

**BRANDING COMMUNICATION STRATEGY OF PT. PUPUK
SRIWIDJAJA PALEMBANG
(A CASE STUDY OF THE @PUSRIPALEMBANG INSTAGRAM
ACCOUNT)**



THESIS

**Submitted to fulfill the Requirements for obtaining a Bachelor's Degree in
Communication Studies at the Faculty of Social and Cultural Science
Universitas Islam Indonesia**

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**International Program of Communications
Faculty of Social and Cultural Science
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MOTTO

“So, I learned to depend on me i decided long ago
Never to walk in anyone's shadows if I fail, if I succeed
At least I'll live as I believe no matter what they take from me
They can't take away my dignity because the greatest
Love of all is happening to me”
(Greatest Love of All ~ Whitney Houston)

God certainly doesn't promise that your life will always be easy, but He has promised twice that:

يُسْرًا أَلْتَسِرَ مَعَ يُسْرًا ~ إِنَّ أَلْتَسِرَ مَعَ فَإِنَّ
(QS.Al-Insyirah 94:5-6)

وَالِى رَبِّكَ فَارْغَبْ

And you should place your hope in God alone.

(QS.Al-Insyirah 94:8)

DEDICATION

“I dedicate my final thesis entirely to myself, who has given it my absolute best, and also to my beloved parents, Bunda and Ayah, as proof to myself and to my beloved parents that I have completed what I started. “I have witnessed my parents’ sacrifices for my education, and I hope to repay their kindness through meaningful achievements, and today is the day”.

STATEMENT OF ACADEMIC ETHICS

I hereby declare that this thesis does not contain any work that has previously been submitted for the purpose of obtaining an academic degree at any institution of higher education, and to the best of my knowledge, it does not contain any work or opinions written or published by others, except those explicitly cited in this manuscript and listed in the bibliography.

Yogyakarta, May 22nd 2026



Malta Sania Zamil

LETTER OF AGREEMENT UNDERGRADUATE THESIS

**Branding Communication Strategy Of PT. Pupuk Sriwidjaja
Palembang**

(A Case Study Of The @pusripalembang Instagram Account)

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It has been approved by the thesis supervisor to be tested and defended
in front of the thesis committer

Date: May 21, 2026

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Thesis Supervisor



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الجامعة الإسلامية
الاستاذ الدكتور

**STATEMENT OF ETHICAL CLEARANCE UNDERGRADUATE
THESIS**

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Palembang**

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It has defended and has been validated by the Thesis Committee of Communication Science
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**Head of Communication Science Department in
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FOREWORD

Assalamualaikum Warahmatullahi Wabarakatuh

All praise and gratitude belong to Allah Subhanahu wa Ta'ala for His endless mercy, blessings, and guidance, which have made it possible for the writer to complete this thesis entitled “Branding Communication Strategy of PT. Pupuk Sriwidjaja Palembang (Case study of the @pusripalembang Instagram account).” May peace and blessings always be upon Prophet Muhammad Shallallahu 'Alaihi wa Sallam, along with his family, companions, and all those who faithfully follow his path until the end of time.

The author has devoted all her energy, sweat, and tears to writing this thesis, and despite facing various obstacles, this thesis has been completed as one of the requirements for obtaining a Bachelor's degree in Communication Science from the Islamic University of Indonesia. The author would like to express her sincere gratitude to all those who have provided support, assistance, and guidance throughout the process of completing this thesis. The author realizes that this achievement would not have been possible without the grace of Allah SWT and the encouragement and assistance from various parties. Therefore, the author would like to express her deepest gratitude to:

1. To my beloved parents, Taty Fauziah and Almuzamil. Thank you for all your sacrifices, love, and prayers for me, which have helped me reach this point. Thank you for every drop of sweat and hard work you've put in to provide for your child so that I could reach this stage. You are the motivation that keeps me moving forward. Thank you for the encouragement you've given me, which has become my strongest support in this harsh world. Thank you for never demanding anything in return and for always supporting every step I take to become an educated person. And also my brothers Yalta dan Faza.
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Yogyakarta, May 08 2026

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Malta Sania Zamil

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ABSTRACT

This study analyzes the branding communication strategy of PT. Pupuk Sriwidjaja Palembang (PT Pusri) on his Instagram account, @pusripalembang. PT Pusri utilizes Instagram as a strategic tool to enhance and expand its brand image in a high-tech and competitive market. The primary target audiences are Millennials and Gen Z, who are engaged on social media. The study examines how PT Pusri maintains audience interest through consistent visuals, diverse content, and the integration of educational, social, and entertainment elements. It also examines the challenges that arose, including insufficient staff, inability to adapt the content style, and difficulty reaching the primary client group, which is predominantly older farmers in rural areas. The study evaluates the effectiveness of PT Pusri's content using Instagram's integrated insights feature, examining the company's ability to adapt to digital communication trends and enhance brand perception. This qualitative case study examines the branding communication strategy of PT Pupuk Sriwidjaja Palembang through its Instagram account, @pusripalembang. Data were collected through semi-structured interviews with company representatives and followers, observation of Instagram content, and documentation analysis. Data were analyzed using qualitative thematic analysis. The findings suggest that PT Pusri's strategy generates audience engagement especially by incorporating humorous or emotional content. However, the strategy faces limitations due to insufficient interaction with older farmers and a formal tone that may not resonate with younger demographics. The study highlights the importance of corporate collaboration, particularly among the communication, marketing, and research departments, in developing compelling and persuasive messaging. The study provides recommendations for PT Pusri to enhance its digital communication strategy by addressing challenges and refining content to engage its target audience more effectively.

Keywords: *Instagram; Branding Communication; Corporate Communication; Social Media Strategy; Brand Management*

CHAPTER 1 INTRODUCTION

1.1 Background

In the digital communication era, organizations increasingly rely on social media platforms to construct and sustain brand identity, engage stakeholders, and shape public perception. Social media allows organizations to communicate with audiences directly, quickly, and efficiently compared to conventional communication tools (Kaplan & Haenlein, 2010). In addition, social media has become an important part of promotional communication because it enables companies to communicate with customers while also allowing audiences to interact, respond, and exchange opinions with one another (Mangold & Faulds, 2009). Therefore, social media is not only a channel for information distribution, but also a strategic space for building relationships and managing public perception.

Branding has a significant impact on organizational identity and image in an increasingly competitive environment. A brand is more than a logo or tagline; it represents the meanings, associations, and expectations attached to an organization in the minds of audiences. Kotler and Keller (2016) define a brand as a name, term, sign, symbol, design, or a combination of these elements that identifies and differentiates one product, service, or organization from others. Similarly, Keller (2013) explains that strong brands are built through brand awareness and brand image, which help audiences recognize, remember, and form associations with a brand. Therefore, effective branding differentiates organizations from competitors, strengthens public recognition, and helps build trust and loyalty. For this reason, branding strategy has become an important focus in contemporary marketing and communication studies.

In the context of state-owned enterprises, branding communication is not only used to promote products or services, but also to strengthen institutional reputation, public trust, and stakeholder engagement. State-owned enterprises in Indonesia are expected to communicate their corporate identity consistently because they carry both business and public-service responsibilities. The Ministry of State-Owned Enterprises has also emphasized AKHLAK as a shared value and organizational identity for Indonesian state-owned enterprises, showing that BUMN branding is closely related to corporate culture, professionalism, and public accountability (Ministry of State-Owned Enterprises, n.d.). Therefore, branding communication in BUMN cannot be separated from the effort to build a positive image, maintain public legitimacy, and demonstrate contribution to national development.

Several Indonesian state-owned enterprises have adopted different branding

strategies to strengthen their public image. For example, PT Semen Indonesia transformed its corporate brand into SIG as part of its shift from a cement producer to a broader building-material solution provider, indicating that corporate branding can be used to communicate business transformation and future-oriented positioning (PT Semen Indonesia, 2022). Meanwhile, PT Pupuk Indonesia positions itself as one of Asia's largest fertilizer producers and communicates its role in supporting agriculture through fertilizer and agrochemical products (PT Pupuk Indonesia, n.d.). These examples show that BUMN branding strategies are not limited to visual identity, but also include message consistency, institutional values, product relevance, and communication channels. In the digital era, social media becomes one of the strategic channels for BUMN to communicate these messages more directly and interactively with the public.

Based on this context, PT Pupuk Sriwidjaja Palembang becomes a relevant case to examine because the company operates in the fertilizer industry and uses Instagram as one of its digital communication channels to maintain public engagement and strengthen its corporate brand image. PT Pupuk Sriwidjaja Palembang (PT Pusri), a state-owned enterprise, presents a compelling case for examination. PT. Pusri strategically supports the nation's food security through its fertilizer production. To maintain a positive public reputation, the company must innovate within the current competitive digital landscape. PT. Pusri advertises its goods on social media platforms, especially Instagram. Pupuk Sriwidjadja (PT Pusri) is a fertilizer production company located in Palembang, South Sumatra, Indonesia (Pusri.co.id, 2024). This fertilizer factory was established in 1959 and has since expanded to become one of Indonesia's leading producers of fertilizers. PT Pusri is a subsidiary of Pupuk Indonesia Holding Company, which oversees several fertilizer production companies in Indonesia. The primary focus of PT Pusri is the production of various types of fertilizers, including phosphate, ammonium sulfate, and urea.

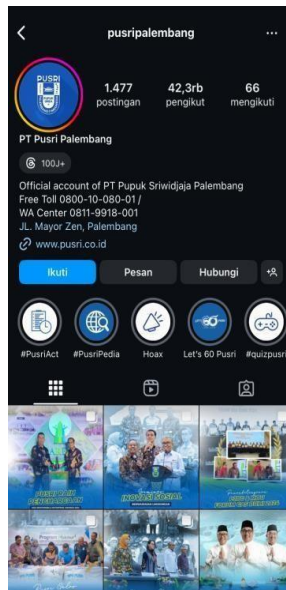


Image 1 Instagram Account @ptpusripalembang

PT Pusri's branding communication cannot be understood only through its institutional profile, but also through the way the company builds public engagement across online and offline communication channels. In the digital space, Pusri has shown an active effort to manage corporate reputation through social media and digital publications. This can be seen from Pusri's achievement in the Anugerah Humas Indonesia 2022, where the company received recognition as one of the popular institutions in digital media, while its President Director was also recognized as a popular leader on social media. The company stated that this achievement was supported by strategic communication management, fast and attractive information distribution, and positive exposure across several media channels, including Instagram, TikTok, YouTube, Facebook, Twitter, and mass media (PT Pusri Palembang, 2022a). This indicates that Pusri's digital communication is not merely used to publish company information, but also to maintain visibility, engagement, and public reputation in the digital environment.

Besides online communication, PT Pusri also maintains offline engagement with its stakeholders, especially farmers as one of its main audiences. For example, Pusri organized a plant visit involving farmers from Lampung, where participants received knowledge sharing about fertilizer production, agricultural technology, customer care services, and the use of Pusri's fertilizer products. This activity was designed not only to introduce the company's production process, but also to strengthen farmers' trust in Pusri's products and services (PT Pusri Palembang, 2022b). In another activity, Pusri also conducted Farm Field Day and agricultural training for farmer groups in Banyuasin through collaboration between CSR and Agrosolution departments. The activity provided practical education on corn cultivation, pest and disease control, and agricultural productivity improvement (PT Pusri

Palembang, 2022c). These offline activities show that Pusri's brand communication strategy is not limited to Instagram, but is also supported by direct interaction with communities.



Image 2 Highlight Story @ptpusripalembang

Therefore, PT Pusri becomes a relevant case for examining branding communication strategy because the company combines digital communication with direct stakeholder engagement. Instagram functions as one of the company's strategic channels to reach a broader and younger audience, while offline activities help maintain trust and closeness with farmers and community stakeholders. This combination is important because Pusri's audience is not homogeneous; some audiences are active in digital media, while others still rely on direct and face-to-face communication. Based on this context, this study focuses on how PT Pusri uses Instagram as part of its branding communication strategy and how the company faces challenges in communicating its brand to diverse audiences.

Content on activities carried out by PT Pusri, and #PusriPedia, which contains content shared by PT Pusri about knowledge, including the importance of exercise for health. There is also #quizpusri, which includes quizzes with prizes. PT Pusri actively provides engaging content to interact with customers.



Image 3 Instagram Content @ptpusripalembang

According to Datareportal.com (2024), Instagram is the second most popular social media platform in Indonesia, with 130 million active users. WhatsApp is the most popular, with 140 million users. This suggests that Instagram is a social networking platform with a substantial number of active users currently. Given Instagram's high penetration among Indonesian digital users, the platform offers strategic relevance for examining contemporary corporate brand communication. Consequently, this study selects PT Pusri's Instagram account as the primary object of investigation. The study aims to understand how PT Pusri utilizes Instagram to communicate with customers to strengthen its brand. PT Pusri adapts to the increasingly digital global landscape. The company innovates its communication strategies to stay relevant. For example, it employs social media creatively to spread company news. PT Pupuk Sriwidjaja Palembang's Public Relations Department utilizes Instagram, Facebook, Twitter, and YouTube as tools to disseminate company news (detik.com, 2024).

