



## THE ROLE OF CORPORATE PUBLIC RELATIONS IN BUILDING BRAND VOICE AT PTPN IV REGIONAL I MEDAN

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### Abstract

The development of digital media requires companies, including State-Owned Enterprises, to build corporate communications that are consistent, strategic and relevant to the characteristics of digital audiences. This research aims to analyze the role of PTPN IV Regional I Medan Corporate Public Relations in building the company's brand voice through the Instagram account @n4r1\_mediacorporate. This research uses a qualitative approach with descriptive methods. Data was collected through observation of the company's digital communication activities, in-depth interviews with social media managers, as well as documentation studies of Instagram content and company communication documents. Data analysis was carried out through data reduction, data presentation and drawing conclusions, while the validity of the data was strengthened through source triangulation. The research results show that Corporate Public Relations through the N4R1 Media Corporate unit plays a strategic role in translating corporate identity into a brand voice that is semi-formal, communicative, persuasive, educational and informative. This communication style is used to maintain the company's professionalism as a BUMN while building closeness with the social media audience. Brand voice management via Instagram is considered quite effective in increasing engagement through comments, likes and positive public responses. However, this research also found obstacles in the form of changes in social media trends, differences in creative ideas within the team, and diversity in audience characters. Therefore, message consistency, increased content creativity and strengthening interactive communication are needed so that the brand voice of PTPN IV Regional I Medan becomes stronger, more adaptive and sustainable.

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## 1. INTRODUCTION

The development of digital media has transformed the way companies communicate with the public. While previously corporate communication was primarily conducted through conventional media and was typically one-way, companies are now required to be actively, responsively, and consistently present in the digital space. Social media has become a key channel that enables companies to convey information, build interactions, and manage public perception more quickly and openly. In this context, corporate communication functions not only as a means of conveying messages but also as a strategy for building identity, reputation, and public trust. Companies, including State-Owned Enterprises (SOEs), require communication strategies that can adapt to changing digital audience



behavior without losing the organization's character and core values (Prihatini, 2025; Sukoco et al., 2025).

One crucial element in digital corporate communication is brand voice. Brand voice can be understood as the character, language style, communication tone, and messaging patterns used by a company consistently in interacting with the public. Through brand voice, companies can convey their organizational personality, strengthen brand recognition, build emotional connection, and maintain message consistency across various communication channels. In a dynamic digital environment, brand voice needs to be both consistent and adaptive to keep pace with changing social media trends and audience preferences. Consistency in brand voice helps the public recognize a company's character, while flexibility in communication style allows companies to remain relevant in the ever-changing digital landscape (Surikova, 2024). Therefore, managing brand voice is a strategic necessity in building strong and sustainable corporate communications.

In state-owned enterprises (SOEs), managing brand voice has strategic value because SOEs serve not only as business entities but also as institutions with social and national development mandates. Public trust in SOEs is significantly influenced by how companies convey information, explain policies, respond to issues, and build relationships with the public. Corporate public relations plays a crucial role in managing these communications, as they are tasked with maintaining the company's image, managing its reputation, building relationships with stakeholders, and ensuring the company's messages are conveyed accurately and consistently. In the digital context, the function of public relations expands, extending beyond formal media and public relations to managing conversations, interactions, and audience engagement through social media (Rosmala, 2025; Syafitri & Priatna, 2025).

PTPN IV Regional I Medan, as part of a state-owned enterprise (BUMN) in the plantation sector, has complex communication needs. The company not only needs to convey operational information and corporate programs, but also needs to build a positive image amidst various issues related to the plantation industry, such as sustainability, environmental, social, and corporate relations with the community. In this situation, social media becomes an important space to present an informative, educational, and persuasive corporate narrative. The Instagram account @n4r1\_mediacorporate, managed by the N4R1 Media Corporate unit, is one of the digital communication channels that represents the company's voice to the public. Through this account, the company strives to present a professional, communicative message that aligns with the company's identity as a state-owned enterprise, while adapting its communication style to the more interactive character of social media.

Managing brand voice through social media needs to be understood in relation to corporate identity. Corporate identity theory explains that corporate identity represents an organization's values, vision, culture, and character, consistently communicated to the public. A strong corporate identity will help a company build its reputation and strengthen relationships with stakeholders if translated appropriately into communication messages (Foroudi et al., 2024; Nuraryo, 2025). In the context of digital media, this identity is realized through the choice of language style, tone of voice, message consistency, content visualization, and interaction patterns with the audience. Previous research has shown that a consistent and humanistic communication style can strengthen trust, increase audience engagement, and build positive brand perceptions (Murár et al., 2024; Putra et al., 2024). Therefore, corporate public relations plays a role as a bridge between corporate identity and public perception through strategic brand voice management.

