



## BUILDING COMPANY IMAGE AND TRUST OF PROSPECTIVE HAJJ AND UMRAH PILGRIMS THROUGH PUBLIC RELATIONS STRATEGIES

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**Abstract:** Public relations strategy in an era of increasingly rapid business growth, especially in the field of Hajj and Umrah travel agencies, which creates new problems in the form of mushrooming fraud cases. These cases raise concerns for prospective pilgrims about choosing and trusting Hajj and Umrah travel agencies. In practice, PT Freshnel Kreasindo Perkasa Yogyakarta carries out strategies to continue to stand strong amidst business competition and the rise of fraud cases so that the company's image and consumer trust can continue to be built and maintained. This research aims to find out how public relations strategies are in building the company image and trust of prospective Hajj and Umrah pilgrims at PT Freshnel Kreasindo Perkasa Yogyakarta. The theory used in this research is the PENCILS strategy theory developed by Rosady Ruslan. The research method used is descriptive qualitative. The results of this research show that PT Freshnel Kreasindo Perkasa implements the PENCILS strategy in building the image and trust of prospective Hajj and Umrah pilgrims well, while the PENCILS strategy is in the form of publications, events, news, community involvement, information or image, lobbying and negotiating, and social responsibility

**Keywords:** *Strategy; Public relations; Image, Trust*

**Abstrak:** *S strategi public relations di era pertumbuhan bisnis yang semakin pesat, khususnya di bidang biro travel haji dan umrah, menimbulkan masalah baru berupa meningkatnya kasus penipuan. Kasus-kasus tersebut menciptakan kekhawatiran di kalangan calon jemaah terkait pemilihan dan kepercayaan terhadap biro travel haji dan umrah. Dalam prakteknya, PT Freshnel Kreasindo Perkasa Yogyakarta telah mengimplementasikan strategi agar dapat terus bertahan di tengah persaingan bisnis yang sengit dan maraknya kasus penipuan. Upaya tersebut bertujuan untuk membangun dan menjaga citra perusahaan serta kepercayaan konsumen. Penelitian ini dilakukan untuk mengetahui bagaimana strategi public relations digunakan oleh PT Freshnel Kreasindo Perkasa Yogyakarta dalam membangun citra perusahaan dan kepercayaan calon jemaah haji dan umrah. Teori yang menjadi dasar penelitian ini adalah teori strategi PENCILS yang dikembangkan oleh Rosady Ruslan. Metode penelitian yang digunakan adalah kualitatif deskriptif. Hasil penelitian menunjukkan bahwa PT Freshnel Kreasindo Perkasa menerapkan strategi PENCILS dengan baik dalam membangun citra dan kepercayaan calon jemaah haji dan umrah. Strategi PENCILS yang diterapkan meliputi publications (publikasi), events (kegiatan), news (berita), community*

*involvement (keterlibatan dalam masyarakat), inform or image (informasi atau gambaran), lobbying and negotiating (pengarahan dan negosiasi), serta social responsibility (tanggung jawab sosial).*

**Kata Kunci:** Strategi; Public relations; Citra, Kepercayaan

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## Introduction

Public relations strategy is a tactic used to implement corporate programs that are developed through analysis and research, aiming to provide benefits to the company. According to Rosady Ruslan, public relations strategy is considered the best alternative that can be chosen and pursued to achieve public relations goals within the concept of public relations planning. Public relations strategy is crucial as it serves not only as a roadmap indicating direction but also functions as operational tactics. This serves as a stronghold for the company in various less favorable conditions, enabling it to persist with the right approach in creating the image and trust of consumers. Therefore, strategy plays a highly significant role for a company.

Public relations stands as one of the key pillars in the industrial sector to compete in the era of globalization, particularly in efforts to construct a positive company image, allowing the formation of public trust. The establishment of public trust is inseparable from the role of a public relations practitioner who designs strategies to shape the company's image through promotion, highlighting the excellence of the company's products or services, and packaging them effectively and correctly to create a positive impression on the public.