Digital branding strategy is an important approach for state-owned enterprises to increase visibility, strengthen public trust, and communicate corporate values in the digital era. In the fertilizer industry, this strategy can be seen from PT Petrokimia Gresik, which manages digital communication through official social media channels, including Instagram and YouTube. Petrokimia Gresik does not only use social media to inform company programs and activities, but also to interact with netizens through agricultural information, social campaigns, and environmental campaigns (PT Petrokimia Gresik, 2023). This shows

that social media has become a strategic channel for fertilizer companies to communicate not only products, but also education, institutional reputation, and stakeholder engagement.

A similar branding pattern can also be seen in other Indonesian state-owned enterprises. PT Semen Indonesia transformed its corporate identity into SIG as part of its shift from a cement producer into a broader building-material solution provider. This transformation was marked by a change in corporate brand and logo, indicating that branding is used to communicate business transformation and future-oriented corporate positioning (PT Semen Indonesia, 2022). Meanwhile, PT Pupuk Indonesia positions itself as one of the largest fertilizer producers in Asia and communicates its role in supporting agriculture through various fertilizer and petrochemical products (PT Pupuk Indonesia, n.d.). These examples indicate that branding strategy among state-owned enterprises is closely related to corporate positioning, public trust, product relevance, and consistent communication across digital platforms. Therefore, PT Pusri's use of Instagram becomes relevant to examine because it reflects how a fertilizer company under the state-owned enterprise ecosystem manages brand communication in the digital era.

PT Pusri's brand communication strategy on Instagram has not been thoroughly examined in the academic literature. A detailed examination of the company's approach to message creation, content selection, and public participation can yield important insights into how state-owned businesses can effectively use social media as a strategic communication tool. Consequently, there is an urgent need to investigate the extent to which PT Pusri's Instagram-based brand communication strategy influences public perception and corporate image.

Considering this urgency, this study is entitled "Brand Communication Strategy of PT. Pupuk Sriwidjaja Palembang (Case Study of the Instagram Account @Pusripalembang)." This study seeks to analyze PT. Pusri's branding communication strategy on Instagram in detail. This study will employ a qualitative methodological approach. This study focuses on examining the company's strategic approach, while also evaluating the effectiveness and challenges faced in the branding process within the digital realm.

1.2 Research Question

- A. What brand communication strategies are implemented by PT Pupuk Sriwidjaja Palembang through Instagram?
- B. What challenges are encountered in implementing these strategies?

1.3 Research Purpose

- A. To analyze the brand communication strategy that PT Pupuk Sriwidjaja Palembang

implements through Instagram.

- B. To examine the obstacles faced by PT Pusri in implementing its brand communication strategy on Instagram.

1.4 Research Benefits

A. Theoretical Benefits

The purpose of this study is to contribute to the body of knowledge in communication science, specifically regarding the use of social media accounts to enhance brand perception.

B. Practical Benefit

The findings serve as a valuable reference for stakeholders, offering insights into how social media can be leveraged to enhance organizational image and reputation.

1.5 Literature Review

1.5.1 Previous Research

1. WARDAH COSMETICS BRAND COMMUNICATION STRATEGY MARKETING HALAL COSMETIC PRODUCTS (Chika Cintia Ayu, 2017)

This study was submitted to the Faculty of Islamic Da'wah and Communication at Syarif Hidayatullah State Islamic University (UIN) Jakarta in partial fulfillment of the requirements for a master's degree. The study employed a descriptive qualitative research methodology. Data collection techniques included interviews, observation, and documentation. The results of this contribute to the academic literature for students of Islamic Communication and broader communication studies. This research focuses on Wardah Cosmetics' communication strategy in marketing halal cosmetic products, based on data obtained through direct interaction with the Wardah brand division.

The primary similarity between this previous study and the current research lies in the use of qualitative research methods. Despite the difference in research objects, Wardah Cosmetics versus PT Pusri, the contextual relevance remains significant. Consequently, this study is the most relevant case for the current research.

2. THE INFLUENCE OF BRAND COMMUNICATION AND BRAND IMAGE BRAND TRUST AND ITS IMPACT ON BRAND LOYALTY (Case study on Fintech Bareksa) (Nabilla Savhira, 2022)

This research was submitted to the Faculty of Economics and Business, Syarif Hidayatullah State Islamic University, Jakarta (UIN) as one of the requirements for completing a Master's Program.

The study utilized a quantitative approach, targeting a population of Bareksa users in Indonesia accessible via online channels. The sample was taken to represent the population. Primary data were collected through questionnaires distributed to respondents. The researcher also employed a Likert scale in data collection to measure respondents' perceptions of the variables under study.

The findings show that Bareksa has been successful in fostering user trust and loyalty as a mutual fund marketplace. Path analysis indicated that brand image positively impacts brand trust (14.89%) and brand loyalty (6.45%), while brand trust significantly influences brand loyalty (65%). The majority of respondents rated Bareksa highly in terms of reputation, reliability, consistency, and product quality.

The research objective and timeframe are the primary distinctions between this study and the current research. The current study focuses on PT Pusri. This study was completed in 2022 whereas the current research is conducted in 2024. Additionally, this study differs methodologically from the current research. While this study employed a quantitative approach, the current research utilizes a qualitative methodology.

3. INSTAGRAM BASED BRANDING STRATEGY AT UIN WALISONGO SEMARANG (Mayis Ni'mal Fatat, 2022)

This research was submitted to the Faculty of Islamic Education and Teaching, Walisongo State Islamic University, Semarang, as one of the requirements for completing a master's program.

The research method employed in this study is a descriptive qualitative approach, aiming to describe actual conditions and phenomena in the form of a research report. Data were collected through interviews to gain insights into social, cultural, and contextual trends. The research results were derived from the analysis of interview data, observations, and documentation regarding Instagram-based social media branding strategies at Walisongo State Islamic University.

A significant difference between this research and the current research include the timeframe and the research object. This research was conducted in 2021 to examine Instagram-based social media branding strategies at Walisongo State Islamic University. While both studies examine branding strategies, they differ in their institutional contexts.

4. KOMA KOMA DIGITAL BRANDING IN BUILDING BRAND AWARENESS THROUGH INSTAGRAM (Aldo Saputra, 2023)

This research was submitted to the Faculty of Da'wah and Communication, Sultan Syarif Kasim State Islamic University, Riau, as partial fulfillment of the requirements for a Bachelor's Degree (S1) in Communication Studies (S.I.Kom).

The research method employed is a descriptive qualitative approach. This research employs data analysis techniques based on the Miles and Huberman model, including data reduction, data presentation, and conclusion drawing. The study's results provide new insights derived from qualitative data analysis, offering detailed descriptions of the branding phenomena observed.

The primary distinction between this investigation and the current research lies in the location. Specifically, this study focused on Koma Koma Coffee, whereas the current research examines PT Pusri Palembang.

5. INSTAGRAM MARKETING – CASE SISUSTUSTALO KODINONNI (Linda Michelsson, 2020)

The thesis entitled “*Instagram Marketing – Case Sisustustalo Kodinonni*” was written by Linda Michelsson and submitted to Haaga-Helia University of Applied Sciences in the Business Administration (Marketing Communication) study program. This research aims to evaluate and develop brand marketing strategies through Instagram, with YouTube used as supporting data, for a small company named Sisustustalo Kodinonni. The main focus of the study is to understand how Instagram can be strategically utilized to enhance brand visibility and audience engagement within the context of digital marketing.

The study employs a qualitative research approach, using themed interviews and passive participant observation to collect data from internal company stakeholders and ongoing marketing interactions. The data were analyzed thematically to identify communication patterns and effective marketing practices on Instagram. The findings indicate that implementing a structured Instagram marketing strategy—such as creating relevant content, developing platform usage guidelines, and providing advertising recommendations—can increase brand awareness and attract new customers. In addition, the thesis produces practical recommendations in the form of an Instagram marketing guide that can serve as a reference for small businesses in optimizing brand communication strategies through social media.

Table 1 Comparison with Previous Research

Year	Title	Findings	Method	Similarities with this research	Differences with this research
2017	<i>Wardah Cosmetics</i>	The study explains that	Qualitative	This research is similar because	The previous research focused

	<i>Brand Communication Strategy in Marketing Halal Cosmetic Products</i>	Wardah used brand communication strategy to strengthen its positioning as a halal cosmetic brand. The communication strategy was built through message consistency, brand identity, and marketing activities that emphasized halal values as the main brand differentiation.		both studies examine brand communication strategy and use a qualitative approach with interviews, observation, and documentation as data collection techniques.	on Wardah Cosmetics as a private halal cosmetic brand, while this research focuses on PT Pupuk Sriwidjaja Palembang as a state-owned fertilizer company. The object, industry, and communication context are different.
2022	<i>The Influence of Brand Communication and Brand Image on Brand Trust and Its Impact on Brand Loyalty: A Case Study on Fintech Bareksa</i>	The study found that brand image positively influenced brand trust and brand loyalty, while brand trust had a strong influence on brand loyalty. Most respondents perceived Bareksa as reputable, reliable, consistent, and able to provide good service quality.	Quantitative	This research is similar because both studies discuss brand communication and its relationship with brand image, trust, and audience perception.	The previous research used a quantitative approach and examined the fintech sector, while this research uses a qualitative case study and focuses on Instagram-based branding communication in a state-owned fertilizer company.
2022	<i>Instagram-Based Branding Strategy at UIN Walisongo Semarang</i>	The study shows that Instagram can be used as a branding medium by an institution to present identity, communicate activities, and build public perception through visual and textual content. The findings were obtained through	Qualitative	This research is similar because both studies examine Instagram as a branding communication medium and use a qualitative descriptive approach.	The previous research focused on a higher education institution, while this research focuses on a state-owned enterprise in the fertilizer industry. The institutional context, target audience, and communication objectives are different.

		interviews, observation, and documentation of Instagram-based branding practices.			
2023	<i>Koma Koma Digital Branding in Building Brand Awareness Through Instagram</i>	The study explains that digital branding through Instagram can help build brand awareness by using visual content, consistent message delivery, and audience-oriented social media management. The research provides a qualitative description of how branding is developed through Instagram content.	Qualitative	This research is similar because both studies analyze digital branding through Instagram and discuss how social media contributes to brand awareness.	The previous research focused on Koma Koma Coffee as a small or local business, while this research focuses on PT Pusri Palembang as a large state-owned fertilizer company. The scale of organization, industry type, and stakeholder complexity are different.
2020	<i>Instagram Marketing – Case Sisustustalo Kodinonni</i>	<i>This study shows that Instagram and YouTube play an important role in increasing brand awareness and customer acquisition for small businesses. Through situational analysis and the implementation of structured marketing strategies, including an Instagram</i>	<i>Qualitative</i>	<i>Both studies discuss brand communication strategies through Instagram as a social media platform for digital marketing. They use the same method and emphasize that content strategy and Instagram management influence brand awareness and how companies reach their</i>	<i>Michelsson's thesis focuses on a small business called Sisustustalo Kodinonni and a marketing guide developed for that specific case. It also includes YouTube as an additional informational platform, although the main focus remains on Instagram. The thesis produces an Instagram Marketing Guide as a</i>

		<i>marketing guide, companies can enhance brand awareness and attract new customers more effectively.</i>		<i>audiences.</i>	<i>practical output for the case company.</i>
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Based on the comparison above, previous studies have discussed brand communication, Instagram-based branding, brand image, brand trust, and brand awareness in different institutional and business contexts. However, limited attention has been given to branding communication strategy in a state-owned fertilizer company, particularly through Instagram. Therefore, this study fills the gap by examining how PT Pupuk Sriwidjaja Palembang manages its branding communication strategy through the Instagram account @pusripalembang, including the strategies implemented and the challenges faced in communicating with diverse audiences.

1.5.2 Theoretical Framework

1. Brand Definition

A brand is not merely a name, logo, symbol, or design, but a strategic identity that distinguishes one product, service, or organization from others. Kotler and Keller (2016) define a brand as a name, term, sign, symbol, design, or a combination of these elements that identifies the goods or services of one seller and differentiates them from competitors. This definition shows that a brand functions as an identifying marker as well as a source of differentiation in the market. In this sense, a brand helps audiences recognize an organization, understand its position, and distinguish it from other organizations that offer similar products or services.

In addition to functioning as an identifier, a brand also represents meanings, associations, and expectations in the minds of audiences. Keller (2013) explains that brand knowledge consists of brand awareness and brand image. Brand awareness refers to the audience's ability to recognize and recall a brand, while brand image refers to the associations attached to the brand in the audience's memory. Therefore, a strong brand is not only recognized visually,

but also connected with certain values, impressions, and experiences. For a company, this means that branding is closely related to how the public interprets the company's identity, credibility, and reputation.

Aaker (1996) further argues that brand equity consists of several important dimensions, including brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets. These dimensions indicate that a brand has value beyond the physical product itself. A company with strong brand equity can build audience trust, strengthen reputation, and maintain long-term relationships with its stakeholders. This is particularly relevant for corporate branding because companies do not only communicate products, but also communicate institutional values, credibility, and public responsibility.

Kapferer (2012) also emphasizes that a brand is a long-term strategic asset. A brand carries identity, personality, culture, relationship, reflection, and self-image. This perspective suggests that branding should be managed consistently because audiences form perceptions not only from product quality, but also from communication style, visual identity, public interaction, and corporate behavior. In digital communication, these elements become increasingly important because audiences encounter brands through various online platforms, including social media.

