Abstract
Digital public relations are a new concept adopted in state corporate management. With form Customer Service Implementation Units (UP3), there is a numbers staff team that manages corporate media social accounts with different expertise backgrounds. Hence, it is important to establish engagement standards for digital public relations for improving high-quality service outreach to consumers. This study aimed to identify the digital public relations program of electricity state corporate with a case study on a branch unit in Banten. There were four informants selected through the purposive sampling method, and data were analyzed based on the following steps: data reduction, data display, and data verification. The results indicate the unit branch performs five (5) stages; problem analysis, plotting planning action, communication action, and evaluation. All stages are implemented in digital public relations for developing engagement strategies on dialog forums with a core focus on crisis mitigation and education campaign. Incorporating analysis tools such as SOAR or SWOT in digital public relations management evaluation programs could provide holistic improvement.

Keywords: Digital Public Relations, Social Media, Communication, Customers Service
**1. Introduction**

The advancement of technology leads to the digitalization society era impacting the development of public relations transformation in various forms (Susilo & Putra, 2019). The most popular platform is social media a web-based technology, with friendly access, and a free online app, which facilitates sharing their activities and moment with other people (Nasrullah, 2017). In line with it, the Association of Indonesian Internet Service Providers (APJII, 2020) reported approximately 196.7 million internet users in Indonesia spend 8 to 10 hours per day on media social platforms. These users’ number continuously increases estimated by 5 to 6% per year and influences public communication behaviour. However, the huge daily user on media social platforms is not reflected the users have the media literacy (Harahap, 2020). Therefore, normally corporate have public relations department dealing with—digital/social/mobile media management to deliver easy and accurate communication to internal or external stakeholders.

Center and Broom (2013), public relations is the management functions that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends. They also divided the role of public relations into: expert prescriber, communication facilitator, problem solving facilitator, and communication technician. Public relations is crucial as a source and channel of information for both internal and external stakeholders. Therefore, it plays an important role in any organization to bridge the communication with its public. Public relations also accommodate mutual understanding and trustworthiness between stakeholders. Lastly, these roles will eventually lead to the good organizational image and reputation.

A study by Prastya (2013) shows the role of public relations in PT. PLN (Persero) is more disseminating policies rather than—their managerial role. There are some factors influencing public relations managerial role, such as the recognition of organization on the public relations role, the number of personnel in public relations department, as well as the overlapped authority within the organization. Based on the previous study and initial observation, it is identified that the role of public relations in governmental institutions only focuses on the communication technician and communication facilitator roles. Therefore, exploration of the cases regarding the above matters has always been significant. Furthermore, with the development of digital technology, the study pertaining to public relations, especially focusing on digital public relations management is crucial.

As the only electrical provider institution in Indonesia, PT. PLN (Persero) must provide excellent service to its customers. It is in line with their transformation value entitled “Power Beyond Generations”, whereby one of the transformation pillars is customer focused. Therefore, study on public relations management is one of the evaluation methods to support the transformation pillars. Aside of evaluating public relations role, research focusing on their management process is also essential. This study is expected to contribute as the initial analysis for management evaluation, especially in digital public relations areas.

**2. Related Work**

There are several previous studies related to digital public relations with various topics. As the study conducted by Hasnawati and Salamah (2017), it evaluated the implementation of the public relations transformation performed by Public Relations and International Cooperation Bureau at Audit Board of the Republic of Indonesia (BPK RI). This research found that the audit institution faced ethical dilemmas and challenges through interactive features provided by the new media. In contrast to overcome the concern of BPK RI in any misinterpretation caused by the online inter-
- activity, BPK RI is advised to explain detailed information regarding the institution to the public. Through online platforms, the institution will be able to communicate effectively to maintain public awareness as well as manage the image and reputation of BPK RI.

Other than that, Permatasari, et al (2021) found that traditional and digital public relations work synergically and are still needed by organizations. Apart from having good communication, interpersonal, writing, analytical thinking, and soft skills, a public relations practitioner is expected to be familiar with the digital platform and have the ability to design digital content. This study could contribute to the individual’s implementation as public relations in an organization.

