

THE IMPLEMENTATION OF PUBLIC RELATIONS STRATEGIES AT THE WONOSARIYOGYA POST OFFICE 55800

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ABSTRACT

The present study aims to examine the strategic formulation, tactical selection and implementation, as well as the evaluation processes undertaken by the Wonosari Yogya Post Office 55800. Employing a descriptive qualitative approach, this research draws upon the conceptual framework proposed by Ronald D. Smith in Strategic Planning for Public Relations. Data were systematically collected through in-depth interviews, direct observation, and documentation review. The findings indicate that the Public Relations (PR) planning strategy implemented by the organization has been relatively effective in enhancing corporate image. During the formative research phase, particularly in the situational analysis, the Wonosariyogya Post Office initiated a comprehensive digital transformation across its service lines while simultaneously aligning its operations with evolving customer needs. In the strategic phase, the organization emphasized customer-oriented service delivery, striving to meet service expectations, enhance service quality, and foster collaborative relationships with both governmental institutions and private sector entities. Subsequently, at the tactical stage, the organization adopted a multifaceted communication strategy, incorporating face-to-face interactions alongside the utilization of various media channels and advertising efforts to promote its service programs and product offerings. From the perspective of image-building indicators, the process involved multiple dimensions, including perception and cognition. Nevertheless, several constraints were identified, notably the absence of a dedicated Public Relations division and limited operational flexibility due to the lack of a specific budget allocation to support the effective execution of PR programs.

Keywords: Corporate Image, Public Relations, Strategy

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis strategi, pemilihan serta implementasi taktik, dan evaluasi yang telah dilakukan oleh Kantor Pos Wonosariyogya 55800. Penelitian ini menerapkan metode deskriptif dengan jenis data kualitatif. Landasan konseptualnya bersumber dari buku karya Ronald D. Smith yang berjudul "*Strategy Planning for Public Relations*". Data dikumpulkan melalui berbagai metode seperti wawancara, observasi, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa strategi perencanaan *Public Relations* yang diterapkan terbukti cukup efektif dalam meningkatkan citra perusahaan. Pada fase pertama riset formatif analisis situasi Kantor Pos Wonosariyogya melakukan transformasi digital di segala lini layanannya dan menyesuaikan kebutuhan pelanggan. Dalam fase strategi, fokus untuk memenuhi keinginan layanan pelanggan, berupaya memberikan pelayanan

terbaik, dan membangun hubungan kerjasama dengan instansi pemerintah dan perusahaan swasta. Fase taktik Kantor Pos Wonosariyogya 55800 memilih strategi komunikasi yang meliputi tatap muka, dan pemanfaatan berbagai media serta iklan untuk mempromosikan program layanan produk dan jasanya. Ditinjau melalui indikator pembentukan citra melibatkan berbagai elemen, yaitu persepsi, kognisi, Akan tetapi, masih ditemukan beberapa hambatan yaitu, belum adanya divisi khusus Public Relations (PR) dan terbatasnya ruang gerak karena tidak adanya anggaran khusus untuk menjalankan programnya secara efektif.

Kata kunci: Citra Perusahaan, Hubungan Masyarakat, Strategi

1. Introduction

The rapid and pervasive advancement of information and communication technology has generated a wide range of transformative effects across various domains. Progress in science and technology has reshaped societal behavior by facilitating easier access to information, which has increasingly become a fundamental necessity in everyday life. Consequently, the demand for timely and reliable information continues to intensify. In parallel, these technological developments have significantly expanded business opportunities across multiple sectors, including companies operating within the postal and giro services industry. At present, the postal and giro sector has experienced substantial growth, largely driven by relatively low capital requirements, which in turn reduce barriers to entry and encourage the proliferation of new market participants.

Moreover, the enactment of Law No. 38 of 2009 concerning the liberalization of postal services effectively eliminated the monopoly previously held by PT Pos Indonesia (Persero) [1]. This deregulation has facilitated a more competitive market environment by enabling direct interaction between market demand and service provision. As a result, private enterprises have gained the opportunity to establish partnerships with distributors and producers who engage directly with customers of PT Pos Indonesia. The emergence of private firms offering comparable, and often more preferred, postal and logistics services has intensified competition. To date, more than 700 private companies have entered the postal and giro industry [2].

The rapid expansion of firms within this sector has inevitably heightened competitive pressures, particularly in logistics and remittance services. Such an environment compels organizations to continuously innovate and adapt their service offerings to align with evolving customer expectations. As one of the key players, PT Pos Indonesia is required to compete with several dominant firms. As a state-owned enterprise (SOE), PT Pos Indonesia operates in the provision of mail, financial, and logistics services, supported by the most extensive service network across Indonesia. Historically, the company has maintained a prominent position in the public domain and is widely recognized as the oldest provider of postal services, encompassing written and recorded communication, logistics, and financial transactions.