Based on these perspectives, this study understands a brand as a strategic identity that differentiates a company, builds public recognition, and shapes audience perception through consistent communication. In the context of PT Pupuk Sriwidjaja Palembang, branding is not limited to the company's logo or product identity, but also includes how the company communicates its values, activities, and public role through Instagram. Therefore, analyzing PT Pusri's branding communication strategy requires attention to visual identity, message consistency, audience engagement, and the meanings created through social media communication.

According to Pandiangan et al. (2021), there are several key dimensions of branding, including the following:

1. Brand Equity

Brand equity is the collection of brand liabilities and assets associated with a brand, including its name and symbol, that enhance or diminish the value of a product or service offered to a business or its clients.

2. Brand Trust

Brand trust is a consumer's perception of reliability built on experience, specifically through a series of exchanges or interactions where expectations regarding the product's functionality and enjoyment are consistently met.

3. Brand Image

Brand image is the perception that occurs when consumers lack sufficient knowledge about a product; they use information to evaluate it.

4. Perception of Quality

Perceived quality refers to a customer's subjective assessment of a product's overall superiority, based on their opinion.

5. Brand Loyalty

Brand loyalty is a condition in which consumers consistently choose one brand over another within the same category. Consequently, effective branding is crucial for organizational growth. A strong brand enhances corporate reputation by leveraging positive brand associations.

2. Brand Communication Strategy

An essential part of brand creation is a brand communication strategy, encompassing well-thought-out actions that establish a unique brand identity. One of the most critical elements of a brand communication plan and the foundation of the branding process is a brand communication strategy. According to Laksono (2023), two crucial elements of this strategy are brand visualization and brand activation, which drive brand advancement.

Based on this explanation, a brand communication strategy can be a valuable approach for creating and developing a strong brand. Brand development also needs to be carried out effectively to increase consumer interest in the offered brand, enabling it to compete with other brands.

a. Communication

Communication is defined as the act of transmitting a message. According to Pohan and Fitria (2021), communication is a crucial activity in both human existence and organizational situations. Effective communication is essential in day-to-day life. Communication facilitates interpersonal engagement. There are myriad forms of communication, ranging from the fundamental to the nuanced, and current technology has dramatically affected human contact. This idea posits that communication is a vital part of everyday life, as it enables people to interact with one another and facilitates the survival

and growth of social organisms by fostering mutual support and understanding.

b. Brand Communication

Brand communication, as defined by Laksono (2023), is a method used by organizations, agencies, or enterprises to cultivate and enhance the public's perception of a brand. Establishing and promoting a brand involves several processes, one of which is effective brand communication. Brand communication serves as a strategy for firms to cultivate customer interest in their brands.

3. Brand Activation on Social Media

According to Laksono (2023), implementing a brand communication strategy to increase brand awareness can be done in two ways:

a. Brand Visualization

Brand visualization is a form of communication that conveys a company's identity through a visual representation process, typically in the form of icons or logos, enabling consumers to quickly and easily understand and remember it.

b. Brand Activation

Brand activation is a type of brand promotion activity that involves more direct user involvement through various engaging experiential activities related to the brand they are interested in. The following are several forms of brand activation:

1. Direct Marketing Activation

Direct marketing activation is a form of brand activation that demonstrates direct interaction between the brand and consumers.

2. Social Media Activation

Social media activation is a form of brand activation that enables direct communication with consumers via popular social media platforms.

3. Promotions Activation

Promotions activation is a form of brand activation that involves offering incentives and tailored product or service promotions to attract consumer interest, often within specific campaign contexts.

4. Marketing Event Activation

Marketing event activation is a form of brand activation that involves organizing events, either independently or in collaboration with third

parties.

In summary, these activation strategies encompass various strategies employed by a company to promote its brand, including creating a logo or brand icon, interacting directly with consumers, engaging with consumers through social media, implementing brand promotions, and hosting brand-related events.

4. Instagram

Instagram is a visual-based social media platform that allows users to share photos, videos, captions, stories, reels, and other forms of digital content. In the broader context of social media, Kaplan and Haenlein (2010) define social media as a group of internet-based applications built on the ideological and technological foundations of Web 2.0, which enable the creation and exchange of user-generated content. This definition shows that social media is not only a channel for distributing information, but also a participatory communication space where users can create, respond to, and circulate messages.

From a communication and marketing perspective, social media has changed the way organizations communicate with their audiences. Mangold and Faulds (2009) explain that social media functions as a hybrid element of the promotion mix because it enables companies to communicate with customers while also allowing customers to communicate with one another. This condition makes social media different from conventional media, where communication is usually more one-directional. Through social media, audiences are not only passive recipients of messages, but also active participants who can comment, share, criticize, and reinterpret brand messages.

Instagram has specific relevance for brand communication because it relies strongly on visual presentation. Highfield and Leaver (2016) argue that visual social media has become increasingly important in digital communication because images, videos, memes, and other visual formats are central to how people express meaning and interact online. In this context, Instagram provides companies with opportunities to communicate brand identity through visual consistency, content style, captions, hashtags, highlights, stories, reels, and audience interaction. Therefore, Instagram can function not only as a

promotional medium, but also as a space for building brand image, strengthening recognition, and maintaining public engagement.

Social media also creates new challenges for brand communication. According to Voorveld (2019), brand communication in social media may take several forms, including branded content, brand participation in social networks, and audience engagement opportunities. This means that companies need to manage not only what messages are published, but also how audiences respond to them. For corporate brands, including state-owned enterprises, Instagram can help communicate institutional values, company activities, product education, and public responsibility in a more accessible and interactive format.

Based on these perspectives, Instagram is understood in this study as a strategic communication platform that enables PT Pupuk Sriwidjaja Palembang to present its brand identity, distribute corporate information, educate audiences, and build engagement through visual and interactive content. Therefore, the analysis of @pusripalembang is important to understand how a state-owned fertilizer company manages branding communication in the digital media environment.

5. Visual Element of PT Pusri's Branding

An acronym for a brand name's picture is called a "logophore". To enhance product branding through visual channels, logos were created. These days, logos are considered ubiquitous visual symbols that serve as anchors for goods in consumer everyday lives. Until the 1970s, logos were often hidden under shirt collars or in compartments. However, for decades, logos have been widely used. Danesi (2011, as cited in Safrian, 2015) argues that contemporary society possesses a high level of visual literacy regarding logos.

PT Pusri embodies its identity as a premier fertilizer manufacturer in Indonesia. The letter "U" in the Pusri logo signifies "Urea." This emblem is registered with the Directorate General of Intellectual Property Rights, Ministry of Law and Human Rights, under the number 021391. Additionally, the date of PT Pusri's founding document is symbolized by the rice stalk, which contains 24 grains. Furthermore, 12 white urea granules represent December, the month of the company's establishment.

The logo also features a stalk of cotton blossoming from its petals. The cotton element consists of five petals and nine segments, symbolizing the year of PT Pusri's founding (1959). The design includes the Kajang boat, a cultural

icon of the city of Palembang, located on the banks of the Musi River. The Kajang boat is also designated as a trademark of PT Pusri. The creator's vision for the company's future is symbolized by a lotus seedling poised for growth. The logo's color scheme features yellow and blue benhur, with a slender black line encircling it. This design represents grandeur, the freedom of aspirations, and the qualities of fecundity, tranquility, and tenacity in the pursuit and realization of these objectives.

1.6 Research Methods

1.6.1 Type of Research

This study employs a qualitative research approach using a case study method. A qualitative approach is appropriate because this research aims to understand the branding communication strategy of PT Pupuk Sriwidjaja Palembang through Instagram in a detailed and contextual manner. Creswell and Poth (2018) explain that qualitative research is used to explore and understand the meaning individuals or groups assign to a social or human problem. In this study, the researcher does not attempt to measure branding communication statistically, but rather to interpret how PT Pusri plans, manages, and evaluates its brand communication through Instagram.

The case study method is used because this research focuses on a specific case, namely the branding communication strategy of PT Pusri through the Instagram account @pusripalembang. According to Yin (2018), a case study is suitable when researchers investigate a contemporary phenomenon within its real-life context, especially when the boundaries between the phenomenon and the context are not clearly separated. PT Pusri's Instagram branding strategy cannot be separated from the company's institutional identity, target audience, social media management, and communication challenges. Therefore, a case study allows the researcher to examine the phenomenon more deeply by considering its organizational and digital communication context.

In addition, this study uses descriptive qualitative analysis to present the findings based on interviews, observation, and documentation. The data are obtained from company representatives, followers of @pusripalembang, Instagram content observation, and supporting documents related to PT Pusri's branding communication activities. These data sources help the researcher understand not only the company's intended communication strategy, but also how the audience perceives the company's Instagram content.

Through this approach, the researcher seeks to describe and analyze PT Pusri's branding communication strategy, including its visual branding, content strategy, audience engagement, internal collaboration, and challenges in reaching diverse audiences. Therefore, qualitative case study is considered the most suitable method for this research because it provides room for in-depth interpretation of branding communication practices in a specific organizational and digital media setting.

1.6.2 Research Location

This thesis was conducted at PT. Pupuk Sriwidjaja Palembang (PUSRI), which is located on Jl. May Zen, Kalidoni, in the Kalidoni District of Palembang City, South Sumatra.

PT Pusri operates in a highly competitive fertilizer industry where effective brand communication is crucial for establishing a strong brand identity and differentiating from competitors. An examination of PT Pusri's Instagram brand communication strategy can provide valuable insights into effective brand management practices within this industry. The report recognizes Instagram's efficacy as a medium for brand communication. An analysis of the Instagram account @pusripalembang reveals how it leverages the platform to fulfill its brand communication objectives.

PT Pusri's Instagram audience is diverse, encompassing a variety of stakeholders, including producers, distributors, and the broader public. Its brand communication strategy on Instagram illustrates how they tailor their language and content to meet the diverse interests and needs of their audience. Given PT Pusri's industry influence and active social media presence, it presents an interesting case study for examining how brand marketing techniques work on Instagram. By examining the @pusripalembang account, the goal of this study is to gain a deeper understanding of how to manage a business effectively in the digital age.

1.6.3 Data collection

1. Interviews

According to Sugiyono (2023), interviews are employed when researchers seek to conduct preliminary studies, identify research problems, or gain in-depth insights from a small number of respondents. Interviews may be administered in person or over the telephone.

Sugiyono (2023) identifies three types of interviews: semi-structured, unstructured, and structured (Sugiyono, 2023, p. 36). Semi-structured interviews were the primary method used to collect data for this study. These interviews aim to foster more open discussions, encouraging informants to express their thoughts while the researcher carefully listens to and records their responses.

NO	NAME	POSITION
1	Glory Wulandari Putri	Department of Communication and Administration
2	Andri Sutendi	Customer Management Department
3	Mutiara Helia Praditha	Followers
4	Feby	Followers
5	Aisyah Rifda Tazkya	Followers

Table 1 lists the informants interviewed for this study.

Table 1 lists the informants interviewed in this study. The informants were selected using purposive sampling because each informant was considered to have relevant knowledge or experience related to PT Pusri's branding communication strategy through Instagram. Purposive sampling is appropriate in qualitative research because the researcher needs participants who can provide rich and relevant information based on the research focus (Creswell & Poth, 2018).

Glory Wulandari Putri was selected as an informant because she is part of the Department of Communication and Administration, which is closely related to the management of corporate communication and social media content. Her position allows her to explain how PT Pusri plans, manages, and evaluates its Instagram communication strategy. Andri Sutendi was selected because he works in the Customer Management Department, which is connected to customer relations, branding activities, and the company's communication with stakeholders, especially farmers and product users. His perspective is important to understand how PT Pusri connects its branding strategy with customer engagement.

In addition, three followers of the @pusripalembang Instagram account were selected to represent the audience perspective. They were included because this study does not only examine the company's intended branding strategy, but also how Instagram content is received and perceived by followers. Their

responses help the researcher understand whether PT Pusri's Instagram content is considered informative, attractive, recognizable, and relevant from the audience's point of view.

Besides interviews, this study also used data triangulation by collecting secondary data from PT Pusri's Instagram account, company news, media publications, comments, hashtags, and other relevant digital documents. Triangulation was conducted to strengthen the credibility of the research findings by comparing interview data with observation and documentation data. This process helps the researcher avoid relying only on one source of information and provides a more comprehensive understanding of PT Pusri's branding communication strategy.

2. Observation

Observation was used as one of the data collection techniques in this study to examine PT Pusri's branding communication practices on Instagram. According to Creswell and Poth (2018), observation in qualitative research allows researchers to collect data by directly examining activities, behaviors, interactions, and situations relevant to the research focus. In this study, observation was conducted on the Instagram account @pusripalembang to identify how PT Pusri presents its brand identity, communicates corporate messages, and builds engagement with its audience through visual and textual content.

This study employed non-participant observation because the researcher did not take part in managing the account or interacting as part of the company's communication team. The researcher only observed, recorded, selected, and analyzed relevant Instagram content. Merriam and Tisdell (2016) explain that observation can help researchers understand the context of a phenomenon more directly, especially when the data cannot be fully obtained through interviews alone. Therefore, Instagram observation was important to complement interview data and provide direct evidence of PT Pusri's branding communication strategy.