Meanwhile, Sutherland, et al (2020) based on the study conducted stated that customer service skills online are one of the developed areas of focus for public relations professionals. This specialization has been intensively discussed in industry circles and publications, however, not so much considered in academic research. Hence, the need for digital public relations expertise is important regardless of the institution, including the government.

Furthermore, digital public relations are a new concept used in corporate reputation management. The importance of disseminating digital information is felt by every company so that awareness arises to meet the information needs of the media. According to (Aprinta, 2014) digital PR has several strategies that can be used to create or shape the image of a company, including (1) online publications; (2) social media; (3) online community.

With the presence of social media, which is a web-based technology, it is easier to convey information without the need for face-to-face meetings. Van Dijk in (Nasrullah, 2017) defines social media as a media platform that focuses on the existence of users who facilitate them in their activities and collaboration. Therefore, social media can be seen as an online facilitator that—

strengthen the relationship between users as well as a social bond.

From the data presented by Association of Indonesian Internet Service Providers (APJII, 2022) for the period 2019 – the second quarter of 2020, internet users in Indonesia reached 196.7 million. This number increased by 23.5 million or 8.9% compared to 2018. Internet users experienced an increase during the Covid-19 pandemic as seen in the survey data of internet users in Indonesia conducted by the APJII institution. From these data, there is an increase in internet usage compared to the previous year. The Covid-19 pandemic encourages new habits that are usually carried out in person, now more often than not using virtual media.

In the midst of the Covid-19 pandemic, communication is an important step to convey the information that a person or society needs (Syaipudin, 2019). This makes the opportunity for a PR person to convey information more intensively on the internet, especially social media. Therefore, the advantages of PR over the use of the internet are (1) information quickly reaches the public, (2) the internet can function as an advertisement, media, marketing tool, and means of disseminating information, (3) anyone can access the internet and, (4) is not limited by space and time (Soemirat, 2015).

In the context of public relations, social media provides an additional channel for communicating with the target public. With its various characteristics, social media requires PR to adapt. According to Grunig as cited in Prastya (2013), the presence of social media makes communication two-way, undermines the message control paradigm, and creates a new form of monitoring and analyzing media.

One company that uses social media is PT PLN (Persero) Banten Distribution Main Unit. The management of social media at PT PLN (Persero) is regulated based on the Board of Directors Regulation (Perdir) No. 0008.P/DIR/2017 concerning Guidelines for the Implementation of Corporate Communications managed by the head office and—
the parent unit. The sub-sector responsible for managing social media in the parent unit is the Communications Sub-Sector.

However, at PT PLN (Persero) Banten Distribution Main Unit, social media management is not only carried out by the main office, the implementing unit under the main office also participates in managing social media. Social media management is carried out to facilitate communication with PLN UID Banten customers, totaling 3,450,295 customers (September 2020 data), and spread over 6 Customer Service Implementation Units (UP3).

PLN UID Banten is a relatively new unit, operating since January 2016 which was formed from a split between the Greater Jakarta Distribution Main Unit and the West Java Distribution Main Unit. As a unit of mixed fractions for the Jakarta and West Java regions, the characteristics of PLN UID Banten customers are also quite unique. PLN UID Banten has 2 different types of customer characteristics. In some areas, Tangerang has a type of customer who is more active on social media than customers in the South Banten area. Such as data from the PLN Cikokol Instagram account which has 141 contents with 190 comments compared to the South Banten PLN Instagram account which has 84 contents with 23 comments. This shows that the level of customer enthusiasm on social media is quite different.

Social media managed by PLN UID Banten based on PPKP Year 2017 Chapter V Article 22 states that the company's social media consists of the company's Facebook, Twitter, and YouTube which are managed by the head office and the parent unit. The social media that will be the focus of the researcher is Instagram. Instagram, is one of the social media that is often used in various circles today. According to digital transformation world data in 2020, Instagram ranks 5th as the social media platform with millions of users. Instagram is also one of the social media managed by the main office and 6 implementing units at PLN UID Banten. However, managing Instagram-social media is like a "double-edged sword" for companies or organizations. On the one hand, it makes it easier to communicate with the public, both internally and externally. On the other hand, improper management of Instagram social media can backfire for the company itself.

