

Communication Strategy PT. Rifan Financindo Berjangka in Maintaining the Company's Image

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Abstract:- Established in 2000, PT. Rifan Financindo Berjangka has become a member of the Jakarta Futures Exchange (BBJ) as well as a member of the Indonesian Futures Clearing House (KBI). As a trusted company so it becomes a company number one, PT. Rifan Financindo Berjangka is committed to carrying out futures trading in an orderly, fair, effective and transparent manner as regulated by the law that oversees it. As the public, they have the right to know the activity policy plans, work programs and business plans of a company organization. Inside Public relations requires a work program strategy so that a company's goals can be achieved optimally. Strategy is defined as the main tips, methods and tactics designed to carry out management that is directed towards the organization's strategic goals. By fact, the capital market has become the financial nerve center in today's modern economic world. In fact, a modern economy cannot possibly exist without a strong, globally competitive and well-organized capital market. Apart from that, the capital market is also used as an indicator of a country's economic development. In this research, the author uses a constructivist paradigm with a qualitative approach. This paradigm will be the framework for the approach or view for understanding everything that will be researched. So it will be a direction in shaping the researcher's way of thinking in researching Public Relations strategies in maintaining the company image at PT. Rifan Financindo Futures. The research method used in this research is a descriptive research method with a qualitative approach. The subject of this research is the Head of Public Relations of PT. Rifan Financindo Futures. As well as Marketing & Operations Director of PT. Rifan Financindo Futures. First *Publications* (publication), practitioner *Public relations* PT Financindo Berjangka carries out a publication strategy by introducing the company profile to society and do *personal approach* with willing to serve and assist customers 1x24 hours in managing or transacting company products and put full attention to yourself by paying attention *manner*, attitude, speech to stay awake when meeting with clients. Second *Event* (event), the second strategy used to provide education to employees is education about the market *derivative*, education understanding UUD in derivative trading, education on how to handle customers well from a fundamental or fundamental perspective *technical investment*, education about company products and education about the benefits of investment for customers. The second strategy used is to provide the best service to customers and the public by always appearing excellent in serving customers and

mediating when problems occur. The third strategy implemented is a program *charity to carry out humanitarian activities for lower middle class communities*.

Keywords:- Strategy Management, Public Relations, Reputation, Company.

I. INTRODUCTION

PT. Rifan Financindo Berjangka or known by the abbreviation 'RFB' is one of the largest brokerage companies that acts as a liaison between investors and the Jakarta Futures Exchange (BBJ). RFB has more than 20 years of experience in the Commodity Futures Trading Industry (Rifan Financindo Berjangka: 2022). Initially, this company was founded in 2000 and has become a member of the Jakarta Futures Exchange (BBJ) and a member of the Indonesian Futures Clearing House (KBI). As a brokerage company that occupies the number one position out of the ten most active brokerage companies from PT Kliring Berjangka Indonesia, RFB is committed to implementing futures regularly, effectively and transparently as stated in the Futures Trading Law in Indonesia. In terms of this too, PT. Rifan Financindo Berjangka is supervised by a supervisory agency formed by the Indonesian government, namely, the Futures Trading Supervisory Agency Commodity (BAPPEBTI).

With the advantage of being the most active and well-performing futures brokerage company, this makes PT. Rifan Financindo Berjangka always tries to maintain its image and reputation in the eyes of the public. Not just words stating that PT Rifan Financindo Berjangka is the most active brokerage company in Indonesia, but on the official Kliring website Futures Indonesia (KBI) as the guarantor of funds from every customer who invests and invests their capital in brokerage companies, on the website it is clearly displayed on page main with the PT logo. Rifan Financindo Berjangka with the title of most active brokerage company. There is also a diagram that provides an explanation of the 10 best brokerage companies where PT. Rifan Financindo has the largest premises inside the diagram and was then followed by the competitor company PT. Best Profit Future in position second and PT. Valbury Asia Future in position third.