The observed aspects included visual consistency, content categories, captions, use of Instagram features, audience interaction, and the way PT Pusri communicates company activities, product information, educational messages, and public engagement. These observations helped the researcher understand whether the branding strategy described by informants was reflected in the company's actual Instagram content. In this way, observation served as a supporting source of data that strengthened the credibility of the findings.

In line with Yin (2018), case study research benefits from multiple sources of evidence, such as interviews, observation, and documentation. Therefore, observation in this study was not used as a single source of data, but was combined with interviews and documentation to obtain a more comprehensive understanding of PT Pusri's Instagram-based branding communication strategy.

1.6.4 Data analysis

After conducting interviews and observations, the next step is to analyze and discuss the findings. Data analysis is the process of systematically searching for and compiling data obtained from observations by organizing the data into categories, breaking it down into units, arranging it into patterns, selecting essential points for study, and drawing clear and comprehensible conclusions.

Sugiyono (2023) outlines four key activities in data analysis, namely data collection, data reduction, data display, and drawing conclusions or verification.

1. Data Collection

Sugiyono (2023) states that data collection may need days or even months to acquire a substantial volume of data. Consequently, broad observations were conducted on the subject under investigation. In this manner, I will get a substantial and varied dataset.

2. Data Reduction

Sugiyono (2023:323) posits that a researcher's expansive, sophisticated, and intricate data is the consequence of an extended period of data acquisition. This explanation implies that researchers will concentrate on the most critically essential elements by distilling and prioritizing key themes.

3. Data Display

Visualizations, verbal explanations, charts, relational theories, and narratives are among the many formats in which data can be presented. According to Sugiyono (2023), narratives are essential in qualitative research because they enable researchers to communicate the context that underpins the data. This statement implies that data presentation facilitates the presentation of intricate data in a more comprehensible manner for researchers.

4. Drawing/Verifying Conclusion

Finally, Sugiyono (2023) defines conclusions as the interpreted findings derived from the research. Therefore, in this final stage, the researcher drew conclusions based on the collected data.

CHAPTER II RESEARCH OBJECT



Image 4 PT. Pusri

Source: https://id.wikipedia.org/wiki/Pupuk_Sriwidjaja_Palembang

2.1 Company Profile

PT Pupuk Sriwidjaja Palembang (PT Pusri) is an Indonesian state-owned fertilizer company that uses digital communication platforms, including Instagram, to maintain stakeholder engagement and strengthen corporate brand image. As this study focuses on social media brand communication, PT Pusri's institutional role and communication structure are relevant contextual elements.

Over its more than six decades of operation, PT Pusri has undergone several substantial changes. In 1997, PT Pusri restructured its organization to establish a Strategic Holding Company by creating five subsidiaries. In 2010, PT Pusri operated as an Operating Company specializing in the manufacture and sale of fertilizers and other chemicals.

2.2 Company Vision, Mission, and Logo

a. VISION

To become a continuously growing agrochemical company by making today better than yesterday. PT. Pusri has a simple vision: "To Become a Leading Agrochemical Producer in Asia."

b. MISSION

PT Pupuk Sriwidjaja Palembang is committed to providing high-quality, innovative, and efficient products and services that are tailored to customer needs. The company conducts its business operations by implementing the latest technology while prioritizing occupational safety, health, and environmental sustainability. In addition, the company consistently applies risk management practices and good corporate governance to ensure responsible and transparent business performance. To support these efforts, PT Pupuk Sriwidjaja Palembang focuses on enhancing the competency of its human resources by upholding AKHLAK values as a foundation for professional conduct. Through these commitments, the company aims to create sustainable added value for all stakeholders.

c. LOGO PT. PUSRI



Image 5 Pusri Logo

Behind the great name of PT. Pusri lies a profound meaning. The concepts of 'splendor' and 'brilliant glory' reflect the courageous establishment of the company. This remarkable era of triumph became a historical landmark and a source of inspiration for future endeavors to pursue lofty objectives. The name 'Sriwidjaja' references the Sriwijaya Kingdom, a 7th-century maritime power centered in Palembang. In Sanskrit, 'Sri' means 'shining' or 'brilliant,' and 'Wijaya' means 'victory' or 'glory.' By adopting this name, the company aligns itself with the region's historical

legacy of trade, cultural influence, and resilience.

dissemination of religion, cultural influence, and the formidable naval navy that dominated the Indian and Pacific Oceans. The term "Sriwijaya" embodies the concept of "brilliant glory" in Sanskrit, where "Sri" means "shining" or "brilliant" and "Wijaya" means "victory" or "glory." Monarchs of the Sailendra dynasty governed this naval dominion, which exerted a substantial influence. The commerce and authority of this kingdom were centered on Siguntang Hill, situated in proximity to the Musi River estuary, now known as Palembang. All Indonesians, especially the people of Palembang, take pride in and are inspired to preserve the beauty of the past by this historical legacy.

As a monument to the splendor of Indonesia's first renowned maritime kingdom, the name Sriwijaya is preserved in this organization. As a State-Owned Enterprise, PT Pusri embodies this historical legacy. In the Indonesian context, it embodies the national ideal of fortitude, togetherness, and resilience.

PHILOSOPHY OF VISUAL ELEMENTS OF LOGO



Image 6 shaped letter "U"

The Pusri logo, reminiscent of the letter "U," is an abbreviation for "Urea," the company's primary product. This logo design has been legally safeguarded by the Directorate General of Intellectual Property, Ministry of Law and Human Rights, under registration number 021391.



Image 7 Stalks of Rice

The rice stalk, featuring 24 grains, serves as a representation of PT Pusri's official founding date, as stated in its document of incorporation. Because it represents the company's historical importance and roots, this emblem is fundamental to its identity.



Image 8 stalk of cotton

Five cotton fibers emerge from the petals of a cotton stem in the logo of PT Pupus Sriwidjaja Palembang. The number of cotton fibers is five, and the nine fractures in the fractured petals form the symbol of the number 59, which represents the year the company was founded, 1959. This visual element is not only exquisite to look at, but it also holds significant historical significance, as it marks the beginning of Pusri's development as a pioneer in the Indonesian fertilizer industry.



Image 9 Lotus flower bud

The blooming lotus flower in this logo symbolizes the future of PT Pupuk Sriwidjaja Palembang. The lotus flower also symbolizes optimism and bright prospects. Although the factory is not yet fully developed, the structure demonstrates the ingenuity of the designers and their desire to help the organization grow. The lotus flower, symbolizing purity, tenacity, and renewal, represents Pusri's endeavor to overcome challenges, adapt to changing circumstances, and continually innovate to enhance the country's fertilizer industry.



Image 10 The twelve white urea grains

The twelve white urea granules in the PT. Pusri emblem's graphic elements represent December, the twelfth month, the month of the company's establishment. The white hue of the urea granules signifies purity, brilliance, and corporate integrity. This demonstrates that Pusri has consistently maintained high standards of manufacturing quality. By incorporating the month of its founding into the design, Pusri demonstrates pride in its history and a commitment to the country's continued progress.



Image 11 The Kajang boat

The Kajang canoe is a cultural emblem of great importance to Palembang's folklore. It is also a very important part of the identity of the people who live near the Musi River. This traditional boat is more than just a means of transportation; it also represents the way of life, local knowledge, and spirit of trade and movement of the Palembang people, which have been around for a long time.

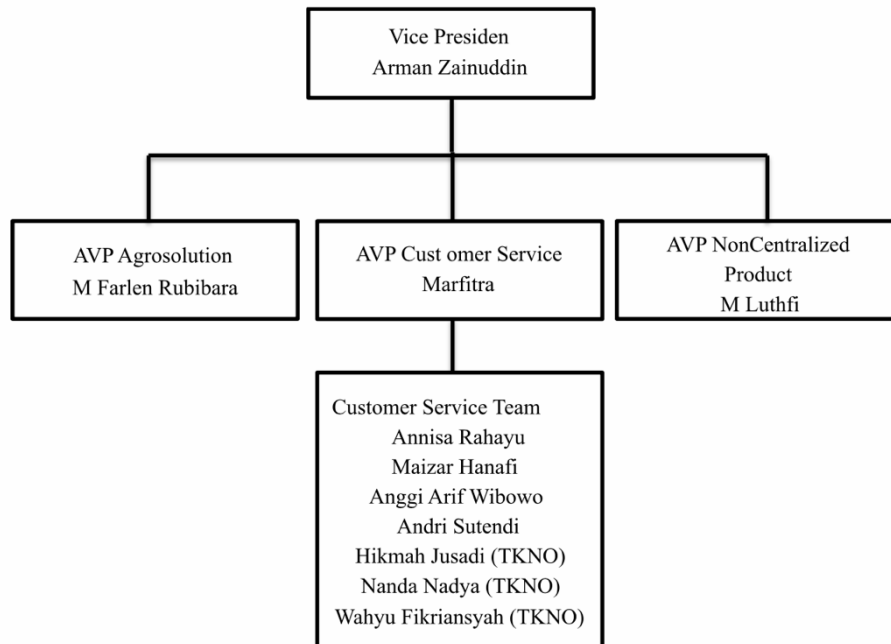


Image 12 Identity Symbol Logo

The combination of yellow and blue in the PT Pusri logo carries specific symbolic meanings. Yellow represents the company's goal and symbolizes grandeur, passion, and hope. Blue represents the strength to persevere even when things are tough and to achieve high goals, as well as peace and resilience. The thin black lines that frame and define each part of the logo make the visual shape clearer.

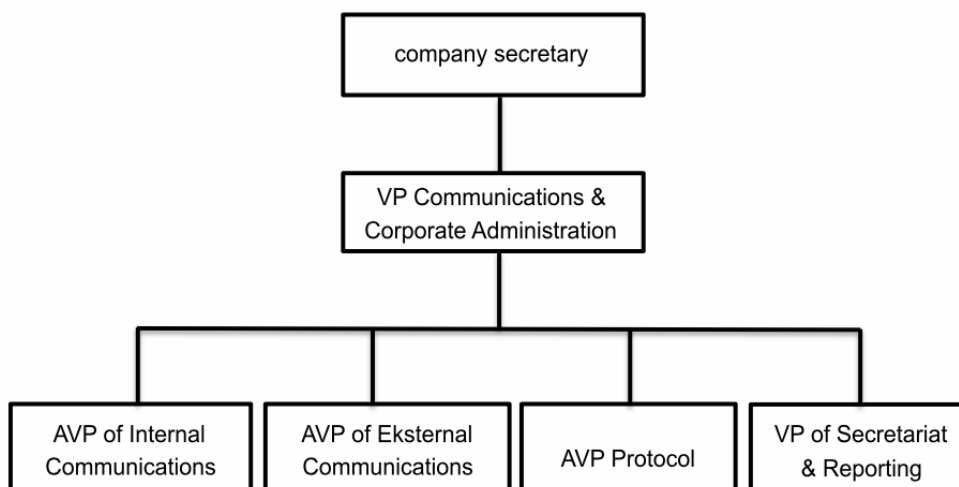
2.3 Organizational Structure Related to Branding

1. Organizational Structure of the PT Pusri Brand Division



2. Organizational Structure of the PT Pusri Social Media Division

The organizational structure indicates that PT Pusri's brand communication is managed through coordinatred functions involving communication, customer management, and related corporate units, suggesting an institutional rather than individually managed communication strategy.



3. Coordination Flow in Content Production

Effective coordination in content creation is crucial to ensure that the message conveyed to the audience is clear and of high quality. The process begins with concept development. At this step, the communications or social media team creates a content concept that aligns with the company's objectives, addresses existing issues, or responds to emerging trends. The goal is to ensure that the content aligns with the company's brand and remains valuable to its audience. The next step is to write the content. This stage involves writing a script, creating visuals, and adapting the format to meet the demands of digital media. Every piece has the same writing style, design, and color scheme, making it easy for readers to recognize that they are from the same organization. Cross-divisional collaboration ensures that the content is accurate and aligned with the company's objectives. The social media team collaborates with the research department to gather technical product information or with the marketing department to ensure the message aligns with the sales strategy.

Upon completion, the content moves to the publishing phase. Content is published according to a schedule optimized for peak engagement times. The final step is to monitor the outcomes and assess them. The team can gauge the material's success by examining the number of people who view it, interact with it, and leave comments on social media. Following this review, the findings are used to develop plans and enhance the material for the next term. The process of creating content is a never-ending cycle. The final result is both visually appealing and effective in conveying the message, which makes the firm appear more professional and credible. Each phase is interconnected and requires collaboration among personnel from various departments.

2.4 Products of PT Pusri

2.4.1 UREA



Image 13 urea fertilizer

Urea is a primary source of premium nitrogen (N), a critical component of healthy plant growth and development. This fertilizer, identified by the chemical formula $\text{CO}(\text{NH}_2)_2$, is available in granular form. This fertilizer is unique due to its exceptional water solubility, which makes it easier for plants to absorb nutrients. Due to its hygroscopic nature, which allows it to quickly absorb moisture from the environment, it must be handled and stored properly to maintain its quality. This fertilizer promotes plant health through protein production, photosynthesis, and increased chlorophyll concentration in leaves. Proper and even application of urea fertilizer can increase crop yields and agricultural efficiency. However, to reduce its negative impact on the environment and maintain long-term soil fertility, its application should be combined with organic or other sustainable fertilizers.

