

ABSTRACT

The number of customer complaints related to IndiHome services is one of the responsibilities of PT Telekomunikasi Indonesia's PR, especially in responding to customer complaints. The purpose of this study was to determine the role of public relations at PT. Telekomunikasi Indonesia in handling Indihome service interruptions. The main theory that researchers use is the role of public relations according to Morrisan. This study uses a post-positivism paradigm with a qualitative approach and a descriptive type of research. Collecting data using in-depth interviews, observation, and document studies. The results showed that the role of public relations PT. Telekomunikasi Indonesia in handling IndiHome disturbances is responding to every complaint reported by customers and utilizing a public relations strategy by applying the Morrisan concept and CRM from De Wulf Gaby. Through this application, it can be seen that the strategies formed by public relations are: Planning with the formulation of the main program, namely Maximizing Internal & External Publication; Actuating which in its implementation, PR is assisted by other units in accordance with their fields. This is done so that problems that occur can be resolved quickly and accurately; Controlling, namely supervising programs that are carried out properly so that they are according to plan; Evaluating by calculating the performance of the achievement of program implementation, namely OKR (Objective & Key Result) and regular discussions with the entire Sector Division team regarding the implementation of certain programs or events

Keywords: public relations role, PT. Telekomunikasi Indonesia, public relations strategy, service interruption