the "early adopter" phase, and the app is now widely accepted by the majority of consumers. By promoting its BBK products through a

digital platform, Pertamina is able to tap into new customer segments, increase market penetration, and drive innovation in its marketing approaches.

One of the key objectives of Pertamina's PR strategy is to enhance its brand image and build customer loyalty (Chen et al., 2023). According to the data, the My Pertamina application has succeeded in strengthening the brand's image as an innovative, customer-oriented company. The (Aaker, 1991) posits that brand loyalty, awareness, and perceived quality are critical components of a strong brand. Pertamina's efforts to promote BBK products through a seamless digital experience contribute to positive brand equity by enhancing the perceived quality of its products and fostering brand loyalty through rewards and incentives offered via the application.

Moreover, the Customer Relationship Management (CRM) approach used in My Pertamina is instrumental in retaining customers. By providing personalized offers and monitoring customer purchase behaviors, Pertamina's PR team ensures that customers feel valued and connected to the brand, further strengthening their loyalty. The digital strategy effectively integrates CRM tools with PR efforts, ensuring that communication is targeted and efficient.

While the results demonstrate the effectiveness of the My Pertamina application, several challenges were identified during data collection, which were also highlighted by the PR team during interviews. One major challenge is the need for continuous technological updates and customer education. Pertamina's PR team noted that some customers, especially in rural areas, are less familiar with using digital applications, which creates a gap in the PR strategy's reach. This challenge is linked to the **Digital Divide Theory**, which highlights the disparity between those who have access to digital technology and those who do not.

To address this, Pertamina has been implementing customer education campaigns and promotional events to raise awareness about the benefits of using the My Pertamina app. Additionally, the PR team has focused on simplifying the user interface to make it more accessible to a broader demographic. This proactive approach demonstrates an understanding of Situational Crisis Communication Theory (SCCT) (Coombs, 2007), as Pertamina adapts its strategies to mitigate potential communication crises stemming from technological barriers.

The findings also reveal that Pertamina's PR strategy is heavily influenced by competitive pressures from international and private fuel companies. The growing competition necessitates a more dynamic and adaptive approach to marketing. The Porter's Competitive Forces Model (Porter, 1980) is relevant here, as it explains how competitive forces shape business strategy. Pertamina's

PR team has adopted digital tools like the My Pertamina app to differentiate its products from competitors by offering unique value propositions such as loyalty rewards, ease of payment, and personalized customer engagement.

By leveraging digital platforms, Pertamina is not only defending its market share but also enhancing its competitive advantage. This aligns with Strategic Public Relations Theory (Steyn, 2007), which suggests that PR should be integrated into broader business strategies to ensure long-term success. Pertamina's PR strategy effectively contributes to its overarching business goals by positioning its BBK products as premium offerings supported by innovative marketing methods.

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The research findings demonstrate that Pertamina Patra Niaga Regional Sumbagsel's digital PR strategies, centered on the My Pertamina application, are effective in enhancing customer engagement, building brand loyalty, and maintaining a competitive edge in the fuel market. The strategic use of digital platforms aligns with both PR theories and marketing concepts, showcasing Pertamina's ability to adapt to technological advancements and market demands.

The findings also suggest that continuous efforts to address the digital divide and improve technological accessibility will be crucial for the long-term success of Pertamina's digital PR and marketing strategies. As the company continues to refine its PR approach, it is well-positioned to meet the challenges of a competitive market and maintain its leadership in the fuel industry.

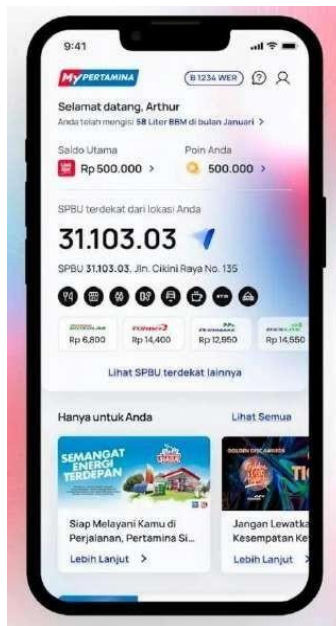


Figure 1. My Pertamina Application

Source: Screenshot of My Pertamina Playstore

Digital Marketing Public Relations Strategy of Pertamina Patra Niaga Regional Region of South Sumatra in Efforts to Market (Quality Fuel) Products Through the My Pertamina Application The Public Relations strategy is to convey the right and accurate messages and information to many stakeholders, including investors, customers, the media, the government, and the public or the community. Pertamina Patra Niaga South Sumatra Region utilizes digital marketing in product

marketing efforts to gain customer loyalty through IMC elements explained by Kotler ranging from Advertising, Sales Promotion, Personal Sales, and Publicity (Ismail, 2023; Wallström et al., 2024).