PT Freshnel Kreasindo Perkasa is a company that focuses on travel services, particularly in organizing Hajj and Umrah journeys as well as worldwide tours with an educational approach. The company emphasizes high dedication and strong credibility, evident through the implementation of four corporate cultures. These cultures encompass the dissemination of values of goodness and truth, trust, professionalism, and customer satisfaction orientation. Achievements carved by PT Freshnel Kreasindo Perkasa, including the attainment of an (A) grade in the Service Quality Classification by the National Accreditation Committee on May 4, 2021, serve as concrete evidence of the company's commitment to providing high-quality services and prioritizing customer satisfaction.<sup>1</sup>

The surge in fraud cases is triggered by certain organizers of Hajj and Umrah travel who offer various packages at lower prices to attract the attention of prospective pilgrims.<sup>2</sup> This phenomenon has led to some prospective pilgrims being deceived by individuals involved in organizing Hajj and Umrah, ranging from poor service quality to failures in the

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<sup>1</sup> Observasi Website PT Freshnel Kreasindo Perkasa, <https://freshnel.com/>, diakses 14 Desember 2022.

<sup>2</sup> Tim Litbang MPI, MNC Portal, "5 Kasus Penipuan Jemaah Umrah Paling Fenomenal, Kerugian Capai Triliunan", <https://nasional.okezone.com/read/2021/10/18/337/2487785/5-kasus-penipuan-jamaah-umrah-paling-fenomenal-kerugian-capai-triliunan>, diakses 14 Desember 2022.

departure for Hajj and Umrah. These incidents result in the loss of trust and damage the reputation of the related companies.

Based on the outlined problem context, the research problem in this study is how Public Relations strategies are used to build the company's image and trust among prospective Hajj and Umrah pilgrims at PT Freshnel Kreasindo Perkasa Yogyakarta. The research objectives align with this problem statement, aiming to explore and understand the Public Relations strategies applied to shape the company's image and build trust among prospective Hajj and Umrah pilgrims at PT Freshnel Kreasindo Perkasa Yogyakarta.

Several previous studies focusing on the theme of public relations in corporate image building have been conducted, but there are differences in terms of subjects, research periods, and locations. Some referenced studies in the preparation of this academic work include "Public Relations Management in Improving Community Participation in Education at RA Ar Raihan Bantul Yogyakarta." Using a qualitative descriptive research method, it concluded that the implementation process of public relations management increased the number of students, created a harmonious relationship with the internal community, and enhanced trust and external public participation.<sup>3</sup> Compared to those studies, the researcher focuses on public relations strategies.

"Public Relations Management in Building the Image and Trust of Prospective Pilgrims at ESQ Tour Travel South Jakarta." This research employs a qualitative method with a descriptive analysis approach. The study elucidates that the management strategy carried out by public relations, involving formulation, implementation, and evaluation of strategies, significantly influences the construction of the image and trust among prospective pilgrims of ESQ Tour Travel. The difference in this research lies in the theoretical approach, where the researcher utilizes the theory by Fred R. David, which involves the strategic management process through strategy formulation, implementation, and evaluation.

"Public Relations Strategy in Restoring Company Image" in 2022. The research method employed in this study is qualitative descriptive, and the findings elucidate that utilizing the Public Relations strategy with the RACE Model by Marston through four phases: research, action planning, communication, and evaluation. The results of this study indicate that the PR strategy implemented with Marston's RACE model is supportive, but it has not fully restored the company's image. Therefore, an integrated communication strategy by the Public Relations officer of PT AK is deemed necessary.<sup>4</sup> The difference in the research lies in the approach to the strategy used. In that study, the RACE model strategy was employed, while the researcher utilized the *PENCILS* model strategy.

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<sup>3</sup> Khaerani Saputri Imran, *Manajemen Public Relations Dalam Meningkatkan Partisipasi Masyarakat Terhadap Pendidikan di RA Ar Raihan Bantul Yogyakarta*, Tesis, (Yogyakarta: Fakultas Ilmu Tarbiyah dan Keguruan, UIN Sunan Kalijaga), 2018.

<sup>4</sup> Tri Nurul Filayly dan Poppy Ruliana *Strategi Public Relations dalam Memulihkan Citra Perusahaan*, Jurnal Pengabdian kepada Masyarakat, Vol 3(1), 2022.

