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# The Implementation of Public Relations in Improving the Event Organizer's Reputation of PT Sumatera Satu Media

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This study aims to analyze the implementation of Public Relations (PR) carried out by PT Sumatera Satu Media in order to improve its reputation as an event organizer company. As a company operating in a highly competitive industry, PT Sumatera Satu Media realizes the importance of a positive reputation to maintain client trust and increase competitiveness. The PR strategies implemented include media relations, digital PR through social media and websites, and event-based PR activities. The research method used is qualitative with a case study approach, involving in-depth interviews, observations, and documentation analysis. The results of the study indicate that the PR strategy implemented by PT Sumatera Satu Media has a significant impact on strengthening the company's reputation. Media relations helps increase public visibility and exposure, while digital PR expands audience reach and increases direct interaction with the public through online platforms. The results of the study also found several obstacles in the implementation of PR, such as limited resources and the lack of a structured crisis management system, which can affect the consistency of PR activities.

# 1. Introduction

In an era of more intense economic competition, a company's reputation is one of the most valuable assets that can decide its long-term viability and growth (Abitbol & Meeks, 2021). For the event organiser industry, reputation not only affects public perception but also dictates how much the company can be trusted by clients, partners, and the community (Fisher et al., 2024). In the face of competition from comparable companies, an event organizer's success in developing and sustaining a positive reputation relies heavily on the quality of service, effective communication, and the ability to arrange events according to clients' expectations (Bustos, 2021).

PT Sumatera Satu Media, as an event organiser service provider, is actively involved in the company of different significant events, ranging from corporate events to public activities. However, it is not easy to establish a strong reputation in the community and among clients. This company faces obstacles such as changing client expectations, professional demands, and the need to innovate to remain competitive. In such a situation, the function of Public Relations (PR) becomes particularly significant since it may help companies construct a positive image, establish excellent connections with stakeholders, and sustain their reputation in the face of changing market dynamics (Khan et al., 2022). Public relations is vital in developing positive interactions between businesses and their customers, including media relations, image management in digital media, and Corporate Social Responsibility (CSR) efforts (Johnston, 2020). Effective public relations implementation may boost brand recognition, strengthen the company's positive image, and build public trust (Ossai & Melody, 2023). However, companies frequently encounter a variety of obstacles while implementing this public relations strategy, particularly in terms of resource management, crisis response, and communication consistency.

Implementing an efficient public relations strategy can assist PT Sumatera Satu Media to improve its credibility, reduce communication crises, and build client loyalty. The public relations function in this company includes actions such as media relations, promotional activities, issue management, and organising CSR (Corporate Social Responsibility) initiatives that can enhance the emotional attachment between the company and the community (Johnston, 2020).

However, it remains unclear whether the implementation of Public Relations at PT Sumatera Satu Media has helped strengthen the company's reputation. One of the most common issues is ensuring that planned public relations actions are carried out in accordance with the strategy to achieve the main goal, which is to improve the reputation of the company. This impediment can limit the impact of planned PR actions and jeopardise the achievement of PR

objectives. As a result, a more in-depth understanding of how the PR strategy is applied helps the company's positive public perception.

Crisis communication management is a crucial aspect of public relations, particularly in dynamic businesses like event organisers (Ndone, 2023; Ossai & Melody, 2023). Nevertheless, there are small studies on PR crises in this area (Bustos, 2021). The majority of public relations and corporate reputation research focuses on larger corporate sectors or well-known businesses, such as banking or multinational corporations (Gupta et al., 2021; Nuseir et al., 2022). There has been not much study into the role of public relations in event organiser companies, particularly at the local level in Indonesia. Many PR studies continue to rely on traditional media, although digital PR is becoming dominant in enhancing reputation (Aryanto et al., 2024; Santika, 2024; Setia & Setyanto, 2022).

Although numerous studies emphasise the importance of public relations in reputation creation, few research has examined the efficiency of various public relations tactics in dealing with intense competition in the event organiser sector (Emmanuel, 2024). This is an important topic to research to better understand the tactics and challenges that businesses confront in maintaining their reputations. The purpose of this study is to examine how PT Sumatera Satu Media implements public relations activities and how these efforts help to improve the company's reputation, both internally and externally. Therefore, this study will provide insight into the effectiveness of Public Relations in supporting the reputation of PT Sumatera Satu Media, as well as help formulate more innovative strategies to improve the company's image in the future.

## 2. Method

This study took a qualitative approach using a case study method. The qualitative approach was used to gain a thorough understanding of how PT Sumatera Satu Media uses public relations (PR) to boost the company's reputation. This study will use the case study technique to conduct an in-depth investigation of the strategies, procedures, and outcomes of this company's public relations operations. The study's object is PT Sumatera Satu Media's Public Relations strategy, and the subjects are internal corporate parties directly involved in PR activities, such as PR managers, PR staff, and marketing teams. In addition, numerous clients and partners of the company will be interviewed to gain external perspectives on the company's reputation.

Data was collected through a variety of techniques, including interviews with PT Sumatera

Satu Media's public relations staff and managers, the marketing team, and several clients or partners. This interview attempts to acquire detailed information regarding the PR strategy used, its efficacy, and the perspectives of company stakeholders. In addition, secondary data in the form of company papers (public relations activity reports, promotional materials, media pieces, and other publications) are analysed to gain a better understanding of the PR strategy followed. The data obtained are analyzed using thematic analysis.