Advertising is the delivery of messages through social media to promote products or services to a wide audience. The advertising used by Pertamina Patra Niaga South Sumatra Region utilizes communication channels owned by companies such as Instagram to advertise product advantages and benefits using the My Pertamina application. Attractive ads with strong visuals can increase brand awareness and attract consumer interest.

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Advertising on social media is used because it wants to reach a wider public with the aim of marketing the product, in addition to a more appropriate target market for advertising and the duration of the advertisement that can be set by the owner.



Figure 2. Advertisement on Social Media Pertamina Patra Niaga South Sumatra Region

Source : Screenshot of Instagram of Pertamina Patra Niaga South Sumatra Region

One of the advertisements on Pertamina Patra Niaga South Sumatra's Instagram social media has the theme "Ramadan is getting more blessings with the My Pertamina Application" which invites people to take part in the 1 Juz recitation program at the petrol station prayer room owned by Pertamina, Jalan Pagar Alam No.64, Kedaton, Bandar Lampung City. To get a My Pertamina E-Voucher worth Rp. 25,000 for free. Customers must have the My Pertamina application. The promo period starts from 31 March - 9 April 2024.

Loyal users of the My Pertamina application who participate in the My Pertamina Distribution of Prizes 2024 program have the opportunity to win various attractive prizes such as vacation packages, cars, motorcycles, gold, and My Pertamina vouchers which will be drawn for 4 periods of May 15, July 15, September 17, and November 15, 2024.



Figure 3. Promotion of the My Pertamina Program Distributes Prizes 2024 on Pertamina Patra Niaga South Sumatra Region Social Media

Source : Screenshot of Instagram of Pertamina Patra Niaga South Sumatra Region

As a form of appreciation, Pertamina Patra Niaga South Sumatra Region distributes souvenirs and fuel vouchers for Pertamina's loyal customers at petrol stations.



Figure 4. Pertamina Patra Niaga Wilayah Bagian Sumatera Selatan Greet Customers in Jambi

Source : Pertamina Patra Niaga South Sumatra Region

The activity program disseminated by Pertamina Patra Niaga South Sumatra Region through the official website, social media, and the internet aims to create good values and images. Through the Pertamina Patra Niaga South Sumatra Region activity program that educates and entertains, it is hoped that the public can provide an assessment and make a good perception of the company.

Press release "Pertamina Supports the Development of Quality Children of the Nation in Palembang City" Pertamina Patra Niaga South Sumatra Region conducted a social and environmental responsibility (TJSL) program with the theme "Protected Children, Advanced Indonesia" in Commemorating National Children's Day 2024 in Palembang City.

This activity featured the work of local children through fashion shows, recycling exhibitions into historical buildings in Palembang City, socialization from the South Sumatra Provincial Children's

Forum, energy education by Pertamina officers, and the symbolic handover of the Literacy Village Group Empowerment Program.



Figure 5. Publication of Pertamina Patra Niaga South Sumatra Press Release

Source: Screenshot of the Official Website of Pertamina Patra Niaga South Sumatra Region

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The concept of customer relations according to the researcher is a relationship that is built through product promotion to the public or society through publications, events, news, communication approaches with consumers, image creation, and programs related to social responsibility and relationships with the public community or surrounding community.

Pertamina Patra Niaga South Sumatra Region uses the digital Public Relations method, which is activities published online on the internet for its publicity activities, but Conventional Public Relations publishes activity programs through media relations. By providing information from the company to the public, publication functions as a means of harmonious communication between the public and the company. Therefore, Pertamina Patra Niaga South Sumatra Region publishes its programs through internet media, especially through its own website and social media, which include Instagram, YouTube, and TikTok.

