

BAB I

INTRODUCTION

1.1 Overview of Research Objects

1.1.1 Company Profile of PT. Telecommunication Industry PT INTI (Persero)



Figure 1.1 Logo of Company

Source: <https://www.inti.co.id/>

PT Industri Telekomunikasi Indonesia (Persero), commonly known as PT INTI, is a state-owned enterprise wholly owned by the Government of the Republic of Indonesia. Established on December 30, 1974, PT INTI operates in the telecommunications and information technology industries. The company's business portfolio spans three main areas: Manufacturing, System Integration, and Digital Services.

Manufacturing: PT INTI focuses on producing high-quality goods with strong competitiveness, including products like laptops, CCTV, access points, fiber optic cables, smart energy devices, and INTI DVBT2. The company also assembles smart devices for broadband and smart energy product lines, as well as producing chips and smart cards.

System Integration: This business line provides hardware, software, and network solutions to unify component subsystems into an integrated system. PT INTI offers services like fiber optic deployment, public street lighting development, solar power plants, and certified smart cards.

Digital Services: PT INTI provides innovative digital products and services to facilitate business automation, delivered via the internet or electronic networks. This includes e-voting, cloud services, and electronic-based government systems.

Vision: To become a trusted technology company with extensive industry coverage and quality.

Mission: To achieve sustainable business growth by implementing operational excellence, building strategic partnerships, and developing digital talent to strengthen the industry and ecosystem.

1.1.2 Consumer of PT. INTI (Persero)

PT INTI (Persero) is a state-owned enterprise operating in the technology and telecommunications industry, providing services to the government, private sector, and individuals. PT INTI serves various customer segments, including corporate (B2B), government (G2B), and individual (B2C). For corporate clients, PT INTI provides network infrastructure and communication systems in the telecommunications sector, smart metering and electricity monitoring in the energy sector, as well as electronic ticketing systems and smart transportation in the transportation sector. For the government sector, PT INTI supports the digitalization of public administration through e-Government services, provides communication and security systems in the defense sector, and presents telemedicine solutions and hospital information systems in the health sector. Meanwhile, for individuals, PT INTI offers digital customer service to provide online information and support, e-Partnership as a digital partnership platform, as well as IoT-based products and smart home systems.

1.1.3 Target Markets PT INTI (Persero)

PT INTI targets various market segments according to its industry field. The main segments consist of telecommunications companies, government agencies, and private companies in various sectors such as energy, transportation, and

healthcare. In the B2B category, PT INTI targets large companies that require advanced technology infrastructure, while in the G2B sector, PT INTI collaborates with government agencies that need digitalization solutions. For the individual segment (B2C), PT INTI offers IoT-based products and digital-based services that provide convenience in daily life.

1.1.4 Competitors of PT INTI (Persero)

As a company operating in the technology and telecommunications sector, PT INTI faces competition from several other companies, both state-owned enterprises and private ones. PT INTI's main competitors in the telecommunications sector include PT Telkom Indonesia, which has an extensive network in communication and digital services, as well as PT LEN Industry, which also operates in the field of telecommunications technology and infrastructure. In the energy sector, Schneider Electric and Siemens Indonesia are the main competitors in providing smart metering solutions and electrical systems. In addition, for the transportation sector, PT INTI competes with technology companies that offer electronic ticketing system solutions and smart transportation infrastructure. With intense competition, PT INTI continues to innovate in products and services to maintain its position in the market.

1.1.5 PT. INTI Instagram Content

PT INTI uses Instagram as a communication tool to boost audience engagement and improve brand image. Product information, company achievements, technological advancements, and industry education are all included in the uploaded content. PT INTI also uses Instagram to engage with customers via digital marketing, Q&A sessions, and the publication of corporate activities.

A. Purpose & Target That PT INTI Wants to Achieve in Posting the Content.

PT INTI's goal on Instagram is to increase brand awareness, strengthen customer relationships, and demonstrate its capabilities in technology and telecommunications. The primary goal of this social media strategy is to reach

potential customers, business owners, and the general public who are interested in technological advancement.

