



DOI: <https://doi.org/10.38035/sncsr.v1i3>  
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## Optimizing Public Relations Activities Through The Race Model

Nuriyati Samatan<sup>1</sup>, Irfan Fauzi<sup>2</sup>, Meranti<sup>3</sup>, Muhammad Farhan A<sup>4</sup>

<sup>1</sup>Faculty of Social and Political Sciences, Communication Science Program, Universitas Nasional, Jakarta, [nuriyatisamatan@gmail.com](mailto:nuriyatisamatan@gmail.com)

<sup>2</sup>Faculty of Social and Political Sciences, Communication Science Program, Universitas Nasional, Jakarta, [Irfan.fauzi@civitas.unas.ac.id](mailto:Irfan.fauzi@civitas.unas.ac.id)

<sup>3</sup>Faculty of Social and Political Sciences, Communication Science Program, Universitas Nasional, Jakarta, [meranti.1992@gmail.com](mailto:meranti.1992@gmail.com)

<sup>4</sup>Faculty of Social and Political Sciences, Communication Science Program, Universitas Nasional, Jakarta, [farhanayyubi@gmail.com](mailto:farhanayyubi@gmail.com)

Corresponding Author: [nuriyatisamatan@gmail.com](mailto:nuriyatisamatan@gmail.com)<sup>1</sup>

**Abstract:** This study aims to analyze the optimization of public relations activities using the RACE model at PT. Home Credit Indonesia. The RACE model (Reach, Act, Convert, and Engage) is used to analyze each customer journey at Home Credit Indonesia. This study employed a qualitative, descriptive approach, and collected data through observation, interviews, and documentation. The results indicate that PT. Home Credit Indonesia implements various public relations strategies, including digital campaigns, responsive customer service, and financial education programs for customers. These strategies enhance customer service optimization and strengthen support, increase trust, and build loyalty. A challenge faced is managing customer complaints across various communication platforms. This study recommends optimizing digital strategies and increasing personalized interactions to reach more customers.

**Keywords:** RACE Model, Customer Satisfaction, Customer Relationship Management

## INTRODUCTION

Public relations is a function of maintaining, developing, and fostering reciprocal communication, which is essential for addressing and resolving emerging problems by minimizing their occurrence (Fauzi & Rosana, 2024). Public relations must also be able to manage, maintain, and create positive relationships that benefit the organization or community, thus influencing the success of an organization or company. For public relations to be successful, public relations must be able to communicate effectively, build strong relationships with the public, and leave a positive impression on those who educate them on how to communicate effectively with the business (Silviani, 2020).

Today, technology and information are developing and even advancing rapidly, simplifying and accelerating the transformation of human life to meet various needs. The financial services industry is one example of this widespread development. Finance companies were established in 1988 as a result of Presidential Decree No. 61 of 1988, providing

opportunities for various business entities to engage in financing activities in lieu of providing capital to stimulate Indonesia's economic expansion. These financing activities are carried out by business entities known as financing institutions or finance companies, which are usually legal entities such as cooperatives or limited liability companies (PT). Business people and the general public can take advantage of this financing business to purchase electronic goods, furniture, motorbikes and cars through an installment purchase scheme, both with and without a down payment (Salim HS, 2006). Like banks and other government institutions, the government recognizes a corporate financing system, which is regulated by Presidential Regulation No. 9 of 2009 concerning Financing Institutions. In general, banks and other financial institutions provide access to liquid funds to prospective borrowers. Customers who apply for credit from these institutions do not receive liquid funds, unlike customers of financial institutions, but rather the company's approval to finance their goods on credit. Consequently, the cash is transferred to a third party, where the customer completes the purchase transaction.

Companies that finance the purchase of goods for consumer needs through a payment system that can be paid in installments or periodically are known as consumer financing. Consumer financing can only be referred to as consumer credit (consumer credit) if the consumer financing is carried out by a finance company and the consumer credit is offered by a bank (Shidarta: 2010). According to Ibrahim J. (2010), consumer credit includes credit facilities for the purchase of electronic products for personal use.