The official website of a company is a digital face that represents the identity, vision, mission, and various activities carried out by the company. Pertamina Patra Niaga South Sumatra Region, as part of PT Pertamina (Persero), uses its official website as a strategic tool in communication and publication efforts. The publication available on Pertamina Patra Niaga's official website is very important to improve the company's image, disseminate information, and establish good relationships with stakeholders and the local community. A Public Relations person uses Public Relations media to help his work. The work includes the creation of written works that function to disseminate information to the public about the campaign program that has been planned by Pertamina Patra Niaga Wilayah Pak Selatan Sumatra. This way, the public can find out about this campaign.



Figure 6. Program Publication through the Official Website

Source : Screenshot of My Pertamina's official website

"The official website of Pertamina Patra Niaga announces the My Pertamina Special Promo, a Cashback program of up to IDR 15,000 OVO Points. Pertamina Patra Niaga provides a special promo in July 2024 with a 2% OVO Points cashback for all users" (Trade, 2024).

Pertamina Patra Niaga South Sumatra Region Instagram social media has around 27.1 thousand followers. Unlike other social media, the Pertamina Patra Niaga South Sumatra Region Instagram page is not only a process of disseminating information and events, but also produces something that attracts attention. Communication, Relations and CSR Pertamina South Sumatra Region also tries something to attract the attention of the public by creating education related to good products. In

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the process of conveying a message through persuasive techniques, it can change public opinion when the message is being conveyed by raising the emotional aspect of a story based on human interest.

An educational program called "Pertamax Excellence" is one of the activity programs published through social media Instagram. This activity program is educational. Discussing the advantages of pertamax products (Pertamina Patra trade South Sumatra Region, 2024).



Figure 7. Publication on Instagram Social Media

Source : Screenshot of Instagram of Pertamina Patra Niaga South Sumatra Region

The public or the public responded to the comment column of Pertamina Patra Niaga Wilayah Pak Selatan Sumatra's Instagram regarding the publication of an educational activity called "pertamax excellence". The public gave a good and enthusiastic response to the education carried out by Pertamina Patra Niaga for the South Sumatra Region.



Figure 8. Public Response on Pertamina Patra Niaga South Sumatra Region Instagram Social Media

Source : Screenshot of Instagram of Pertamina Patra Niaga South Sumatra Region

Online publication allows information to reach the public more quickly and directly. Communication, Relations and CSR Pertamina South Sumatra Region communicates two-way

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with the community or the public. They know what the public or the public wants and can build a good relationship between the company and them.

Pertamina Patra Niaga has used YouTube as a strategic tool in its efforts to publish and communicate with the public. Publication through YouTube allows Pertamina Patra Niaga to convey information visually and interactively, reach a wider audience, and build a positive image of the company.

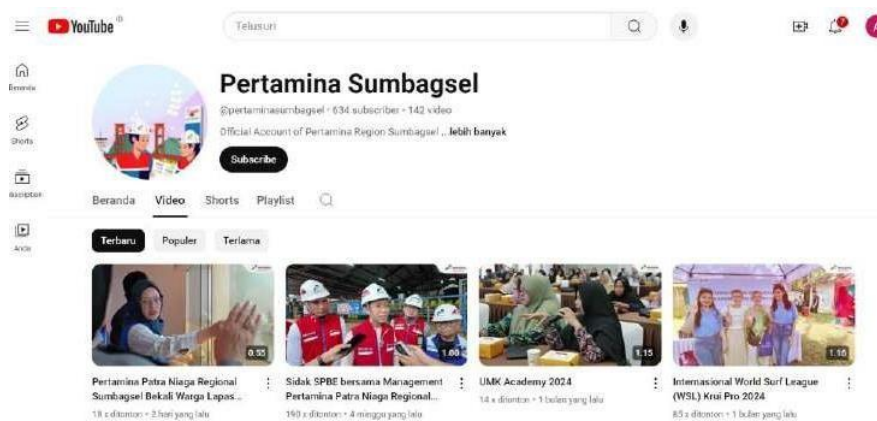


Figure 9. Publication of Activity Programs Through Youtube Social Media

Source : Youtube Screenshot of Pertamina Patra Niaga Region

South Sumatra Youtube Pertamina Patra Niaga South Sumatra Region was created on January 22, 2020 which currently has a total of 643 subscribers, 142 videos and 123,708 x views (P. P. N. South Sumatra Region, 2020).

