

"8th SOE Branding & Marketing Award 2020"
PETROKIMIA GRESIK RECEIVE TWO AWARDS

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Petrokimia Gresik is an Agroindustry Solution company and member of the holding of Pupuk Indonesia, the Director of Operations and Production (DOP) Digna Jatningsih was awarded "The Best Chief Marketing Officer (CMO)" SOE Subsidiary in the category Corporate Marketing Performance in the "8th SOE Branding & Marketing Award 2020" (SBMA) by SOE Track Magazine, Thursday (5/11). In addition, Petrokimia Gresik also received a "Marketing Award" for a Subsidiary in the Corporate Communication (Corcom) category.

Digna explained that SBMA is a prestigious event and has now become a reference for managing the communication aspects of SOE which are increasingly agile, innovative and competitive. This appreciation is given to Petrokimia Gresik for the positive reputation of the company in managing Marketing Communication (Marcom) and Corcom.

"As an Agroindustry Solution company, Petrokimia Gresik views communication as a very important aspect and is increasingly challenging its management, especially in the era of digital information like today," said Digna.

Many things have been done by Petrokimia Gresik to improve communication management in maintaining the company's image and reputation. In the field of Marcom, Petrokimia Gresik is aggressively campaigning and educating farmers regarding balanced fertilization patterns through various demonstration plot programs, agricultural clinic consultations, and soil testing car services.

"We also specifically present the media "Friends of Farmers" to socialize and present various versions of integrated information about the world of agriculture in various versions, in the form of print, website, and social media," added Digna.

In addition, Petrokimia Gresik is also actively campaigning for the importance of farmer regeneration through the Young Farmers Jamboree (YFJ) program to foster the interest of the millennial generation in the world of agriculture. According to him, the interest of the younger generation in the agricultural sector is still low. Whereas sustainable agriculture is the future of Petrokimia Gresik as an Agroindustry Solution company.

"Sustainability Agriculture does not only talk about soil conditions and the use of organic fertilizers, but also about problems farmer regeneration that occur in Indonesia. The Young Farmer Jamboree is a corporate communication strategy to increase the interest of the younger generation in agriculture," said Digna.

The program that raises the issue of farmer regeneration has been started since 2014. This program aims to provide an understanding of the millennial generation that the agricultural sector is no less prospective than other sectors if managed properly and optimally. At the YFJ implementation on November 10, Petrokimia Gresik collaborates with successful young Indonesian entrepreneur such as Sandiaga Uno, the General Chairperson of the Indonesian Millennial Farmer Ambassador, Sandi Octa, and "Sayur box" Head of Communication, Oshin Hernis.

"The Young Farmer Jamboree is one of the concrete solutions we are implementing to support a sustainable future for Indonesian agriculture," said Digna.

Meanwhile in the Corcom field, Petrokimia Gresik is also actively campaigning for various issues, including environmental issues through the campaign *#CerdasBerplastik*, then food wasting issues through the campaign Petro "Agrifood Journey", social issues through the campaign "PetroBiofeed Qurban Digital", and so on.

"Apart from campaigning on various issues, we are also actively accommodating and absorbing aspirations, especially from the surrounding community," said Digna.

One of the hearings with the local community was made in the Community Discussion program for the Nearest Community, named "Disko Master". "Disko Master" is a communication forum for companies with various communities in the surrounding community. This activity is a medium for absorbing aspirations regarding the condition of the community around the company, both needs, problems and the unique potential of each region.

This program is a necessity because it is a guide for Petrokimia Gresik to apply the best way to get community support for the company's operations to become a solution in the Agroindustry Sector.

He further explained that this award is proof of Petrokimia Gresik's success in managing company communications and information for the benefit of stakeholders, both internal and external. The provision of public information disclosure has been well done by Petrokimia Gresik.

"With this award, it is hoped that it can motivate all Petrokimia Gresik employee to maintain and even enhance the company's positive image in transforming towards Agroindustry Solutions," said Digna.

Meanwhile, this is not the first achievement for Petrokimia Gresik. In 2019, Petrokimia Gresik has been awarded an award in managing corporate appeal and the Chief Marketing Officer of the Creative Marketing Initiative for the Energy, Logistics, Area and Tourism Business Sector.

PT Petrokimia Gresik

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