According to official data from PT Pos Indonesia [3], the company currently operates approximately 24,000 service points, covering 100 percent of cities and regencies, nearly all sub-districts, 42 percent of villages, and 940 remote transmigration areas. In response to the digital era, the organization has established more than 4,800 post offices and introduced electronic mobile postal services in several major cities. These service points are interconnected through an integrated system, further supported by the postal code infrastructure, which enhances delivery efficiency and enables precise geographical identification. Given the extensive reach of its network, this capability should serve as a strategic advantage in strengthening customer loyalty and sustaining long-term organizational performance.

Nevertheless, the presence of increasingly competitive private firms has gradually eroded the market dominance of PT Pos Indonesia. The logistics and courier market is currently dominated by

a limited number of major players, including J&T, JNE, Pos Indonesia, TIKI, SiCepat, AnterAja, and Wahana [4], several of which have surpassed traditional incumbents in market leadership. The following section presents data illustrating the competitive landscape within the courier service industry.

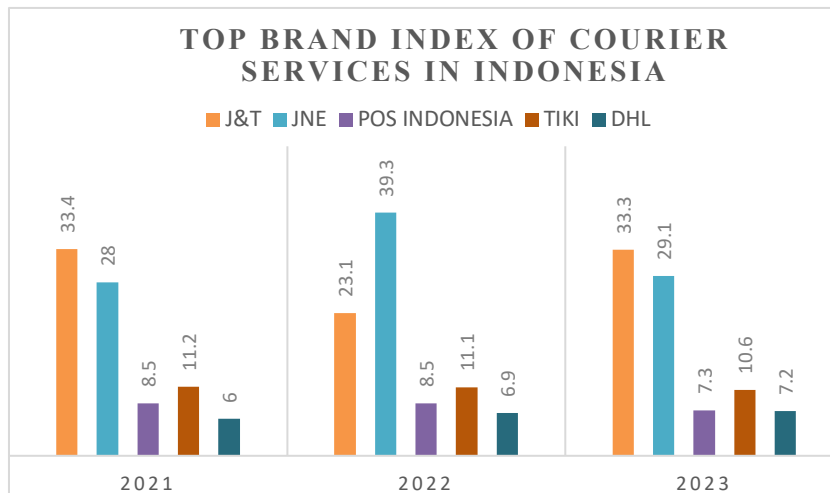


Figure 1. Ranking Data of Courier Service Providers in Indonesia
Source: Top Brand Index

Based on the data presented in the figure above, the ranking of courier service providers in Indonesia from 2021 to 2023 indicates that PT Pos Indonesia consistently occupied the fourth position. This standing reflects a substantial gap compared to the top three competitors such as J&T, JNE, and TIKI which dominate the market with significantly higher percentage shares. Notably, in 2023, PT Pos Indonesia experienced a decline of approximately 1.2%, compared to its relatively stable performance in 2021 and 2022, where it maintained a constant share of 8.5%. These figures underscore a pronounced disparity in market performance, particularly as the leading competitors are privately owned enterprises, in contrast to PT Pos Indonesia, which operates as a state-owned enterprise (SOE).

Table 1. Transaction Revenue Performance of Post Offices in the Central Java–Yogyakarta Regional Area

Years	Yogyakarta 55000 (trx)	Purworejo 54100 (trx)	Magelang 56100 (trx)	Bantul 55700 (trx)	Wates 55600 (trx)	Wonosariyogya 55800 (trx)
2020	1.300.317	964.195	618.686	666.890	762.645	201.556
2021	952.015	854.296	96.313	209.237	377.475	192.751
2022	510.195	750.199	158.642	166.227	158.642	147.245
2023	343.293	299.846	44.854	28.831	26.575	98.288
2024	1.507.600	315.651	276.759	170.513	147.160	81.458

Source: Processed Primary Data

The data presented above illustrate the volume of transactions (trx) recorded across several post offices within the Central Java–Yogyakarta regional cluster over the 2020–2024 period. Overall, transaction volumes exhibited notable fluctuations across offices during the five-year timeframe. While certain branches demonstrated signs of recovery in 2024, others experienced substantial declines, most prominently the Wonosariyogya Post Office. This branch recorded a marked and continuous decrease in transaction volume over the observed period.

