

SWEEPING ACHIEVEMENTS, PETROKIMIA GRESIK COMES AS THE GENERAL CHAMPION OF THE BUMN (SOE) SUBSIDIARIES SECTOR AT ANUGERAH HUMAS INDONESIA (AHI) 2022

Number : 87/SP/PG/X/2022
Day / Date : Thursday, 17 November 2022

Petrokimia Gresik's communication performance led to Agroindustry Solutions Company, a member of Pupuk Indonesia holding, won Platinum Award or General Champion in the Sector of BUMN (SOE) Subsidiary at the Anugerah Humas Indonesia (AHI) 2022. The award was received by the Vice President (VP) of Petrokimia Gresik Corporate Communications, Rama Yusron Harbiansyah, representing the Management in Malang, East Java, Friday (28/10).

Petrokimia Gresik earned the Platinum Award for winning the most trophies in the entire category. Systematically, Petrokimia Gresik received two awards in the Internal Media Category, namely the Bronze Trophy, which was obtained by Gema Magazine Edition 344 in the Print Magazine Sub Category, and the Gold Trophy for the Video Profile Sub Category. Meanwhile, the Petrokimia Gresik Website also won Silver Trophy in the Digital Channels Category.

Next, the CEO of Petrokimia Gresik, Dwi Satriyo Annurogo, was appointed as the "Most Popular BUMN (SOE) Subsidiary Leader in Digital Media." Petrokimia Gresik also became the "Most Popular Institution in Digital Media" in the Sub Category (SOE) Subsidiary.

Rama Yusron, on Saturday (29/10), said that communication is crucial in running the company's business. Especially in the digital era like today, threats to image and reputation can befall anyone, anytime and anywhere. For this reason, management supports the role of Public Relations (PR) in the company.

"Communication must be able to play a more strategic role. Moreover, currently Petrokimia Gresik is carrying out a lot of development both in order to support the progress of agriculture in Indonesia, as well as the national chemical industry. So, this matter must be conveyed properly to the public and in line with Pupuk Indonesia's communication policy as the holding company," he said.

Rama Yusron also revealed that the CEO of Petrokimia Gresik has been concerned about the communication aspect. So that management provides support or total support related to the management of communication in the company.

Until now, Petrokimia Gresik has used many platforms as communication media. Among them through Gema Magazine, video profiles, Instagram, YouTube social media, and dynamically managed websites. Petrokimia Gresik is also actively conducting digital campaigns that utilize the company's communication channels.

"Company Social media is not just for a regular update but also for content that is informative, exciting, educative, and up-to-date so it can attract a lot of followers or subscribers, thus the company's campaign program can provide optimal results," said Rama.

After that, Petrokimia Gresik also had the 'Apresiasi Karya Jurnalistik' Program, which is currently conducted every quarterly. The company also utilizes the press release channel to convey the company's performance. This program is effective in encouraging positive news.

"This achievement is also inseparable from the success of Petrokimia Gresik's strategy in controlling the company's performance so that it is attractive to the mass media, especially the media digital technology, which is currently growing rapidly," he said.

Rama also mentions that this achievement could not be separated from the role and good performance of all Work Units at Petrokimia Gresik, who have worked optimally and innovatively in this digital era.

Meanwhile, AHI is a competition for public relations performance, and AHI is one of the barometers for achieving the highest communication performance for many institutions in Indonesia. At AHI 2022, Indonesian Minister of Agriculture Syahrul Yasin Limpo was also appointed the Most Popular Leader in Digital Media. The Ministry of Agriculture was the Winner of Most Popular Institution in Digital Media 2022. The presence of this competition encourages the creation of strategic and contributive public relations for the positive reputation of all public institutions and companies.

"Hopefully Petrokimia Gresik's communication strategy can inspire the world of public relations in Indonesia. Through this event, we can exchange ideas to get the best communication strategy for our agency," he said.

This year is the third time that Petrokimia Gresik has participated in AHI in a row. In 2022, it is the highest achievement after becoming the General Champion.

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