



## THE PUBLIC RELATIONS STRATEGY OF PTPN IV REGIONAL 1 MEDAN IN BUILDING THE COMPANY'S CORPORATE IMAGE

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### ABSTRACT

*This study analyzes the public relations strategy of PTPN IV Regional 1 Medan in building corporate image through public communication and Social and Environmental Responsibility (TJSL) programmes. The research is motivated by the increasing importance of corporate image for state-owned enterprises in maintaining public trust, social legitimacy, and stakeholder relations in the era of information openness. This study employed a qualitative case study approach, with data collected through interviews, observation, and documentation. The findings show that PTPN IV Regional 1 Medan applies proactive, transparent, and stakeholder-oriented communication strategies through media relations, social media management, one-door information dissemination, and collaboration with the Medan City Government. The TJSL programme examined in this study is the planned revitalisation of "instagrammable" bus stops, which is positioned not only as a public facility improvement initiative but also as a symbolic communication medium for strengthening corporate image. However, the programme still faces challenges related to stakeholder coordination, administrative procedures, technical planning, and the use of corporate identity in public facilities. The novelty of this study lies in its analysis of how public relations integrates TJSL, corporate communication, and local government collaboration as a strategic instrument for building corporate image. This study concludes that effective public relations strategy can strengthen corporate reputation and public trust when supported by consistent communication, concrete programme realization, and transparent stakeholder collaboration.*

**Keywords:** public relations, public communication, corporate image, TJSL, PTPN IV Regional 1 Medan

## 1. INTRODUCTION

Corporate image is a strategic asset that determines an organization's sustainability amidst business competition and increasing public information transparency. Companies

are no longer solely judged by their economic performance, product quality, or operational achievements, but also by their ability to build transparent communication, maintain relationships with stakeholders, and demonstrate social responsibility to the community. In this context, corporate image is formed through public perception of the company's identity, credibility, social awareness, and consistency of actions. The stronger the public's trust in a company, the greater the social legitimacy the organization gains in carrying out its activities. Therefore, a public communication strategy is a crucial requirement for companies, particularly State-Owned Enterprises (SOEs), as they have a dual responsibility: achieving business performance while making a tangible contribution to social development and the wider public interest (Aisah Citra Ayu et al., 2023; Ramah, 2022).

From an organizational communication perspective, public relations plays a strategic role as a liaison between the company and its internal and external publics. Public relations serves not only as a conveyor of information but also as a managerial function that manages messages, builds relationships, responds to issues, and maintains the organization's reputation. In the digital era, the public has widespread access to information and can quickly assess company activities through mass media and social media. This situation demands that public relations develop a proactive, dialogic, open, and trust-based communication strategy. A company's failure to manage public communications effectively can lead to misunderstandings, criticism, a diminished reputation, and even an image crisis. Conversely, planned and consistent public communications can strengthen relationships with stakeholders and enhance a positive public image (Ibrahim, 2024; Mukti Insan Akram & Yulianita, 2025; Novchi et al., 2025).

PT Perkebunan Nusantara IV (PTPN IV) Regional 1 Medan, as a state-owned enterprise in the plantation sector, has a responsibility to build a corporate image that is oriented not only toward business achievements but also toward social and environmental contributions. As a company that is connected to the community, local government, employees, the media, and local communities, PTPN IV Regional 1 Medan needs to strategically manage public communications to ensure that its activities are positively perceived by the public. One of the instruments the company uses to build these social relationships is the Social and Environmental Responsibility (TJSL) program. CSR programs can serve as a form of social responsibility and as a means of corporate communication to demonstrate commitment to community development. In the context of corporate communication, appropriately communicated social programs can strengthen a company's reputation and image because the public sees a congruence between the company's message and its concrete actions (Simanjuntak & Sjaf, 2022; Sura Prewati & Bayangkara, 2024).

One of the CSR programs highlighted in this study is the planned "Instagrammable" bus stop revitalization in Medan City, a collaboration between PTPN IV Regional 1 Medan and the Medan City Government. This program is interesting to study because it not only relates to the construction of public facilities but also contains a symbolic communication dimension in building the company's image. Bus stops designed to be more modern, attractive, and visually appealing can become public spaces that demonstrate the company's contribution to the needs of the city's residents. Furthermore, the company's involvement in public facility programs demonstrates an effort to build corporate branding through the company's physical presence in the community's social space.

