

COMMUNITY RELATIONS MILLENNIAL CONTENT CREATOR IN FORMING A BRAND IMAGE

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Abstract: *Community Relations is a program from the company for the community. By carrying out these aspects, it is impossible to form a positive image for the company. In addition, to form a brand image in the current digital era, companies can take advantage of millennial content creators. Each company has participated in building the country, is responsible for the nation and society, for the welfare of shareholders, possible investors, employees, managers, business partners, the government and the surrounding environment. PT. Cellular Telecommunications (Telkomsel) through the Telkomsel Apprentice Program (TAP) Denpasar Branch. This study aims to examine whether the activities of community relations and millennial content creators can form a positive image of the community. The method used in this study is a qualitative approach with purposive sampling. In this study, the collection process was carried out through a process of interviews with resource persons as well as observation and documentation. In this study, public relations and millennial content creators were able to build and maintain a positive image of the company, especially the surrounding community, during the implementation of these activities, the Denpasar Telkomsel Branch covered issues of fact gathering, action planning and communication as well as the evaluation phase.*

Keywords: *Community Relations, Millennial Content Creator, Brand Image, Telkomsel.*

1. Introduction

Resources within the company must be able to create products that can look superior and different from competing companies. Of course, so that the brand image within the company can run smoothly as expected, of course, parties need to contribute to it (Tamara & Setyanto, 2018). For the sake of creating a brand image within the company, the role of public relations in the company is very necessary to determine the right community relations in shaping the image of the company itself (Muyasaroh, 2016). Community relations is a program from the company for the community. By carrying out these aspects, it is not impossible to form a positive image of the company (Rahayu & Setiawati, 2020). One company that implements a community relations system in forming a positive brand image of the company is PT.

Cellular Telecommunications (Telkomsel) through the Telkomsel Apprentice Program (TAP) Denpasar Branch. This community relations activity is certainly different in each company, the Telkomsel Apprentice Program (TAP) Denpasar Branch itself looks at the social problems that are being faced by the community. the role of content creators, the role of content creators

themselves here in designing Instagram feeds, creating creative and interesting content, according to the character of the product (Larasati, 2021). This goal itself is carried out because today all activities, especially in forming a brand image, are based on the development of internet technology. Content creator is a term for someone who creates various content materials in the form of images, writings, sound videos or a combination of two or more materials (Hermawan, 2018).

The positive brand image that appears among the public towards Telkomsel Branch Denpasar is the result of a strategic planning process through Community Relations and Millennial Content Creator. The reputation of Telkomsel Denpasar Branch is dependent on how the company can be accepted by the community, especially in the company's operating environment. Companies that are seen by the community or community, by implementing community relations, people in the surrounding environment feel that they have the awareness and desire to help protect and maintain, because currently the surrounding community feels that the company's existence provides enormous benefits to (Pranata & Darma, 2018). Surrounding environment. This would be a serious problem if Telkomsel Branch Denpasar does not implement community relations which will have a detrimental impact on the company itself. Currently Telkomsel feels it has a social responsibility to participate in contributing in various fields, one of which is the independence package assistance, for school students who are currently undergoing a learning system through an online system, besides this, in the current millennial era, spreading information must be transformed into an image, video and text as content by utilizing a content creator. Because Telkomsel is the market leader of cellular operators in Indonesia with the highest number of users in Indonesia, various activities are held to attract cellular operator users so as to achieve success in becoming the market leader.

Based on the above, this study aims to researchers about Community Relations, Millennial Content in Forming the Brand Image of Telkomsel Smart Office (TSO) Renon, Denpasar, Bali.

2. Literature Review

2.1 Community Relations

Community relations is a Public Relations (PR) activity. So the steps in the PR process also color the steps in community relations (Febrianti & Oktaviani, 2020). Community Relations is one of the public relations programs that most influence the sustainability of an organization or company.