The wide openness of communication media through Instagram in each Implementing Unit consisting of 6 UP3 is believed to be a new problem for the company. The number of Instagram accounts in one Parent Unit makes it difficult for the Communications Sub-Sector to control social management in each Implementing Unit. Based on social media data from the Instagram Service Unit under PLN UID Banten, from 544 content and 787 comments, there were 80 comments on customer complaints that were not handled. Customer complaints through Instagram social media that are not handled properly can be a problem that has an impact on the company's image.

As stated by the Communications Sub Division Manager of PLN UID Banten, currently customers are starting to use Instagram social media as a means of submitting complaints rather than through the PLN Call Center. Complaints on Instagram social media are open and can be seen by everyone, both customers and stakeholders. The lack of understanding in the Implementing Unit to handle customer complaints through Instagram social media has led to a potential crisis for the company.

One of the customer complaints cases that were not handled through social media was a complaint on the Cikupa Customer Service Implementing Unit social media which was submitted by the social media account @sekarwidyaa on July 17, 2020. Sekar submitted his complaint via Instagram Story and tagged PLN stakeholders, one of whom was the Governor of Banten, Wahidin Halim. This complaint was then followed up by the Governor of Banten by reposting Sekar's on his social media. As a result, this complaint has received greater attention considering the Banten Governor's social—
media followers are quite large, reaching 132,000 followers.

Considering this, the handling of customer complaints through social media needs to be done by public relations to improve the quality of service to customers. Customers are one of the biggest stakeholders of PLN UID Banten where almost all people who use electricity are PLN customers. Tjiptono (2014) revealed that the quality of service itself is determined by the company's ability to meet customer needs and desires by customer expectations. In line with that, improving the quality of service through social media can certainly create a good image of the company in the eyes of customers and stakeholders and increase the credibility of social media as a means of corporate communication.

In addition, improving service quality through handling customer complaints on social media aims to support the vision of PLN UID Banten at point 3 (three), namely managing customer service to meet customer needs and satisfaction levels. This is of course also in line with the value of PLN's transformation entitled "Power Beyond Generations" which was launched on April 21, 2020. One of the pillars of PLN's transformation is Customer focused.

For this reason, a good public relations role is needed as a guide and control in managing social media to all Implementing Units at PT PLN (Persero) UID Banten to support the company's vision of improving the quality of service to customers.

3. Research Design

The management of the public relations program is an alternative step chosen to achieve the objectives within the framework of the public relations plan. To establish positive relationships with the internal and external public, various strategies can be drawn up in public relations activities such as informing, explaining, suggesting, persuading, inviting, and convincing. According to Cutlip as cited in Ruslan (2017), there are four main processes of public relations which become the process of plan-

- ning a public relations work program as a basis or reference for implementation, including the following:
  a) Defining the problem, this first step involves assessing and monitoring knowledge, opinions, attitudes, and behaviors related to organizational actions and policies. This step specifies "What is going on?".
  b) Planning and programming, the information collected in the first step is used to make decisions regarding the public, goals, actions, and strategies of communication, tactics, and program objectives. This second step in the public relations process replies, "We have studied this situation based on what, what should be changed, done, or said.
  c) Taking action and communication as the third step involves the implementation of the program of actions and communications that have been designed to achieve specific goals for each public to achieve the program objectives. The questions in this step are "Who will perform and tell you about this program, as well as when, where, and how.
  d) Evaluating the program as the final step in the process involves the readiness for the assessment, implementation, and outcomes of the program. Adjustments have been made since the program was implemented, based on evaluation feedback on how the program was successful or not. Programs can be resumed or terminated based on the question "How are we working on or how have we been working on."

Parasuraman & Berry as cited in Hardiasyah (2011) stated that service quality can be used to see the feelings of consumers towards the quality of service that has been provided, the five qualities of service are:
  a) Reliability: the ability to provide services reliably, accurately, and consistently. Reliability provides the right service for the first time.
b) Responsiveness: the ability to provide immediate and precise service to customers with clear information delivery.

c) Assurance: the knowledge and courtesy of employees as well as the ability to maintain trust.

d) Empathy: providing sincere and individual or personal attention given to customers by trying to understand consumers' wishes.

e) Tangibles: physical evidence of services, including physical facilities, tools, and equipment used to produce services.

