

BUMN Branding & Marketing Award 2019
**COMMUNICATION AND MARKETING STRATEGY OF PETROKIMIA GRESIK
GOT APPRECIATION**

Number : 57/SP/PG/XI/2019
Day & Date : Tuesday, November 5, 2019
Event : BUMN Branding & Marketing Award 2019
Place : Jakarta

Strategy of corporate branding and marketing of Petrokimia Gresik the agroindustry solution company and member of Pupuk Indonesia holding got appreciation in “BUMN Branding & Marketing Award 2019” which was held by BUMN Track and received by President Director of Petrokimia Gresik, Rahmad Pribadi in Jakarta, Tuesday (5/11).

Rahmad Pribadi explained that the award is as real proof and acknowledgment from external to the effort of Petrokimia Gresik in communicating business transformation of Petrokimia Gresik since 2019 through a tagline “Solusi Agroindustri”.

“Solusi Agroindustri” is a hope to answer the problems of upstream-downstream consumers in the agroindustry sector, start from seed, product of processing land, fertilizer, and pest control. These services and products are focus on the improvement of productivity, especially in the sector of agriculture and plantation as quality input for industry of for the agricultural product processing industry or agroindustry.

“Agroindustry Solution makes Petrokimia Gresik as the answer or the integrated solution provider in sector of agroindustry, especially on farm. So that, Petrokimia Gresik not only talk about fertilizer, but also give complete services in accordance with the consumer,” said Rahmad.

For supporting the communication strategy “Solusi Agroindustri”, Petrokimia Gresik needs innovation to answer the market needs. Those innovations become part of corporate branding strategy, which innovation is one of company value.

“We have a medium for appreciating the innovation from employee start from the work unit level to the company. Whereas the winner of company level will be registered in national and international event,” said Rahmad.

Besides corporate branding, at the same event, Petrokimia Gresik also got award for the achievement of Chief Marketing Officer – Creative Marketing Initiative in the Field of Energy, Logistics, Regions and Tourism (I Ketut Rusnaya). Petrokimia Gresik has product branding strategy to reach the business transformation target as market leader and dominant player in agroindustry sector.

Product branding strategy was done through demonstration plot program or farmers testimony in 571 area, then socialization to the farmers, provision of soil test car facilities that could be identified the condition of land and gave recommendation of fertilization to farmers, expo in regional level and international, also publication in mainstream media and partner media. Besides that, product branding was done through harvesting program, early planting program, dialogue with consumers, farm field day, etc.

Rahmad explained that to support corporate and product branding in business transformation, it is needed a reliable marketing strategy. Marketing strategy of Petrokimia Gresik begins with identification that occurs in the business environment, where the subsidize scheme will be immediately transferred by the government through the “Kartu Tani” program.

“Petrokimia Gresik keeps doing product innovation which is in accordance with the farmer needs and explores other potential markets that have not been explored. Even Petrokimia Gresik able to produce fertilizers which is accordance with the specification or consumer’s needs,” said Rahmad.

Marketing strategy of Petrokimia Gresik utilize communication channel of corporate, such as website, counseling application android base, social media, market place, and active on international sales and marketing network like International Fertilizer Assosiation (IFA) and others.

“This award is a real proof that the effort of Petrokimia Gresik to be agroindustry solution and supporting the realization of national food sovereignty has been recognized by national stakeholder,” ended Rahmad.

PT Petrokimia Gresik

Yusuf Wibisono
Corporate Secretary

For further information contact:
Corporate Secretary: Yusuf Wibisono
Office: (031) 3981811
Ext 2218
Mobile: 0811 378 571
Email: wibisono@petrokimia-gresik.com
yusufwibie@gmail.com