Public relations is one aspect of management that is needed by every organization, be it a commercial or non-commercial organization. Basically, public relations is always related to creation activities, understanding through knowledge and through these activities it is hoped that an impact will emerge, namely positive change. One of the important public relations objects for the sustainability of an organization or institution is the relationship with the surrounding community (Pertiwi & Gusfa, 2018).

A company must take responsibility for the community in which the company stands and conducts its operations. Not only prepare jobs and only pay taxes but also be a good citizen or society, play an active role in community life, accept cultural leadership, help education, improve community health, eradicate lawlessness, work for efficient government, and provide various means to recreation. A company must encourage its employees to further increase funds and services for citizen organizations and play an active role in local government (Febrianti & Oktaviani, 2020).

2.2 Millennial Content Creator

Content creator is an activity of disseminating information that is transformed into an image, video and writing or referred to as content, which is then disseminated through platforms and one of them is social media Instagram (Sundawa & Trigartanti, 2015).

A content creator or what we usually know as an influencer is someone who can create content with a large number of followers on social media. They can build algorithms and attract relationships with followers or bonds with followers by sharing content that can inspire, entertain, or provide information that can unite them with their followers. A content creator is also usually able to create trends among their followers so that many brands or companies will later glance at them to work together to promote the brand's products (Larasati, 2021).

Content creator is a profession that can create or create interesting content, whether in the form of writing, images, video, sound, or a combination of two or more materials that are different from other people in general. This content is generally devoted to digital media platforms, such as YouTube, Instagram, Twitter, Facebook, Blogger, and various other social media platforms (Sundawa & Trigartanti, 2015).

A successful content creator is expected to be able to (1) have an up-to-date writing style, (2) know the industry in which the content is created, (3) manage schedules, (4) think like an audience, and (5) have a wide network (Hermawan, 2018).

2.3 Brand Image

Image is a concept that is easy to understand, but difficult to explain systematically because of its abstract nature. Brand image is usually captured as a type of association that appears in the minds of consumers when remembering a particular brand. The explanation can simply appear in the form of a certain thought or image that is related to a brand, just as when we think about other people. Based on the opinions that have been submitted, it can be concluded that the brand image can be positive or negative, depending on one's perception of the brand (Rafif & Mawardi, 2017).

A good brand image will encourage the creation of increased sales volume and maintain the reputation of the product and company in the eyes of the public. For more details, some experts express their opinions about brand image (Sinaga, 2014).

The brand image of a good product will maintain the product to continue to survive among the public. Therefore, it is important for companies to always maintain their company's brand image so that they always get the trust of consumers and a good image so that the company can last a long time. Brand image can also be considered as a type of association that arises in the minds of consumers when remembering a particular brand. This simply can appear in the form of certain thoughts or images that are associated with a brand or brand, as well as when we think about other people. This concept itself can be conceptualized based on: type, support, strength, and uniqueness (Amor & Guilbert, 2015).

3. Research Method

The research design is a type of qualitative research. Qualitative research (Moha & Sudrajat, 2019) states that, "*qualitative research, is an umbrella term for a unified interpretation technique that seeks to decipher, decode, translate and even arrive at the meaning of terms, not*

frequency, of a phenomenon that occurs more deeply. or less natural in the social world.” With this type of qualitative research, it is hoped that this research will be able to provide a deeper analysis of community relations, and utilize millennial content creators in shaping the company's brand image. This research was conducted at the Telkomsel Branch Denpasar office, which is located on Jl. Raya Puputan No. 33, Denpasar Telkomsel Smart Office (TSO) is GraPari Youth owned by PT Telekomunikasi Selular (Telkomsel).

The data sources that will be used by the author are primary data sources and secondary data sources. Primary Data Sources are sources that directly provide data to data collectors, while secondary data sources are sources that do not directly provide data to data collectors. Secondary Data Sources are data obtained in finished form and have been processed by other parties. Usually in the form of publications.

In conducting this research, the writer uses observation methods which are generally used from the qualitative tradition such as gradual and in-depth interviews (in-depth interviews) and participatory observations (participant observers).