4. Method

This study employed a postpositivist paradigm with a qualitative approach. Postpositivist argues that humans can't get the truth from reality if researchers distance themselves from reality or are not directly involved with reality. A case study method was applied which is a method that refers to a comprehensive description and explanation of various aspects of an individual, a group, an organization (community), a program, or a social situation. The case study was employed to examine as much data as possible about the subject under study (Mulyana, 2018).

Additionally, Merriam & Tisdell as cited in Hidayat (2019) defines a case study as an in-depth description and analysis of a bounded system, a system that cannot be—

This study conducted a field study from January to December 2021 simultaneously according to the needs of the data gathering process. There are several techniques used in this study, namely interview, observation, and literature studies. More detail in Table1.

In determining the validity of the data, an examination technique is needed. The implementation of the inspection technique is based on several certain criteria. In this study, the data validity technique used was triangulation. A triangulation technique was employed for the data gathered in this study, comparing or double-checking the degree of trustworthiness of information obtained from different sources. For example, comparing observations with interviews, comparing what was said publicly with what was said privately (Kriyantono, 2010). The study compares the results of interviews obtained from each source or research informants as a comparison to validity of the information obtained. Besides, the direct observation data could triangulate the interview data with the supplement of relevant literature to the discussion of this study.

As for the findings through interviews and literature studies, the researchers found that the management of the digital public relations program of PT PLN (Persero) Banten Distribution Parent Unit in improving the quality of customer service—

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<tr>
<th>Subject</th>
<th>Assignment</th>
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<tr>
<td>MYM</td>
<td>Communication Manager</td>
<td>The interview was conducted direct face-to-face 2 (two) times in the period January 2021 and March 2021</td>
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<tr>
<td>BL</td>
<td>The Communication Assistant Manager</td>
<td>The interview was conducted direct face-to-face in February 2021</td>
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<tr>
<td>RAF</td>
<td>The social media manager of the Customer Service Implementation Unit (UP3) Banten Utara</td>
<td>The interview was conducted via telephone in February 2021</td>
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<td>MPV</td>
<td>the customers of UP3 Banten Utara</td>
<td>The interview was conducted via telephone in March 2021</td>
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through the following stages:
[1] Define the problem (Define PR Problem);
[2] Planning and Program (Planning and Program);
[3] Action and communication (Action and Communication);

5. Results and Discussion

Cutlip and Center (2017) revealed that there are four stages of the public relations process which are strategic management of the public relations work program, namely: fact-finding, planning, communicating and evaluating. In line with that, the strategies carried out by PLN UID Banten actually have similarities but are still being implemented so that a thorough evaluation cannot be carried out. The following is the strategy for managing the Digital public relations media of PLN (Persero) Banten Distribution Main Unit in handling customer complaints.

Define the public relations problem

The define problem stage is the public relations stage to collect data on the company, which can define the current state of the digital public relations program management. In the stage of defining research, a public relations practitioner must process existing factual data, make comparisons, make judgments, and produce judgments, so that conclusions and accuracy can be obtained from the factual data that has been obtained. In collecting this data, a public relations must prioritize processing, research, classifying, and compiling data in such a way as to facilitate problem solving later.

At this stage the public relations of PLN UID Banten collect data through a communication forum with key informants. This approach is done by selecting and discussing with leaders who have a lot of understanding and experience. Forums are conducted in the form of open discussions where selected individuals are asked to talk about a problem or issue according to their own opinion. The informants here are unit—leaders and social media administrators, guided by the Communications Manager and the Senior Manager of PLN UID Banten. Furthermore, to strengthen the data, public relations at PLN UID Banten conducted an internal survey related to the management of social media at PLN UID Banten. The respondents in this survey were all employees of PLN UID Banten. From the communication forums and internal surveys that have been carried out, the following findings were obtained:

A. There are no standard rules in managing customer complaints through social media.

Currently the management of corporate communications at PT PLN (Persero) is regulated based on the Regulation of the Board of Directors (Perdir) No. 0008.P/DIR/2017 concerning Guidelines for the Implementation of Corporate Communications. However, at PT PLN (Persero) the Banten Main Distribution Unit, there is no derivative rule from the Perdir above that can be used as a standard for managing customer complaints through social media. This rule is important as a reference for social media admins in handling customer complaints so that a uniform management standard is formed in all PLN UID Banten units. In the absence of this rule, social media admins find it difficult to manage customer complaints because there are no clear references. This difficulty is also felt by the communication sub-sector as the supervisor of corporate communications because they cannot monitor the unit’s activities in managing social media.