In 2020, transaction volume at the Wonosariyogya Post Office stood at 201,556 transactions, reflecting a relatively competitive position compared to other branches. However, a consistent downward trend followed, with transactions dropping to 98,288 in 2023 representing a decline of more than 50% from the 2020 level. This deterioration intensified in 2024, with transactions falling further to 81,458, positioning the branch as the lowest-performing office within the regional cluster. Such a decline may signal significant challenges in sustaining customer retention, organizational competitiveness, and overall service performance.

According to Gatzert and Schmit [5], deteriorating organizational performance can adversely affect corporate image, customer trust, and revenue potential. Without timely and strategic interventions aimed at service enhancement and reputation management, the Wonosariyogya Post Office 55800 risks further erosion of its market position and an increase in customer attrition.

In response to intensifying competition, PT Pos Indonesia has undertaken various service innovations to improve service delivery. These initiatives include the introduction of integrated multi-service offerings designed to address diverse customer needs, such as international shipping, philately services, the System Online Payment Point (SOPP), hybrid mail, retail business units (Kiospos), and logistics services encompassing warehousing, inventory management, and transportation. Furthermore, since July 2022, the organization has accelerated its digital transformation by transitioning from conventional service models to digital-based service platforms.

Despite these advancements, public awareness regarding these service improvements remains limited. This gap represents a critical challenge, particularly as private-sector competitors exhibit stronger promotional capabilities, resulting in higher brand familiarity among consumers. Consequently, organizations must adopt strategic marketing approaches that emphasize both brand image and corporate image to strengthen market positioning. In this context, well-designed communication strategies and targeted tactical initiatives are essential to ensure that PT Pos Indonesia remains a preferred logistics provider. A strong corporate image plays a pivotal role in fostering customer trust and loyalty, thereby mitigating turnover intention among customers and reducing the likelihood of switching to competitors. Accordingly, the establishment of a dedicated communication function becomes imperative.

Public Relations (PR) serves as a strategic mechanism in this regard. As a structured communication system, PR aims to cultivate goodwill, enhance public trust, foster mutual understanding, and build a positive organizational image [6]. Through effective PR practices, organizations can strengthen stakeholder engagement, manage public perceptions, and increase awareness of their service offerings.

Recognizing the strategic importance of PR, the Wonosariyogya Post Office 55800, as a branch of PT Pos Indonesia, has implemented PR strategies to enhance its corporate image. However, field observations conducted on October 18, 2024, indicate that the execution of these strategies remains suboptimal. This limitation can be attributed to several factors. First, the absence of a dedicated PR unit has resulted in PR responsibilities being assigned to the sales division, thereby reducing the effectiveness and focus of communication efforts. Second, the organizational structure does not formally incorporate a PR function, limiting its strategic positioning and operational authority. The formal integration of PR into the organizational structure would likely enhance the effectiveness, professionalism, and precision of PR strategy implementation.

Additionally, the dissemination of information regarding new products and services has not been effectively communicated to the public. The distribution of corporate information including advertising, promotional activities, and public communication requires greater strategic attention to maintain corporate credibility and sustain long-term stakeholder relationships. Therefore, the

Wonosariyogya Post Office 55800 requires a more structured and effective PR strategy to strengthen its corporate image.

Based on the foregoing discussion, this study is motivated by the critical role of Public Relations in enhancing corporate image. In light of the challenges faced by the Wonosariyogya Post Office, this research seeks to examine how PR strategies are implemented to improve corporate image within the organization. Furthermore, the study identifies key issues, including the declining competitive position of the Wonosariyogya Post Office 55800, limited publication and promotional activities, and the absence of a dedicated PR unit, resulting in PR functions being concurrently managed by the sales division. Accordingly, this research focuses specifically on the limited implementation of publication and promotional activities within the organization.

2. Method

This study employed a descriptive qualitative research design to obtain an in-depth understanding of Public Relations (PR) strategy implementation at the Wonosariyogya Post Office 55800. A qualitative approach was considered appropriate as it enables a comprehensive exploration of social phenomena, including perceptions, motivations, and behaviors, within their natural context. The research was conducted at PT Pos Indonesia, Wonosariyogya Branch Office 55800, located in Gunung Kidul, Yogyakarta, during the period of August to October 2024.

Research informants were selected using purposive sampling, ensuring that participants possessed relevant knowledge and authority regarding PR practices within the organization. The informants included organizational supervisors from various functional areas and customers, providing a balanced perspective from both internal and external stakeholders. In this study, PR strategy was treated as the primary variable, operationalized based on Ronald D. Smith's "Nine Steps of Strategic Public Relations," which encompasses four key phases: formative research, strategy formulation, tactical implementation, and evaluative research [7]. Additionally, corporate image was conceptualized through dimensions such as perception, cognition, motivation, and attitude.