One of the many types of financing institutions is PT Home Credit Indonesia, which was established in Indonesia in 2013 and began operating in the Jakarta area. By early 2017, this institution had expanded to several cities across Indonesia. Through the My Home Credit application, which allows prospective customers to apply for financing simply through their smartphones, Home Credit Indonesia continues to innovate in online financing services in addition to developing offline financing services.

As a technology-based lender, PT Home Credit Indonesia has an extensive network of retail partners in 200 cities across Indonesia. Home Credit has grown into a reliable financial partner for millions of consumers since 2013. PT Home Credit helps people meet their needs in a planned manner, including managing their money and installments effectively, and promoting open access to transparent financial services with a fast process ([homecredit.co.id](http://homecredit.co.id)).

This business offers technology-based financing services. You can purchase a variety of items to meet all your needs by choosing Home Credit. You can enjoy small installments without using a credit card, so you don't have to worry about payments. Financing applications for mobile phones or smartphones, gadgets, cameras, laptops, televisions, furniture, and more are available, not limited to just one device. For customers looking to purchase electronics, Home Credit Indonesia (UPT) collaborates with retailers in Jakarta and other retailers offering credit financing (non-cash, on-site financing).

PT Home Credit boasts excellent service. As a financing company, this presents a significant challenge for PT Home Credit, as it must maintain and improve the quality of its services. The goal is to ensure customer satisfaction. Therefore, PT Home Credit has a Public Relations department tasked with developing effective strategies to enhance customer satisfaction. The next analysis will examine the optimization of PT Home Credit's Public Relations activities using the RACE Model.

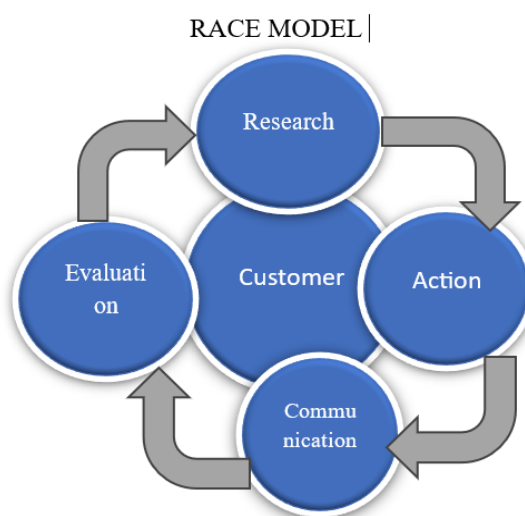
### **Marston's RACE Model (Research, Action, Communication, Evaluation)**

The Research, Action, Communication, Evaluation model, hereinafter referred to as RACE, was developed by John Marston, a communication expert in 1963 (Rajesham & Singh, 2019), a research model for Public Relations practitioners in four main components: Research, Action, Communication, and Evaluation. Reach: This stage focuses on building awareness and visibility of your brand, product, or service. This involves activities such as SEO, social media

marketing, and online advertising to attract potential customers. Act: The goal here is to encourage interaction and engagement with your audience. This can include actions such as visiting your website, reading content, or signing up for a newsletter. Communication: At this stage, the focus is on the process of interaction of facts, ideas, opinions, feelings, suggestions, and points of view between two or more parties to build mutual understanding. Evaluation: The final stage is an evaluation carried out for the results of previous activities implementing RACE. The RACE model provides a structured approach to planning and implementing digital marketing strategies, ensuring that all stages of the customer journey are managed effectively. (Samatan N: 2018). The RACE Model is represented in Figure 1 below:

Figure 1: RACE Model Process

Sources: A. Jerry Hendrix; Darrel C. Hayes; Pallavi Damani



Kumar, 2012 (in Samatan, 2018).