## Strategy Public Relations

### Definition Of Public Relations Strategy

According to the *Kamus Besar Bahasa Indonesia* (Indonesian Dictionary), a strategy is a well-thought-out plan regarding activities to achieve specific objectives. Therefore, in the effort to achieve the vision and mission of a company or institution, a planned strategy is required. Strategy can also be interpreted as the ability to make decisions or options when creating goods or services, especially when the process is focused on achieving the company's goals.<sup>5</sup>

Public relations is the art and combination of various disciplines such as management, communication, psychology, social sciences, and marketing, with the aim of shaping an image or reputation so that a company, institution, concept, idea, as well as the name and products offered, can be liked and trusted by the public. In Griswold's 1948 book, later cited in the book "Corporate Public Relations," there are approximately two thousand definitions or explanations of public relations.<sup>6</sup>

According to the Director of Public Relations in the Housing Division in New York, he stated, "Public relations is the ongoing process by which management aims to win the goodwill and understanding of its clients, employees, and the general public, both internally through self-analysis and correction and externally through all means of expression." This means that Public Relations is a continuous management process aimed at gaining the attention and understanding of clients, employees, and the general public, achieved through internal self-analysis and correction, as well as external means of expression. According to the Vice Chairperson of the American National Red Cross, he explained, "Public relations is a type of Public relations is the art of improving public perception, which increases public confidence in any person or institution." This implies that Public Relations is a form of art that can enhance public perception and boost public confidence in any individual or institution.

### The Functions And Roles Of Public Relations

There are detailed descriptions of the roles and functions of public relations in Rosady Ruslan's book, which include the following:<sup>7</sup>

1. Communicator

This refers to the ability to communicate both directly and indirectly, through print and electronic media, oral communication (spokesperson), or other forms of direct communication. Additionally, public relations also serves as a mediator and persuasive tool.

2. Relationship

Public relations aims to establish positive mutually beneficial relationships between the represented institution and both internal and external publics. These efforts are

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<sup>5</sup> M. Taufiq Amir, *Manajemen Strategik*, (Jakarta: PT. Grafindo Persada, 2011), hlm. 253.

<sup>6</sup> Kustadi Suhadang, *Public Relations Perusahaan*, (Bandung: Nuansa, 2004), cet.1, hlm. 44-45.

<sup>7</sup> Rosady Ruslan, *Manajemen Public Relations dan Media Komunikasi*, (Jakarta: Raja Gafindo Persada, 2006), hlm. 26.

carried out through fostering relationships based on mutual respect, trust-building, cooperation, and tolerance between the two parties.

3. Back up management

Implementing management support or other activities such as promotion management, marketing, operations, and human resources to achieve common goals in the context of the organization's primary objectives.

4. Good image maker

Creating a positive image is the achievement, reputation, and primary goal in the practice of public relations to conduct public relations management. Building a positive image is a key role and function of public relations.

### **Public Relations Strategy**

Quoting Ruslan as referenced by Ardianto's book, based on Philip Kotler's ideas in the book Megamarketing, states that due to the evolution of the marketing system, which originally consisted of the marketing mix (product, price, promotions, and placement or the 4 Ps), it has expanded to 6 Ps by adding two new elements, "power" with the potential to drive (push strategy) and "public relations" with the potential to attract (pull strategy). Megamarketing was then developed by Thomas L. Harris in his book *Marketer's Guide to Public Relations*, which later gave rise to marketing public relations (MPR).<sup>8</sup>

The public relations mix was further developed in detail by Rosady Ruslan, where PR practitioners can utilize public relations tools by employing the concept of the public relations mix plan (PR MIX), more commonly known as the PENCILS strategy, as a guide for formulating public relations strategies.<sup>9</sup>

### **Images**

The concept of an image is abstract and cannot be measured mathematically, but it can be perceived through positive or negative evaluations, such as responses and feedback received, especially from the target audience and the general public. According to Kotler, a company's image encompasses a collection of beliefs, ideas, and perceptions that individuals hold about an organization. It reflects consumer responses to the overall offering of the company. By detailing this definition, it can be concluded that an image is a representation of individuals or groups that is reflected in the perceptions of other individuals or groups, whether in a positive or negative form..

### **Trust**

Mayer defines trust as an individual's readiness to follow the actions of another party based on the anticipation that the other party will engage in specific activities. Meanwhile, Lewicky and Wiethoff, as cited by Ismawati, explain that trust is an individual's belief and willingness to act based on the statements, actions, and decisions of others. From these explanations, it can be concluded that trust is the belief of individuals or groups in other individuals or groups, creating a sense of security in an activity or relationship.

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<sup>8</sup> Elvinaro Ardianto, *Public Relations Praktis*, (Bandung: Widya Padjadjaran, 2009), hlm. 71-73.

<sup>9</sup> *Ibid.*, hlm 71-73.