B. Unhandled customer complaints

The openness of communication channels through Instagram social media which is managed by 6 (six) implementing units of PLN UID Banten is a new alternative for customers in submitting complaints. However, in its implementation, PLN UID Banten has not been able to handle customer complaints through social media properly.
From the findings, it is known that PLN UID Banten’s social media management in handling customer complaints has not been optimal. This is due to the absence of rules that can be used as guidelines for managing social media. Furthermore, the lack of understanding of social media admins in handling customer complaints could be seen in many complaints that have not yet been handled.

**Planning and Program**

At the planning stage and the public relations program prepare to foresee problems and make solutions plan to overcome these problems (Ruslan, 2017). In this planning, several related parties are involved, so that in deciding what steps must be taken, they can be held accountable together.

Furthermore, strategic planning in public relations involves making decisions about program goals and objectives, identifying key publics, determining policies or rules to guide strategy selection, and determining strategy. (Ruslan, Effective Public Relations, 2017)

In line with that, several problem points described previously became the basis for consideration for PLN UID Banten in forming policies and programs for managing customer complaints through social media. At this stage an improvement strategy is formulated which is embodied in the General Manager of PLN UID Banten Circular NUMBER: 0001.E/GM/2021 regarding the Management of social media of PT PLN (Persero) UID Banten. This circular is a derivative of the Board of Directors Regulation NUMBER: 0008.P/DIR/2017 concerning Guidelines for the Implementation of Corporate Communications.

The target of this program is the optimization of social media as an alternative media for handling customer complaints. The main target of PLN UID Banten is social media managers/admins and of course indirectly having an impact on customer satisfaction. The planning that is—prepared aims to support the mission of PLN UID Banten in point 3 (three), namely Managing customer service to meet customer needs and satisfaction levels. In this Circular, 4 (four) ethical points are compiled that must be guided by all Instagram social media managers of the PLN UID Banten unit in handling customer complaints, including:

1) In the circular, it is explained that social media admins must respond to customer complaints through social media, both comments and direct messages, no later than 120 minutes or 2 hours from the time the complaint is submitted. The time limit for handling this complaint is adjusted to the TMP (Service Quality Level) applicable at PLN. This response time is important as a guide for social media admins to provide a response that does not exceed the specified time so that customers do not wait too long to get a response to their complaint.

2) In handling complaints, social media admins are not always able to provide the answers that customers want. Customer complaints can be divided into 2 categories, namely technical and strategic complaints. For strategic complaints, customers can answer them directly, but for technical complaints, coordination with related fields is needed in the follow-up to handling complaints. Such as complaints of disturbances that require repairs by PLN officers. For this reason, in this Circular Letter, the coordination flow along with the PIC who is responsible for resolving technical complaints is drawn up. So that in its implementation, complaints can be targeted and handled properly.

3) Provide answers to customer complaints in accordance with the answer format provided. The answer format here includes greetings, introductions, and apologies followed by answers to complaints submitted. In addition, it is necessary to ask questions such as customer data to make it easier to follow up on the problems complained of.—
The data here can include the customer’s name, Address, Customer ID, and Telephone Number.

4) The social media admin in each unit consists of several people who can take turns on duty. For this reason, in order to make it easier to monitor the implementation of the program that has been prepared, each social media admin needs to include the initials that have been agreed upon by the social media manager and management. So that the management of social media is also monitored by the communication sub-sector at the main office, the unit needs to report social media admin updates along with their initials every 6 months.

In planning this program, a timeline for the implementation is drawn up which includes the preparation of a circular letter, evaluation of the contents of the legal department and the signing by the General Manager of PLN UID Banten on January 25, 2021. This circular letter is implemented 6 months in advance, starting from the date of issue until June 26, 2021. For further comprehensive evaluation. In December 2021, awards will be given to each unit that has implemented the program well.

