

## ABSTRACT

PT. Bank Panin Dubai Syariah is one of the sharia banks in Indonesia. PT registration on behalf of PT. Pasar Bersaudara Bank Djaja, Limited Liability Company Deed No. 12 made by Moeslim Dalidd, Notary in Malang on January 8, 1972, established PT. Bank Panin Dubai Syariah Tbk, or Panin Dubai Syariah Bank. In 2016, PT. Bank Panin Syariah Tbk changed its name to PT. Bank Panin Dubai Syariah Tbk.

Based on information reported on the financial.business.com page, Bank Panin Dubai Syariah in collaboration with their parent company opened Commercial Bank Sharia Services (LSBU) in 71 Panin Bank Branch Offices in Indonesia in 2021. This was done in order to expand customer reach and serve the needs of customers, especially in the field of Islamic finance. PT. Bank Panin Dubai Syariah is one step further in its efforts to reach potential customers and their customers. PT Bank KB Bukopin Syariah, which also focuses on sharia banking, only has 1 Head Office and Operations, 12 Branch Offices and 10 Supporting Branch Offices.

Based on data from Bank Panin Dubai Syariah Annual Report 2022, Bank Panin Dubai Syariah received an Investment Grade rating between A+ and A-. This rating is an assessment that has a standard to measure a company's ability to pay its debts. This rating is issued by a company that has received permission from the Indonesian government. The company that has received permission to give ratings and become the market leader is PT Pefindo (Indonesian Rating Agency). Categories A+ and A- fall into the investment grade category, meaning that a company is considered capable of paying off its debts. This investment grade rating is used as a reference for investors to choose a safe investment (Bareksa, 2019).

Bank Panin Dubai Syariah provides services and products that comply with Sharia principles and are designed to meet customer needs. Bank Panin Dubai Syariah's efforts to achieve a good image in front of the public is to conduct training for workers so that they can meet predetermined company standards. In 2020, the company has invested in the growth of its workforce by holding 39 trainings attended by 484 people (HR). The overall investment in the HR competency training and development program is IDR 1,120,791,934 or around 22.4% of the total planned costs (Syariah, 2020). This kind of training helps staff members improve their soft skills and hard skills, to help Bank Panin Dubai Syariah achieve its goals.

Islamic financial institutions, including Islamic banks, Islamic insurance, and Islamic capital markets in Indonesia show strong growth in the country's Islamic economy. Bank Muamalat Indonesia, the first Islamic bank in Indonesia, was established in 1992 and marked the beginning of Islamic banking in Indonesia. Intermediation, collection and distribution of money, as well as the provision of other Islamic financial services, play an important role in providing the strategic role of Islamic banking in improving human welfare (Safitri, 2018).

The growth of Islamic banking from year to year tends to be stable, this can be seen in the Islamic Banking Statistical Report in the last three years from 2020 to 2022.

The human resource development carried out is expected to accelerate strategic growth in the role of public relations. To improve company policy as well as build a good image. This strategy has paid off. Bank Panin Dubai Syariah Branch was named the Most Efficient Bank in the category of Islamic banks in the 2017 Bisnis Indonesia Financial Award.

Public relations or often abbreviated as public relations are needed in various sectors, such as organizations, government agencies and the private sector for various reasons. One of the most important roles a publicist plays is facilitating communication. Public Relations acts as a "bridge" in communication between stakeholders to create a pleasant workplace (Ardianto, 2010). The purpose of public relations is to build and maintain relationships with target audiences through strategic and ongoing communication (Frank, 2003). J.C. Seidel stated that the responsibility of public relations internally is to self-evaluate and make improvements, while externally, public relations is responsible for statements issued by them to obtain the intent and understanding of customers, employees and the general public. Public Relations also plays a role in promoting good relations between all parts of the company to create public understanding, encourage curiosity and engagement. This is done to foster and increase public satisfaction. The public type is divided into two types, company internal and external. The company's internal audience consists of workers and prospective employees, while the organization's external audience consists of people from outside the company who are interested or have an interest in the organization (WA, 1986).

Public relations plays an important role in maintaining the company's image. Image is something that is created intentionally to have a positive impact on the company. Image is the way other parties perceive a company (Ardianto, 2018). A strong positive image can be useful, including as a support for medium and long term competitiveness, as a protector during a crisis, to attract reliable executives, and to increase the effectiveness of marketing strategies (Siswanto Sutojo in Ardianto, 2018)

Previously, there had been research related to the role of public relations in building corporate image, the research entitled "The Role of Public Relations of PT Bank Pembangunan Daerah Lampung in the Employee Relations Program as an Effort to Increase Employee Loyalty" by Hany Nuroctaviany in 2022. This research uses understanding (Dozier & Broom in Ruslan, 2011). This model is used to explain the role of public relations in increasing employee loyalty through the employee relations program. Therefore, the research that will be carried out by researchers seeks to raise other similar objects, namely the role of public relations in maintaining the image of PT. Bank Panin Dubai Syariah by using an understanding of the role of public relations Broom & Smith and Dozier & Broom (Suwatno, 2018).

Another reason for conducting this research is that there is still little research that discusses the role of public relations, especially in Islamic banking in maintaining corporate image. The number of studies found is still very limited so that this research is expected to provide a new reference source regarding the role of public relations in maintaining the image of Islamic banks. Based on the background that has been described, the researcher will create a scientific work entitled "The Role of Public Relations in Maintaining the Image of PT. Panin Dubai Syariah Bank."