YouTube only shows video content. Although comments on YouTube have a lot of interaction, YouTube is not entirely social media. YouTube content can be shared through other social media platforms. Researchers believe everyone understands that not all businesses or organizations can take advantage of this platform. To keep a YouTube account active requires a considerable investment. In addition to the content must be attractive, the concept also needs to be well thought out for a company or organization. YouTube may be a very useful tool for businesses or organizations if they can consistently produce engaging content.

One of the activities carried out by Pertamina Patra Niaga South Sumatra Region is called "BNSP certification of catering for LPP Class II A Palembang inmates in the field of gastronomy". Published through Pertamina Patra Niaga South Sumatra Region YouTube social media is the right choice because YouTube is a favorite and is used quite a lot. This type of interaction includes writing and videos that attract public attention.

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Figure 10. Publication of Activity Programs Through Youtube Social Media

Source : Youtube Screenshot of Pertamina Patra Niaga South Sumatra Region TikTok offers a unique opportunity for companies.

TikTok social media is often used by a company or institution in making publications just like Pertamina Patra Niaga South Sumatra Region. Pertamina Patra Niaga South Sumatra Region has 1088 followers and 5167 likes (P. P. N. South Sumatra Region, 2024).

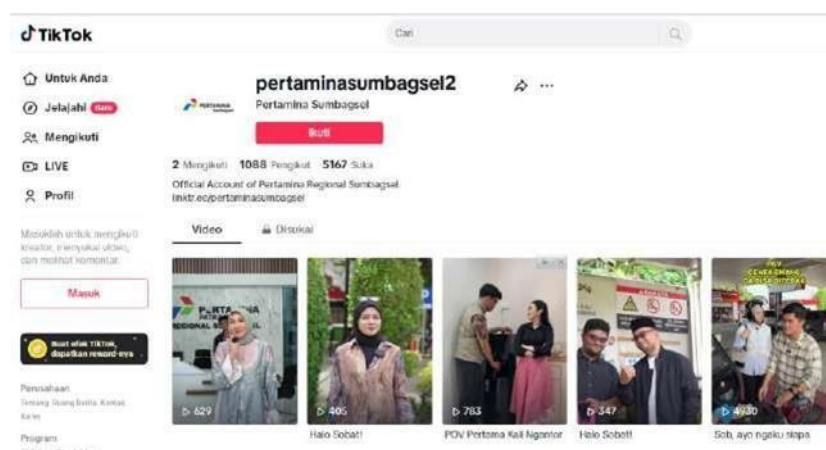


Figure 11. Publication using Social Media on Tik Tok

Source : Screenshot of Tik Tok Pertamina Patra Niaga South Sumatra Region

The publication strategy aims to attract public attention so that it can create its own uniqueness, such as Pertamina Patra Niaga South Sumatra Region to convey their message in an interesting and easily accepted way by a wider audience. One of them is that information activities using the My Pertamina application have many benefits. You can find the nearest petrol station location, fuel transactions, and can also redeem points for attractive vouchers.

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Figure 12. Activity Program Published on TikTok Social Media

Source : Screenshot of TikTok Pertamina Patra Niaga South Sumatra Region

The strategy carried out by Pertamina Patra Niaga South Sumatra Region is very appropriate by utilizing official websites and social media such as Instagram, YouTube, and TikTok. Because social media is a mass media platform that is very easy to access anywhere and anytime it is used by its users. So that the purpose of publication or publicity that Pertamina Patra Niaga South Sumatra Region wants to get can be achieved. Pertamina Patra Niaga South Sumatra Region often

shares documentation of events that have been held. One of the events run by Pertamina Patra Niaga South Sumatra Region is an event called Safari Ramadhan which is held every year. This program shows the running of public relations in social, economic, and environmental functions, which of course intersect directly with the community.

Showing concern for the community, indirectly building a positive image that can also form a positive public opinion in the eyes of the public.



Figure 13. Pertamina Patra Niaga South Sumatra Region Event

Source : Screenshot of Instagram of Pertamina Patra Niaga South Sumatra Region Using an interpersonal communication strategy when approaching through events

is a good method to achieve a number of organizational strategic goals. This strategy not only focuses on organizing the event itself, but also on how communication is carried out

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interpersonally with the audience and related parties. The approach includes setting strategic goals, audience segmentation, event concept development, promotion and communication, collaboration with related parties, media partners, and evaluation of event results.