Although numerous studies have been conducted on digital corporate communication, public relations, and corporate image, research specifically addressing the role of Corporate Public Relations in building the brand voice of state-owned plantation companies through Instagram is still limited. Some previous studies have focused more on digital communication strategies, image building, or the use of social media in general, without in-depth examination of how corporate identity translates into a consistent and adaptive corporate communication style in the digital space (Anggriani et al., 2025; Hanifah et al., 2025; Syafitri & Priatna, 2025). Based on this gap, this study aims to analyze the role of Corporate Public Relations of PTPN IV Regional I Medan in building the company's brand voice through the Instagram account @n4r1\_mediacorporate. This research is important because it can provide theoretical contributions to the study of digital corporate communication as well as practical contributions to the management of BUMN communications to be more consistent, interactive, and relevant to the needs of audiences in the digital era.

## 2. RESEARCH METHOD

This study uses a qualitative approach with descriptive methods to analyze the role of Corporate Public Relations of PTPN IV Regional I Medan in building the company's brand voice through digital media, specifically the Instagram account @n4r1\_mediacorporate. A qualitative approach was chosen because this study focuses on an in-depth understanding of corporate communication practices, message meaning, corporate identity management strategies, and the process of establishing a brand voice in the digital space. The descriptive method was used to systematically describe the communication practices carried out by Corporate Public Relations through the N4R1 Media Corporate unit in translating the company's identity into a communication style that is consistent, communicative, educational, informative, and appropriate to the characteristics of social media. This approach is relevant to the study of digital communication because it allows researchers to understand communication phenomena contextually through observation, interviews, and documentation (Rifansyah, 2025). The study was conducted from January to March 2026 at the Board of Directors' Office of PT Perkebunan Nusantara IV Regional I Medan, located at Jalan Sei Batanghari No. 2, Medan, North Sumatra.

Research data were collected through observation, in-depth interviews, and documentation studies. Observations were conducted on the digital communication activities on the Instagram account @n4r1\_mediacorporate to examine the language style, tone of voice, visualization of messages, consistency of posts, and the company's interaction patterns with its audience. In-depth, semi-structured interviews were conducted with informants directly involved in the company's digital communications management, namely the Social Media Officer of N4R1 Media Corporate, to obtain information on strategies, considerations, obstacles, and the process of managing the company's brand voice. Meanwhile, a documentation study was conducted by reviewing Instagram content, company communication archives, press releases, and other documents relevant to digital corporate communication practices. Documentation was used to strengthen the data from the observations and interviews because, in qualitative research, documents can be a crucial source for tracing communication trails, message patterns, and the consistency of organizational identity representation (Nuradila, 2025).

Data analysis techniques were carried out through the stages of data reduction, data presentation, and conclusion drawing. During the data reduction stage, researchers sorted and categorized data based on the main research themes: corporate identity, the role of Corporate Public Relations, digital communication strategy, brand voice management, and public response to social media content. At the data presentation stage, the results of observations, interviews, and documentation are arranged narratively to show the relationship between corporate identity and digital communication practices carried out by N4R1 Media Corporate. Next, conclusions are drawn interpretively to explain how Corporate Public Relations builds a brand voice that is consistent with the values, vision, and character of PTPN IV Regional I Medan as a state-owned enterprise. Data validity is maintained through source triangulation by comparing data from Instagram observations, informant interviews, and company documents. This triangulation is used so that the research results have a stronger level of trust and are able to provide a valid picture of the role of Corporate Public Relations in building a company's brand voice in the digital era.

## 3. RESULT AND ANALYSIS

This study aims to determine the role of Corporate Public Relations at PTPN IV Regional I Medan in building the company's brand voice through digital media, specifically through its corporate media unit, N4R1 Media Corporate. Data were obtained through in-depth interviews with an employee directly involved in managing the company's social media, observations of the Instagram account @n4r1\_mediacorporate, and documentation of the company's digital content.

Based on the employee interviews, it was discovered that public relations plays a strategic role in building the company's brand voice. Mr. Putra, the Social Media Officer of N4R1 Media Corporate, stated:

*"Public relations plays a crucial role in building the company's brand voice because it acts as a liaison between the company and the public. In today's digital era, the presence of a unit like N4R1*

*Media Corporate significantly assists companies in conveying information consistently, quickly, and in line with the company's identity through social media."*

This statement demonstrates that public relations functions not only as a conduit for information but also as a strategic unit responsible for maintaining the company's identity in the digital space. In this context, social media is used as a corporate communication tool to build relationships with the public and strengthen the company's image. This finding aligns with the findings of Anggriani et al. (2025) stated that public relations has a strategic function in building a company's brand image through consistent and targeted communication in the digital era.