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According to the Medan City Communications and Informatics Office, the synergy between the Medan City Government and PTPN IV through the CSR/TJSL program is aimed at supporting city development, including the construction of bus stops, tree planting, and other public facilities (Medan City Communications and Informatics Office, 2025). However, because the bus stop revitalization program is still in the planning and coordination stages, a public relations communication strategy is crucial to manage public expectations, align messages between stakeholders, and ensure the program is not merely a discourse but can be effectively implemented.

Several previous studies have discussed the role of public relations, public relations strategy, CSR/CSR, and corporate image. Public relations research demonstrates that public relations plays a crucial role in managing the media, building relationships with the public, and maintaining an organization's reputation (Historia Adhi Pratama et al., 2024; Yosef & Setyanto, 2024). Other studies also demonstrate that CSR programs are linked to the formation of a positive corporate image, as the public tends to judge companies based on their social contributions (Aisah Citra Ayu et al., 2023; Simanjuntak & Sjaf, 2022). However, studies specifically linking public relations public communication strategies, CSR programs, collaboration with local governments, and corporate image building in the context of PTPN IV Regional 1 Medan are still limited. Furthermore, some previous studies have focused on the success of implemented CSR programs, while this study highlights the communication dynamics within programs still in the coordination and planning stages. This gap is significant because corporate image is not only formed after the program is completed, but also begins with the communication, negotiation, coordination, and management of public perception.

Based on the description, this study aims to analyze the public relations strategy of PTPN IV Regional 1 Medan in building the company's image through public communication, the TJSL program, and collaboration with the Medan City Government. The focus of the study is directed at how public relations manages the company's message, utilizes the media, builds relationships with stakeholders, communicates the TJSL program of bus stop revitalization, and faces coordination obstacles in the program planning process. The novelty of this study lies in the analysis of the integration of public relations strategies, TJSL, and local government collaboration as instruments for building the image of a state-owned enterprise in the local context of Medan City. This study is expected to provide theoretical contributions to the development of public relations and corporate communication studies, as well as practical contributions for companies in designing public communication strategies that are more transparent, participatory, and based on the realization of social programs that have an impact on the community.

## 2. RESEARCH METHOD

This research uses a qualitative method with a case study approach to analyze PTPN IV Regional 1 Medan's public communication strategy in building its corporate image through its Social and Environmental Responsibility (TJSL) program. The qualitative approach was chosen because it provides an in-depth understanding of the communication process, the company's relationship with the community, and the dynamics of corporate image formation within a specific social context. The case study

approach was used because the research focuses on a specific phenomenon: the implementation of PTPN IV Regional 1 Medan's public communication strategy in implementing its TJSL program and constructing public facilities in Medan City. The research was conducted at the PTPN IV Regional 1 Medan office located at Jalan Sei Batanghari No. 2, Medan, North Sumatra, and several locations targeted by the company's TJSL program.

The research subjects consisted of the head of public relations, public relations staff, and company management directly involved in the planning and implementation of the public communication strategy and TJSL program. Informants were selected using a purposive sampling technique, considering the informants' ability to provide relevant and in-depth data consistent with the research focus. Data were obtained through in-depth interviews, observation, and documentation. Semi-structured interviews were conducted to gather information regarding communication strategies, public relations management, and the company's efforts to build a positive image. Direct observations were made of public relations activities, the implementation of the CSR program, and the company's interactions with the public and the media. Documentation was used to supplement the research data through company archives, public relations activity reports, press releases, publication materials, and social media content.

Data analysis was conducted qualitatively through the stages of data collection, data reduction, data presentation, and conclusion drawing. Data obtained from interviews, observations, and documentation were selected, categorized, and interpreted to identify patterns and relationships between public communication strategies and corporate image building. The data were then presented in descriptive narrative form to facilitate interpretation and analysis. To ensure data validity, this study employed source and technical triangulation techniques by comparing information from various informants, along with the results of interviews, observations, and documentation. Furthermore, the researcher employed member checking by reconfirming the interview results and data interpretation with informants to ensure the findings align with the actual situation.