The interview questions were dedicate to Direct Sales Operations Denpasar, Staff DLS and Direct Sales Operations. And the following questions are :

1. Is the community relations system implemented by Telkomsel Branch Denpasar running smoothly?
2. How is the community relations process at Telkomsel Branch Denpasar?
3. What are the obstacles faced by Telkomsel Branch Denpasar while implementing community relations?
4. How does the company implement community relations in the midst of a pandemic situation like this?
4. What is the company's goal to implement community relations with the surrounding environment?
5. As a large company and already has a name among the public, what is the reason why companies still use content creator services in promoting products?
6. What are the impacts that the company feels, after promoting products with content creator services?
7. Are there any significant changes, especially for Telkomsel users, after the company implemented community relations and content creator services?
8. How important is it for you that the company has a brand image or brand image among the public?
9. Does the company continue to apply the procedures for community relations, and content creators in shaping the company's brand image?.

On that basis, to obtain complete, objective data, the authors use techniques or data collection methods to be able to obtain valid data, data checking techniques can be taken through: (1) triangulation (triangulation) of data sources, methods and other researchers; (2) observations made continuously (persistent observation); and (3) checking on the adequacy of references (referential adequacy check) transferability or transferability (Sudrajat & Moha, 2019).

4. Results and Discussion

The success of Telkomsel Branch Denpasar in Forming a Brand Image that appears among the public towards Telkomsel Branch Denpasar is the result of a strategic planning process through Community Relations and Millennial Content Creator. The description of the strategic planning process for the Community Relations and Millennial Content Creator program is as follows:

1. Strategy Analysis Mission As one of the largest State-Owned Enterprises in Indonesia engaged in telecommunications.
2. Telkomsel believes that the increasing welfare of the community will have an impact on the growth and development of Telkom's business scale with the Community Relations paradigm. Aim Participate in supporting the company's business continuity by carrying out sustainable development, especially in the economic, social and environmental fields by involving the community and employees of Telkom Group Indonesia.
3. Strategy Choice Telkomsel Branch Denpasar strategy in implementing community relations is divided into several target areas, namely:
 - a. Religious Affairs
 - b. Humanity Field
 - c. Infrastructure Development Field
 - d. Education Field

In addition, in determining millennial content creators, Telkomsel Branch Denpasar applies several things including: Creative and Innovative, Creating Out of The Box Content, Good Promotion Research, Communicative.

4. Strategy Implementation Policy Telkomsel Branch Denpasar is committed to always participating in building Indonesian society as a form of corporate social responsibility to the surrounding environment through community relations Decision The reputation of Telkomsel Denpasar Branch is dependent on how the company can be accepted by the community, especially in the company's operating environment. Companies that are seen by the community or community, by implementing community relations, people in the surrounding environment feel that they have the awareness and desire to help protect and maintain, because currently the surrounding community feels that the company's existence provides enormous benefits to the surrounding environment. This of course will be a serious problem if Telkomsel Branch Denpasar does not implement community relations which will have a detrimental impact on the company.
5. Telkomsel Denpasar Branch always has the principle that the profits obtained by the company basically must be returned in part to the community, especially the people who live in the company's environment. Where this is a form of Community Relations because on the other hand these efforts can create a good symbiotic mutualism between the company and stakeholders. In addition, to still be able to generate profits, Telkomsel Branch Denpasar continues to try to increase their target consumers with the aim of increasing company profits where automatically Telkomsel Branch Denpasar must maintain the Brand Image that has been created among the community by taking advantage of the current digital era, namely millennial content creators.

The description of the strategic planning above is a community relations program and millennial content creators implemented by Telkomsel Branch Denpasar. In fact, that all these procedures have been carried out by the appointed division, of course all the policies that are currently being taken to form the company's brand image cannot be separated from the company's predetermined goals. Both the content creator and community relations divisions in the implementation of their activities have succeeded in forming a positive brand image to the public.