On the website that too Listed are the number of customers owned by each brokerage company, and PT. Rifan Financindo has the most customers with 119,759 customers, the data has been updated in March 2020. PT. Rifan Financindo Berjangka also has a number permission

company issued by BAPPEBTI as the supervisor of all brokerage companies in Indonesia. Number permission from PT. Rifan Financindo is 08 /BAPPEBTI/SI/XII/2000. With the registration of PT. Rifan at BAPPEBTI then PT. Rifan Financindo Berjangka has been recognized by the state for its existence. In carrying out its role as a brokerage company, PT Rifan Financindo Berjangka has an investment product that is its flagship in the capital market, namely Loco London Gold. In promoting Loco London Gold products to suit the market. PT. Rifan Financindo must carry out strategies that are implemented effectively and integrated in order to obtain customers or investors as expected.

Judging from the development of the world of marketing, it is increasingly dynamic, marked by increasingly high business competition. A company that is founded certainly has its own goals, namely to achieve a certain level of profit, company growth or increase market sales. So every company is competing to implement strategies to attract consumer interest by promoting various products or brands. Where in a company the role of public relations is really needed to communicate the situation within the company to the public.

Public relations is a mediator between internal and external community leaders. As the public, they have the right to know the activity policy plans, work programs and business plans of a company organization. Inside Public relations requires a work program strategy so that a company's goals can be achieved optimally. Strategy is defined as the main tips, methods and tactics designed to carry out management that is directed towards the organization's strategic goals. Public relations aims to create, maintain and improve a good image of an organization or company to the public that is adapted to the conditions of the public concerned and improve it if Love it's decreasing or damaged 6. It was also stated that the aim of public relations is to have a positive image of the company so as to create harmonious cooperation between both parties, both from the public towards the organization and from the organization towards the public so that from this it is hoped that success in achieving the company's overall goals can be achieved. . From this it can be seen that public relations plays an important role in a company, including in the world of futures exchanges.

The existence of the capital market in Indonesia is an important factor in national economic development. It has been proven that many industries and companies use this institution as a medium to absorb investment and a medium to strengthen their financial position. By fact, the capital market has become the financial nerve center in today's modern economic world. In fact a modern economy cannot possibly exist without a strong, globally competitive and well-organized capital market. Apart from that, the capital market is also used as an indicator of a country's economic development.

Jalloh (2009) said that financial markets play an important role in increasing economic growth through the mobilization of financial resources and capital inflows.

Companies and governments can both benefit from the existence of capital markets. Both can utilize various financial instruments in the capital market to fund various long-term projects. For example, the government can issue bonds to build road infrastructure, build hospitals, public transportation, build dams, airports and other social infrastructure. This will certainly encourage the creation of national wealth and of course have an impact on domestic economic growth.

The world is developing rapidly from year to year, every industry has a level of competition high enough to attract the hearts of the public. All kinds of technology were created to help and facilitate all aspects of the world, whether in transportation, food, shipping goods internally, and doing business to also utilize technology, to provide efficiency in people's lives. One company that utilizes technology in business is a brokerage company. Brokerage companies themselves are companies that act as a bridge for people who want to invest capital or become investors in the capital market. In this case, the capital market means a market that operates in an organized manner where there is trading activity in securities such as shares, equities, debt certificates, bonds and other securities. given by the government and private companies by utilizing the services of intermediaries, commissioners and *underwriters*.

In Indonesia there are two stock exchange divisions, namely the Indonesian Stock Exchange (BEI) which handles local capital markets such as Bakrie, BCA, Gudang Garam, etc. There is also the Jakarta Futures Exchange which focuses more on international products such as Forex, Indices and commodities. The company that will be discussed in this discussion is PT. Rifan Financindo Berjangka, which is one of the active companies on the Jakarta Futures Exchange. PT Rifan Financindo Berjangka is the largest futures brokerage company and leading edge in Indonesia with ranking number one in the National Commodity Futures Trading industry. In maintaining rankings number one in the National Commodity Futures Trading industry PT. Rifan Financindo Berjangka must have management implemented by the company's public relations.

G.R Terry (2005) defines management as planning, moving activities and achieving desired results through the involvement and utilization of existing human resources in the organization. Thus, it can be said that management is the ability or power to manage a business, and is responsible for the success and failure of that business (Abbas, 2008: 14). The management dimensions are further emphasized in accordance with management functions, which Terry (2005) terms POAC, which stands for Planning, Organizing, Actuating, and Controlling (Abbas, 2008: 16).