In digital communication practices, the brand voice developed through the Instagram account @n4r1\_mediacorporate tends to utilize a semi-formal, communicative, persuasive, educational, and informative communication style. Mr. Putra explained this in the following statement:

*"The brand voice we've developed tends to be semi-formal, communicative, and persuasive. The content remains professional but easy for the audience to understand, and each post contains educational and informative elements."*

The use of a semi-formal communication style demonstrates the company's efforts to adapt its communications to the more flexible and interactive nature of social media without losing its professional identity as a state-owned enterprise. This finding supports research by Putra, Prasetya, and Jolyanto (2024), which explains that using a more humanistic tone of voice can increase emotional closeness and audience trust in brands on digital media.

This study also identified several obstacles in maintaining the company's consistent brand voice on social media. Based on interviews, rapidly changing social media trends pose a major challenge in managing the company's digital communications. Mr. Putra stated:

*"The challenges usually stem from rapidly changing social media trends, differing creative ideas within the team, and adapting communication styles to different audiences without losing the company's identity."*

This statement demonstrates that managing brand voice requires a high degree of adaptability to ensure company communications remain relevant to the development of digital media. In this context, corporate public relations is required to adapt communication strategies to audience needs without abandoning the company's corporate values and identity.

To ensure communication aligns with the company's identity, the N4R1 Media Corporate team coordinates and evaluates all content before publication. Mr. Putra stated that all content aligns with the company's communication guidelines to ensure it consistently reflects the company's vision, values, and image. This step demonstrates a systematic corporate communication control process to maintain the consistency of the company's messaging on social media. This practice aligns with Corporate Identity theory, which explains that a company's identity must be consistently embodied in all organizational communication activities to build a positive perception and reputation among the public.

Based on further interviews, it was discovered that the current brand voice is considered quite effective in building the company's image and increasing audience engagement. This is evident in audience interaction through comments, likes, and positive responses to published content. Mr. Putra stated:

*"I think it's quite effective, because the content created is able to build communication with the audience and provide company information in a more engaging way. This is also evident in interactions such as comments, likes, and positive responses from the company's social media followers."*

These findings indicate that social media is not only used as a one-way medium for conveying information, but also as a means of building two-way communication between the company and the public. Audience interaction through social media is an indicator that the company's digital communication strategy is able to increase audience engagement and strengthen the company's image in the digital space.

The research also shows that several aspects still need improvement to strengthen the company's brand voice. Social Media Officer, Mr. Putra, explained that content creativity, upload

consistency, and interactive content development need to be continuously enhanced to make the company's communications feel more active and memorable to the public. These efforts are crucial to strengthening the company's identity and increasing audience engagement amidst increasingly competitive digital media.

Overall, the research results show that PTPN IV Regional I Medan's Corporate Public Relations, through the N4R1 Media Corporate unit, has played a strategic role in building the company's brand voice through digital media. Consistent, communicative communication management that aligns with the company's identity is a crucial factor in building a positive image and increasing audience engagement in the digital era. These research findings also reinforce the Corporate Identity theory, which emphasizes that a company's identity must be consistently realized through corporate communications to sustainably build a reputation and public trust.

#### 4. CONCLUSION

Based on the research results, it can be concluded that the Corporate Public Relations of PTPN IV Regional I Medan through the N4R1 Media Corporate unit has a strategic role in building the company's brand voice through digital media, especially the Instagram account @n4r1\_mediacorporate. This role is evident in the public relations' ability to translate the company's corporate identity into a semi-formal, communicative, persuasive, educational, and informative communication style, so that the company's message still reflects the professional character of the BUMN while being acceptable to the social media audience. Brand voice management is carried out through consistent content preparation, adjusting the language style to the character of the audience, and strengthening digital interactions through comments, likes, and positive public responses to the company's content. The research findings also show that social media not only functions as a channel for conveying information, but also as a strategic space to build closeness, image, reputation, and public trust in the company. However, managing brand voice still faces several challenges, such as rapid changes in social media trends, differences in creative ideas within the team, and the need to adapt communication styles to diverse audiences. Therefore, PTPN IV Regional I Medan needs to continue to improve content creativity, maintain upload consistency, strengthen digital communication guidelines, and develop more interactive communication patterns so that the company's brand voice becomes stronger, adaptive, and sustainable in the digital era.

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