

# ANALYSIS OF PT PROMETAMA SARANA GRAHA'S CORPORATE BRANDING STRATEGY

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## Abstract

*This study examines the role of communication in maintaining the consistency of a company's positive reputation, with a focus on PT Prometama Sarana Graha. A positive reputation is a valuable asset that directly impacts the long-term success of a company. Effective communication plays a crucial role in ensuring that the company's image remains positive in the eyes of the public, stakeholders, and consumers. Good communication is not only about how the company conveys information but also involves managing feedback and interactions with various audiences. In the case of PT Prometama Sarana Graha, the company's corporate branding has already established a strong presence in the market. Their brand identity is well-regarded, offering products and services that align with customer expectations. However, there is still room for improvement, particularly in creating clear and structured brand guidelines to ensure that all communication efforts are cohesive and aligned with the brand's vision and values. This research analyzes various communication strategies implemented by companies, including mass media, social media, and internal communication, to maintain reputation consistency. The findings of this study reveal that transparency, message consistency, and openness in dealing with crises are key factors that influence the success of corporate communication in building and maintaining a positive reputation.*

**Keyword:** *communication, pt prometama sarana graha, branding awareness*

## 1. Introduction

In today's conditions, business actors must have their own ways or strategies so that the products or services they provide can be accepted by the wider community, by having a good marketing concept is one way in marketing strategy, then the business actor will be able to make a strategic business in accordance with the products or services offered (Fitri et al., 2024). Not only that, communication as one of the functional aspects that has an important role in the formation and maintenance of the relationship of a company or government agency. Communication between humans is a series of subtle and simple processes, however, communication between humans is always filled with various elements of signals, ciphers and meanings (Didik Hariyanto, 2021).

In the communication process, people play a role not only as givers and receivers of messages, but more than that it is also related to the alternation and change of roles they play. In a sense, the role played by a person may change along with changes due to situational and environmental factors, which changes themselves directly or indirectly shape and influence the way he communicates (Mukarom et al., 2020).

In addition, public relations is also often the communication link between the organization and the media, ensuring that the news or information conveyed is accurate and in line with the organization's objectives. In crisis situations, public relations plays an important role by handling communications quickly and appropriately to protect the organization's reputation. Communication is a dynamic and complex process. The communication process does not take place in a social vacuum, but in a certain context or situation (Mukarom et al., 2020) In addition, they also design various communication campaigns, manage events, and establish good relationships with various stakeholders. Therefore, the role of Public Relations in the company is very necessary to determine the right Public Relations strategy in building the brand image of the company and its products (Tamara & Setyanto, 2018).

Public relations (PR) plays an important role in building media relations, especially in shaping the identity, reputation image of a company or organization in today's digital era is a challenge that must be faced. How not, the flow of information is presented quickly. (Herika & Ruliana, 2018). Companies will provide information related to important values about the brand, such as the company's vision and mission, price, product quality, to the market or consumers (R.A. Marlien et al., 2024).

Based on observations of branding management at PT Prometama Sarana Graha, it is actually quite good, but it is not yet supported by clear and structured guidelines. Although the company has managed to build a positive reputation and is widely recognized in the market, the absence of standardized guidelines in the branding strategy causes some initiatives to not always be consistent. As a result, even though their branding or brand identity is already strong, poorly directed management can limit the potential for further development, especially in expanding brand awareness and maximizing impact in an increasingly competitive market.

One of the main challenges companies face is the lack of a coordinated approach to ensure that every aspect of branding, from communication to promotion, is executed to a uniform standard. Even if their products are well-recognized, without clear branding guidelines in place, companies can miss out on opportunities to further accentuate brand identity and attract new consumers. In addition, inconsistencies in the implementation of communication strategies can also affect consumers' perception of the brand in the long run.

. Therefore, it is important to further analyze corporate branding. PT Prometama Sarana Graha requires improvement in developing strong branding guidelines to maintain and expand its influence in the market. With better and structured management, the company can be more effective in building brand awareness, strengthening its position in the industry, and supporting sustainable growth in the face of dynamic market challenges.