In research conducted by Sintje A. Rondonuwu (2016), in the title The Role of Public Relations in Improving the Company Image of Pt. Trakindo Manado can be done with an ownership strategy alternative for reaching company goals. The company has PT's public relations strategy steps. Trakindo Manado can maintain its image because it has good corporate governance and has a code of conduct for every

Trakindo member, thus making the company strong and stable.

Therefore, based on the research above, the author will take research on Public Relations Management Strategies in Maintaining Company Image (Study at PT. Rifan Financindo Berjangka)

II. LITERATURE REVIEW

The company image is an impression psychological and an overview of the various activities of a company in the eyes of the public based on the knowledge, responses and experiences they have received. Certain assessments of a company's image by the public can take the form of a good, average and bad image. Dowling (1975) defines image as a particular point of view on a particular problem through description, memory, or other means of relating to it. It results from the interaction between people's impressions, existing beliefs, thoughts, and feelings about such things. Macinnis and Price (1987) show that the company image results from the evaluation process, which originates from thoughts, feelings and previous consumption experiences in relation to the business entity, changing consumers' memories into spiritual impressions.

Gray (1996) states that company image is a combination of consumer perceptions and attitudes towards the business entity. Robertson and Gatignon (1986) further proposed that corporate image helps facilitate consumer knowledge of the products or services offered by certain companies and reduces uncertainty while making a purchasing decision. Consumers are directed to buy commodities from a company with an image company which is good for reducing their risk. Nguyen and Leblanc (2017) suggest that corporate image is associated with the company's constitution and nature behavior. For example, where the company is, company development, and product or service quality can strengthen customers' impressions of the company.

Walters and Paul (1983) show that corporate image has four aspects: subjectivity, screening, elaboration, and change. Walters (1987) states that subjective attitudes, feelings or impressions of a company or activity held by consumers is connected to attitudes. He classified the elements of a company's image accordingly and thought that the most important categories for consumers were as follows:

- Institutional image, which refers to the general attitude of consumers towards a company offering a commodity or service;
- Functional image, which refers to attitudes formed based on functional activities carried out by a company to generate profits, and commodity image, Which refers to the attitude held towards the commodities offered by a company.

In a study on the influence of brand strategy and corporate image on consumer purchase intentions, Lin and Tseng (2006) adopted a questionnaire developed by Martineau and a seven-point Likert scale is used to measure

corporate image. In a study on the influence of corporate image on customer trust and purchase intention, Chen et al. (2007) refers to three aspects and statements on corporate image compiled by Waters (1978), namely: institutional image, functional image, and commodity image. They refer to a questionnaire developed by Chen that surveys corporate image within industry domestic life insurance, and uses a five-point Likert scale to measure company image. Part of the image is the history of itself.

Image is a series of knowledge, experiences, feelings, (emotions) and judgments that are deeply organized system human cognition, or deeply held personal knowledge of the truth. Mardi Jhon Harrowitz said that part of the image is the history of itself. Image is a series of knowledge, experiences, feelings, (emotions) and judgments that are deeply organized in human cognition, or personal knowledge that is very certain of its truth. Mardi Jhon Harrowitz said that images are formed in the structure of the human condition. The approach used is psychiatry. *"image is any thought representation that has a sensory quality"*. *Jefkins mentioned, an image is an impression gained according to knowledge and understanding of facts. Wrong or incomplete information can result in imperfect image pictures; Nimpoeno mental representation* (Arikunto. 2009:20-21).

➤ Management Strategy

Strategy has become a term that is often used by society to describe various meanings such as a plan, tactic or way to achieve what is desired. Strategy is essentially planning and management to achieve a goal. However, to achieve this goal, strategy does not function as a road map that only shows direction, but must be able to show operational tactics (Effendy, 2007: 32). The first definition of strategy put forward by Chandler (1962) in Rangkuti (2009:3). states that strategy is the long-term goal of a company, as well as the utilization and allocation of all resources that are important to achieve that goal. A good understanding of the concept of strategy and Other related concepts really determine the success of the strategy being prepared.

Meanwhile, strategy according to Anwar Arifin (1984: 59) is the overall conditional satisfaction regarding the actions that will be carried out to achieve the goal. By looking at some of the opinions above, it can be concluded that strategy is the stages that must be passed towards the desired target. A good strategy will provide an overview of the main actions and decision patterns that will be chosen to realize organizational goals. Strategy is also a formulation of the vision and mission of an organization or company. Good public service is everyone's dream, public services strive to fulfill the needs of the community. Good service is also associated with services provided by agencies in an effort to provide a sense of satisfaction and foster customer trust.