Figure 1 shows that the RACE Model places the customer at the center of activities, including research, action, communication, and evaluation. All programs are conducted with customer interests in mind. The interface area demonstrates that all four programs in the RACE Model address and consider customer interests

### Customer Relationship Management (CRM) Theory

Customer Relationship Management (CRM) theory was first developed by Evert Gummesson (2008), an academic and management expert. Gummesson argued that a well-maintained relationship between a company and its customers is key to creating loyalty and increasing long-term customer value. This CRM theory focuses on the importance of building more personal and sustainable relationships with customers, beyond just short-term transactions. The philosophy of managing relationships between a business and its customers is the focus of CRM management, a management style that aims to strengthen relationships with each individual client to achieve strong business growth. CRM essentially aims to facilitate the adaptation process between a business and its clients. An effective CRM program permeates the entire business like a thread. Therefore, regardless of which department is responsible for managing a CRM program, all departments, divisions, and employees need to be aware of the program's objectives and, most importantly, their own roles and how they can contribute to its management. Interaction and communication with a single customer are the primary goals of CRM.

### Benefits of implementing a CRM concept

CRM software provides businesses with information to increase sales and profits. CRM software enables businesses to leverage data from all customer interactions, including online, call centers, and field marketing and customer service representatives. Costs can be reduced by implementing self-service features in customer support and sales. Automating sales and service procedures can reduce cash flow constraints and the potential for service quality declines. By enhancing customer data, purchasing trends, and connecting with ERP programs for better planning, CRM applications enable us to launch products to market more quickly. (Widjaja, 2008).

### **CRM Components**

Greenberg (2002) developed a component framework divided into the following types:

- 1) Operational CRM. All core company processes, including marketing and sales, are integrated into this automated process.
- 2) Analytical CRM. Analytical CRM is the process of examining data generated by data mining and other operational CRM procedures.
- 3) Collaborative CRM. This process is carried out through email, personalization, electronic communities, discussion boards, and similar processes, all of which are part of a collaborative service application process that facilitates communication between businesses and their clients. Benefits of the Collaborative Component:
  - 4) Effective communication with customers across multiple platforms.
  - 5) The use of online integration can reduce customer service costs.
  - 6) Integration with call centers to facilitate personal client connections.

### **METHOD**

This research was qualitative, with a constructivist paradigm. The constructivist paradigm is an approach that views knowledge as the result of individual construction through experience and social interaction (Samatan, 2018). This research used secondary and primary data. Secondary data was obtained from books, journals, and other sources (Samatan, 2017). The journal search was conducted using the keywords: Public Relations Activities, Marston RACE Model.

Meanwhile, primary data was obtained through observation, interviews, and documentation. Observations were conducted on PT Home Credit's Public Relations activities, including Research, Action, Communication, and Evaluation. Interviews were conducted with PT Home Credit's Public Relations staff and representatives of public relations practitioners recommended by the company. In-depth interviews using standard structured interviews were the method used. The documentation method (Arikunto, 2010) is a data collection technique that involves collecting data from documents, whether written, images, or electronic, relevant to the research. This documentation can be in the form of books, journals, reports, or other data related to the research topic. In this study, documentation includes the results of observations conducted both directly and online. Data analysis was conducted based on the stages outlined by Miles and Huberman (1994) (in Faisal, 2003): data reduction, data presentation, and conclusion drawing. Data validity was verified through theoretical triangulation.

### **RESULTS AND DISCUSSION**

#### **PT. Home Credit at a Glance**

PT Home Credit Indonesia is part of a global finance company based in the Czech Republic. The company focuses on providing consumer financing services, particularly in the form of unsecured multipurpose loans for the purchase of goods and services. PT Home Credit Indonesia was founded in 2013 in Jakarta as part of the Home Credit Group's global expansion.

The company sees significant potential in the financing market in Indonesia, particularly for those who lack access to formal financial services.