## **2. Literature Review**

### **2.1 Definition of Communication**

The word communication etymologically is actually a translation from English communication. Communication itself comes from the latin communis which means “the same or the same meaning”, communico or communicate which means “to make the same” (who). The first term (communis) is the most widely used term as the origin of the word communication. (Didik Hariyanto, 2021)

This understanding of communication involves at least two or more people using the usual ways of communicating by someone such as through oral, written and non-verbal signals. Communication is fundamental to the life of every human being, be it a human being as an individual or as a social being (Zamzami & Wili Sahana, 2021)

Communication plays a role not only as a giver and receiver of messages, but more than that, it is also related to the change and change of roles it plays. In a sense, the role performed by a person is possible to change along with changes due to the situation and environmental factors, which changes itself directly or indirectly form and influence the way of communicating. (Warda et al., 2021)

### **2.2 Definition Branding Image**

A company's branding cannot be instilled instantly in society, and this takes time and means. So the best way to instill this image is to spread it through continuous communication media. A positive image in the eyes of consumers can be obtained and maintained by maximally always displaying a positive brand image in the eyes of consumers. This can increase and encourage consumer trust later to become loyal consumers in using products or services from a company (Indrasari, 2019)

If the company's image can grow well, then this will have an impact positive for the company. Conversely, if the public has the impression of corporate image negative or bad, then the consequences can affect the decline in sales product or investment value of the company (Khadijah, 2012)

A positive image can also mean that the company has reliable appeal, a good marketing strategy, strong competitiveness, operational cost savings, and good handling of corporate crises (Febriyanti, 2013)

### **3. Material and Method**

This research was conducted at PT Prometama Sarana Graha for a period of 5 months. The research period and data processing were carried out from August 2024 to December 2024.

#### **3.1 Design Study**

In this study, researchers used a type of Case Study Method. Case studies are in-depth research on individuals, groups, and organizations and so on within a certain time that has the aim of obtaining a complete and in-depth description of an object by producing data which will then be analyzed through data acquisition procedures, namely from interviews, observations, and archives (Abdussamad, 2021)

This study uses qualitative research methods. According to Denzin & Lincoln, qualitative research is research based on the natural background with the aim of interpreting a phenomenon that occurs and is carried out involving various existing methods. Qualitative research seeks to discover and describe in a narrative way the activities carried out and the impact of the actions carried out on their lives. (M. R. Fadli, 2021).

#### **3.2 Data Analysis**

Qualitative data analysis is the interpretation of non-numerical data, such as interviews and observations, to Understand Meanings and emerging patterns. Data analysis techniques used include several steps, including: (Saugadi et al., 2021)

##### **1. Data Collection**

Researchers perform data analysis simultaneously with the collection of information. The Data obtained came from observations, interviews with sources, and documentation, all of which will be used for research.

##### **2. Data Reduction**

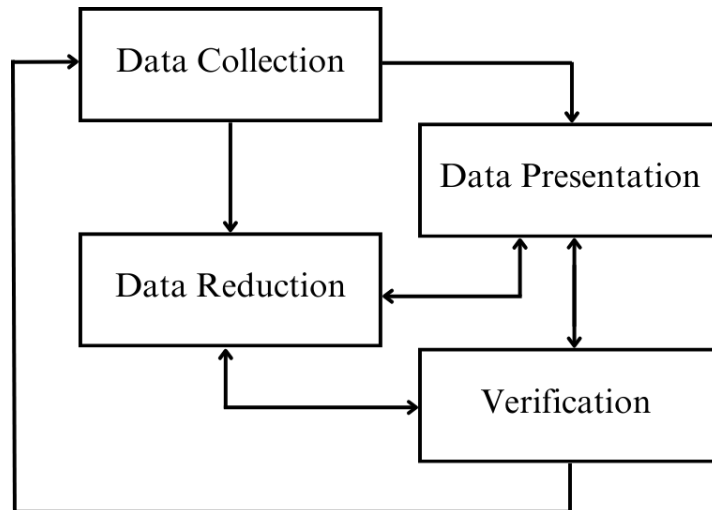
Data reduction is the process of filtering and summarizing information obtained from a fairly large number of fields. Researchers record and select data from interviews and documentation that has been collected by the author and then summarized to highlight the principal and relevant information.

##### **3. Data Display**

The researcher describes an organized collection of information that allows conclusions to be drawn and actions to be taken. Data is presented in a narrative text format to convey information clearly and systematically.

##### **4. Data Verification**

The researcher answers the formulation of the problem that has been established since the beginning of the study, although the results may differ. This happens because the formulation of problems in qualitative research is temporary and can develop along with the implementation of research in the field.



**Figure 1.** Analyst Model

## **4. Result**

### **4.1 Image Strategy Branding**

In order for this research to be carried out properly, the researcher conducted observations as one of the data collection processes and research stages. The researcher conducted interviews by asking several questions related to corporate branding strategies in order to provide an accurate description. The participants in this study were 4 (four) people, namely three in the marketing department and one person in the corporate communication department. This study is a study with a qualitative approach that aims to determine how the corporate branding strategy is at PT Prometama Sarana Graha.