### 3. RESULT AND ANALYSIS

#### **Public Communication Strategy of PTPN IV Regional 1 Public Relations in Building Corporate Image**

PTPN IV Regional 1 Medan's public communication strategy for building corporate image is implemented through a proactive, open, and relationship-oriented approach with stakeholders. Public relations not only performs a technical function as a conduit of information, but also serves as an organizational communications manager tasked with building a positive public perception of the company. Based on interviews, a public relations informant stated,

*"We strive to build the company's image through open communication. We communicate every company activity, especially those related to the community, so the public knows that the company is not just a business but also has a social responsibility."*

This quote demonstrates that public relations understands corporate image as the result of an ongoing communication process between the company and the public. From a public relations perspective, an effective communication strategy must be able to create

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reciprocal relationships, build trust, and maintain the organization's reputation by delivering messages that are consistent and relevant to the public's needs (Ibrahim, 2024; Mukti Insan Akram & Yulianita, 2025).

One of the main strategies implemented by Public Relations of PTPN IV Regional 1 Medan is maintaining consistent communication messages, both to internal and external audiences. This consistency is achieved through a one-stop communication system to ensure that information disseminated from the company does not cause differences in meaning or misunderstanding in the public sphere. An informant explained,

*"We ensure that information conveyed to the public comes from official company sources. This is important so that the messages received by the public are not confusing and remain aligned with the company's communication direction."*

This statement demonstrates that public relations carries out a structured message management function. Interpretatively, the one-stop strategy is a form of organizational communication control to maintain the company's credibility. In the context of corporate communication, message consistency is a crucial element in building a company's image because the public will judge the company based on the alignment between the message conveyed, the organization's values, and its concrete actions (Rahmawati & Andriani, 2023; Yosef & Setyanto, 2024). Therefore, developing a core narrative that aligns with the values of SOEs, including AKHLAK (Integrity), is a crucial part of strengthening the company's identity.

In addition to maintaining consistent messaging, Public Relations of PTPN IV Regional 1 Medan also utilizes mass media and social media as strategic channels to build the company's image. Media relations involves establishing good relationships with local media outlets to ensure wider and more credible dissemination of information about the company's activities, CSR programs, social contributions, and positive achievements. An informant stated,

*"We use social media and collaborate with the media to communicate company activities quickly. The public now requires easily accessible information, so media has become an important tool for showcasing the company's activities and contributions."*

This quote demonstrates that media is not only used as a publication tool but also as a platform for representing the company's image. In public relations theory, media relations are a crucial strategy in shaping public opinion because the media acts as an intermediary between the organization and the public. The use of social media also expands the reach of company communications, allowing the public to obtain information directly, quickly, and interactively (Historia Adhi Pratama et al., 2024; Shafira & Claretta, 2022). Thus, the use of media by public relations serves to strengthen the company's visibility while increasing public trust in its social activities.

The public communications strategy of PTPN IV Regional 1 Medan Public Relations is also evident in the way the company responds to criticism, negative opinions, and potential issues developing in the community. Public relations does not employ a defensive approach, but rather emphasizes data-based clarification, dialogue with relevant parties, and the delivery of factual information. An informant stated,

*"If there is criticism from the public or certain parties, we don't immediately deny it. We first examine the substance, gather data, and then provide an explanation. If there is anything that needs improvement, we convey it to management for evaluation."*

This statement demonstrates that public relations carries out its issue management function by prioritizing openness and responsibility. Analytically, this strategy is important because a company's image is built not only through publicizing successes but also through the organization's ability to handle criticism ethically and professionally. In the context of reputation management, a quick, appropriate, and fact-based response can prevent an issue from escalating into a broader image crisis (Marlianto et al., 2023; Primayana, 2025). Therefore, persuasive communication, public dialogue, and internal evaluation are essential parts of a public relations strategy in maintaining a stable corporate image.

Overall, PTPN IV Regional 1 Medan's public relations strategy for building its corporate image is implemented through an integration of message management, media relations, digital communications, issue management, and publication of the company's social programs. The CSR program, including the planned revitalization of Instagrammable bus stops, serves as a crucial avenue for public relations to demonstrate the company's commitment to public facility development and social awareness. An informant emphasized,

*"The company's image will be stronger if the public sees the direct benefits of the programs being implemented. Therefore, communication must be followed by clear program implementation."*

This quote demonstrates that a company's image cannot be built solely through narrative communication but must be reinforced by concrete actions felt by the public. From a corporate image perspective, a positive reputation is formed when the public perceives consistency between communication, social responsibility, and the company's contribution to its environment (Aisah Citra Ayu et al., 2023; Simanjuntak & Sjaf, 2022). Thus, PTPN IV Regional 1 Medan's public relations strategy plays a significant role in building the company's image. However, its effectiveness still depends on consistent communication, information transparency, stakeholder relationship management, and the successful implementation of promised social programs.