III. RESEARCH METHODS

In this research, researchers used a constructivism paradigm with a qualitative approach. The constructivism paradigm aims to discover how the event was constructed in what way it was formed through the subjects studied to reveal

certain intentions and meanings of the Public Relations strategy in maintaining PT's corporate image. Rifan Financindo Futures. This paradigm study determines that researchers enter as closely as possible the subject and construct something that becomes an understanding of the subject to be researched. The research method used in this research is a descriptive research method with a qualitative approach.

Based on existing criteria, then the subject of research regarding PT's Public Relations Strategy. Rifan Financindo Berjangka in Maintaining the Company's Image is as follows: first, Corporate Communication PT. Rifan Financindo Berjangka and Second, Marketing & Operations Director PT. Rifan Financindo Futures. Data collection techniques through primary data and secondary data. Where is the primary data obtained through In-depth Interviews (In Depth Interview), Observation. Meanwhile, secondary data is obtained from the company and the data has been processed such as a general description of the company, organizational structure. In this case the author obtained the required amount of data by means of literature study to support data collection in this research, the author obtained the data by reading literature or books related to the problem to be discussed.

IV. RESULTS AND DISCUSSION

Strategy used by Public Relations or Public Relations of PT Rifan Financindo Futures For maintain the company image between Another way is by identifying what strategies are used by *Public Relations* PT Rifan Financindo Berjangka. Activities *public relations* This is closely related to the formation of public opinion and changes in society's attitudes. Role *public relations* has the power to shape public opinion and emphasizes the function of fostering understanding between institutions represented with the public who are its targets, as well as its dedication to the public interest.

➤ *The Role of Public Relations PT. Rifan Financindo Futures*

In carrying out his activities, a Public Relations person must have a role. A Public Relations person must know the role and targets of the activities that must be carried out. If Public Relations is unable to carry out its role, the company's goals will be disrupted, and it is even possible that it will fail. In addition, Public Relations is required to be able to achieve organizational goals efficiently and effectively and so that the work is carried out well. Public relations has an important and very influential position in a company or organization, apart from its role as a communication liaison for a company or organization internally and externally, there are several roles of public relations, namely: (Cutlip: 2011, 34-38).

First, Expert Advisor. Public Relations acts as an expert who has a high ability to help find solutions in resolving relationship problems with the public that are being faced by the organization concerned by paying attention to all matters relating to the company's Human Resources from head to toe, as the company's representation to customers. and communities throughout Indonesia. **Second**, Communication

Facilitator (*Communication fasilitator*). Public Relations acts as a communicator or mediator to assist management in hearing what the public wants and expects to maintain the company's image by introducing and offering products to clients through an appropriate approach so that the image formed by clients of the company is a positive image. .

Third, Problem Solving Process Facilitator (Problem solving process facilitator) For the PT Rifan Financindo futures company, Public Relations plays the role of spearheading the company in attracting and dealing with problems. Public Relations of PT Rifan Financindo Berjangka plays the role of finding the root of the problem, planning a problem solving strategy, and realizing the strategy.

➤ *PT Rifan Financindo's futures Public Relations Strategy*

To maintain the company's image, PT Financindo Berjangka Public Relations has prepared what strategies will be adopted in implementing programs to maintain the company's image so that the desired results will be achieved. Without a good strategy and good cooperation between public relations practitioners, a company's good image will not be successfully maintained. According to Nova, the public relations strategy or better known as the public relations mix is as follows (Firsan: 201.,54):

First, Publications is a Public Relations way of disseminating information, thoughts or ideas to its audience. *Public relations* PT Financindo Berjangka carries out a publication strategy by emphasizing public services in two ways. The first way is to introduce the company's profile to the public, so that the public can judge for themselves without being influenced by bad news circulating created by the company's competitors. The second way is done by a personal approach to clients. A personal approach is carried out by being willing to serve and assist customers 1x24 hours in managing or transacting company products. PT Financindo Berjangka Public Relations practitioners pay full attention to themselves by paying attention to *manners*, attitude, and speech to stay awake when meeting with clients.