B. The Importance of Brand Image for PT. INTI

A strong brand image helps PT INTI build trust among customers and business partners. As a state-owned enterprise focused on technology, having a good brand image will enhance PT INTI's competitiveness and attract more collaboration opportunities with other companies and government agencies.

C. Problem Faced by PT INTI

PT INTI faces challenges in increasing competitiveness amid tight industry competition, especially from private companies that are more flexible in innovation and marketing. In addition, the company also faces challenges in increasing customer engagement on social media and building trust through digital platforms. With increasingly fierce competition, PT INTI continues to strive to develop more effective communication and marketing strategies to reach a wider audience.

1.2 Background of the Problem

In today's digital era, social media has become a very important communication and marketing tool for companies. One of the most public social media platforms is Instagram, which allows users to share photos, videos, and stories instantly. Instagram is not only used to interact with friends, but it also becomes a channel for brands to communicate with their audience. PT INTI (Persero), a leading technology company in Indonesia, leverages Instagram (@ptintiofficial) to build and strengthen its brand image among the public.

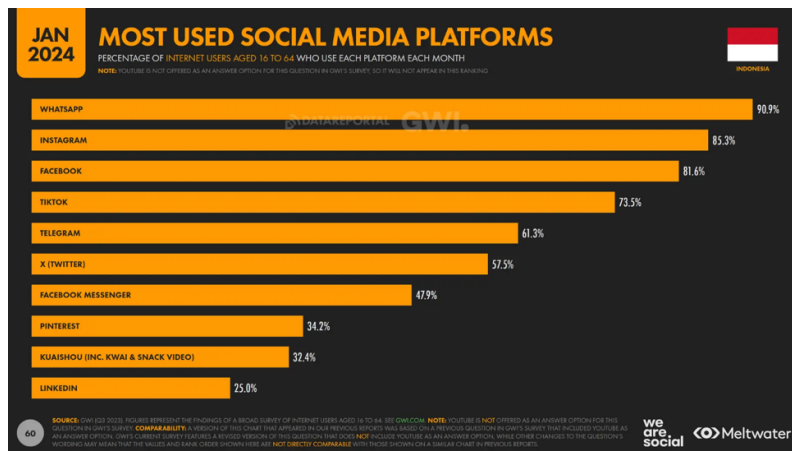


Figure 1.2 Most Used Social Media Platforms 2024

Source: <https://www.meltwater.com/en/blog/social-media-statistics-indonesia>

This image presents data on the most used social media platforms in Indonesia as of January 2024. From the graph, we can see that Instagram ranks second with a usage rate of 85.3%, following WhatsApp at 90.9%. This fact shows that Instagram is one of the primary platforms frequently used by Indonesians, especially among internet users aged 16 to 64. Amid the high usage of social media in Indonesia, PT INTI leverages Instagram to expand its digital communication reach and strengthen its brand image.

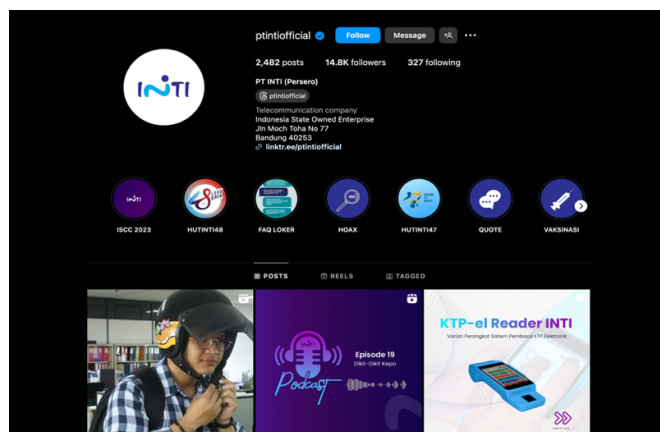


Figure 1.3 Instagram Profile View of PT. Inti

Source: <https://www.instagram.com/ptintiofficial>

The image above is a screenshot of PT INTI's official Instagram profile, @ptintiofficial, which shows the number of followers, the number of posts, and the highlights of Stories. This profile view shows how PT INTI uses Instagram to build

a strong and consistent brand identity. With an attractive profile visualization, PT INTI shows its efforts in maintaining audience engagement.