**Action and Communication**

The action and communication stage is the stage after carrying out the planning stage. After determining what strategy will be carried out, a PR will apply the plan so that the desired goals can be achieved. The actions taken are in accordance with the data and facts obtained previously so that the strategies implemented can be effective in overcoming the problem.

Programs that have been made at the planning stage have begun to be implemented according to the timeline that has been prepared. At this stage, the communication sub-field is tasked with explaining messages and information to the target audience so that implementation can run well. Effective communication must be designed to suit the situation, time, place—and audience. This means choosing the correct technique and medium. (Ruslan, Effective Public Relations, 2017)

In line with that, public relations at PLN UID Banten framed messages and socialization in accordance with the concepts of the seven most important factors “the seven communications (7C’s)” namely credibility, context, content, clarity, continuity, and consistency, channel, the capability of the audience (Cutlip, 2016). In the process of socialization, the communication sub-field is supported by management as an opinion leader so that the information can be well received by the target audience. Management here includes Senior Managers, Unit Leaders/Unit Managers and KSA Managers in the unit.

The media used in the socialization is a zoom meeting by considering the health protocol that was in effect at the time of implementation, it is not possible to hold a meeting in person. Furthermore, public relations at PLN UID Banten were assisted by unit leaders and KSA managers to provide regular assistance to manage communications in their respective units.

In accordance with the timeline that has been prepared previously, the implementation time will be carried out for 6 (six) months with the North Banten UP3 pilot project. Pilot project refers to the implementation of pilot project activities designed as a test or trial in order to demonstrate the effectiveness of a program implementation, determine the impact of program implementation and its economics (BPPT, 2013).

UP3 Banten Utara is one of the customer service units at PLN UID Banten. UP3 Banten Utara is located in Serang City, Banten and oversees 4 (Four) Customer Service Units and 1 (One) Priority Customer Service Unit. In its implementation, UP3 Banten Utara prepares supporting instruments in accordance with 4 (four) ethical points for handling customer complaints including:

1) Make a Memorandum of Service for the appointment of the unit’s social media manager and shift handling of customer-
complaints.
2) Reporting on the progress of social media management for 1 (one) week through the media zoom meeting.
3) Create standard answers to customer complaints.
4) Management monitors social media management on a regular basis.

In the implementation of the customer complaint management program through social media, there are several difficulties that become a separate obstacle for social media managers. Barriers to program implementation can come from internal or external to the company. The company's internal role here is the manager of the social media unit, while those who are external to the company include customers, followers of the company's social media and stakeholders. Some of the problems that can occur are as follows:

A. The admin is not responsive
Social media admins who are less responsive to customer complaints can also be a problem in handling complaints through social media. Some of the factors that can cause the admin to be less responsive in answering customer complaints, one of which is because the admin does not understand the guidelines for managing customer complaints in accordance with the General Manager Circular which states that the TMP for responding to complaints is a maximum of 120 minutes.

B. The admin response does not match the standard answer
In the General Manager's Circular regarding the management of customer complaints through social media point VI number 3 (three) regarding ethics in the management of customer complaints, it is stated that the admin answers customer complaints by complying with the answer format provided. However, admin answers that are not in accordance with the provisions can be a problem in program implementation. The provisions here include the answer-format, such as greetings, introductions, apologies, followed by answers to complaints submitted. In addition, the admin needs to ask questions such as customer data to make it easier to follow up on the problems complained of. Data may include: Customer name, Address, Customer ID and Telephone Number.

C. Customers are not satisfied with the answers given
In implementing the program, it is not uncommon for customers to be dissatisfied with the answers given by the admin. This customer dissatisfaction can be caused by several factors as follows:
- The customer does not want to accept the answer given;
- Customers bomb comments on the unit's social media accounts and local influencers;
- The characteristics of different customers are different;
- Customers make complaints, not through direct messages.

Evaluating the Program
The program evaluation stage is the last stage to ensure that the application of the program is running according to its objectives. With evaluation, it can be seen how effective the program has been. If there are some shortcomings, they will be seen and improvements will be made so that the process can run according to its purpose.