2.4.2 NPK Fertilizer



Image 14 NPK fertilizer

Nitrogen (N), phosphate (P), and potassium (K) are the three essential minerals that are essential for the development and productivity of plants. In other words, NPK fertilizer is a compound formulation containing these three elements. These three elements are necessary for the development of the roots, stem, and leaves as well as for boosting the plant's resistance to parasites and disease. During the production process, PT Pusri uses phosphate rock, urea, and potassium chloride (KCl), each of which enhances plant nutrition. The NPK Fusion Plant offers many advantages, one of which is its flexibility. This allows the plant to produce a variety of fertilizers tailored to meet the needs of specific crops or soil types without significant capital expenditures. This technology enhances the sustainability of the agricultural industry by making it more efficient and competitive amidst global food security challenges, offering cost-effectiveness and market adaptability.

2.4.3 Ammonia



Image 15 Ammonia

Additionally, PT. Pusri produces ammonia, which is a critical basic material in the production of urea fertilizer. Ammonia is essential for the synthesis of nitrogen, a crucial component for plant growth. Surplus ammonia may remain after urea synthesis. The surplus ammonia is not wasted; instead, it is commercialized and sold in both local and foreign markets. This efficient method of using ammonia enhances manufacturing efficiency and creates an additional revenue stream for the organization. By exporting key chemicals, including ammonia, PT Pusri can substantially meet the needs of the chemical and agricultural industries, while enhancing its position in the global market.

2.4.4 Various Innovation Products



Image16 Dolomite and Nutremag fertilizer



Image 17 PUSRI Fertilizer Products for Hydroponic Farming and Soil Improvement

In addition to producing Urea, NPK, and Ammonia, PT. Pusri also delivers other innovative products. The innovative products developed by this company are the result of continuous efforts to improve the agricultural and plantation sectors, more specifically and efficiently. These products are designed to provide fertilizer solutions that not only support increased crop yields but also improve overall plant quality. PT. Pusri creates customized fertilizer formulas to maximize agricultural output. One of the benefits of this innovative product is its affordable price, which enables it to be utilized by a wide range of farmers, including both small-scale and large-scale farmers.

2.5 Branding and Communication Activities

1. Offline Branding Activities

One strategy to brand offline is to meet with farmers in person or at farmer events. These are additional tasks tailored to the specific needs of the company or the agricultural community. In addition to providing goods, Pusri answers farmers' concerns by providing expert advice on appropriate fertilization methods. This endeavor promotes sustained consumer interaction rather than a one-way promotion.

These disorganized branding activities don't exist in isolation. Instead, they are supported by inter-divisional collaboration. For example, the research department ensures accurate information on fertilizer benefits, and the marketing and sales departments direct branding toward the ultimate goal of increasing product sales. Thus, PT Pusri's offline branding serves to strengthen the company's image as a fertilizer producer that not only sells products but also directly assists consumers.

2. Online Branding Activities

Companies not only use offline methods but also optimize online media as a tool to promote their brands. Online branding strategies aim to reach a broader audience, particularly Millennials and Generation Z, who are active social media users. Instagram and TikTok are the most popular social media platforms, as people aged 20 to 40 use them extensively.

To ensure consistency, Pusri has established internal Standard Operating Procedures (SOPs). These protocols ensure that all materials align with the company's values, avoid misinformation, and protect the company's online reputation. PT Pusri's online image has improved, especially among teenagers, thanks to this method. With the help of this offline branding initiative, the company can reach both traditional and digital customers who prefer face-to-face conversations.

3. Utilized Instagram Features

PT Pupuk Sriwidjaja Palembang (Pusri) implements its digital branding strategy through various tools available on Instagram, one of its primary social media platforms. The platform was chosen based on its audience demographic,

which consists of people aged 20 to 40 who frequently use visual social media. PT Pusri utilizes features such as Instagram Stories, Feed posts, Highlights, and Meta Business Suite analytics. These features allow PT Pusri to maintain a consistent visual identity, increase engagement with its audience, and expand the reach of company information. The appropriate selection and use of these features demonstrates that Instagram serves not only as a promotional medium but also as a strategic communication tool to strengthen the company's image in the digital space.

CHAPTER III FINDINGS & DISCUSSION

This chapter presents the findings and discussion of the study concerning PT Pupuk Sriwidjaja Palembang's branding communication strategy through the Instagram account @pusripalembang. The findings are organized based on thematic categories derived from interview, observation, and documentation data. These categories include visual branding strategy, brand awareness, internal collaboration, audience perception, and the challenges faced by PT Pusri in managing brand communication through Instagram.

The discussion in this chapter is directed toward answering the research questions formulated in Chapter I. First, this chapter explains the branding communication strategies implemented by PT Pusri through Instagram. Second, it discusses the obstacles encountered by the company in applying these strategies, particularly in relation to audience characteristics, content management, engagement, and the gap between digital communication and the company's main consumers. Therefore, this chapter does not only describe the findings, but also interprets them in relation to the theoretical framework and the context of corporate branding communication.

This study aims to understand the branding communication strategy implemented by PT. Pupuk Sriwidjaja Palembang through the Instagram account @pusripalembang. In this chapter, the researcher presents a survey of findings entitled "Branding Communication Strategy of PT. Pupuk Sriwidjaja Palembang (A Case Study of Instagram Account @pusripalembang)". Additionally, the researcher will describe the problems in the first chapter. Including what PT Pusri's brand communication strategy is on Instagram, and what obstacles it faces. Regarding the communication strategy on Instagram, what is Pusri's approach?

NAME OF INFORMANTS	POSITION	DATE OF INTERVIEW
Glory Wulandari Putri	Department of Communication and Administration	21 February 2025
Andri Sutendi	Customer Management Department	14 April 2025

Mutiara Helia Praditha	Followers	27 Mei 2025
Feby	Followers	1 Juni 2025
Aisyah Rifda Tazkya	Followers	14 uni 2025

Table 2

Table 2 presents the informants who participated in this study. The informants were selected purposively because each of them has direct relevance to the research focus. In qualitative research, informants are not selected to represent a population statistically, but to provide rich and relevant information related to the phenomenon being studied. Therefore, the selection of informants in this study was based on their knowledge, involvement, or experience with PT Pusri's branding communication through Instagram.

Glory Wulandari Putri was selected because she works in the Department of Communication and Administration, which is closely related to the planning, management, and evaluation of PT Pusri's corporate communication activities. Her position allows her to explain how PT Pusri manages Instagram content, applies visual branding, follows communication procedures, and evaluates social media engagement. Andri Sutendi was selected because he works in the Customer Management Department, which is connected to customer relations, branding activities, and communication with stakeholders. His perspective is important to understand how PT Pusri connects its branding communication strategy with customer engagement, especially in relation to farmers and product users.

In addition, Mutiara Helia Praditha, Feby, and Aisyah Rifda Tazkya were selected as follower informants because they represent the audience side of PT Pusri's Instagram communication. Their responses are useful for understanding how followers perceive PT Pusri's Instagram content, including whether the content is considered informative, attractive, recognizable, and relevant. However, these follower informants are not intended to represent all followers of @pusripalembang statistically. Instead, their views are used to provide audience-based insights that complement the information obtained from company representatives.

By involving both company-side informants and follower-side informants, this study attempts to obtain a more balanced understanding of PT Pusri's branding communication strategy. The company representatives provide information about the intended strategy, while the followers provide insight into how the strategy is perceived by the audience. This combination helps strengthen the credibility of the findings because the analysis is not only based on the company's perspective, but also supported by audience responses.

3.1 Findings

3.1.1 Visual Branding Strategy

In designing and managing Instagram content, PT Pupuk Sriwidjaja Palembang (PT. Pusri) relies on collaboration between its internal communications and coordination team (Komkor) and the creative team under the Public Relations department. Both graphic design and other technical operations are included in this process as a component of the overall process. Additionally, it requires choosing the message, selecting the relevant phrases, and arranging the information into categories that match with current trends and the interests of the audience that is being targeted. When it comes to creating Instagram posts that effectively represent the values, ambitions, and brand identity of the firm, the creative team plays a crucial role in the process. Additionally, they are liable for ensuring that the tale adds to the company's branding objectives, in addition to being responsible for the creation of the photos.

In practice, every piece of content uploaded to the Instagram feed uses a predetermined, internally standardized design template to ensure compliance with SOPs. The template serves as a visual element that continuously reflects the company's identity and makes it simple for followers of @pusripalembang account to differentiate between its features. By using this template, you can use all visual elements, including the color combination, typeface, graphic layout, and the style of image or illustration used. This ensures that the content not only transmits an educational message but also maintains a unified visual style that reflects PT Pusri's character, giving it a unique character.

Glory Wulandari, a representative from the Community and Administration Department, explained the importance of design templates for corporate identity..

"We have our own design template for the Instagram cover... so usually, if Malta looks at Pusri Palembang's Instagram, it's the same for every post with a cover like that."

(This is according to the statement delivered by Glory Wulandari Putri as part of the Department of Communication and Administration in an interview on February 21, 2025)

This demonstrates that PT Pusri is consciously building its visual branding using a consistent and systematic approach. Through this strategy, the company aims to establish a professional and cohesive presence across its social media platforms.

Thanks to a consistent and professional appearance, audiences can easily understand PT Pusri's content even without reading the captions. This increases brand recall, which is the ability of consumers to remember and distinguish a brand simply by using frequently used visual elements. Furthermore, a consistent design makes audiences believe that PT Pusri is a well-organized, contemporary company that pays attention to its relationships with the public, especially through online platforms like Instagram. Therefore, this visual strategy is not just a matter of aesthetics; it is a crucial part of the process of building and maintaining a company's identity and credibility in the digital age.

The above statement is also supported by the theory proposed by Laksono (2023) regarding brand visualization. Brand visualization is a type of communication that conveys a company's identity through a visual representation process, typically in the form of icons or logos, allowing consumers to quickly and easily understand and remember it. This is what PT Pusri does, so that audiences can easily recognize and differentiate PT Pusri from other companies.

The use of standardized visual templates indicates deliberate brand identity management. Visual consistency helps audiences recognize PT Pusri's content more easily because repeated elements such as color, layout, typography, and graphic style create a recognizable brand pattern. In social media communication, visual identity is important because audiences often encounter brand messages quickly while scrolling through content. Therefore, a consistent visual appearance can help strengthen message recognition and make the brand easier to remember.

This finding is also relevant to Keller's concept of brand awareness. Keller (2013) explains that brand awareness refers to the audience's ability to recognize and recall a brand. In the context of PT Pusri's Instagram account, the use of consistent templates, colors, and visual formats supports brand recognition because audiences can identify PT Pusri's content even before reading the full caption. This means that visual branding does not only function as decoration, but also as a communication tool that helps build corporate brand recall.

In addition, Kotler and Keller (2016) emphasize that integrated marketing communication requires organizations to deliver consistent and coordinated messages across communication channels. This consistency applies not only to verbal messages, but also to visual presentation. PT Pusri's decision to maintain standardized Instagram

visuals shows that the company attempts to create a uniform brand experience for its audience. When audiences repeatedly receive messages in a consistent visual format, the company's identity becomes easier to recognize and its communication appears more professional.

Visual consistency also supports audience trust because it reflects organized and well-managed corporate communication. A company that presents its content consistently may be perceived as more credible, reliable, and attentive to its public image. In PT Pusri's case, standardized visual design strengthens the company's position as a professional state-owned enterprise that manages its digital communication seriously.

Therefore, PT Pusri's visual branding strategy is not merely an aesthetic choice. It functions as a strategic effort to strengthen brand identity, support message recognition, and maintain a coherent corporate image on Instagram. Consistent posting and visual standardization also increase the opportunity for audience exposure and engagement, because active and recognizable content is more likely to remain visible in the fast-moving social media environment.

According to Philip Kotler (2009), his theory of integrated marketing communications emphasizes the importance of conveying brand messages in a coordinated and comprehensive manner across all communication channels, including digital. Consistency in brand messaging applies not only to message content but also to the visual presentation and experience received by the audience. In the context of PT Pusri, this is reflected in the decision to maintain a uniform appearance on Instagram content through the use of specific design templates and formats. This strategy not only strengthens the visual identity but also ensures that audiences receive a uniform brand experience every time they interact with the company's content on social media.

This consistency is not only helpful in enhancing the appearance of social media but also serves as a means of building brand trust and loyalty among audiences. In the long term, employing this strategy can enhance the company's positive perceptions and solidify the brand's position in increasingly competitive markets. Based on these theories, PT Pusri's efforts to implement a visual branding strategy through Instagram are an integral part of modern brand communication management, oriented towards creating strong and sustainable relationships with its digital audience.

Therefore, PT Pusri's consistency in visual presentation and posting frequency

is not only related to aesthetics, but also to digital visibility. In line with Kotler and Keller's (2016) integrated marketing communication perspective, consistent and coordinated messages help strengthen brand recognition across communication channels. On Instagram, posting consistency also functions as an algorithmic visibility strategy because active accounts have greater opportunities to reach audiences repeatedly. This repeated exposure can increase audience familiarity, strengthen brand recall, and support engagement with PT Pusri's content.

Instagram has become the primary platform used by PT Pusri Palembang to implement its online brand communication strategy. The selection of Instagram as a core medium was not made haphazardly, but based on strategic considerations related to the characteristics of active social media users in Indonesia. This platform has significant potential to reach the company's primary target audience, namely Millennials and Generation Z, who are between the ages of 20 and 40.