Data were collected through direct observation, structured interviews, and documentation analysis. Observations were conducted in a participatory manner to capture real-time PR activities and organizational dynamics. Structured interviews were guided by predetermined questions to ensure consistency and depth, particularly in exploring PR strategies and their implementation. Supporting documents, including organizational profiles, reports, and communication materials, were also analyzed to enrich the data[8].

The data analysis process followed an interactive model, involving data reduction, data display, and conclusion drawing. This iterative approach allowed for continuous refinement and interpretation of findings. To ensure data validity, triangulation techniques were applied by cross-verifying information across multiple sources and methods. This approach enhanced the credibility and reliability of the research findings.

3. Results and Discussion

3.1. Description of the Research Setting

PT Pos Indonesia is a state-owned enterprise (SOE) operating in logistics and public service delivery, with a historical legacy dating back to the establishment of the first post office in Batavia in 1746. Over time, the institution underwent several structural transformations, including its integration with telegraph services and its post-independence nationalization, eventually evolving into a modern corporate entity. Organizational restructuring has further strengthened its operational capacity, supported by an extensive and integrated nationwide network,

complemented by a postal code system that enhances distribution accuracy. Moreover, its service expansion has extended beyond domestic boundaries through international collaborations, reflecting its strategic orientation toward global logistics integration.

The company's vision is to become the most competitive provider of postal, courier, logistics, and financial services, supported by a mission emphasizing operational effectiveness and optimal performance. In line with this, PT Pos Indonesia aims to contribute to national competitiveness and socioeconomic development.

The Wonosariyogya Post Office 55800 operates as a Main Branch Office (KCU), supervising multiple sub-branches within its jurisdiction under the coordination of Regional Office IV Semarang. Its organizational structure comprises key managerial and supervisory roles, including executive management, financial and asset oversight, operational services, corporate and retail business development, and logistics control. These functions collectively support service delivery, revenue generation, and customer satisfaction.

In response to technological advancements and Industry 5.0 dynamics, PT Pos Indonesia has diversified its service portfolio. The Wonosariyogya branch offers integrated services encompassing mail and parcel delivery, logistics solutions, financial services, and digital payment systems such as Pospay. Additionally, the organization provides domestic and international shipping options, warehousing, inventory management, and remittance services. This service diversification reflects the company's adaptive strategy to enhance customer value, strengthen market competitiveness, and sustain organizational performance in an increasingly dynamic logistics industry.

3.2 Results

3.2.1 Strategi Public Relations

The formative research phase represents the initial stage in developing a Public Relations (PR) strategy, focusing on gathering information and analyzing both internal and external conditions of the organization. At this stage, PT Pos Indonesia, particularly the Wonosari Post Office (55800), examines the evolving business environment, including the increasing demand for logistics and financial services alongside intense industry competition.

In the situation analysis, several issues were identified that influence the company's public image. These include public perceptions that postal services are slow and outdated, as well as misleading rumors regarding the company's condition. A key challenge lies in maintaining and rebuilding public trust. As stated by one informant, "For the issue, we focus more on maintaining and building trust with customers and the public." This highlights that trust is a critical component in the company's communication strategy.

At the same time, the organization has undertaken digital transformation efforts as a response to technological advancements, including the shift from offline to online services. However, a major obstacle remains in the area of communication and marketing, which are not yet fully optimized. As a result, many members of the public are still unaware of the company's service innovations.

In the organizational analysis, it was found that the Wonosari Post Office does not have a dedicated PR division. Instead, PR functions are integrated across departments, particularly within the Sales Division, including the Retail and Partnership Sales Supervisor and the Corporate Business Sales Supervisor. This indicates that PR is treated as a collective and operational responsibility rather than a standalone function.

Based on a SWOT analysis, the organization's strengths include its extensive nationwide network, diverse service offerings, and strong trust from government institutions. Meanwhile, its weaknesses involve limited human resources, suboptimal dissemination of information, and occasional technical issues in service delivery. From an external perspective, opportunities arise

from the rapid growth of SMEs and online businesses, while threats include aggressive competitors and the rise of digital financial services that reduce reliance on traditional postal services.

In the public analysis stage, the Wonosari Post Office identifies five main stakeholder groups: government institutions, private companies, SMEs/online sellers, customers, and the general public. Although no specific segmentation is formally established, the organization adopts a needs-based approach, tailoring its services to different audiences. The primary target remains the entire community of Gunungkidul Regency.

Overall, the formative research phase reveals that the main challenge lies in ineffective communication, despite the organization's strong infrastructure and service capabilities. Therefore, a more strategic and targeted PR approach is necessary to enhance public awareness and strengthen the company's image in a highly competitive industry.

