

**DWI SATRIYO ANNUROGO AWARDED TO BE THE MOST POPULAR SOE
SUBSIDIARY LEADER IN DIGITAL MEDIA 2020**

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President Director of Petrokimia Gresik, an Agroindustry Solution company and the member of the Pupuk Indonesia holding, Dwi Satriyo Annurogo was named "The Most Popular SOE Subsidiary Leader in Digital Media 2020" at the "Anugerah Humas Indonesia 2020" or translated into 2020 Indonesian Public Relations Award. In addition, Petrokimia Gresik is also the "Most Popular SOE subsidiary in Digital Media 2020". Awards were presented virtually, Thursday (26/11).

The Corporate Secretary (Corsec) of Petrokimia Gresik, Yusuf Wibisono explained that AHI is a barometer of the highest achievement of the public relations performance of State-Owned Enterprises (SOE) and Regional-Owned Enterprises (ROE) This award was given to the President Director and Petrokimia Gresik because of the success of the Public Relations strategy in packaging the company's performance so that it is attractive to the mass media, especially digital media, which is currently developing rapidly.

Among them, Petrokimia Gresik is actively conducting a digital campaign that utilizes all of the company's communication channels, such as campaign the #siaPGantikebiasaan, a company campaign to invite employees with the public to discipline health protocols to prevent Covid-19 contagion, then #CerdasBerplastik, Petro Agrifood Journey, Petrobiofeed Qurban Digital, and so on.

"Through these various campaign programs, Petrokimia Gresik is able to boost positive coverage in the mass media," said Yusuf.

In addition, activation in digital media through challenges and quizzes involving the audience has also succeeded in generating engagement high. This is the reason the President Director and the company have succeeded in becoming the most popular in digital media.

The communication channels that the company has include the press release, website, and social media, such as Instagram (IG), Youtube and Facebook (FB). Where the company's IG with the @petrokimiagresik_official account currently has 51,100 followers, the company Youtube named Petrokimia Gresik has 6,6200 subscribers, while FB Petrokimia Gresik with the PT Petrokimia Gresik Official account currently has 14,773 followers.

"Corporate social media does not only regularly update, but also builds informative, interesting, educational and up-to-date content so that it attracts many followers or subscribers, thus the program campaign company's can provide optimal results," said Yusuf.

Furthermore, he added that the President Director of Petrokimia Gresik has concerns about the management of corporate communications and public relations. Therefore, the President Director is very supportive of the role of the Public Relations (PR) in the company.

According to the President Director, Yusuf said that communication is one of the most important aspects of running a business. Especially in the era of digital information like today, threats to image and reputation can befall to anyone, everywhen and anywhere.

"For that, the management of the communication aspect must be able to play a more strategic role. Moreover, currently Petrokimia Gresik is carrying out a business transformation towards agroindustry solutions. So, this must be conveyed properly to the public," he said.

Yusuf added that one of the President Director's messages in the midst of PR development places Public Relations not only as a loudspeaker for the Directors. But it is necessary to give more value to the message conveyed, even become a corporate score.

Meanwhile, this award is not the first time the company has received it. In 2019 at the same event, the most popular award in online media was also awarded to Petrokimia Gresik and the previous President Director of Petrokimia Gresik.

"The award in communication received by Petrokimia Gresik this year is quite encouraging. Various public acknowledgments on the communication aspects of the company will trigger the spirit to continue to provide the best contribution for the company to become an Agroindustry Solution and the success of Indonesia's food security," he concluded.

PT Petrokimia Gresik

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