After implementing the customer complaint handling program through social media for 1 month, from January 25 to February 25, 2021, an evaluation can be carried out. This evaluation was carried out on North Banten UP3 as a pilot project to assess the results of the implementation in accordance with the circular letter of the General Manager of PLN UID Banten regarding the management of customer complaints through social media. In this first stage, PLN UID Banten measures the level of understanding of the target audience on the programs that have been implemented and the indirect impact on customer satisfaction.
The evaluation was carried out by identifying the implementation of the complaint handling process through UP3 North Banten social media which included timeliness, appropriateness of answers, suitability of initial formats, and customer satisfaction with the answers given.

From this evaluation, it was found that the customer's response to the handling of their complaints through social media was quite good, this could be seen from the positive responses given by customers who expressed satisfaction with PLN’s services. By looking at the results of the implementation of this program, further socialization will be carried out and implemented in all units at PLN UID Banten.

Yet social media is a media alternative for handling customer complaints, PLN itself has a formal customer complaint media sure PLN 123 consisting of a Call Center, Social Media PLN 123, or the website officially PLN www.pln.co.id. PLN 123 is a centralized customer complaint system so customer complaints through this media are automatically recorded by the PLN central system. For this reason, in handling customer complaints through social media, the PLN UID Banten admin needs to remind customers to make customer complaints first to get a complaint number so that the handling can be processed.

6. Conclusion

The purpose of this study was to determine the management of the digital public relations program of PT PLN (Persero) Banten Distribution Parent Unit in improving the quality of customer service. Based on research that has been done by researchers with the title "Management of Digital Public Relations Program PT PLN (Persero) Banten Distribution Parent Unit in Improving Customer Service Quality", the researcher concludes that:

1) In managing the Digital public relations program in dealing with customer complaints, PT PLN (Persero) Banten Distribution Main Unit has implemented a Public relations strategy according to—Cutlip and Center (2017) which includes Defining the Problem (Define PR Problem), Planning and Program (Planning and Program), Action and communication—(Action—and—Communication)—and—Program Evaluation (Evaluating the program).

- Defining the Problem (Define PR Problem)
  Defining the problem is an activity of investigating and monitoring the knowledge, opinions, attitudes and behavior of the relevant parties affected by the actions and policies of the organization. At this stage, it is known that there are several factors that become problems in handling customer complaints through social media, including the absence of rules that become standard in managing customer complaints through social media. The next problem is that there are findings of customer complaints that are not handled.

- Planning and Program (Planning and Program)
  At the planning stage, strategies are developed to solve the problems that occur. In this case, PT PLN (Persero) Banten Distribution Main Unit compiled a program that was run through social media, namely Instagram by paying attention to the existing rules. Each guide in handling customer complaints refers to the Regulation of the Board of Directors (Perdir) No. 0008.P/DIR/2017 concerning Guidelines for Corporate Communication. This program was then ratified in General Manager Circular No. 0001.E/GM/2021 regarding PT PLN (Persero) Social Media Management.

- Action and communication (Action and Communication)
  In the action and communication stage, PLN UID Banten carries out the implementation of the previously prepared plan. This implementation is carried out in accordance with the Circular that has been prepared previously. In this stage, PLN UID Banten conducted socialization to 6 Customer Service Implementation Units (UP3) at PLN UID—
- in the early stages of implementation, North Banten UP3 was appointed as the pilot project of this program.

• Evaluating the program

The evaluation was carried out at UP3 North Banten after implementing it on January 25 to February 25, 2021. From the evaluation, it was found that this program could run well by looking at the level of understanding of the target public and the responses given by customers through UP3 North Banten social media. Furthermore, this program will be implemented further in each unit at PLN UID Banten.

2) Activities Digital public relations conducted by PT PLN (Persero) Banten UID is currently trying to meet expectations build engagement and dialogue space, mitigation and control of the crisis as well as campaigns and education.

3) Through the customer complaint handling program on social media, PLN targets five dimensions of service quality including Tangible (physical evidence); Reliability (reliability); Responsiveness (responsiveness); Assurance (guarantee); Empathy (Empathy).

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Conflict of interest

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Reference