### **Implementation of the CSR Program and Collaboration with the Local Government**

The implementation of the CSR program by PTPN IV Regional 1 Medan demonstrates that corporate social responsibility activities are positioned not merely as an administrative obligation but also as a public communication strategy to strengthen the company's relationship with the community and local government. One program highlighted in this study is the planned revitalization of Instagrammable bus stops in Medan City through a collaboration between PTPN IV Regional 1 Medan and the Medan City Government. This program has strategic significance because it connects the company's interests, the need for public facilities, and efforts to build the company's image in the community's social space. One informant from the public relations department stated,

*"We are directing this CSR program so that it is not just a form of assistance, but also provides direct benefits to the community. In the context of the bus stops, the company*

*wants to be involved in the development of public facilities that can be used by the people of Medan."*

This quote demonstrates that CSR is understood as a form of corporate social presence that has communication value. From a public relations perspective, social programs can be a reputation-building instrument if they demonstrate a company's concern, responsibility, and consistency with the public interest (Ibrahim, 2024; Mukti Insan Akram & Yulianita, 2025).

The Instagrammable bus stop revitalization program also demonstrates a shift in CSR's function from mere philanthropic activities to symbolic corporate communication practices. Bus stops are understood not only as transportation facilities but also as public spaces that can represent the company's identity, concerns, and contributions to city development. The Instagrammable concept demonstrates PTPN IV Regional 1 Medan's efforts to adapt its social programs to the evolving visual culture of urban communities, especially as public spaces now also function as objects of social representation through digital media. A research informant explained,

*"We see that public facilities today are not only functional; they must also be attractive and comfortable. If the bus stop is good, people will use it, view it, and even share it on social media. That also becomes part of positive communication for the company."*

This statement demonstrates that CSR (TJSL) is an indirect communication medium that works through public experience. This aligns with the view that corporate social responsibility (TJSL) can strengthen a company's image if its programs are relevant to social needs and can be communicated openly to the public (Aisah Citra Ayu et al., 2023; Sura Prewati & Bayangkara, 2024).

Collaboration with the Medan City Government is a crucial element in implementing this program, as revitalizing public facilities requires cross-sector coordination. PTPN IV Regional 1 Medan acts as the supporting party for the program through CSR funds, while the Medan City Government has the authority to determine the location, design, construction techniques, permits, and coordinate with relevant Regional Apparatus Organizations. One informant stated,

*"PTPN IV Regional 1 cannot operate alone because the bus stops are located in public spaces. Therefore, we must coordinate with the Medan City Government, the Transportation Agency, the Regional Development Planning Agency (Bappeda), and other relevant parties to ensure this program complies with city regulations and needs."*

This quote demonstrates that public facility-based CSR programs require more complex communication governance than direct social programs. Stakeholder theory suggests that companies need to consider the interests of various parties involved, as program success is determined not only by company resources but also by the quality of relationships, coordination, and understanding between stakeholders (Simanjuntak & Sjaf, 2022; Rahmawati & Andrini, 2023).

Analytically, the collaboration between PTPN IV Regional 1 Medan and the Medan City Government can be understood as a corporate social legitimacy strategy. Through collaboration with the local government, the company seeks to demonstrate that its CSR programs are not unilateral but aligned with the city's development agenda and

community needs. This synergy is crucial because state-owned enterprises are not only required to generate economic performance but also to make social contributions that are felt by the public. An informant from the company explained,

*"We want this program to not only carry the company's name but also align with government programs. If the government needs to build public facilities and the company can support it through CSR, the benefits will be broader."*

This statement demonstrates a collaborative orientation that strengthens the company's position as an actor in social development. In the context of corporate communications, collaboration with the government can strengthen a company's legitimacy because the public perceives a alignment between corporate interests and community needs (Medan City Communications and Information Agency, 2025; Primayana, 2025).

