

**PETROKIMIA GRESIK WINS PLATINUM WINNER
AT THE 2023 PRIA PUBLIC RELATIONS EVENT**

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Petrokimia Gresik received Platinum Winner or the only highest award for the SOE Subsidiary Sub-Category, at the PUBLIC RELATIONS INDONESIA AWARDS (PRIA) 2023, after bringing home eight awards at once in "The 8th PRIA". The award was received directly by the Vice President of Corporate Communication of Petrokimia Gresik, Rama Yusron Harbiansyah in Bali.

Rama on Monday (20/3) said that Petrokimia Gresik's public relations performance over the past year was considered innovative and succeeded in communicating the company's programs and strategies well. Until, this year Petrokimia Gresik, which is an Agroindustrial Solutions company and holding member of the Pupuk Indonesia won the Platinum Winner.

"In this all-digital era and easy access to information, the role of communication at Petrokimia Gresik is strategic. Especially now that the company has aspirations to strengthen its position as a center for the petrochemical industry, so the purpose of Petrokimia Gresik must be well conveyed to the public. This Platinum Winner is proof that Petrokimia Gresik's communication management work is getting better and more optimal," said Rama.

The seven awards that led Petrokimia Gresik to win Platinum Winners include three Gold Winners for the *Public Relations* (PR) Department Category, Digital Channel (Website Sub Category), and *Owned Media* Category (Video Profile Sub Category); Furthermore, Petrokimia Gresik also won two Silver Winners for the *Owned Media* Category (Print Media Sub Category) and CSR Program Category (*Sustainability Business* Sub Category). Plus Bronze Winner in the PR Program Category (Digital PR Sub Category).

Finally, Petrokimia Gresik has also been named the Most Popular Company in Print and Online Media 2022 (Sub-Category of SOE Subsidiaries). "The company's positive performance collaborated with the right communication strategy will be an attractive packaging to be published. This is one of the keys to Petrokimia Gresik successfully becoming the most popular in the mass media," he said.

PRIA held by Majalah PR INDONESIA is one of the barometers of public relations performance for corporate/organizational PR practitioners. PRIA is part of PR INDONESIA's commitment to appreciating the superior public relations performance of corporations, ministries, institutions, and governments throughout Indonesia. PRIA reflects the highest achievement of corporate/organizational communication performance held every year. Especially for 2023, the PRIA competition was attended by 836 *entries* from all over Indonesia and various large companies, both state-owned and private companies.

Completing several judging-based categories, PR Indonesia also collaborates with Indonesia Indicator to present the most popular categories in print media and online based on the amount of exposure through print and online mainstream media in Indonesia, from January 1st - December 31st, 2022.

Meanwhile, Petrokimia Gresik started the Platinum Winner in 2020 and 2022, which was then defended again at this year's PRIA event. This achievement was conveyed by Rama as a joint achievement, thanks to the collaboration of all lines in the company. He also hopes that this Platinum Winner will be able to encourage other positive performances.

"Good communication is certainly inseparable from the positive performance of all Work Units at Petrokimia Gresik. Because the true performance of public relations is the result of collaboration and synergy from all lines. Hopefully, this achievement will make Petrokimia Gresik's performance more optimal," concluded Rama.

PT Petrokimia Gresik

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