## Results And Discussion

A company, in conducting its business, needs to build a positive image and trust in the eyes of the public. However, in its implementation, the company requires a work program to achieve this, both in the short and long term. Therefore, to ensure that every work program created can be executed effectively, the company must have the right strategy in building the image and public trust in the company. In this regard, public relations is one of the appropriate alternatives for the company to use in achieving these goals.<sup>10</sup>

Image and trust are two words that have different meanings but are interconnected. For public relations, both are goals and results that are sought in its practice. Therefore, public relations strategies are crucial in achieving these objectives and are essential factors in the sustainability of the company.

PT Freshnel Kreasindo Perkasa is a company that has been involved in the business of organizing Hajj and Umrah services for approximately 8 years, committed to providing the best services to achieve the company's goals. During this period, PT Freshnel Kreasindo Perkasa has also engaged in public relations practices with the aim of continuously building and maintaining the positive image of the company and the trust of its pilgrims. PT Freshnel Kreasindo Perkasa uses events as one very effective strategy in influencing public opinion. This is proven by the positive response from the PT Freshnel congregation Kreasindo Perkasa, especially for events or superior programs Umrah school and Hajj school. However, in the operational implementation of a Companies will definitely have problems. Likewise with PT Freshnel Kreasindo Perkasa which carries out its operations still has obstacles, such limited human resources. Therefore, the public relations of PT Freshnel Kreasindo Perkasa needs to develop strategies to consistently build the company's image and the trust of prospective pilgrims.

Based on the presentations of these sources<sup>11</sup>, there are various types of events organized and carried out by PT Freshnel Kreasindo Perkasa of certain types. Meanwhile, if the events are divided according to the type of time, they include the following:

a. Calendar events are events or activities that are routinely carried out every week or month throughout the year. The calendar events at PT Freshnel Kreasindo Perkasa include Umrah and Hajj schools, alumni gatherings and others.

b. Special events are events or activities carried out outside routine activities that are special at certain moments. There are special events at PT Freshnel Kreasindo Perkasa such as launching a branch office in Kebumen, launching a mini branch, launching the Hajj syiar while you are young in Surabaya, and others.

c. Moment events are more special events or activities that are usually momentary in nature. Usually these events are very special moments for PROs (public relations officers)

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<sup>10</sup> Rosady Ruslan, *Kiat dan Strategi Kampanye Public Relations*, (Jakarta: Raja Grafindo Persada, 2005), hlm. 6.

<sup>11</sup> Wawancara dengan Rudi Siswanto, *News & Brand Staff* PT Freshnel Kreasindo Perkasa, 1 Februari 2023.

because they have the opportunity to create publicity about the company and its products. There are moment events at PT Freshnel Kreasindo Perkasa such as the Rihaal Education Festival or usually called REF.

The main purpose of holding events is for business, but PT Freshnel Kreasindo Perkasa also uses them to build brand awareness in the community through these various events. This brand awareness can influence the public so that it can shape the company's image which can then create public trust.

According to Rosady Ruslan in Ardianto's book, public relations practitioners can utilize public relations tools by referring to the concept of the public relations mix plan (PR MIX) as a guide to design public relations strategies. If the components of the public relations mix are detailed, then the PENCILS strategy at PT Freshnel Kreasindo Perkasa can be explained as follows:<sup>12</sup>

### **Publications**

Publications are a crucial component in disseminating all activities or events within a company that are worth knowing by the public. Therefore, the results of such publications have a broader positive impact on the audience. To support publication activities, PT Freshnel Kreasindo Perkasa employs the latest forms and media for more effective and efficient communication. This was conveyed by Mr. Ahmad Mahbub Junaidi, the sales & marketing staff, regarding publications at PT Freshnel Kreasindo Perkasa.

Based on the interviewee's description, PT Freshnel Kreasindo Perkasa employs two key strategies in their publication activities: adaptive and creative publications. This aligns well with the researcher's observations. In adaptive publications, PT Freshnel Kreasindo Perkasa utilizes online media such as social media for publication activities. The commonly used social media platforms include Instagram, Facebook, and YouTube. Besides serving as a communication channel between the company and the public, PT Freshnel Kreasindo Perkasa also uses social media to publicize various promotional activities or other events that can positively impact the company's image. In creative publications, PT Freshnel Kreasindo Perkasa uploads various high-quality photos and videos, paying attention to engaging themes, captions, and hashtags. This ensures that everything can be easily understood and accepted by the public.

PT Freshnel Kreasindo Perkasa also utilizes other publication media to disseminate information to partners, channels, and mini branches. This was conveyed by Mr. Rudi Siswanto, the News & Brand section of PT Freshnel Kreasindo Perkasa.