For Branding Awareness, we must also follow digital developments to market or promote our products, even though our social media is only active such as through Instagram, Youtube, and Facebook and we have also in recent years been aggressively building websites and using SEO (Search Engine Optimization) so that if there are people who search on search engines for similar products or goods, at least the top page or the one that appears more often is our own product, so that is one of the steps from PT Prometama to optimize brand awareness to potential consumers

## **4.2 Effectiveness of Strategy Branding**

PT Prometama Sarana Graha implements a comprehensive brand awareness strategy by prioritizing project quality, professional networking, and digital marketing. Brand awareness is built through high-quality project deliverables that become a strong portfolio, seen first-hand by other contractors, architects, and project vendors. In the competitive local industry, the company's reputation is also strengthened through word-of-mouth recommendations, ensuring their products are recognized as the superior choice in their field.

Every project always has architectural services and in the drawings that have been done there will be a tone of product specifications, that's where I as a team of marketing will market or promote our product called Panellux (Panel Luxury) directly to architects of acquaintances from several previous projects. We will provide catalogs, brochures and product samples, there is complete product information and specifications for further recommendation to prospective customers who use the architect's services.

## **4.3 Customer Service**

High commitment in providing warranty services and handling consumer complaints through various structured procedures. To ensure customer satisfaction, the company offers a return guarantee if the product received by the consumer is defective in material, color, or specifications. In addition, the company also applies a one-year payment retention for vendors, where full payment is only made after the project is fully completed, as a form of the company's responsibility for the quality of product installation.

We have a clear procedure for handling any complaints from consumers. If a customer finds a problem with a purchased product, such as a manufacturing defect or specification mismatch, the Customer Service team will provide professional handling in a timely manner, although there may be obstacles when returning due to the lengthy process. We will offer customized solutions, be it product replacement, repair, or providing additional warranty if needed. Our goal is to ensure every customer feels supported and well served in every interaction with our company.

## **5. Discussion**

The company will emphasize a branding approach through quality consistency, by building consumer trust through a portfolio of large projects such as hotels, gas stations, offices, and other public areas in Indonesia. The presence of their products in major projects aims to strengthen the brand image and ensure the products are widely accepted. By

continuing to maintain quality and innovate, the company seeks to maintain strong brand awareness and remain the first choice in the eyes of consumers and business partners.

Overall, the approach combines project quality, focused digital marketing and a strong professional network. This comprehensive strategy not only expands brand recognition among consumers and business partners, but also builds the company's image as a reliable provider of high-quality products.

In addition, the company has procedures in place to offer solutions tailored to customer needs, such as product replacement, repair, or extended warranty if needed. This is done to ensure every consumer feels fully supported in every interaction with the company.

With this approach, PT Prometama has managed to maintain customer trust and maintain the company's reputation as a quality product provider that is highly committed to customer service. This strategy not only increases customer loyalty, but also strengthens the company's position as the preferred choice for its customers' trust and maintains the company's reputation as a quality product provider that is highly committed to customer service. This strategy not only increases customer loyalty, but also strengthens the company's position as a reliable choice in the market.

## **6. Conclusion, Implication, and Recommendation**

Based on the results of research and discussion, conclusions can be drawn based on research entitled “analysis of PT Prometama Sarana Graha's corporate branding strategy” that has been carried out. The following are the conclusions of the research that has been done:

- 1) PT Prometama's branding strategy emphasizes product quality, selection of brand names that reflect value, and service consistency. The obstacle faced is maintaining quality across all major projects while keeping the name relevant in a fast-changing market. This requires constant investment in innovation and market research and there must be uniformity to strengthen the branding itself.
- 2) The results show that each marketing has its own answer... PT Prometama Sarana Graha uses ways to increase brand awareness by relying on a portfolio of quality projects, digital marketing, and professional relationships. The obstacle, which may be limited if the network is not yet extensive. While marketing through digital platforms will help reach more consumers, fierce competition on digital platforms is also a challenge
- 3) PT Prometama provides complaint services with a structured warranty and complaint system, including product tracking based on batch codes. The obstacle is that although procedures have been established, there is a potential delay in response due to the verification process and stock checking. Maintaining a quick response without neglecting quality remains a challenge for the company.

For recommendations, it is expected that PT Prometama Sarana Graha will continue to plan for the development of corporate branding and then implement the use of sophisticated digital communication media to support the branding process so that the company always has good benefits.

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