Despite this, this study found that the implementation of the bus stop revitalization program, known as the Community Service (CSR) program, still faces obstacles, particularly in coordination, administration, design determination, budget discussions, and the use of corporate identity in public facilities. These obstacles demonstrate that collaborative programs require a structured and ongoing communication process to avoid differences in perception between parties. A public relations informant stated,

*"The biggest challenge is achieving a common understanding. Because this program involves many parties, every decision must be discussed together, from design and location to technical implementation, to how the corporate identity is displayed at the bus stops."*

This quote demonstrates that the main obstacle is not only the technical aspects of construction, but also communication between stakeholders. Interpretatively, this situation demonstrates the crucial role of public relations as a communication mediator, bridging the interests of companies, the government, and the public. In public relations practice, relationship and issue management are crucial to preventing coordination barriers from developing into reputational issues (Historia Adhi Pratama et al., 2024; Marlianto et al., 2023).

Another obstacle worth noting is that the bus stop revitalization program is still in the planning and coordination stages, so the public cannot yet fully assess the program's physical impact. This situation impacts the formation of the company's image, as the public tends to judge a company's commitment based on tangible results, not just program plans or publications. One informant stated,

*"We realize that the public will judge based on visible results. Therefore, communication must be maintained, but program implementation must also be continuously encouraged so that it doesn't stop at plans."*

This statement demonstrates that public communication must be balanced with program implementation. If communication is too prominent while implementation is not yet visible, the public may perceive the program as merely a public image-building exercise. Conversely, if the program is well-implemented and communicated transparently, CSR can strengthen positive perceptions of the company. This aligns with the concept of corporate image, which emphasizes the importance of alignment between messages, actions, and the public's experience of the organization (Yosef & Setyanto, 2024; Primayana, 2025).

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Based on these findings, the implementation of the CSR program and the collaboration between PTPN IV Regional 1 Medan and the Medan City Government can be understood as a social communication strategy that holds significant potential for building the company's image. However, coordination and program implementation still require strengthening. The Instagrammable bus stop revitalization program demonstrates that CSR can serve as a symbolic medium for demonstrating corporate social responsibility, strengthening relationships with local governments, and increasing the company's visibility in the public sphere. However, the program's effectiveness in building a positive image depends heavily on the public relations department's ability to manage communication between stakeholders, maintain information transparency, expedite administrative processes, and ensure that the program truly benefits the community. Therefore, CSR should not be understood simply as a corporate social responsibility activity, but as a strategic communication process that connects company interests, public needs, and social legitimacy. If this collaboration can be implemented consistently, PTPN IV Regional 1 Medan has the opportunity to strengthen its image as a responsive, responsible state-owned enterprise that contributes to the development of public facilities in Medan.

### **Analysis of Public Relations Public Communication Strategy in Building Company Image**

Based on the research results, the public communication strategy implemented by the public relations of PTPN IV Regional 1 has an important role in building the company's image in the eyes of the public. The communication strategy is carried out through internal and external company communications with the aim of creating a harmonious relationship between the company and stakeholders. In its implementation, the company's public relations uses various communication media such as social media, news publications, documentation of company activities, and collaboration with the mass media to convey information related to company activities and TJSL programs. This strategy is carried out so that the public is aware of the company's contribution to social and environmental development (Ibrahim, 2024).

Based on public relations theory, the activities carried out by public relations are in line with the public relations function of conveying information, building relationships, and managing the company's image. Public relations is not only tasked with disseminating information but also establishing two-way communication with the public and local government to create mutually beneficial relationships. Furthermore, public relations communication strategies can be analyzed using the SOME (Share, Optimize, Manage, Engage) model. In the share stage, the company disseminates information about the bus stop revitalization program to the public through publications. In the optimize stage, the company strives to tailor communication messages to ensure public acceptance. In the manage stage, public relations manages information and maintains good relationships with stakeholders. Meanwhile, in the engage stage, the company builds community involvement through social programs that provide direct benefits to the public. This public communication strategy demonstrates that the company's public relations strives to build the company's image as a state-owned enterprise (SOE) that cares about the community and the social environment (Rahmawati & Andriani, 2023).

The Social and Environmental Responsibility (TJSL) program for bus stop revitalization is one form of corporate social responsibility implementation to the community. This program not only functions as a social activity but also serves as a communication tool for the company to build a positive image (Sura Prewati & Bayangkara, 2024).

Based on the research findings, the bus stop revitalization was designed to provide direct benefits to the community by providing more comfortable, modern, and visually appealing public facilities. The concept of an Instagrammable bus stop demonstrates the company's efforts to provide public facilities that align with the social and cultural developments of modern society. The implementation of the CSR program also demonstrates the application of stakeholder theory, where the company considers not only business interests but also the needs of the community and local government as primary stakeholders. Through collaboration with the Medan City Government, the company strives to demonstrate social awareness and build positive relationships with external audiences.