### 3. Result and Discussion

To improve its reputation as an event organizer, PT Sumatera Satu Media implements strategies and effectiveness of Public Relations activities.

#### Public Relations Strategy of PT Sumatera Satu Media

The primary strategy employed by PT Sumatera Satu Media is media relations. To improve the company's reputation, PT Sumatera Satu Media cultivates positive partnerships with numerous local and national media outlets in order to boost public awareness of the events it organises. This demonstrates that this media relations technique is very effective in raising visibility and establishing PT Sumatera Satu Media's reputation as a professional event organiser.

The next strategy adopted by the company is digital PR. Given the movement in consumer behaviour towards digital platforms and social media, digital public relations is a key component of PT Sumatera Satu Media's communication strategy. PT Sumatera Satu Media utilizes various social media platforms such as Instagram, Facebook, and LinkedIn to share information about events, conduct promotions, and interact directly with audiences. The company develops interesting visual and written content to increase engagement and attract public attention.

PT Sumatera Satu Media also uses event-based PR, which is a PR strategy based on activities or events. In addition to the primary events for clients, the corporation organises specific public relations activities to establish emotional links with the community and the general public. The study's findings indicate that event-based public relations improves a company's reputation. Clients and partners see PT Sumatera Satu Media as a corporation that cares about the environment and appreciates social responsibility.

Overall, the media relations of PT Sumatera Satu Media, digital PR, and event-based PR strategies have contributed significantly to the company's reputation. Media relations and

digital PR promote public awareness and interaction, whereas event-based PR strengthens the company's image as a socially responsible entity. This public relations technique has a significant positive impact on both client trust and the company's network. These findings show that comprehensive and sustainable public relations can be a valuable asset in establishing and sustaining a positive company reputation in the event organiser industry.

#### Implementation and Effectiveness of Public Relations Activities of PT Sumatera Satu Media

Media relations are considered to be immensely effective in improving event exposure. According to interviews with the media and clients, the presence of media at company-managed events boosts the event's reputation and broadens the promotion reach. Observation results demonstrate that invited journalists typically highlight the event's uniqueness and frequently provide positive coverage that benefits the company's reputation. Digital PR has a tremendous impact on PT Sumatera Satu Media's reputation, particularly among its primary target demographic, millennials. Consistent and timely social media management leads to increased engagement and favourable feedback. Clients believe that an active and responsive internet presence increases the company's trustworthiness. Interviews with clients and partners revealed that they had a positive attitude towards PT Sumatera Satu Media. The company has a very strong reputation for professionalism, event creativity, and open communication. However, numerous clients suggested areas for improvement, particularly punctuality and more intensive coordination before the event.

Although the outcomes were positive, various challenges arose throughout the implementation of PR at PT Sumatera Satu Media, including limited resources and crisis management. Since the PR team is still small, managing media relations and digital activities can be challenging at times. Several times, unforeseen problems arise, such as event cancellations or customer changes, resulting in communication crises. To reduce the negative influence on the company's reputation, the public relations staff must adopt a more systematic strategy for dealing with crises. Overall, PT Sumatera Satu Media's public relations efforts have proven to be effective in strengthening the company's reputation. Good media relations and a continuous internet presence improve the company's reputation. Good media relations and a persistent digital presence improve the company's image. Despite numerous challenges, clients and the general public have a favourable opinion of this company, with many saying they would suggest their services to others. The findings of this study show that PT Sumatera Satu Media's Public Relations approach has a substantial impact on improving the company's reputation. Recommendations for improving crisis management and boosting PR resources can help this company's PR strategy become more effective in the future.

## 4. Conclusion

This study demonstrates that PT Sumatera Satu Media's application of Public Relations strategies contributes significantly to the company's reputation as an event organiser. PT Sumatera Satu Media uses a variety of public relations strategies, including media relations, internet PR, and event-based PR. These tactics have been successful in establishing and sustaining a positive company reputation. Media relations help boost company exposure, while digital PR increases audience engagement and event-based PR.

Clients and company partners generally have a favourable impression of PT Sumatera Satu Media's reputation, particularly in terms of professionalism, communication, and event inventiveness. This demonstrates that the PR strategy employed was successful in enhancing the company's reputation as a dependable event organiser service provider. Although the company's public relations are thought to be relatively effective, this study discovered some challenges, such as a shortage of human resources on the PR team and a lack of a systematic crisis management process. These constraints provide several challenges for maintaining consistency in PR implementation, particularly during emergencies.

Consistent and targeted PR execution has been shown to improve the company's reputation. The public and clients regard PT Sumatera Satu Media as a competent, trustworthy, and socially concerned company, which increases client loyalty and the likelihood of recommending their services to others.

According to the findings of this study, to improve the future implementation of PR and the company's reputation, the company should increase the number and capacity of human resources in the PR team to support the optimal implementation of media relations, digital PR, and CSR activities. This boost will ensure that all public relations activities are carried out consistently and comprehensively. Through this implementation, PT Sumatera Satu Media expects to improve the efficiency of public relations in strengthening the company's reputation and retaining its position as a reputable event organiser in the market.

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