Second, *Event* (event), is every form of activity carried out by PR in the process of disseminating information to the public. Examples: Public Relations campaigns, seminars, exhibitions, launching, CSR (*Corporate Social Responsibility*), *charity*, etc. In this strategy, the company PT Financindo Berjangka carries out three types of strategies. The first strategy used to provide education to employees is education about the market *derivative* and education regarding understanding the Constitution in trade *derivative*, education on how to handle customers well from a fundamental perspective or *technical investment* and education for the marketing division to master knowledge about the company's products. The second strategy used is because PT Rifan Financindo Berjangka is a service company, the company will provide the best service to customers and the public by always appearing excellent in serving customers, this is also done when If a problem occurs, PR PT Financindo Berjangka immediately contacts the customer to resolve the problem by mediating. The third

strategy implemented is a charity program humanitarian activities for lower middle class communities.

➤ *Procedure Determining Public Relations Strategy PT Rifan Financindo futures*

A public relations officer at PT Rifan Financindo Berjangka takes four steps in carrying out performance in building and maintaining the company's image, including:

First, Identify Problems by looking at Problems, concerns, or opportunities "What is happening right now?". At this stage, PT Rifan Financindo Berjangka Public Relations practitioners provide good service to customers. This stage is carried out by communicating with prospective clients to answer all questions that the client does not yet know, so that the information gaps experienced by the client can be known by the company. As well as conducting situation analysis (Internal and External) "What positive and negative forces are operating?" "Who is involved and/or influenced?" "How are they involved and/or influenced?". At this stage, PT Rifan Financindo Berjangka's Public Relations practitioners determine the target market because the services offered by PT Rifan Financindo Berjangka are a high-risk business.

Second, planning and programming. Among other things, by identifying the program objectives "What is the expected solution?" PT Rifan Financindo Berjangka PR practitioners stated that the aim of creating this program was to provide the best service in order to maintain the company's image. Then look at the target public "Who in the internal and external environment - who must be responded to, reached and influenced by the program?" The target of the program carried out is to *public relation* itself and all employees as internal parties to the company, as well as customers as external parties to the company. As well as identifying targets "What must be achieved in each public for program objectives?". For internal strategy, Public Relations practitioners at PT Rifan Financindo Berjangka pay attention to the welfare of all employees by providing allowances, clarity of career paths in the company, and rewards to foster employee enthusiasm so that the employee's image can present a good image to the public because employee welfare has been fulfilled. For external strategies, PT Rifan Financindo Berjangka Public Relations practitioners emphasize public service by introducing the company's profile to the public, so that the public can judge for themselves without being influenced by bad news circulating created by the company's competitors.

Third, by taking action and communicating. This is done by carrying out an Action Strategy "what changes must be made to get the results as stated in the program targets?" The action strategy carried out by PT Financindo Berjangka's PR practitioners is to provide regular training for both internal and external companies, the training is carried out starting from marketing training for employees and training to serve customers well in terms of fundamentals or *technical investment* as well as training on the benefits of investment for customers. The second strategy carried out was to go into the field by conducting surveys with the public to find out

what things the company needed to develop and update. Third, the strategy used is to follow technology by providing education about the latest technology *face to face* and education for the marketing division to master knowledge about the company's products, so they can answer customer questions in the field. Next, carry out a communication strategy "What message content must be conveyed to achieve the results as stated in the program objectives?". The communication strategy used is to provide training *communication skills* And *negotiation skills* for marketing division staff so they can master product *knowledge* and offer these products on the market. The communication process carried out by the company is during classes, meetings and seminars and can be via WhatsApp, telephone and email. As well as carrying out a program implementation plan "Who will be responsible for implementing each communication action and tactic?" At the PT Financindo Berjangka company, those responsible for implementing the program are practitioners of public *relations* and all company employees have their own share and authority to implement programs to maintain the company's image.

Fourth, by evaluating the program. Activities carried out by carrying out an evaluation plan "How will the results stated in the program goals and objectives be measured?" The strategy evaluation carried out is measured by calculating achievements per quarter. If there is an increase in the number of customers, the company concludes that the company's strategy has so far been working well. Another benchmark for achievement is whether this achievement can improve the company's ability to facilitate community needs or not. If yes, then the opinion formed by the public towards PT Rifan Financindo Berjangka is a positive opinion.