"Nowadays, millennials are probably in the 20 to 40 age group."

(This is according to a statement made by Glory Wulandari Putri, a member of the Department of Communication and Administration, in an interview on February 21, 2025.)

This statement reflects the company's specific social media communication target: a dynamic age group that is adaptable to technology and highly engaged in daily digital activities. PT. Pusri's content strategy is tailored to the company's characteristics. Formal, informative content, such as direct presentations of company agendas or product promotions, is balanced with content that incorporates elements of entertainment, follows viral trends, or adapts contemporary formats, including point-of-view (POV) content, memes, and the use of slang or popular expressions. These have been proven to have a higher appeal to followers of the @pusripalembang account.

"POV content or content that's trending is more engaging for followers than content about company agendas or product information."

(This is according to a statement made by Glory Wulandari Putri, a member of the Department of Communication and Administration, in an interview on February 21, 2025)

The results show that PT. Pusri not only understands the importance of tailoring its message to its target audience, but also understands that trend-driven content styles and formats are typically more likely to be shared, commented on, and engaged with.

This helps increase overall account engagement.

A brand must deliver a message that is not only consistent but also relevant to its audience. In the digital era, engagement is a key indicator of brand communication success, primarily determined by a company's ability to keep pace with evolving audience behaviors and preferences. Therefore, PT. Pusri's strategy of choosing Instagram as its primary channel and tailoring its content to the tastes and habits of the millennial generation is a strategic step in maintaining brand relevance amidst the onslaught of information and competition in today's digital world.

3.1.2 Brand Awareness

PT Pusri Palembang faced several internal challenges, particularly a lack of human resources in the HR department. However, its branding communication strategy on Instagram was well-designed. This challenge directly impacted the team's ability to consistently produce high-quality social media content. Currently, the company strives to post at least five pieces of content on its @pusripalembang Instagram account each week. The goal is to maintain engagement with its audience while ensuring the company's digital presence remains relevant and active. Increasing their posting frequency to one post per day or seven posts per week is part of their medium-term plan. This plan is not only intended to enhance the company's digital presence but also to balance the dynamics of social media algorithms, which tend to prioritize active accounts and consistently publish content.

One of the medium-term plans they have developed is to increase the frequency of posts to one post per day, or seven posts per week. This plan is not only intended to enhance the company's digital presence but also to balance the dynamics of social media algorithms, which tend to prioritize active accounts and consistently publish content.

The challenge they face, aside from human resources (HR), is also maintaining a stable content engagement.

" This is related to content, so the problem is how to create content that doesn't have to involve a lot of people but still maintains a steady level of engagement, which doesn't have to be high or low. The challenge is that our content can be both informative and engaging."

(This is according to a statement from Glory Wulandari Putri, a member of the Department of Communication and Administration, in an interview on February

21, 2025)

To measure the effectiveness of its digital communication strategy, PT Pusri Palembang implements a content performance evaluation system through routine monthly social media monitoring. This process utilizes the insights feature provided by Instagram, which Meta now manages. This feature enables the social media team to obtain comprehensive analytical data on the performance of each published piece of content, including the number of likes, views, reach, impressions, and engagement levels.

"We hold a social media monitoring week every month, so we measure which content has the most views, likes, and the best engagement. On Instagram, Meta allows you to customize what you want to view. You can then see which content has the most likes, and which has the least engagement, if any."

(This is according to a statement from Glory Wulandari Putri, a member of the Department of Communication and Administration, in an interview on February 21, 2025.)

This statement indicates that they conduct weekly evaluations, which have become a regular part of the social media team's agenda. This evaluation serves as a reflective tool to identify audience behavior patterns, content preferences, and the effectiveness of the visual and narrative communication styles used. By understanding which content garners the most positive responses from followers, the team can determine a more targeted content strategy in the future.

Through this assessment, PT Pusri can ascertain how responsive the audience is to the messages it wants to share on social media. High-engagement material is essential to the creation of the idea, graphic style, and presentation format. Conversely, content that receives low engagement becomes the subject of evaluation for improvement or even elimination from future content plans. Thus, this monitoring process becomes an evaluative cycle that supports a more adaptive and responsive brand communication strategy to the dynamics of social media.

This aligns with the principle of a data-driven communication strategy, where content decisions are not based solely on intuition or assumptions, but on concrete evidence of audience behavior. In this context, PT. Pusri demonstrates a strong awareness of the importance of data-driven decision-making, despite not yet utilizing

third-party services or other advanced analytical tools. Using the insights feature, available free of charge through Meta, is a practical solution that can provide significant benefits in this evaluation process.

This insight-based evaluation also serves as a means to maintain the consistency and sustainability of the company's communication quality. In the fast-paced and competitive digital era, the ability to regularly adjust content strategies is crucial to ensuring companies remain on top of their target audiences. Therefore, this monitoring activity serves not only as a performance measurement tool but also as a foundation for building a sustainable, effective, and relevant communication strategy that addresses the evolving needs and preferences of the public.

The company also implements an internal Standard Operating Procedure (SOP) as a guideline for managing social media. The goal is to maintain ethical and consistent company communications in the digital space.

"We only have an internal POB. The POB is related to social media management and design. The POB regulates each employee's ability to use social media more wisely."

(This is according to a statement made by Glory Wulandari Putri, a member of the Department of Communication and Administration, in an interview on February 21, 2025)

3.1.3 Personal Branding (Internal Collaboration)

A single department does not centralize PT Pusri's brand communication strategy; instead, it involves cross-divisional collaboration to strengthen the effectiveness of the company's overall messaging. This collaborative approach is a strength of PT Pusri's internal communications system, enabling various work units to contribute according to their expertise and knowledge.

"Regarding collaboration, as mentioned earlier, collaboration is essential for a company. For example, in customer management or branding, we don't fully understand the benefits of fertilizer, so we collaborate with colleagues from the research department who are more knowledgeable. With this collaboration, the branding created is unbiased, ensuring the news is truly authentic and beneficial, as the research department understands the benefits of PT Pusri's products. For example, if we collaborate with others from the marketing or sales divisions, we also collaborate because branding ultimately leads to sales."

(This is consistent with a statement made by Andri Sutendi, a member of the Customer Management Department, in an interview on April 14, 2025)

This statement shows that cross-functional collaboration is significant in PT Pusri's branding communication strategy because corporate messages require accuracy, relevance, and consistency. In the context of a fertilizer company, branding content cannot rely only on attractive visuals or promotional language. It also needs technical accuracy regarding product benefits, agricultural information, and customer needs. Therefore, collaboration with the research department helps ensure that the information shared through Instagram is scientifically accurate and not misleading. This is important because inaccurate product communication may weaken public trust and reduce the credibility of the company.

Collaboration with the marketing and sales divisions also helps align branding messages with the company's business objectives. Branding communication does not only aim to introduce the company, but also to support product awareness, customer trust, and long-term market positioning. Meanwhile, the public relations and communication divisions play an important role in framing the message so that it remains understandable, ethical, and consistent with PT Pusri's corporate image. In this sense, cross-functional collaboration strengthens message credibility by integrating technical accuracy, marketing alignment, and communication framing.

This finding is in line with the concept of integrated marketing communication, which emphasizes that brand messages must be coordinated across different organizational functions and communication channels (Kotler & Keller, 2016). A consistent brand image cannot be produced by one department alone because audiences receive corporate messages from various sources, including social media, customer service, marketing activities, public relations programs, and direct interaction with the company. Therefore, PT Pusri's internal collaboration reflects an effort to avoid fragmented communication and to maintain a unified corporate message.

From a corporate communication perspective, collaboration among departments is also important because corporate reputation is shaped by the consistency between what the company says and what the company does. Cornelissen (2020) explains that corporate communication involves the coordination of communication activities to establish and maintain favorable reputations with stakeholders. In PT Pusri's case, collaboration among communication, research, marketing, and customer management departments helps ensure that Instagram

content is not only visually appealing, but also credible, relevant, and aligned with the company's institutional values.

This statement indicates that the social media and branding teams work closely with the research, marketing, and public relations divisions to design and verify content for public publication. The primary objective of this collaboration is to ensure that all information conveyed through social media is not only visually appealing but also highly accurate and possesses clear educational value. This statement also highlights the importance of providing accurate data and information to diverse audiences, particularly in the context of public company communications that target a broad range of stakeholders, including customers, business partners, and the wider community. Collaboration with the research division, for example, ensures that any educational content related to product benefits, fertilizer usage, or Pusri-based agricultural technology is based on scientific studies and valid evidence. Meanwhile, the involvement of the marketing team helps ensure that the narrative remains aligned with the company's sales and promotional strategies. The public relations division plays a central role in overseeing the alignment of messages with the company's overall institutional image and communications policy.

In addition to collaborating on content production, PT Pusri is also developing a long-term strategic initiative in the form of an internal social media community of employees from various departments. This community is designed as a participatory platform that allows employees to act as company representatives on social media. They will not only act as information disseminators (internal amplifiers) but also as guardians of the company's digital reputation, particularly during crises or when negative issues arise in the online public sphere.

This finding is closely related to the concept of internal public relations, which emphasizes the importance of employees as part of organizational communication. Internal public relations does not only function to distribute information within the company, but also to build employee understanding, commitment, and participation in representing the organization. Welch and Jackson (2007) explain that internal communication plays an important role in supporting employee engagement and organizational identification. In this context, PT Pusri's initiative to develop an internal social media community shows that the company attempts to involve employees as active participants in corporate communication, not merely as internal

recipients of information.

PT Pusri appears to be developing an employee advocacy model, where staff serve as internal digital amplifiers and informal reputation defenders. Employees can help expand the reach of company messages by sharing, responding to, or clarifying information through their personal social media networks. This is important because messages delivered by employees may appear more personal and authentic than messages delivered only through official corporate accounts. When employees understand the company's values and communication direction, they can support the company's public image more naturally in the digital space.

In addition, employee advocacy can strengthen corporate reputation management during negative issues or misinformation. In the social media environment, reputational issues can spread quickly and may affect public perception of the company. Therefore, involving employees as communication supporters can help the company respond more quickly and maintain message consistency. This strategy is also in line with corporate communication theory, which views reputation as the result of coordinated communication between the organization and its stakeholders (Cornelissen, 2020). Thus, PT Pusri's internal social media community can be understood as part of a broader branding communication strategy that combines internal participation, digital amplification, and reputation protection.

The primary goal of establishing this community is to expand the reach of information distribution and create a more responsive and dynamic communication ecosystem. By directly involving internal elements of the company, PT Pusri hopes to create more authentic and engaging brand communications. Furthermore, this system is also expected to expedite the clarification process in the event of hoaxes or reputational misinformation circulating on social media.

"The first party to assist if negative news about the company occurs or if there is false information."

(This is according to a statement made by Andri Sutendi, a member of the Customer Management Department, in an interview on April 14, 2025.)

As stated by Mr. Andri, this community will act as a shield to assist in the event of adverse events occurring on social media. From another perspective, this inter-divisional collaboration reflects the principle of integrated communication

strategy proposed by Kotler and Keller, where the success of brand communications does not depend solely on a single marketing or public relations department, but rather is the result of synergy across various organizational elements. Integrated communication ensures that all messages delivered through multiple channels are consistent, relevant, and mutually supportive. Furthermore, the formation of this internal community also aligns with the concept of employee advocacy, a strategy in which employees are empowered to represent the company's voice. This approach has been proven to increase public trust, as the messages conveyed come from a more personal and authentic source. It can be concluded that PT. Pusri focuses not only on creating visual content or product promotion but also on building a strong communication foundation through a collaborative, inclusive, and adaptive approach, enabling every element of the organization to play a strategic role in sustainably maintaining, building, and expanding the company's image in the digital era.

In implementing a digital-based brand communication strategy, PT. Pusri faces significant challenges related to the characteristics of its primary consumers, who are predominantly farmers spread across various regions, particularly rural areas. Interview findings indicate that the majority of farmers use PT. Pusri's products are older and generally unfamiliar to or not actively used by social media platforms like Instagram. This presents a unique challenge for the company in delivering digital communication messages directly to consumers, primarily through online platforms.

"There are certainly challenges, especially when it comes to branding through social media. Our consumers are primarily in rural areas, and most Indonesian farmers are quite elderly and rarely use social media. This presents a challenge for us, especially in exploring other potential, perhaps millennial farmers. However, we can't rule out the possibility that with the content we create on social media, even online, there are farmers' children who will see the good and engaging content. They might share it with their parents, saying, 'There's interesting content from PT Pusri Palembang that will impact farmers.' Communication must continue through social media, online media, and also directly in the field, as farmers don't always have their phones with them."

(This is according to a statement from Andri Sutendi, a member of the Customer Management Department, in an interview on April 14, 2025)

This statement illustrates the gap between the company's digital approach and

the digital capabilities of its primary audience. This presents a complex strategic challenge, as the company must ensure that its carefully crafted digital communications messages remain accessible to its intended target audience. The brand team at PT Pusri recognizes that digital strategies cannot stand alone; they require the implementation of traditional, face-to-face communication approaches, particularly in reaching out to local farming communities. Therefore, the company maintains and implements direct outreach activities such as farmer meetings and field outreach. This method not only fosters an emotional connection between the business and its customers but also helps establish long-term, sustainable trust, particularly among more technologically conservative farmers.