3.2.2 Corporate Image

Building a positive corporate image is essential for maintaining strong relationships with the public and ensuring long-term sustainability. As one of the most valuable intangible assets, corporate image must be strategically developed to create positive value. According to Soemirat & Ardianto [9], image formation consists of four components: perception, cognition, motivation, and attitude. These components are shaped through stimuli (programs and services) and experiences (information received), which ultimately lead to public responses. In this context, the role of Public Relations (PR) at PT Pos Indonesia, particularly the Wonosari Post Office, can be analyzed through these four components.

3.2.2.1 Perception

Perception refers to how individuals interpret stimuli based on their observations. A positive perception is formed when the information delivered aligns with public expectations. The Wonosari Post Office strives to build a positive image by ensuring reliable service delivery. For instance, meeting promised delivery times (e.g., express services arriving within one day) strengthens customer trust and encourages positive word-of-mouth. Customer testimonies indicate that service quality is perceived as satisfactory, with friendly and responsive staff contributing to a favorable impression. This suggests that the stimuli provided have effectively shaped positive perceptions among customers.

3.2.2.2 Cognition

Cognition relates to public knowledge and understanding of the company. The Wonosari Post Office has expanded its services beyond traditional mail delivery to include financial services, digital applications such as Pospay and PosAja, and various payment solutions. These innovations represent a competitive advantage. However, findings reveal that public awareness of these developments remains limited. Although information is disseminated through direct communication and social media (Instagram and WhatsApp), many people still perceive the post office as outdated. This indicates a gap between the company's actual capabilities and public knowledge, highlighting the need for stronger communication strategies.

3.2.2.3 Motivation

Motivation reflects the internal drive that encourages individuals to take action. PR activities at the Wonosari Post Office aim to stimulate public interest through promotions and marketing efforts. Social media promotions, particularly via WhatsApp status updates, have proven effective in generating customer engagement, as many customers respond directly to promotional content. Increased interest is also reflected in rising sales performance, indicating that promotional activities successfully influence customer motivation. However, engagement on platforms like Instagram remains relatively low, suggesting uneven effectiveness across communication channels.

3.2.2.3 Attitude

Attitude represents the tendency of individuals to respond positively or negatively toward an organization. Positive attitudes among customers are shaped by both experience and information. Customers report satisfaction with service quality, staff friendliness, and delivery reliability. Additionally, collaborative programs such as the “Si Bakul” initiative with local SMEs have further strengthened positive attitudes. This program, which offers shipping incentives, has significantly increased participation and contributed to higher revenue growth.

In conclusion, the Wonosari Post Office has successfully fostered positive attitudes among its customers through service quality and strategic partnerships. However, improvements in communication and information dissemination remain necessary to strengthen cognition and broaden positive perceptions among the wider public.

3.3. Discussion

The findings of this study are consistent with empirical evidence obtained through field research conducted at the Wonosari Post Office (55800), a branch of PT Pos Indonesia. Data were systematically collected through observation, in-depth interviews, and document analysis, with a specific focus on examining the implementation of Public Relations (PR) strategies aimed at enhancing corporate image.

Aligned with the predefined research objectives and problem formulation, the data collection process targeted key informants who hold direct responsibilities in PR-related functions and organizational communication activities. This purposive approach ensured that the insights gathered were both contextually relevant and strategically significant, particularly in understanding how PR initiatives contribute to strengthening organizational reputation, fostering stakeholder trust, and reinforcing perceived organizational support among external publics.

3.3.1 Implementation of Public Relations Strategy at Wonosariyogya Post Office 55800

This study was conducted to obtain a comprehensive understanding and formulate conclusions addressing the research problem, particularly concerning the Public Relations (PR) strategies implemented by the Wonosariyogya Post Office 55800 in enhancing its corporate image. The findings indicate that the organization adopts Ronald D. Smith’s Nine Steps of Strategic Public Relations as a guiding framework, enabling a structured approach to planning, executing, and evaluating communication strategies.

At the situation analysis stage, the organization identified intense competition within the logistics industry as a primary challenge. This competitive pressure has driven the post office to strengthen public trust and improve its service quality. At the same time, rapid technological advancement has been recognized as a key opportunity, encouraging digital transformation across its service lines [10]. However, a major obstacle persists in the form of limited public awareness regarding these innovations, as many still perceive the post office as outdated. To address this gap, the organization emphasizes direct communication to disseminate information more effectively and reshape public perception.