As well as providing feedback and program adjustments "How will the evaluation results be reported to the program manager and used to make program changes?" Before the evaluation results will be reported to the program manager. PT Rifan Financindo Berjangka PR practitioners hold various meetings ranging from weekly, monthly, quarterly and annual meetings to discuss progress and evaluate the strategies that have been prepared, in order to detect deficiencies in these strategies and then discuss what strategies are appropriate for the future. After a meeting was held to evaluate the program, it was found that the strategy used was sufficient to build positive opinions in the community because PT Rifan Financindo Berjangka was very aggressive in educating and answering all questions and complaints from the community.

➤ *Company Image Development PT Rifan Financindo Futures*

Image is an impression that a person gets based on his knowledge and understanding of facts or reality. To find out a person's image of an object, you can know from their attitude towards that object. Three types of PT Rifan Financindo Berjangka company image based on Frank Jefkins in Soemirat and Elvinaro Ardianto include: **First, The mirror image** (reflective image) PT Rifan Financindo futures. In this case, we look at how the management (image) of the external public views the company. Public Relations practitioners stated that the image displayed was quite good

in the eyes of the public. This can be seen from customer satisfaction and the achievements obtained by PT Rifan Financindo Berjangka itself. The visible image is that PT Rifan Financindo futures are a brokerage company that has the best service and is the number one brokerage company is the most active brokerage company in Indonesia because it has the largest number of transaction lots as stated by the government as stated on the KBI (Indonesian Futures Clearing) website.

Second, The current image (image still warm), PT Rifan Financindo futures. In this case, an image is built on the external public, which is based on experience or concerns the poor information and understanding of the external public. PR practitioners at PT Rifan Financindo Berjangka stated that the image that is still warm towards PT Rifan Financindo Berjangka is a good image based on the experiences of customers. This can be seen from the testimonials of customers who like its service. And *personal approach* carried out by the company's marketing division. **Third, The multiple image** (layered image) PT Rifan Financindo futures. This is because a number of individuals, branch offices or other company representatives can form a certain image which is not necessarily in accordance with the uniform image of the entire organization or company (Soemirat: 117). PT Rifan Financindo Berjangka has a varied image because there are pros and cons in society. PT Rifan Financindo Berjangka PR practitioners said that this is a normal thing, the company does not confirm all opinions circulating in the community, but the pros and cons that exist are normal things in the world of the service industry.

One person *Public Relations* must be able to strive for smooth and effective relations between all parts of the company on the one hand and between the company and the internal and external public. It is very important to maintain and develop relationships with the public in order to maintain *goodwill* and trust in the public as well as in order to create mutual understanding and harmonious relationships between both parties, namely the company and its consumers.

Based on the explanation above, it can be seen that the Public Relations of PT Rifan Financindo has carried out its role well and in accordance with its role *Public Relations*, namely being an expert advisor, communication facilitator, and problem solving facilitator. In the role of expert advisor, practitioner *Public Relations* PT Financindo Berjangka Pays attention to all matters relating to the company's HR from head to toe, as the company's representation to customers and communities throughout Indonesia. In the role of communication facilitator, PT Financindo Berjangka practitioners introduce and offer products to clients using an appropriate approach so that the image formed by clients of the company is a positive image. Furthermore, the role of problem solving facilitator acts as the company's spearhead in attracting and dealing with problems by finding the root of the problem, planning problem solving strategies, and realizing these strategies.

A strategy is very important to achieve a goal. The same thing is the case with a company. If you want to maintain a

positive company image, you need a strategy carried out by a *Public Relations* company. Ahmad S. Adnanputra, M.A., M.S., a public relations expert in a workshop text entitled *PR Strategy* (1990), said that the meaning of strategy is an integrated part of a plan, while a plan is the product of a plan, which in the end is planning. is one of the basic functions of the management process (Cutlip: 2011,34-38)

Nova said that the public relations strategy or better known as the public relations mix is the publication strategy (*publications*) and event strategy (*events*) (Firsan: 2011, 54). There are two publication strategies used by PT Financindo Berjangka's Public Relations practitioners, namely the first method is to introduce the company's profile to the public, so that the public can judge for themselves without being influenced by the bad news circulating created by the company's competitors. The second way is done by a personal approach to clients. A personal approach is carried out by being willing to serve and assist customers 1x24 hours in managing or transacting company products. PT Financindo Berjangka's PR practitioners pay full attention to themselves by paying attention to *manners*, attitude, and speech to stay awake when meeting with clients.