PT Pusri still sees significant opportunity in the emergence of the millennial generation of farmers; these are the children of younger farmers who are more tech-savvy and increasingly involved in family farming activities.

As a larger population uses and engages with social media than previous generations, companies' digital communication strategies will become more sophisticated. They are considered transformational because they have the ability to connect the company's digital information with the farmers in their communities. In other words, the presence of millennial farmers has the

Potential to be a catalyst for creating a more inclusive and effective digital agricultural ecosystem.

This challenge does not necessarily hinder PT Pusri's communication strategy, but rather serves as a foundation for developing a more flexible and adaptive communication approach oriented toward the real needs of the community. The synergy between digital strategies and direct field approaches is key to creating broader, more relevant, and more impactful communication reach across all levels of PT Pusri's consumers, both those already digitally connected and those still relying on traditional interactions.

Overall, the Instagram platform is considered highly effective in supporting the company's communication strategy and strengthening its branding, particularly for PT Pupuk Sriwidjaja Palembang, which is adapting to digital developments in the corporate communications realm. In interviews, two informants, Glory Wulandari from the Communications and Administration Department and Andri Sutendi from the Customer Management Department, shared similar views regarding the significant

role of social media, especially Instagram, in expanding a company's communication reach and building a more dynamic and flexible brand image.

Instagram is considered a medium that presents a lighter, more relaxed, and more engaging approach to communication compared to conventional media, such as newspapers, company magazines, or official press releases. This is due to Instagram's visual nature, which enables users to convey concise yet meaningful messages through images, short videos, infographics, and engaging captions. Glory firmly stated that branding approaches on social media do not have to be directly persuasive, but instead involve consistently introducing brand values and identity.

"So far, it's been very effective because nowadays, many people are actually making the most of social media. Mass media still lack a high level of segmentation or a large follower base. Social media's influence is now very beneficial, allowing us to promote and brand ourselves, as well as create engaging content. There's no need for hard selling. With engaging content, we ensure netizens see it, saying, 'Oh, Pusri!' It's already known to be Pusri. Therefore, there's no need to worry about using "Pupuk" or placing it in another location. Fertilizer with branding is already very effective on social media."

(This is according to a statement made by Glory Wulandari Putri, a member of the Department of Communication and Administration, in an interview on February 21, 2025)

This statement reflects a paradigm shift in corporate communication, from a focus on direct promotion (hard selling) to one that is more focused on shaping perceptions and emotionally engaging with audiences (soft selling). In the digital age, consumers are increasingly drawn to brands with compelling stories, strong identities, and clear social values, rather than those that merely offer products or services. Instagram is the ideal medium for conveying this narrative due to its flexible format and broad accessibility across various segments of society, particularly among young people.

Andri Sutendi also reinforced this statement by highlighting that Instagram, along with other online media, has real benefits in distributing corporate information quickly, widely, and effectively.

Currently, social media is extremely popular and serves as the largest promotional platform across various online platforms. However, our consumers are mainly located

in rural regions. They are older, so outreach and promotion through Instagram and other social media platforms are necessary and crucial to support our promotion to the next generation. Indonesian millennial farmers, who are already involved in agriculture, will likely see our products through Instagram. Instagram and online media play a crucial role and are effective in providing benefits to farmers and also in conveying our information to the public."

(This is according to a statement made by Andri Sutendi, a member of the Customer Management Department, in an interview on April 14, 2025)

This question highlights that social media has become a primary channel in the company's information dissemination strategy, replacing the traditional roles of print media and meetings. PT Pusri provides a range of content, including fertilizer education, social campaigns, company activities, and responses to current issues that impact the company's reputation.

Furthermore, social media platforms like Instagram also provide opportunities for companies to engage in real-time, two-way communication. Through the comments section and direct messaging (DM) feature, companies can receive direct feedback from their audiences, answer questions, clarify issues, or build rapport with consumers. This makes Instagram not only a promotional channel but also an interactive channel that supports the formation of long-term relationships between brands and consumers.

With all these advantages, PT Pusri's use of Instagram is not only a practical choice for staying current with digital trends but also an integral part of a modern communication strategy that combines visual aesthetics, a strong brand narrative, and emotional connection with its audience. Therefore, utilizing Instagram as a primary platform in a digital branding strategy is a strategic and relevant step in the context of today's corporate communication developments.

To measure the effectiveness of its brand communication strategy on social media, PT. Pusri currently relies on practical and efficient internal evaluation methods. Branding success measurement does not utilize professional metrics from third parties, either in the form of commercial analytics software or digital consulting services. Instead, the company fully utilizes the built-in features provided by the social media platforms it uses, in this case, Instagram's insights feature, which Meta

now manages.

Through this feature, PT. Pusri's social media team can access several critical statistical data that serve as indicators of content performance, such as the number of likes, views, reach, impressions, saves, shares, and engagement rates. Although basic in nature, this feature helps provide a general overview of how audiences perceive and engage with published content. This was confirmed directly by informants interviewed by the researchers.

"For our measurements, because we haven't used third-party services, we still rely on Meta's features. So, as you can see, for free measurements, so far we've been relying on what's on the table, both for monitoring likes and viewership. We haven't used any apps or third-party tools for measurement."

(This is according to a statement from Glory Wulandari Putri, a member of the Department of Communication and Administration, in an interview on February 21, 2025)

According to this statement, utilizing the platform's built-in features remains a relevant strategy, particularly in terms of cost and resource efficiency. While this method has limitations in terms of depth of analysis and audience segmentation, it is considered representative enough to meet the needs of routine evaluation at the current operational scale. This means that the basic information available from Meta can be used as a basis for developing advanced content strategies, even though it doesn't provide complex analytics such as deeper demographic segmentation, sentiment analysis, or cross-platform audience behavior monitoring. Social media teams can identify the most engaging content, the most effective posting times, and the interactions that generate the most engagement.

In this context, the measurement used is more tactical than strategic, specifically, managing daily and weekly content based on visible interaction data. The lack of implementation of professional metrics also indicates that the company is still in the early stages of developing its digital communication strategy, where the main priority is consistent content production and interaction management, rather than in-depth performance analysis. This is understandable, given the limited human resources and the lack of integration with larger data management systems.

3.1.4 Followers Perception

Based on transcripts from in-depth interviews with three followers of the

official Instagram account of PT Pupuk Sriwidjaja Palembang (@pusripalembang), several relevant and significant findings were obtained regarding audience perceptions of the company's strategic branding communications and digital branding efforts. All three informants are members of the younger generation who are active on social media, particularly Instagram. Therefore, their perspectives and experiences provide a representative picture of how PT Pusri's branding communications are received by the demographic group that is one of the primary targets of the company's digital strategy.

In general, the interviews with the three informants indicate that PT Pusri's image in the eyes of the public, particularly the people of Palembang, is powerful and positive. This image is shaped not only by the company's strategic position as one of the oldest State-Owned Enterprises (SOEs) in the fertilizer industry in Indonesia, but also by the historical and emotional closeness of the local community to the company. All three informants interviewed were from the younger generation and consistently stated that they had long been familiar with PT Pusri, whether through their social circles, educational institutions, or Pusri's public facilities. The professional and trustworthy image that PT Pusri conveys is evident. Pusri's reputation is also strengthened by its relatively clean reputation, free from public scandals and consistent adherence to corporate ethics. In this context, PT Pusri has successfully maintained the trust of the local community and maintained its credibility through consistent communication, ongoing social activities, and a gradually developing digital presence.

"The first thing that comes to mind when I hear the word PT. Pusri is probably one of our state-owned enterprises, especially for me, because I happen to be from Palembang, where Pusri's main company is located. So when I hear PT. Pusri, I immediately thought of a fertilizer company in Indonesia, and it's also well-known in Palembang."

(This is consistent with a statement made by Mutiara Helia Praditha, one of PT. Pusri's Instagram followers, in an interview on May 27, 2025.)

Mutiara's statement (2025) also reflects the strong public association with Pusri, not only in terms of its functional identity as a fertilizer producer, but also as part of Palembang's city identity. This statement confirms that Pusri's image as a fertilizer producer is deeply ingrained in the public mind. However, it's not just the identity of a large company that the public recognizes. Through Instagram content,

followers are also beginning to see a different side of PT. Pusri. Close, light, and humanistic. The content most remembered by informants is generally emotional, highlights the company's social side, or follows popular social media trends.

"... PT Pusri also has many programs. One of them really touched me when I saw it. It was a free homecoming program last year, if I'm not mistaken, in 2024, and that was still new. So, it seemed like they also had a human interest aspect. They seemed to care about the free homecoming program, especially considering that ticket prices skyrocketed during that time. They ran a free homecoming campaign and promoted it so people would know that PT Pusri was offering a free homecoming program."

(This is as stated by Mutiara Helia Praditha, one of PT Pusri's Instagram followers, in an interview on May 27, 2025.)

"What I remember most is when they posted about CSR activities like community service or tree planting. I think it was quite positive and showed that they really cared about the environment."

(This is as stated by Aisyah Rifda Tazkia, one of PT Pusri's Instagram followers, in an interview on June 14, 2025.)

"I often look at Pusri's Instagram content, especially in their stories, feeds, or reels. I think the most memorable content seems to be the ones that have been trending recently, like POVs, blah blah blah. Well, that's because it's quite interesting, in my opinion, so it seems memorable and more up-to-date with Gen Z branding, not too formal."

(This is as stated by Nisrina Febriyanti as one of PT. Pusri's Instagram followers in an interview on June 1, 2025)

Content that follows trends has also been shown to be more memorable for audiences. Since the "Gen Z" viewpoint material is lighter, less formal, and more remembered, Nisrina

(2025) claims that she enjoys it. Aisyah (2025) concurred, stating that although she valued CSR-related activities, such as planting trees, she warned that some people thought it was too formal. It suggests that younger viewers seek for presentation variety in order to keep material interesting and current.

Emotional engagement is crucial to enhancing public perception of the company. Many people have been connected to Pusri, both directly and indirectly, through education, work, and social activities, and the company has created a

"collective consciousness" within the community. For most residents, PT Pusri is not only a formal industrial institution but also a significant contributor to regional development and the social life of its residents. Furthermore, the company's professional and trustworthy image is also reinforced by its reputation, relatively free from public scandals, and its consistent adherence to corporate ethics. This is a crucial differentiating factor, especially when compared to several other state-owned enterprises (SOEs) that have faced a crisis of public trust due to negative issues. In this context, PT Pusri has successfully maintained public trust and credibility through consistent communication, ongoing social activities, and a gradually developing digital presence.

A strong and positive corporate image in the public eye is a crucial intangible asset for PT Pusri. This image is formed not only by business performance but also by the community's cultural, social, and emotional experiences with the company. Therefore, in a brand communication strategy, strengthening historical narratives and fostering emotional connection with the public can be a highly effective element in building public loyalty and maintaining the company's position amidst increasingly competitive conditions, particularly in the digital realm.

3.2 Discussion

It is holistic and not the sole responsibility of any one department. As outlined by Kotler and Keller (2016), the concept of an integrated communications strategy aligns with the principles of personal branding and internal collaboration. This concept emphasizes the importance of consistently delivering messages across multiple channels, both internal and external. Integrated communications require synergy between organizational actors to ensure that the message received by the public is not fragmented, but rather relatively complete and consistent. Therefore, individual roles (personal branding) and divisional coordination (internal collaboration) are crucial components of a company's efforts to consistently maintain its brand image and reputation.

PT Pusri's Instagram followers' comments are very significant, reflecting the company's effective collaboration. Research shows that PT Pusri's Instagram followers are more likely to respond to emotional content that aligns with humorous trends, such as point-of-view content or viral humor. In reality, information that is emotional and up-to-date receives more views, likes, and interactions than formal content, such as business agendas or product specifics. This means that a content strategy based on trends may help

people feel connected to your brand, especially Generation Z, who grew up with digital media and are used to short, visual, and interesting information. Emotional material is also perceived as more relevant since it evokes sentiments or experiences that are similar to what the audience encounters daily.

This effectiveness aligns with Kotler & Keller's (2016) view that successful brand communication not only conveys rational messages but also builds an emotional bond between the brand and consumers. Within the framework of an integrated communication strategy, the use of emotional content and popular trends enables companies to reach young content audiences through digital channels in a manner that aligns with their communication culture. Followers' positive perceptions of emotional and lighthearted trends indicate that content engagement is not just a matter of posting frequency, but also the quality of the message's relevance to the audience's characteristics. Therefore, PT Pusri's strategy of integrating lighthearted and emotional content is an adaptive effort to increase the effectiveness of digital communications, expand brand reach, and strengthen the company's relevance in the eyes of the younger generation.

Based on interviews, PT Pusri also faced several key challenges in implementing its branding strategy, both online and offline. Limited Human Resources (HR) PT Pusri's social media team is still managed internally with a limited number of personnel. One admin is responsible for the upload process, while another is responsible for responding to comments and direct messages (DMs). This situation makes it difficult to achieve consistent daily content uploads. Limited human resources also impact the team's capacity to develop creative content and manage engagement optimally.