In the organizational analysis, the study highlights several strengths, including the institution’s long-standing reputation, extensive national network, and its status as a state-owned enterprise, which enhances credibility and perceived organizational support among stakeholders. Nevertheless, weaknesses remain evident, particularly in suboptimal promotional efforts and limited human resource capacity, which hinder effective communication and reduce market visibility. Opportunities arise from the growing digital economy and the expansion of e-commerce and SMEs, which increase demand for logistics and financial services. Conversely, threats stem from rapid digital disruption and the emergence of fintech competitors, intensifying market competition.

The public analysis reveals that the organization adopts a broad targeting strategy without strict segmentation, focusing on the general public, government institutions, corporations, and SMEs. This inclusive approach allows the organization to align its diverse service offerings ranging from logistics to financial transactions with varying customer needs. Such alignment is critical in fostering customer engagement and strengthening organizational commitment among its user base.

At the goal-setting stage, the primary objective is to maintain customer trust while enhancing corporate image and expanding market reach. Evidence from the findings suggests that these goals are gradually being achieved, as reflected in increased service utilization and improved performance rankings. This indicates a growing level of customer acceptance and positive behavioral intention toward the organization's services.

In terms of action and communication strategies, the organization prioritizes proactive engagement through service excellence and interpersonal communication. Frontline employees play a crucial role in shaping customer perceptions, as their interactions directly influence customer satisfaction and perceived service quality. Additionally, strategic partnerships with government and private institutions serve to reinforce credibility and strengthen relational networks.

Regarding communication tactics, both direct and indirect approaches are employed. Face-to-face communication, such as institutional visits and customer outreach, is considered the most effective in generating meaningful engagement and immediate feedback. Meanwhile, digital platforms like Instagram and WhatsApp are utilized to support promotional activities, although their impact remains relatively limited.

The implementation phase reveals certain constraints, particularly the absence of a dedicated budget for PR activities, which restricts large-scale campaign execution. Despite this limitation, the organization maximizes collaborative opportunities with partners to sustain its outreach efforts. Finally, evaluation is conducted regularly through internal performance reviews and weekly monitoring systems, ensuring continuous improvement. These evaluation practices contribute to enhancing employee performance, reducing potential service gaps, and ultimately supporting long-term organizational sustainability.

3.3.2 Efforts to Establish a Positive Corporate Image

3.3.2.1 Perception

The findings indicate that Wonosariyogya Post Office 55800 enhances its corporate image primarily by ensuring service reliability and consistency in customer interactions. Field observations revealed that frontline employees actively deliver high-quality service by prioritizing courteous behaviors such as greeting customers warmly and maintaining a friendly demeanor. In addition, counter staff systematically implement cross-selling and up-selling strategies as part of service delivery, which simultaneously function as promotional mechanisms for other available services. Interview data further confirm that maintaining public trust is achieved through a strong commitment to service excellence.

Delivering satisfactory service experiences contributes significantly to the formation of positive public perceptions, which in turn strengthens the organization's corporate image. This aligns with Pranabella and Puspasari [11], who argue that public perception of a company is largely shaped by the information individuals receive and how they cognitively process that information. Thus, the alignment between service expectations and actual performance, supported by effective information dissemination, plays a critical role in influencing individual cognition and reinforcing favorable perceptions.

3.3.2.2 Cognition

The study also demonstrates that the dissemination of information substantially affects public trust in the corporate image of Wonosariyogya Post Office. Through its Public Relations strategy, the organization has expanded its service offerings beyond traditional mail and parcel delivery into financial services, including bill payments, tax transactions, and other financial activities. Moreover, the introduction of digital platforms such as the Pospay and PosAja applications reflects the organization's responsiveness to technological advancements.

Despite these developments, field findings reveal a significant gap in public awareness. Many individuals still perceive the post office as an outdated institution limited to conventional mailing services. Although proactive marketing initiatives have been undertaken particularly through direct engagement by Retail Partnership and Corporate Sales Supervisors public understanding of these innovations remains limited. As highlighted by Wahid and Puspita [12], effective marketing should begin with understanding public needs through direct interaction and field-based engagement.

To address this gap, the organization continues to adapt to digital transformation and intensify promotional efforts aimed at encouraging trial and adoption of its services. When customers become aware of and experience these improved services, positive perceptions are likely to emerge, fostering customer loyalty and long-term commitment. Consequently, Wonosariyogya Post Office is currently prioritizing the development and promotion of its digital service ecosystem to enhance public awareness and engagement.

3.3.2.3 Motivation

Motivation, as a psychological driver, plays a crucial role in shaping customer behavior. The study found that promotional activities implemented as part of the Public Relations strategy have successfully generated positive responses from both customers and the broader community. Engagement levels, particularly on digital platforms such as Instagram and WhatsApp, increase significantly when promotional campaigns are introduced.