4.1. Community Relations in Forming a Brand Image

The first interviewee was Himawan Avianto, who is Spv. DLS and Direct Sales Operations Telkomsel Branch Denpasar, in this interview he said that Telkomsel, which is one of the State-

Owned Enterprises, is obliged to participate in community development as a form of corporate social responsibility to the community, especially in Bali and one way is through Community Relations activities. This activity is basically mandatory because every company must return some of the profits it makes to the community, especially those who live around the company's location. With the intention that this is done in order to create a good Brand Image for the smooth operation of the company's operations.

“Community Relations activities are basically a logical activity carried out in order to maintain harmony with local residents in creating a positive Brand Image and as a form of Telkomsel Branch Denpasar to continue to implement the Community Relations principle, namely as part of a good society. The heavy point in carrying out Community Relations is that the surrounding community whose territory is legally the area where Telkomsel does business, of course there will be social, cultural, economic changes for the surrounding community” (Spv. DLS and Direct Sales Operations)

“Telkomsel Denpasar Branch is currently always trying to build good relationships with its stakeholders through Community Relations activities in several of these fields. This activity itself is manifested in activities that contain promotional content in order to create a positive Brand Image among the public. This goal itself will further focus the company's attention on the community” (Staff DLS and Direct Sales Operations)

“That Telkomsel Branch Denpasar annually routinely sponsors several religious ceremonies, such as providing funds for banjar banjars at the time of Nyepi, or distributing Eid aid in the form of basic necessities or sacrificial animals during Eid al-Adha, as well as assistance to several other parties in the field of education” (Staff DLS and Direct Sales Operations).

From the results of interviews with all informants regarding the informant's assessment of the efforts of Telkomsel Branch Denpasar in implementing Community Relations in order to maintain good relations with the community, it was found that all informants assessed that the activities that had been carried out by Telkomsel Branch Denpasar succeeded in forming a positive Brand Image among the community, especially Denpasar City. The results of the interview stated that Telkomsel Branch Denpasar really cares about the surrounding community by always trying to respond well and provide regular assistance to the community..

4.2. Millennial Content Creator in Forming a Brand Image.

Nowadays digital world, social media has an important role in supporting various activities or professions, especially content creators. Telkomsel Branch Denpasar is currently taking advantage of the advantages of social media in shaping the company's brand image, especially millennials. Social media is currently known for its ability in viral marketing which can make personal branding widely known quickly.

“Viral marketing is a marketing technique by utilizing the help of social media to convey messages or advertisements to consumers. For this reason, Telkomsel Branch Denpasar itself thinks that in conveying the message, it must be made attractively considering that Telkomsel's current target consumers are young people. For this reason, Telkomsel Denpasar Branch utilizes Millennial Content Creator in managing corporate social media. With the aim of making it easier to understand and creating a positive brand image among young people” (Spv. DLS and Direct Sales Operations)

"Through social media owned by Telkomsel Branch Denpasar, a content creator can create a personal brand image on the platform according to the expertise, personality and interests of the content creator. For example, the social media currently owned by Telkomsel Branch Denpasar include Facebook, Twitter, Youtube, and Instagram. Each of these social media has different characteristics and approaches according to the features offered by social media itself. As currently content creators Telkomsel Branch Denpasar understands that Facebook is currently mostly used by users aged 30 years and over, in contrast to Instagram which is currently mostly used by young people aged 13 – 27 years and over. Of course, the content in the promotion will be displayed differently." (Spv. DLS and Direct Sales Operations)

Telkomsel Branch Denpasar realizes that by utilizing millennial content, it can form a brand image very easily, in accordance with the target consumers desired by the company. Having a content creator can be used as an access to creative industry innovation in the advertising sector, especially with the use of social media. Currently, the social media owned by Telkomsel Denpasar Branch functions as a place to create a brand image owned by the digital realm in accordance with the personality, character and interests of the content creator itself. Currently, the millennial content creators of Telkomsel Branch Denpasar have succeeded in providing a big influence, especially for followers who follow the company's social media accounts, to create purchasing decisions for target consumers.