Brand image is the perception that consumers have about a brand, which is formed through various interactions and experiences with the brand. According to Argenti (2021), effective communication plays a very important role in building a positive image of a company. Through the right social media strategy, PT INTI can influence the public view of their brand, making the brand image one of the most valuable publics for the company.

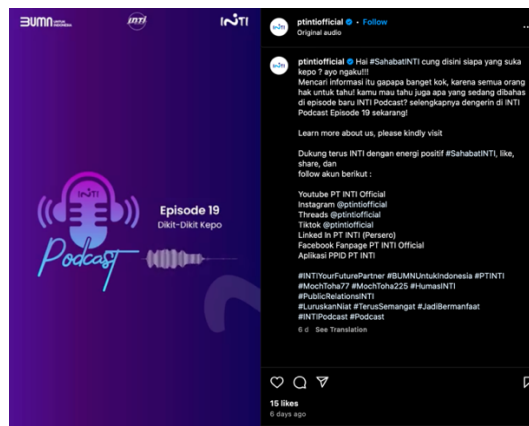


Figure 1.4 View of the "Podcast" Feeds Feature Posts on Instagram PT. INTI
Source: The Official Account Instagram @ptintiofficial

The image above shows PT INTI (@ptintiofficial) official Instagram post featuring Episode 19 of their podcast, titled "Dikit-Dikit Kepo". Through a friendly and interactive caption, PT INTI invites its followers, called Sahabat INTI, to listen to educational content presented in a casual manner. The post also invites the audience to support the company by following PT INTI's other social media accounts, such as YouTube, Threads, and TikTok, which demonstrate a strong social media integration strategy. The use of hashtags such as #INTIYourFuturePartner and #INTIPodcast strengthens the brand's identity on Instagram, while eye-catching visual elements, such as the microphone logo and dark purple color, give it a public and modern feel. This post reflects PT INTI's efforts in building closeness with the audience through social media.

Various studies show that strategic use of social media can increase brand awareness and brand loyalty. (Ryan and Jones 2019) explains that integrated digital marketing, including the use of social media, can provide better results in increasing brand recognition. In this context, the strategy implemented by PT INTI on Instagram is very relevant to analyze, considering the importance of social media in shaping the public perception of the company.

In this study, it is important to look at how PT INTI leverages Instagram to create a positive brand image. According to Abdurachman (2023), good public relations can build a strong relationship between the company and the public. PT INTI, as a state-owned company, has a great social responsibility, and through Instagram, they can interact directly with the community, provide information, and answer existing questions or concerns.

One of the important aspects of a social media strategy is the content that is posted. Heni (2018) mentioned that relevant and interesting content will be more likely to attract the attention of the audience. PT INTI uses various types of content, including product images, educational videos, and inspirational stories related to technology and innovation. These contents not only serve to promote products and services, but also to build a positive narrative about the company and its impact on society.

In addition, interaction strategies on social media are also key in building a brand image. According to Severin and Tankard (2015), effective two-way communication can increase consumer trust and loyalty. PT INTI strives to actively interact with its followers, respond to comments, and invite constructive discussions. This shows that the company cares about its audience, which in turn can strengthen the company's positive image.

However, the challenges in the use of social media cannot be ignored. Denzin and Lincoln (2019) emphasized that with the opening of space public on social media, companies must be ready to face criticism and feedback public. Therefore,

it is important for PT INTI to have a good communication strategy, so that they can manage issues and respond to criticism appropriately and effectively.