For event strategy, the company PT Financindo Berjangka carries out three types of strategies. The first strategy used to provide education to employees is education about the market *derivative* and education regarding understanding the Constitution in trade *derivatives*, education on how to handle customers well from a fundamental perspective or *technical investment* and education for the marketing division to master knowledge about the company's products. The second strategy used is that because PT Rifan Financindo Berjangka is a service company, the company will provide *service* the best to customers and the community by always appearing excellent in serving customers. This is also done when a problem occurs, PR PT Financindo Berjangka immediately contacts the customer to resolve the problem that occurs by mediating. The third strategy implemented is a program *charity that does* humanitarian activities for lower middle class communities. To achieve the goals of a program, so that the program is on target and can run well, a plan is needed. In the book *Effective Public Relations*, there are four steps to determining a Public Relations strategy, namely identifying problems, planning and programming, taking action and communicating, and evaluating programs (Cutlip: 2006, 365).

At the problem identification stage, there are two steps that need to be taken. The first step, determine the problem, concern, or opportunity. In this step, PT Financindo Berjangka's PR practitioners provide good service to customers. This stage is carried out by communicating with prospective clients to answer all questions that the client does not yet know, so that the information gaps experienced by the client can be known by the company. The second step is situation analysis, in this step PT Financindo Berjangka's PR practitioners determine the target market because the services offered by PT Rifan Financindo Berjangka are a high-risk business. Next, at the planning and programming stage, there are three steps that need to be taken. The first step is to

determine the program's objectives. PT Financindo Berjangka's PR practitioners stated that the aim of creating the program was to provide the best service in order to maintain the company's image. The second step taken was to determine the target public, in PT Financindo Berjangka the target of the program carried out was the public *relation* itself and all employees as internal parties to the company, as well as customers as external parties to the company.

The third step is determining targets. In determining the internal strategy, PT Rifan Financindo Berjangka PR practitioners pay attention to the welfare of all employees by providing allowances, clarity of career paths in the company, and rewards to foster employee enthusiasm so that the employee's image can present a good image to the community because of welfare. employees are fulfilled. For external strategies, PR practitioners at PT Rifan Financindo Berjangka emphasize public service by introducing the company's profile to the public, so that the public can judge for themselves without being influenced by the bad news circulating created by the company's competitors.

The next stage is the stage of taking action and communicating. At this stage, there are three steps that need to be taken. The first step is to carry out an action strategy, the action strategy carried out by PT Financindo Berjangka PR practitioners is to provide regular training for both internal and external companies, the training carried out starts from marketing training for employees and training to serve customers well in terms of fundamentals or *technical investment* as well as training on the benefits of investment for customers. The second strategy carried out was to go into the field by conducting surveys with the public to find out what things the company needed to develop and update. Third, the strategy used is to follow technology by providing education about the latest technology *face to face* and education for the marketing division to master knowledge about the company's products, so they can answer customer questions in the field.

The second step is to do a communication strategy. The communication strategy used is to provide training *communication skills* And *negotiation skills* for marketing division staff so they can master product *knowledge* and offer these products on the market. The communication process carried out by the company is during classes, meetings and seminars and can be via WhatsApp, telephone and email. The third step is planning the implementation of the program. At the PT Financindo Berjangka company, those responsible for implementing the program are practitioners of public *relations* and all company employees have their own share and authority to implement programs to maintain the company's image.

The final stage in the process of determining a public relations strategy is evaluating the program. At this stage, two steps need to be taken. The first step is an evaluation plan, PT Financindo Berjangka Public Relations measures program evaluation by calculating achievements per quarter. If there is an increase in the number of customers, the company concludes that the company's strategy has so far been working

well. Another benchmark for achievement is whether this achievement can improve the company's ability to facilitate community needs. If you are able to facilitate it, it means the company has a good image in society.