Event program activities such as those carried out by Pertamina Patra Niaga are one of Pertamina Patra Niaga's Public Relations marketing strategies in building a good or positive image and encouraging the achievement of mutual understanding between the company and the public or the community. The element of communication carried out by Public Relations in customer loyalty is to use good relationships and a good image of the company in the eyes of the public or the public (Cahaya et al., 2023; Giau & Vuong, 2024). The steps taken by Pertamina Patra Niaga South Sumatra Region to create news and provide benefits to the company by utilizing mass media, both print, electronic, and local online, are appropriate. Creating news to the public through print, electronic, or online media is a branding effort in addition to product promotion.



Figure 14. News (News) Pertamina Patra Niaga South Sumatra Region
Source : Screenshot of the Antara South Sumatra News Site

Providing information about the awards obtained by Pertamina Patra Niaga South Sumatra Region at the International event The 16th Annual Global CSR & ESG Summit & Award 2024 is one way to obtain the image carried out by Pertamina Patra Niaga Sumbagsel. By providing this information, it is hoped that it can provide a good image to the community or the public.



Figure 15. Inform or Image Activities of Pertamina Patra Niaga South Sumatra Region

Source : Screenshot of Instagram of Pertamina Patra Niaga South Sumatra Region

Researchers see that efforts to inform and achieve an image in the form of providing information in an attractive way to the public or the public are quite appropriate to obtain a good image, the process from not knowing to being interested in getting a good image.

First of all, social responsibility contributes to improving the company's reputation in the eyes of the public. When a company is actively involved in activities that support local communities, promote social welfare, and protect the environment, it creates a positive perception that can improve the company's reputation. For example, CSR programs that focus on education, health, and environmental preservation show that companies care about issues that impact society as a whole in addition to financial gain. Building trust and long-term relationships with the community is very important.

"We are actively involved in various Corporate Social Responsibility (CSR) programs that not only provide direct assistance to the community, but also focus on sustainable development and improving the quality of life. Examples include education, health, local economic development, and environmental protection programs." (Interview July 8, 2024).



Figure 16. CSR Program for Sustainable Development and Quality of Life Improvement

Source : Pertamina Patra Niaga South Sumatra Region

A company's Public Relations strategy is the most important part of its efforts to promote its products more broadly to the public. The company places a high priority on relationship building while implementing a Public Relations strategy. This strategy seeks to understand and influence the public or customers through communication and approaches to the audience. The purpose of Public Relations is to convey the right and accurate messages and information to many stakeholders, including investors, customers, the media, the government, the public or the public.

Pertamina Patra Niaga South Sumatra Region utilizes digital marketing in product marketing efforts to gain customer loyalty through IMC elements explained by Kotler ranging from Advertising, Sales Promotion, Personal Sales, and Publicity (Katili et al., 2024).

CONCLUSION

The company's PR strategy is the most important part of its efforts to promote its products more widely to the public. The company places a high priority on building relationships by implementing a PR strategy. This strategy seeks to understand and influence the public or customers through communication and approaches to the audience. Pertamina Patra Niaga South Sumatra Region utilizes digital marketing in product marketing efforts to gain customer loyalty. Overall, Pertamina Patra Niaga's Digital Marketing Public Relations Strategy for the South Sumatra Region in an Effort to Market Fuel Products through the My Pertamina Application through Advertising, Sales Promotion, Personal Selling, Public Relations, Publications (Official Website and Social Media), Events, News, Community Engagement, Information or Image, Lobbying and Negotiation, Social Responsibility has been proven to be effective in building relationships with loyal customers as well as increasing loyalty and marketing products.

The researcher hopes that this research can be used as an important source of information in the context of research on Public Relations Strategy so that it becomes a guideline for future research that is more critical and develops existing writings. The researcher hopes that further research will further examine consumer satisfaction with the Public Relations Strategy of Pertamina Patra Niaga Regional Digital Marketing for the South Sumatra Region in an Effort to Market Products (Quality Fuel Oil) Through the My Pertamina Application.

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