Based on the informant's explanation, PT Freshnel Kreasindo Perkasa also utilizes WhatsApp as a direct message or instant message publication media. PT Freshnel Kreasindo Perkasa does this with the aim of being able to publish specific information to individuals or specific groups through brand publications or testimonials. The goal is to have a positive impact on the company's image and trust.

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<sup>12</sup> Elvinaro Ardianto, *Public Relations Praktis*, (Bandung: Widya Padjadjaran, 2009), hlm. 71-73.

## **Events**

Events provide a platform for companies to introduce awareness, enhance knowledge, provide pleasure, and evoke sympathy or empathy from the public regarding the products or services the company offers. This aims to generate positive responses and foster openness between both parties. Consequently, such activities can create a positive image in the public in line with its target audience.<sup>13</sup>

According to the informant, PT Freshnel Kreasindo Perkasa has various events that have been planned with specific types and objectives. The primary purpose of these events is for business, but PT Freshnel Kreasindo Perkasa also utilizes them to build brand awareness within the community through these various events. This brand awareness is intended to influence the public, thereby shaping the company's image and creating public trust.

## **News**

Creating news is one of the strategies that can be employed to boost trust among the audience, ultimately shaping the company's image. To achieve this goal, it is essential to provide news or information that is factual, useful, and interesting to the public. Therefore, a public relations professional needs to have the ability to create news, typically referring to the 5W+1H writing technique (*Who, What, When, Why, dan How*).

PT Freshnel Kreasindo Perkasa creates news by utilizing easily accessible media for the public, such as web pages that are accessible through the internet. Additionally, PT Freshnel Kreasindo Perkasa continues to use social media and WhatsApp for news publication. Based on the researcher's observation of the news on PT Freshnel Kreasindo Perkasa, it can be seen that the content or format of the news on the website contains factual, useful, and interesting information. The news writing technique also adheres to the 5W+1H writing technique (*Who, What, When, Why, dan How*).

It is unfortunate that in the era of advancements in forms and media of communication that we are experiencing today, there are still many news reports that can influence public opinion negatively. One example is the proliferation of fraud cases involving hajj and umrah travel agencies, which has become a frightening specter in society, especially for prospective pilgrims. The informant explains that through the news created by PT Freshnel Kreasindo Perkasa, to some extent, it provides a means to communicate ideas, thoughts, information, activities, or specific events that are then published to be known, understood, comprehended, and accepted by the public. Consequently, it can influence public opinion in shaping the image and trust in the company.

## **Community Involvement**

Engaging in social contact with the community is one of the systematic efforts by a company to demonstrate care and maintain good relations with a specific community or the general public. It is expected to garner support and protection from the surrounding community. Therefore, it can also offer collaborative efforts in promoting a favorable

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<sup>13</sup> Elvinaro Ardianto, *Public Relations Praktis*, (Bandung: Widya Padjadjaran, 2009), hlm. 103.



reputation. This approach is also implemented by PT Freshnel Kreasindo Perkasa, as evidenced by the mutual relationship between both parties. This can influence public opinion about the company, thus creating a positive image and gaining the trust of the local community.

As conveyed by Mr. Duhri Setyawan, there are various forms of participation as a form of social contact carried out by PT Freshnel Kreasindo Perkasa. This is not only done by PT Freshnel Kreasindo Perkasa itself in establishing social contact with specific communities. However, umrah alumni are also involved in participating. It is not uncommon for PT Freshnel Kreasindo Perkasa to collaborate with the government as one way to get closer to specific communities or societies.

The public relations strategy implemented by PT Freshnel Kreasindo Perkasa has been executed successfully, fostering mutually beneficial relationships between the company and the community. Consequently, this has resulted in a positive image and trust from the community towards the company.

### **Inform or image**

Image is something that originates from the individual's belief values in the form of deep views and perceptions. Subsequently, these individual beliefs undergo a gathering process, either quickly or slowly, forming a broad and abstract public opinion in the form of judgments, responses, and impressions towards the company, its products, and services. PT Freshnel Kreasindo Perkasa's strategy in achieving an image focuses on optimizing product brand, personal brand, and corporate brand. Thus, it can provide what is needed and appealing to its consumers.