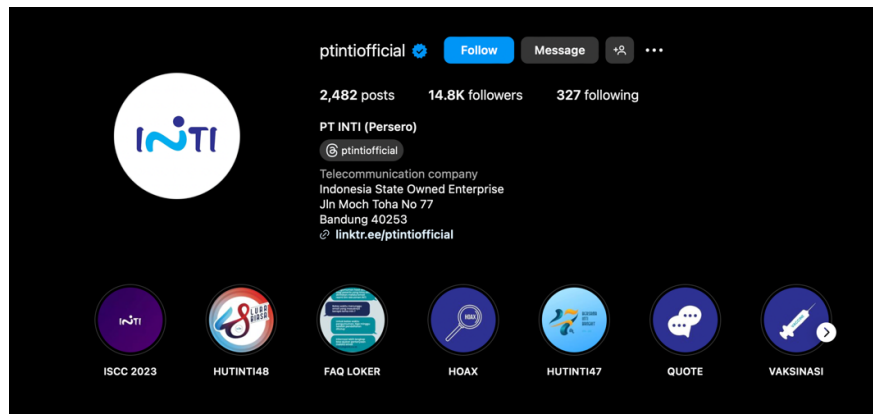


Figure 1.5 PT INTI Highlight Stories on Instagram

Source: <https://www.instagram.com/ptintiofficial>

The highlights of Stories on PT INTI's profile display various categories that make it easier for the audience to find relevant content. This feature allows PT INTI to provide quick access for the audience to important information, while demonstrating the company's efforts in maintaining continuous engagement and strengthening communication with public.

The importance of using social media in building brand image is also supported by research that shows the relationship between communication on social media and positive perceptions of brands. Moleong (2024) stated that qualitative research can provide in-depth insights into how audiences understand and respond to messages conveyed through social media. By understanding the audience's perspective, PT INTI can better design a relevant and effective communication strategy.

Table 1.1 Comparison of Three Instagram Accounts

Instagram Account Name	@ptintiofficial	@synnexmetrodata	@ptgaramofficial
Followers Yang Dimiliki	14.9K	9.9K	9.9K
Number of Posts	2.482	2.736	85
Engagement Rate	0.30%	0.26%	0.29%
Post Frequency	6-7 times per week	3-4 times per week	4-5 times per week

Source: Data by the Author (2024)

The table above shows a comparison between the company's three Instagram accounts, namely @ptintiofficial, @synnexmetrodata, and @ptgaramofficial, based on several aspects of social media performance. PT INTI has the highest number of posts, which is 2,482, and the most frequent upload frequency, which is 6-7 times per week, compared to Synnex Metrodata which has 2,736 posts with a frequency of 3-4 times per week, and PT Garam which only has 85 posts and a frequency of 4-5 times per week. In terms of engagement rate, PT INTI recorded the highest figure of 0.30%, slightly above PT Garam with 0.29% and Synnex Metrodata with 0.26%, even though all three have a low engagement rate. With the same number of followers on Synnex Metrodata and PT Garam accounts (9.9K), this difference shows the variation in each company's strategy and activities on Instagram, where PT INTI appears to be more active in maintaining interaction with its audience through a higher frequency of uploads.

In this context, the analysis of Instagram @ptintiofficial social media strategy on the brand image of PT INTI (Persero) becomes relevant and important. This research is expected to provide a clear picture of how companies use these platforms to build and strengthen their brand image in the eyes of public. Through a systematic approach, it is hoped that effective strategies can be found that can be adopted by other companies in managing brand image through social media.

As such, this research is not only important for PT INTI, but also for other companies looking to improve their brand image through the proper use of social media. Given the increasingly dominant role of social media in the business world, the analysis conducted in this study can make a significant contribution to the development of communication and marketing strategies in the digital era.

1.3 Problem Identification

Based on the background described above, there are several problems that can be studied in this study. The problem is as follows:

1. How does the social media strategy implemented by PT INTI (Persero) influence its brand image?

1.4 Research Objectives

Based on the formulation of the problem, this study aims to be as follows:

1. To analyze the influence of the social media strategy on the brand image of PT INTI (Persero).

1.5 Research Benefits

1.5.1 Academic Benefits

This research is expected to strengthen knowledge about the development of theories in the field of marketing and brand management, especially related to the use of social media as a strategic tool to build and strengthen brand image. By examining PT INTI (Persero)'s social media strategy on Instagram, this research is expected to be able to expand the understanding of the relationship between social media content, audience engagement, and brand image formation and brand loyalty.

1.5.2 Practical Benefits

This research is expected to be a useful input for PT Inti (Persero) companies. So that they can maintain a positive image and establish relationships with the public, especially through social media. And this research is expected to be a study reference for academics, especially in the field of public relations.

1.6 Time and Period of Writing

This research will be conducted from September 2024 to January 2025 and carried out in the city of Bandung.