Content styles that tend to be formal, informative, such as company agendas or product publications, are considered to have lower engagement rates than trending content that is lighthearted and emotional. This indicates a communication gap between the company and its digital audience, particularly the younger generation. Content that is too formal tends to be less appealing to social media users who expect concise, visual, and entertaining communication.

As a fertilizer producer, the majority of PT Pusri's customers are farmers. However, most of these farmers are older and unfamiliar with social media. This presents a challenge because digital branding strategies, such as those on Instagram or TikTok, often fail to fully reach their target consumers. To overcome this limitation, the company must continue to conduct offline branding activities through in-person meetings (such as

farmer meetings), face-to-face outreach, and the use of traditional media, including radio. Due to this issue, PT Pusri's branding had to be done in a hybrid manner—combining a digital approach for the younger generation (Gen Z and Millennials) with a face-to-face approach for senior farmers. This way, the company can maintain effective brand communications across various audience segments.

In addition to limited human resources, a relatively formal content style, and challenges in reaching senior farmer audiences, the research also identified weaknesses in the visual aspects of the company's identity, particularly the PT Pusri logo. The current logo is considered to retain its old style and has not undergone a significant visual transformation.

In the context of branding, a logo is one of the key elements that serve as a symbol of identity and a representation of a company's modern image. Several other state-owned companies, such as Pos Indonesia and Pertamina, have updated their logos to make them simpler, more dynamic, and more relevant to current trends. This visual transformation was done to increase the brand's appeal to digital audiences, who prefer modern and minimalist designs.

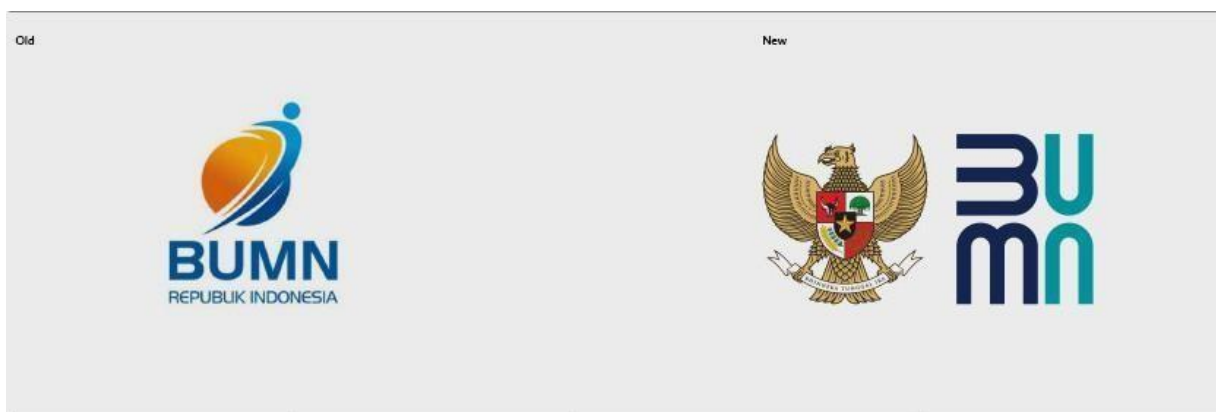


Image 18 State-Owned Enterprise Identity Symbol



Image 19 Indonesian postal identity symbol

Logo Baru

Logo Lama



Image 20 Pertamina Identity Symbol

The logo of PT Pusri seems antiquated and conventional, potentially straying younger demographics, particularly those engaged online, such as Generation Z and Millennials. This is a dilemma for the company's branding strategy, since a logo that fails to align with contemporary design trends may render the brand less modern and competitive. Although PT Pusri has made significant strides in its digital branding strategy, updating the company's logo remains a vital undertaking. According to Kotler and Keller (2016), updating a company's visual identity will enhance its reputation, improve relationships with younger customers, and convey a more consistent and cohesive brand message.

PT Pusri faces branding challenges and strategic opportunities to expand its brand reach and enhance communication. It is likely that a generation of younger farmers—also known as Millennials—who are more tech-savvy and active users of social media will

emerge. Although most senior farmers are difficult to reach through digital media, the presence of millennial farmers can serve as a bridge in conveying information and education about Pusri products. Millennial farmers not only act as product users but also as influencers within the agricultural community, as they tend to share their experiences through digital platforms. Therefore, this segment serves as a strategic asset for strengthening brand penetration in both the digital and field realms.

PT Pusri also has a significant opportunity to increase branding effectiveness through external collaborations with government agencies, research institutions, and other corporate partners. This collaboration enables synergy, for example, by leveraging the expertise of research institutions to present accurate technical data or partnering with external partners to expand promotional reach. This external collaboration aligns with Kotler & Keller's (2016) principles of integrated communication strategy, which emphasize the importance of synergy between actors in strengthening brand messages for greater credibility and influence.

Furthermore, in the digital communication realm, PT Pusri has the opportunity to further optimize its soft-selling approach by utilizing storytelling techniques. Interview findings suggest that lighthearted, emotionally charged content linked to popular trends generates higher engagement than direct promotional content. The storytelling approach can be used to build a narrative about the company's values, farmers' experiences using the product, and Pusri's contribution to national food security. Compared to hard-sell promotions, storytelling is considered more effective in building emotional connections and brand retention. PT Pusri has significant potential to increase its brand relevance and competitiveness by leveraging millennial farmers, collaborating with other parties, and exploring soft-sell strategies. Implementing these opportunities will support the company's communications transformation toward a more adaptive, participatory, and long-term strategy.

CHAPTER IV CONCLUSION

4.1 Conclusion

Based on the findings of this study, PT Pupuk Sriwidjaja Palembang implements several branding communication strategies through the Instagram account @pusripalembang. First, PT Pusri uses Instagram as a strategic communication platform to reach digital audiences, especially Millennials and Generation Z, who are more familiar with visual, fast, and interactive forms of communication. Through Instagram, the company communicates its corporate activities, product information, educational messages, social programs, and institutional values in a format that is more accessible to the public.

Second, PT Pusri applies a visual branding strategy through the use of consistent design templates, colors, layouts, and content formats. This visual consistency helps audiences recognize PT Pusri's content more easily and supports the formation of brand awareness. The company's Instagram content is not only designed to look attractive, but also to maintain a coherent corporate identity. Therefore, visual branding becomes an important part of PT Pusri's effort to strengthen its image as a professional and adaptive state-owned enterprise.

Third, PT Pusri combines informative, educational, social, and entertainment-based content. The findings show that content with a lighter, emotional, humorous, or trend-based style tends to attract more audience attention than content that is too formal or purely promotional. This indicates that PT Pusri does not rely only on hard-selling communication, but also uses soft-selling and storytelling approaches to build emotional closeness with its audience. Content related to CSR activities, company programs, employee activities, and public engagement helps create a more human and relatable image of the company.

Fourth, PT Pusri's branding communication strategy is supported by internal collaboration among several divisions, including communication, public relations, research, marketing, and customer management. This collaboration is important because Instagram content must be visually appealing, technically accurate, and aligned with the company's communication goals. The research division helps ensure the accuracy of agricultural and product-related information, while marketing and communication divisions help frame the message so that it remains relevant, understandable, and consistent with PT Pusri's brand identity.

Fifth, PT Pusri evaluates its Instagram communication through social media monitoring, especially by using Instagram or Meta insight features. This evaluation helps the company identify which content receives higher engagement, which content needs improvement, and what type of message is more suitable for its audience. In this sense, PT Pusri's branding communication strategy is not only based on intuition, but also supported by audience response and content performance data.

However, this study also found several challenges faced by PT Pusri in implementing its branding communication strategy through Instagram. The first challenge is the gap between Instagram users and PT Pusri's main consumers. Many of PT Pusri's primary consumers are farmers, especially older farmers in rural areas, who may not actively use Instagram. As a result, Instagram is effective for reaching younger audiences and the general public, but it cannot fully replace direct communication with farmers. PT Pusri still needs offline engagement, field education, and direct communication to reach this audience segment.

The second challenge is maintaining content relevance and engagement. Although PT Pusri has attempted to adapt to digital trends, some content is still perceived as formal, rigid, or less attractive to younger audiences. This shows that the company needs to continue developing fresher, more narrative, and more participatory content styles. A corporate account must maintain professionalism, but it also needs to communicate in a way that feels closer to the audience.

The third challenge is related to limited human resources in content production and social media management. Producing consistent, high-quality, and engaging content requires sufficient staff, creative capacity, and regular coordination. Limited human resources can affect the frequency, creativity, and responsiveness of social media communication. Therefore, the effectiveness of PT Pusri's Instagram strategy depends not only on the platform used, but also on the company's ability to manage content production continuously.

The fourth challenge is limited two-way interaction with the audience. Instagram provides opportunities for direct engagement through comments, direct messages, stories, and interactive features. However, the findings indicate that audience interaction still needs to be strengthened. If PT Pusri wants to build stronger digital relationships, the company needs to optimize interactive features and encourage more active participation from followers.

Overall, this study concludes that PT Pusri's branding communication strategy through Instagram is implemented through visual consistency, content diversification, soft-selling communication, internal collaboration, and insight-based evaluation. These strategies support PT Pusri's effort to strengthen corporate image and maintain relevance in the digital communication environment. Nevertheless, the strategy still faces challenges related to audience segmentation, content style, human resources, and two-way engagement. Therefore, Instagram should be understood as an important branding communication channel for PT Pusri, but not as the only channel. Its effectiveness will be stronger when combined with offline engagement, continuous content innovation, and more interactive communication with stakeholders.

4.2 Research Limitations

- 1) The data used in this study were obtained through in-depth interviews with a limited number of informants, both within the company and among its Instagram followers. The results are more exploratory in nature and not generalizable to all audiences or stakeholders at PT Pusri due to the small number of informants, which may limit the diversity of viewpoints represented.
- 2) The efficacy of branding communication tactics was not assessed quantitatively in this research. Without using statistical techniques or expert third-party analytical tools, the researchers' analysis of Instagram insight data may have improved the reliability of the results and the informants' perspectives.
- 3) The study's ability to evaluate the direct correlation between branding communication tactics and the actions of PT Pusri's primary target market-local farmers-is constrained. This is because these key customers are not very engaged on social media, which makes it difficult to determine the significant influence of digital communication tactics. Consequently, the results of this study focus more on the perceptions of younger audiences who are active on social media, particularly Millennials and Gen Z.
- 4) This study focuses solely on one social media platform, namely Instagram (@pusripalembang), and therefore, the analysis of PT Pusri's branding communication strategy does not include other digital channels, such as X, YouTube, or TikTok, which may also make significant contributions to building the company's image. Thus, the study's results do not fully represent PT Pusri's overall digital communication strategy.

4.3 Recommendations

Based on the findings and limitations of this study, several recommendations can be proposed for PT Pupuk Sriwidjaja Palembang, similar companies, and future researchers.

First, PT Pusri should continue to strengthen its Instagram branding communication strategy by developing more interactive and audience-oriented content. Although Instagram has been used effectively to communicate company activities, product information, and social programs, the company still needs to increase two-way communication with its audience. PT Pusri can optimize interactive features such as polls, question boxes, quizzes, reels, live sessions, and comment responses to encourage stronger engagement. This is important because brand communication on social media should not only focus on publishing information, but also on building relationships with audiences.

Second, PT Pusri should create more content that connects agricultural education with everyday language and visual storytelling. Since many of PT Pusri's products are closely related to farmers and agricultural practices, the company can present educational content in simpler, more visual, and more relatable formats. For example, content about fertilizer usage, farming tips, product benefits, or farmer success stories can be packaged through short videos, infographics, or storytelling-based posts. This approach can help PT Pusri reach younger audiences while still maintaining relevance to its main consumers.

Third, PT Pusri should strengthen the connection between online and offline branding activities. The findings show that Instagram is effective for reaching digital audiences, but not all of PT Pusri's main consumers, especially older farmers in rural areas, actively use social media. Therefore, Instagram should be used to support, document, and extend the impact of offline activities such as farmer meetings, field education, product demonstrations, and community engagement programs. By combining online and offline communication, PT Pusri can build a more inclusive branding strategy.

Fourth, PT Pusri should improve its content management capacity by ensuring sufficient human resources, clearer content planning, and more systematic evaluation. Producing consistent and high-quality content requires creative planning, technical accuracy, and regular monitoring. Therefore, the company can develop a more detailed content calendar, strengthen collaboration among communication, marketing, research,

and customer management divisions, and use Instagram insights more consistently to evaluate audience response. This can help the company identify which types of content are most effective and which content needs improvement.

Fifth, similar companies, especially state-owned enterprises and fertilizer or agrochemical companies, can learn from PT Pusri's experience by using social media not only as a promotional tool, but also as a corporate communication platform. Companies with technical products should not rely only on product promotion, but should also provide education, build public trust, and communicate institutional values. For companies that serve diverse audiences, social media strategies should be combined with direct community engagement so that communication remains accessible to both digital and non-digital audiences.

Finally, future researchers are recommended to expand the scope of research beyond Instagram. Further studies can compare PT Pusri's branding communication across several platforms, such as TikTok, YouTube, Facebook, and official websites, to obtain a more complete understanding of the company's digital communication strategy. Future research can also involve more followers, farmers, distributors, or other stakeholders to gain broader audience perspectives. In addition, future studies may use mixed methods by combining qualitative interviews with quantitative social media analytics to measure engagement, reach, and audience perception more comprehensively.

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