This CSR program has had a positive impact on the company's image. The public views the company as socially responsible and contributing to city development. Furthermore, publicity for the program through social and mass media has helped strengthen the company's reputation as an active participant in social activities and the development of public facilities.

The research findings indicate that the implementation of the CSR program for bus stop revitalization still faces several obstacles, particularly in coordination and communication between stakeholders. The program, which involves companies, local governments, and several Regional Apparatus Organizations (OPDs), requires a lengthy coordination process, preventing its implementation from proceeding fully as planned.

The main obstacles are evident in the process of determining bus stop locations, developing designs, discussing budgets, and the ongoing administrative and licensing processes. Furthermore, differing interests regarding the use of corporate identities at bus stops are also contributing to the program's slowdown. In terms of communication, coordination between stakeholders has not been optimal, as each party has its own authority and interests. This situation results in a longer decision-making process. Furthermore, the lack of structured communication can lead to misunderstandings regarding program implementation.

To overcome these obstacles, companies and local governments need to improve coordination and communication. Company public relations plays a crucial role in fostering effective communication between stakeholders to ensure a more focused program implementation process. Furthermore, clear division of tasks, a structured implementation schedule, and expedited administrative and licensing processes are needed to ensure the bus stop revitalization program can be implemented quickly. Based on the research results, the public relations communication strategy and the implementation of the CSR program have influenced the formation of PTPN IV Regional 1's corporate image in the eyes of the public. The bus stop revitalization program is considered capable of creating a positive perception that the company is not only profit-oriented but also cares about the social environment and the development of public facilities (Marlianto et al., 2023).

The company's established image is evident in the growing public trust in the company as a state-owned enterprise actively contributing to city development and community

welfare. Furthermore, the company's collaboration with the Medan City Government also strengthens the company's legitimacy in the public eye.

However, research also shows that the company's image has not yet been fully developed because the bus stop revitalization program is still in the planning and coordination stages. This means the public has not yet been able to directly see the tangible results of the program's implementation. Therefore, the success of the program's concrete implementation will ultimately determine the strength of the company's image, which it hopes to build through the CSR program. Overall, the company's public relations communication strategy and CSR program have made a positive contribution to building its image, although improved coordination and accelerated program implementation are still needed to optimally achieve the company's goal of building a positive image (Primayana, 2025).

#### 4. CONCLUSION

Based on the results of research on the public relations strategy of PTPN IV Regional 1 Medan in building the company's image through the Social and Environmental Responsibility (TJSL) program, several conclusions can be drawn that the public communication strategy implemented by PTPN IV Regional 1 public relations is carried out through a proactive, open, and sustainable communication approach. Public relations utilizes social media, mass media, and direct communication with the community and local government as a means of conveying company information. In addition, public relations also maintains the consistency of internal and external communication messages so that information conveyed to the public remains focused and does not cause misunderstandings. The Social and Environmental Responsibility (TJSL) program for revitalizing instagrammable bus stops is one form of implementation of corporate social responsibility in supporting the development of public facilities in Medan City. The implementation of the TJSL bus stop revitalization program is supported by cooperation between PTPN IV Regional 1 and the Medan City Government and the involvement of several Regional Apparatus Organizations (OPD). This collaboration facilitates the process of program planning and coordination so that program objectives can be adjusted to the needs of the community and city development. The results of the study also show that public relations has an important role in managing public opinion and maintaining the company's reputation. In dealing with criticism or negative issues, public relations uses a persuasive communication approach by prioritizing dialogue, clarification of information, and open delivery of facts to the public. However, the implementation of the TJSL bus stop revitalization program still faces several obstacles, especially in the aspects of coordination between stakeholders, administrative processes, design determination, use of corporate identity, and technical implementation mechanisms of the program. The bus stop revitalization program is also still in the planning and coordination stage so it has not been fully realized in the form of physical construction. This study shows that public relations strategies and the implementation of the TJSL program have an influence on the formation of the company's image. The social programs carried out by the company are able to increase the public's positive perception of PTPN IV Regional 1 as a company that

is not only profit-oriented, but also has social responsibility towards the community and the environment.

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