5. Conclusion

From research on the process of Community Relations and Millennial Content Creator activities at Telkomsel Branch Denpasar in shaping the company's brand image among the public, in 2021 what researchers have done, several things can be drawn that can be concluded as well as suggestions related to the problems mentioned above

As a form of corporate responsibility, Telkomsel Branch Denpasar in developing people's lives in the surrounding environment is manifested in the form of Community Relations, this is what underlies Telkomsel Branch Denpasar to participate in providing assistance to the community, especially the people of Denpasar City who live side by side with the company's work unit. In addition, so that community relations can continue, of course, Telkomsel Branch Denpasar must maintain the company's profit so that it continues to provide profits every year, of course the steps that must be taken by the company are to increase target consumers to young people who are known as quite consumptive circles for that step taken Telkomsel Branch Denpasar is utilizing Millennial Content Creator, all forms of activities that have been carried out by the company have been proven to create a positive Brand Image among the public. The success of Telkomsel Branch Denpasar in forming a positive Brand Image certainly cannot be separated from the planning process that has been carried out strategically. In the community relations process, Telkomsel Branch Denpasar divides it into several areas:

1. Religious Affairs: the assistance provided by the Telkomsel Branch Denpasar Company to the community includes: a. Sponsorship activities for several banjars, especially in Denpasar City, to support the ogoh-ogoh parade which is usually held the day before Nyepi. b. Assistance in the form of basic necessities and sacrificial animals given during Eid al-Fitr and Eid al-Adha, to communities in several areas.
2. Humanity Field; the current assistance provided to the community since the beginning of November 2019, Telkomsel Denpasar Branch provides free basic necessities and food to the surrounding community in collaboration with the Renon village head, and nationally

Telkomsel helps students who are currently running schools online to provide assistance free internet package which is only devoted to expedite the process of teaching and learning activities

3. Infrastructure Development Field: the assistance provided by Telkomsel Branch Denpasar for infrastructure development facilities includes renovation of library rooms, mosque donations, assistance for building prayer rooms, donations of facilities and infrastructure in several schools, especially the Denpasar area.
4. Education Field: Telkomsel Branch Denpasar has started to actively carry out Community Relations activities, especially in the field of education in the form of donations of notebooks, trash cans, sponsorship at campus events, distributing wall clocks and during the pandemic Telkomsel Branch Denpasar distributed free internet packages specifically for access to Google Classroom, Zoom, Browser and WhatsApp so that make it easier for students who are currently running the online learning process.

Telkomsel Branch Denpasar always strives to create a positive brand image among the public, for that Content Creator owned by Telkomsel Branch Denpasar implements several strategies including becoming

1. Creative and Innovative In creating a brand image, especially for the long term, content creators must have innovative and creative ideas in carrying out a promotion.
2. Creating out of the Box Content Since the emergence of the Disney+Hotstar paid movie application, Telkomsel invites its users to be able to make a payment system using only credit without the hassle of paying with a debit or credit card. Through this step, content creators must convey the message with attractive promotions on social media platforms. And it is proven that this has increased the number of Telkomsel provider users, especially young people.
3. Good Promotion Research Each of these social media itself has different characteristics and approaches according to the features offered by social media itself. As currently content creators Telkomsel Branch Denpasar understands that Facebook is currently mostly used by users aged 30 years and over, in contrast to Instagram which is currently mostly used by young people aged 13 – 27 years and over. Of course, the content in the promotion will be displayed differently.
4. Communicative. As a millennial content creator, you must be communicative, this is needed so that the message you want to convey can be understood in interesting language and can be easily captured by many people.

Based on the description in the previous chapter, the author can conclude that community relations activities and millennial content creators are able to form and maintain a positive brand image of the company, especially the surrounding community, this is because during the implementation of these activities Telkomsel Branch Denpasar includes the stages of collecting facts, problem formulation, planning action and communication as well as the evaluation stage. For the activity process itself, Telkomsel Branch Denpasar carried out strategic planning. This Community Relations is carried out and carried out very well by Telkomsel Denpasar Branch, and choosing millennial content creators is also the right step because it has been proven that until now Telkomsel is able to maintain a positive brand image.

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