Based on the information provided by the informant, PT Freshnel Kreasindo Perkasa's efforts in optimizing the product brand involve adding value to each product. For instance, they name each package with various themes, such as "Umrah of Love," "Triumphant Umrah," "Umrah Reaching for the Stars," and so on. This unique approach allows PT Freshnel Kreasindo Perkasa to be easily recognized and remembered by consumers. In optimizing the Personal brand, PT Freshnel Kreasindo Perkasa provides facilities to its employees to enhance their abilities, skills, and expertise. This is achieved through certifications, training programs, and other initiatives, ensuring that each employee becomes proficient in their respective fields. In optimizing the corporate brand, PT Freshnel Kreasindo Perkasa focuses on a concept that is intrinsic to the company. In this regard, PT Freshnel Kreasindo Perkasa has created a tagline aimed at succinctly and clearly explaining its identity. The tagline used by PT Freshnel Kreasindo Perkasa is "Blessings Unlimited".

### **Lobbying And Negotiating**

Lobbying and negotiation are two interconnected activities. These activities are essential in various aspects of life, including business. Lobbying involves an initial communication and interaction approach to achieve mutually beneficial goals between the parties involved. On the other hand, negotiation is an effort to provide solutions through

discussions. In essence, in lobbying activities, each party will strive to obtain what is wanted and needed. Therefore, it can be understood that communication skills are crucial for both lobbying and negotiation activities to achieve win-win solutions.

In this situation, PT Freshnel Kreasindo Perkasa utilizes both direct and indirect communication and interaction approaches. For direct interaction, PT Freshnel Kreasindo Perkasa employs various events. Meanwhile, for indirect communication, PT Freshnel Kreasindo Perkasa utilizes social media, WhatsApp groups, and other platforms. As explained by Mr. Dhuhri Setyawan and Mrs. Rita Eko Yuniarti, PT Freshnel Kreasindo Perkasa has an excellent lobbying strategy. However, to achieve success in lobbying activities, it is crucial that the conveyed messages are clear, easy to understand, and well-received.

Based on the explanations from the speakers, PT Freshnel Kreasindo Perkasa has successfully implemented an approach through communication and interaction with pilgrims. This is evident from the positive responses received from prospective pilgrims towards the company. In this regard, PT Freshnel Kreasindo Perkasa also makes efforts to implement win-win solutions for pilgrims performing Hajj and Umrah. This ensures a mutually beneficial condition between the company and the pilgrims.

### **Social Responsibility**

In its practice, public relations doesn't solely prioritize benefits for the company, institution, or individuals it represents. Public relations also needs to consider social responsibility by contributing to the well-being of the community. This is a crucial factor to gain sympathy or empathy from the public. In this regard, PT Freshnel Kreasindo Perkasa has two strategies for fulfilling social responsibility, both morally and materially. The explanations are as follows.

#### a. Moral Social Responsibility

The action taken by PT Freshnel Kreasindo Perkasa involves making improvements in the community. After completing the Hajj and Umrah pilgrimage, the pilgrims continue to be guided, enabling them to spread truth and goodness to a broader audience.

#### b. Material Social Responsibility

PT Freshnel Kreasindo Perkasa implements a Corporate Social Responsibility (CSR) program. This program includes assistance to orphanages, Islamic boarding schools (pondok pesantren), sponsoring Umrah trips for teachers and Quran memorizers (tahfidz), and other initiatives. As outlined by the speakers, PT Freshnel Kreasindo Perkasa has excelled in fulfilling its social responsibilities. This approach is also considered a public relations strategy known as social marketing, aiming to evoke empathy and sympathy from the public.

### **Conclusion**

Based on the analysis and research data collected, PT Freshnel Kreasindo Perkasa has successfully implemented public relations strategies to effectively build the image and trust of prospective Hajj and Umrah pilgrims. The applied public relations strategy aligns with the PENCILS strategy theory developed by Rosady Ruslan, which encompasses Publications, Events, News, Community Involvement, Inform or Image, Lobbying and

Negotiating, and Social Responsibility. The most effective public relations strategy observed at PT Freshnel Kreasindo Perkasa is the event strategy. Based on observations and interviews with prospective Hajj and Umrah pilgrims, the event strategy proves to be the most successfully implemented public relations strategy by PT Freshnel Kreasindo Perkasa. This success is measurable through the most noticeable impact after the implementation of the strategy, which is the increased understanding and trust of the public in the company. Moreover, the positive effects of the event strategy are directly felt and discussed by prospective pilgrims with their families, relatives, friends, and neighbors. The success of the event strategy creates a positive impression that ultimately shapes a positive image for PT Freshnel Kreasindo Perkasa.

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