

**INSAN PR INDONESIA 2019
PRESIDENT DIRECTOR OF PETROKIMIA GRESIK ACHIEVES
“MOST POPULAR LEADER ON SOCIAL MEDIA”**

Number : 55/SP/PG/X/2019
Day & Date : Thursday, October 31, 2019
Event : Jambore PR INDONESIA (JAMPIRO) #5
Place : Bali

Petrokimia Gresik as a company of agroindustry solution and a member holding of Pupuk Indonesia got acknowledgement for the excellent performance of communication in National level. President Director of Petrokimia Gresik Rahmad Pribadi was chosen as “Most Popular Leader on Social Media” for SOEs subsidiary category.

This award was given by PR ONDONESIA magazine through “Insan PR Indonesia 2019” which was held in the fifth Jambore PR Indonesia (JAMPIRO). Represented the President Director, Public Relations Manager of Petrokimia Gresik Muhammad Ihwan F received the award in Bali, Thursday (31/10).

“This award is proof that President Director of Petrokimia Gresik, Rahmad Pribadi success to communicate the performance and business transformation program on social media,” said Ihwan after receiving the award.

Petrokimia Gresik utilize social media to deliver various company programs to stakeholders, such as Instagram (IG), Facebook (FB), Twitter and also Youtube. These accounts of social media of Petrokimia Gresik has thousands of followers, and/or subscriber.

“Communication through social media is one of priority program of Petrokimia Gresik Public Relations, besides mainstream media and internal media, because of the reach is very wide, dissemination is very fast, and has proven effective. We have been run this communication since a few years ago,” explained Ihwan.

He added that the role of social media was not only utilized to spread wide information about product or even program from Petrokimia Gresik in developing the country, but also become a communication media between company and community.

“Social media not only as a media to maintain and improve company’s reputation which is a producer of fertilizer and chemical substance for agroindustry solution, but also an interactive media that give quick respond to public,” added Ihwan.

The event itself, JAMPIRO #5 was held for three days on October 29-31, 2019. The top agenda was on third day, the theme was “Harmoni Komunikasi untuk Negeri” gave appreciation to the chosen PR practitioner in some categories that are Insan PR Indonesia, Icon PR Indonesia, PR Indonesia Rockie, and PR Indoensia “Most Popular Leader on Social Media 2019”.

In the same event, Petrokimia Gresik also brought home another award, that was Muhammad Ihwan F got Gold predicate as Insan PR category of VP Corcom and Faisal Alfarokhi got Gold predicate as Insan PR Head of Protocol Division for category of PR Manager.

“This award is become motivation for us to improve the performance of PR in Petrokimia Gresik,” Ihwan ended.

PT Petrokimia Gresik

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