Interview findings suggest that promotional content especially via WhatsApp status updates elicits immediate customer responses and inquiries. Customers often follow up directly with service staff, indicating heightened interest and engagement. This observation is consistent [13], who assert that effective communication capable of educating and motivating audiences will ultimately generate positive attitudes, contributing to a stronger corporate image.

3.3.2.4 Attitude

Attitude represents a critical outcome in the process of corporate image formation. The marketing and promotional initiatives undertaken by Wonosariyogya Post Office have successfully influenced customer attitudes, encouraging them to utilize the organization's services. Furthermore, the establishment of strategic partnerships with various institutions has reinforced positive stakeholder perceptions. Interview data reveal that collaborative programs such as free shipping initiatives for micro, small, and medium enterprises (MSMEs) have led to increased revenue in the courier and logistics sector.

These outcomes indicate that positive attitudes are not only reflected in customer satisfaction but also in tangible organizational performance improvements. According to Haningtyas [14], attitudes ultimately serve as evaluative benchmarks through which organizations can assess public support or resistance toward their strategies.

3.3.3 Public Relations Strategy Activities at Wonosariyogya Post Office 55800

This study presents the findings on Public Relations (PR) strategies implemented by Wonosariyogya Post Office 55800 to enhance its corporate image. Based on in-depth interviews with key informants, the organization primarily relies on external PR activities aimed at establishing and maintaining mutually beneficial relationships with external stakeholders. Such initiatives are strategically designed to strengthen corporate reputation and foster a favorable public image. The

core external PR activities include customer relations, government relations, social outreach, and digital media promotion.

3.3.3.1 Customer Relations

Maintaining strong and sustainable relationships with customers is a fundamental priority in meeting customer expectations and enhancing satisfaction. Customer relations activities also function as a mechanism for building trust while enabling PR practitioners to monitor shifts in customer attitudes and behavioral responses. At Wonosariyogya Post Office, customer engagement is predominantly conducted through direct, interpersonal communication led by Sales Supervisors, supported by counter staff and Branch Managers.

Empirical findings indicate that customer relations efforts include direct visits to micro, small, and medium enterprises (MSMEs), preceded by target analysis to assess potential value. Additionally, the organization conducts outreach programs in collaboration with the Department of Cooperatives, particularly promoting free shipping initiatives for MSMEs [15]. Other initiatives, such as the “GrebeK Pasar” program held weekly, aim to introduce postal services to local communities while encouraging merchants to join logistics service networks such as O-Ranger Toko and O-Ranger Mobile. Furthermore, early educational programs like “Postal Tourism” are designed to familiarize young students with postal services. At the operational level, counter staff implement cross-selling and up-selling techniques to increase customer awareness of additional services, while maintaining courteous and professional behavior to ensure a positive service experience.

3.3.3.2 Government Relations

Strategic collaboration with governmental and institutional stakeholders represents a critical PR approach to enhancing organizational credibility and corporate image. Wonosariyogya Post Office formalizes such partnerships through Memoranda of Understanding (MoUs), which not only support operational expansion but also reinforce stakeholder trust [16]. These collaborations involve various entities, including government agencies, state-owned enterprises, and private corporations.

Notable partnerships include cooperation with the Department of Cooperatives for MSME shipping programs, the local Tax Office for document delivery and tax payment services, as well as institutions such as PLN, PDAM, BPJS, and financial institutions for bill payment services [17]. Moreover, the organization collaborates with regional government bodies and institutions, including its role as a logistics distribution partner for the General Elections Commission (KPU) in the 2024 election. These partnerships have demonstrably contributed to increased revenue and operational performance, while simultaneously strengthening public trust and corporate legitimacy.

3.3.3.3 Social Outreach Activities

Social outreach initiatives serve as a strategic instrument for building emotional connections between the organization and the community. These activities function not only as communication channels but also as efforts to enhance corporate visibility and social responsibility [18]. Wonosariyogya Post Office implements programs such as “Pos BERSIH (Sharing and Caring),” which involve distributing basic necessities to local communities, particularly during Ramadan.

Such initiatives contribute to shaping public perception, as they reflect the organization’s commitment to social welfare. Consequently, these activities play a significant role in reinforcing a positive corporate image and strengthening reputational capital among the public.

3.3.3.4 Promotional Activities

Promotional efforts are integral to increasing public awareness and utilization of the organization’s services. Regardless of the quality or diversity of products offered, without effective

promotion, organizational growth remains limited. Therefore, Wonosariyogya Post Office actively conducts promotional campaigns to enhance product knowledge and market penetration.

