

ABSTRACT

PT Petrokimia Gresik was facing a potential crisis that would occur on social media due to the many hoax accounts and false information that followed the change in subsidized fertilizer policy. In order to maintain a positive Image of the company and deal with potential crises that occurred on social media, PT Petrokimia Gresik implemented a public relations Strategy through employee Influencers as a step for disseminating positive company information, as well as part of Image crisis mitigation. The purpose of this study was to investigate the public relations Strategy of PT Petrokimia Gresik in maintaining the company's Image through employee Influencers, to understand the implementation of the public relations Strategy of PT Petrokimia Gresik in maintaining the company's Image through employee Influencers, and to evaluate PT Petrokimia Gresik's public relations Strategy in maintaining the company's Image through employee Influencers. The research method used was a qualitative explanatory case study, with data collection techniques including in-depth interviews, field observation, and document. The results of this study indicated that in maintaining the company's Image, PT Petrokimia Gresik applied the most Strategy of Image and Strategy of Argumentation. Beside that, in implementing the strategy, employee influencers prepared timelines, concepts, and take footage so that they got a positive response. In evaluation, what could be done was mapping first to become the basis for the strategy to be implemented, employee influencers can be included in the offline program.

Key Words : *PT Petrokimia Gresik, Strategi Public Relations, Employee Influencer, Strategy of Image, Strategy of Argumentation,*