The second step taken was to provide feedback and adjust the program. PT Rifan Financindo Berjangka PR practitioners hold various meetings ranging from weekly, monthly, quarterly and annual meetings to discuss progress and evaluate the strategies that have been prepared, in order to detect deficiencies in these strategies and then discuss what strategies are appropriate for the future. After a meeting was held to evaluate the program, it was found that the strategy used was sufficient to build positive opinions in the community because PT Rifan Financindo Berjangka was very aggressive in educating and answering all questions and complaints from the community.

By communicating, a person's public *relations will be easy* to achieve and build a positive image of the organization or company to the public. Image is an impression that a person gets based on his knowledge and understanding of facts or reality. To find out a person's image of an object, you can know from their attitude towards that object.

According to Frank Jefkins in Soemirat and Elvinaro Ardianto, image is defined as an impression of a person or individual about something that arises as a result of their knowledge and experience (Cutlip: 2006, 365). Frank Jefkins defines corporate image as "*Corporate image is the sum of an organization based on knowledge and experience*". (Company image is an impression of an organization that is formed based on knowledge and experience). Based on this understanding, a good company image can be formed by providing good quality products (goods and services) to consumers in accordance with their field of business.

Three types of PT Financindo Berjangka company image based on Frank Jefkins in Soemirat and Elvinaro Ardianto include: *the mirror image* (image reflection), *the current image* (the image is still warm), and the multiple image (layered image). For *the mirror image* (reflective image), PR practitioners say that the image displayed is good enough in the eyes of the public. This can be seen from customer satisfaction and the achievements obtained by PT Rifan Financindo Berjangka itself. The visible image is that PT Rifan Financindo futures are a brokerage company that has the best service and is the number one brokerage company is the most active brokerage company in Indonesia because it has the largest number of transaction lots as stated by the government as stated on the KBI (Indonesian Futures Clearing) website.

For *the current image* (still warm image), PT Rifan Financindo Berjangka's PR practitioner stated that the still warm image of PT Rifan Financindo Berjangka is a good image based on customer experience. This can be seen from the testimonials of customers who like its service And *personal approach* carried out by the company's marketing division. For the last image, namely *the multiple image* (layered image), PT Rifan Financindo Berjangka has a varied

image because there are pros and cons in society. PT Rifan Financindo Berjangka PR practitioners said that this is a normal thing, the company does not confirm all opinions circulating in the community, but the pros and cons that exist are normal things in the world of the service industry.

A practitioner of *Public Relations* has a crucial role in a company, whether large or small, profit or non-profit, in maintaining the company's credibility with customers or consumers. Practitioner *Public Relations* Has an important task in building good relations with the public, with the hope of creating a positive image of the company. A practitioner *Public Relations* Brokerage companies that have high business risks, such as PT Rifan Financindo Berjangka, must have good knowledge and skills in determining strategies to maintain the company's image to overcome all problems such as the dissemination of bad information about the company due to the lack of information available to the public and market competition. tight.

Based on references from previous research listed in chapter 2 discussing public relations strategies in maintaining the company's image, it can be concluded that the strategies used by PT Rifan Financindo Berjangka Public Relations practitioners are appropriate and proven to be able to maintain the company's image and are able to attract and create good views from the public. towards the company. Strategy *Public Relations* PT Financindo Berjangka in maintaining the company's image is in accordance with previous theories which became a reference in conducting research.

V. CONCLUSION

Based on the results of analysis and discussion from management *public relations* PT. Rifan Financindo Berjangka in maintaining the company's image and reputation concluded that strategy overview management *public relations* in maintaining the company's image and reputation among others:

First *Publications* (publication), practitioner *Public relations* PT Financindo Berjangka carries out a publication strategy by introducing the company profile to society and do *personal approach* with willing to serve and assist customers 1x24 hours in managing or transacting company products and put full attention to yourself by paying attention *manner*, attitude, speech to stay awake when meeting with clients.

Second *Event* (event), the second strategy used to provide education to employees is education about the market *derivative*, education understanding UUD in derivative trading, education on how to handle customers well from a fundamental or fundamental perspective *technical investment*, education about company products and education about the benefits of investment for customers. The second strategy used is to provide the best service to customers and the public by always appearing excellent in serving customers and mediating when problems occur. The third strategy implemented is a program *charity* to carry out humanitarian activities for lower middle class communities.

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