These activities are carried out by Sales Supervisors and counter staff through both direct and digital channels. Direct promotion involves field visits to customers and institutions, as well as targeted campaigns such as introducing the Pospay application in schools. Indirect promotion is conducted through social media platforms, particularly Instagram and WhatsApp, where promotional content such as discounts during special occasions or recurring promotional dates is disseminated. Additionally, cross-selling and up-selling practices at service counters further reinforce communication efforts by directly influencing customer decision-making.

3.3.4 Constraints in Implementing Public Relations Strategies at Wonosariyogya Post Office 55800

Despite the structured efforts undertaken by Wonosariyogya Post Office 55800 to enhance its corporate image through Public Relations (PR) strategies, the findings indicate the presence of several organizational constraints that limit the effectiveness of implementation. Based on in-depth interviews with key informants, these challenges primarily stem from internal resource limitations and structural restrictions inherent to the organization's operational framework.

One of the most significant barriers is the limited availability of human resources. The absence of a dedicated PR division constrains the organization's ability to design, execute, and evaluate communication strategies in a systematic and professional manner [19]. Consequently, PR-related responsibilities are often distributed across multiple roles primarily handled by sales supervisors and operational staff resulting in suboptimal focus and reduced strategic coherence. This condition potentially affects employee engagement and diminishes the organization's capacity to deliver consistent and targeted communication to its stakeholders.

In addition, the lack of a specialized team responsible for managing digital communication channels particularly social media further exacerbates these limitations. In an era where digital presence plays a critical role in shaping corporate image and influencing public perception, the absence of structured social media management reduces the effectiveness of information dissemination and weakens audience reach [20]. This gap may also hinder the organization's ability to build perceived organizational support among its stakeholders, as consistent and engaging communication is essential in fostering trust and relational commitment.

Another critical constraint relates to the limited organizational autonomy of Wonosariyogya Post Office as a branch office. Its operational scope is largely determined by directives from the central office, restricting its flexibility in designing context-specific PR programs tailored to local needs. This centralized decision-making structure reduces responsiveness to local market dynamics and limits innovation in communication strategies.

Moreover, the absence of a dedicated budget allocation for PR activities presents a substantial challenge. Without sufficient financial support, the organization is constrained in executing large-scale campaigns, organizing events, or investing in strategic media initiatives. As a result, PR activities tend to rely on low-cost or collaborative approaches, which, while resourceful, may not fully optimize the organization's potential to strengthen its corporate image.

In summary, the effectiveness of PR strategy implementation at Wonosariyogya Post Office 55800 is hindered by limitations in human resources, the absence of specialized communication units, restricted organizational autonomy, and inadequate budget allocation. Addressing these constraints is essential to enhance strategic alignment, improve communication effectiveness, and ultimately strengthen the organization's corporate image in a competitive environment.

4. Conclusions

This study, entitled “The Implementation of Public Relations Strategy at Wonosariyogya Post Office 55800,” concludes that the organization has generally adopted a structured Public Relations (PR) strategy aligned with Ronald D. Smith’s theoretical framework, encompassing key stages such as situation analysis, strategic planning, communication execution, and evaluation; however, the effectiveness of its implementation remains constrained, particularly at the execution stage, due to limited organizational autonomy as a branch office, where budgeting and program scheduling are largely determined by central office directives, thereby restricting flexibility and responsiveness to local needs. Furthermore, the organization’s efforts to build a positive corporate image can be understood through four interrelated dimensions. In terms of perception, the post office enhances its image by consistently delivering reliable and high-quality services, which contribute to fostering favorable public impressions and strengthening trust.

From a cognitive perspective, the organization has demonstrated adaptability by expanding its service offerings through digital transformation, including the development of technology-based products that align with evolving customer expectations, although public awareness of these innovations remains uneven. In the motivational dimension, promotional activities particularly through direct engagement and digital platforms have proven effective in stimulating public interest and increasing customer engagement with the organization’s services. Finally, in terms of attitude, the cumulative impact of these strategic efforts has led to a more positive public response, reflected in the growing willingness of customers and communities to utilize postal services. Overall, while the PR strategies implemented by Wonosariyogya Post Office 55800 have contributed to improving its corporate image, further optimization in execution, resource allocation, and communication effectiveness is essential to ensure sustainable competitive advantage and stronger stakeholder relationships.

Conflict of interest

The authors declare that there is no conflict of interest regarding the publication of this study entitled “The Implementation of Public Relations Strategies at the Wonosariyogya Post Office 55800.” This research was conducted independently without any financial, commercial, or personal relationships that could be perceived as influencing the results or interpretation of the findings. The authors affirm that all data were collected and analyzed objectively, and the study was carried out solely for academic purposes. Furthermore, no external funding or sponsorship was received that could potentially create bias in the research process or outcomes.

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