PT Home Credit Indonesia's operational development has undergone significant changes. From 2013 to 2015: Initial operational period (PT Home Credit Indonesia started services in several major cities such as Jakarta, Bandung, and Surabaya, initially focusing on consumer financing for electronics and furniture). From 2016 to 2018: National Expansion (Expanding service coverage to more than 50 cities in Indonesia, introducing app-based technology to expedite the credit approval process, and adding retail partners and major electronics stores). From 2019 to 2021: Digital Transformation (Launching a mobile application to facilitate customer access to loan and payment information, expanding the product portfolio, including cash loans and online financing, and increasing focus on digitalization to support efficiency and customer satisfaction). From 2022 to present, with a focus on sustainability (PT Home Credit Indonesia has strengthened its commitment to financial inclusion, introduced financial literacy programs to help the public better understand financial management, and strived to support MSMEs through more flexible financing). In accordance with OJK Regulation No. 30/POJK.05/2014 concerning Good Corporate Governance for Financing Companies, Home Credit Indonesia created a GCG system and structure by paying attention to GCG principles.

### **Products and services of PT Home Credit Indonesia**

PT Home Credit Indonesia provides various financial products and services, including:

- [1] Goods Financing. PT Home Credit provides financing for various goods, such as smartphones, furniture, electronic equipment, laptops, DSLR cameras, and LED TVs.
- [2] Cash Financing. PT Home Credit Indonesia provides Flexcash cash financing services with a maximum financing value of IDR 100 million and a long term of up to 54 months.
- [3] Paylater services. PT Home Credit Indonesia provides the Home Credit Paylater service, which can be used for purchases such as phone credit, data packages, electricity bills, PDAM bills, and e-commerce.
- [4] Protection. PT Home Credit Indonesia provides various protection products, including: Life protection, home protection, mobile phone, gadget, and laptop protection, credit card protection, home contents insurance, and the AMAN (Comfortable Installment Without Burden) protection service. Customers who shop online or offline can obtain financing services from PT Home Credit Indonesia. To help its dedicated clients meet their financial needs, Home Credit also offers multi-purpose loans.

### **Research Informants**

The informants in this study consisted of six individuals: Nahyudin, Field Collection Leader; Tretilla Siswadi, HR Service Lead, who serves as HRD at PT Home Credit Indonesia; Anfaal Ramadhan (a customer of PT Home Credit Indonesia); Sahrul Aditya (a customer of PT Home Credit Indonesia); Keisha Putri Yasmin (a customer of PT Home Credit Indonesia); and Regita Daffa, a Public Relations expert.

### **Results**

Designing a Messaging Strategy for Potential Customers at PT Home Credit Indonesia PT Home Credit Indonesia, as a credit service provider, has a strategy for delivering messages to customers. As stated in an interview with the author:

*“PT Home Credit uses several strategies to ensure its messages successfully attract the attention of potential customers, including: Direct Marketing Strategy: PT Home Credit uses telemarketing as a method of direct communication with potential customers. Telemarketing allows them to interact directly with potential customers and explain the*



*benefits of their products and services in detail... ” (Nahyudin, Field Collection Leader, Interview 2024).*

Telemarketing is a marketing technique that involves providing or offering information about the latest products over the telephone. The person responsible for this is called a telemarketer. PT Home Credit uses telemarketing through social media, as explained in an interview with the researcher by Nahyudin:

*“SocialMedia and Digital Marketing: PT Home Credit actively uses social media and digital marketing strategies to reach a wider audience. They leverage platforms like Facebook, Instagram, and Twitter to convey messages and capture the attention of potential customers through engaging and relevant content.” (Nahyudin, Field Collection Leader, interview 2024).*

Using Instagram provides numerous benefits for PT Home Credit in their telemarketing strategy. Instagram allows PT Home Credit to interact directly with customers through features like comments, private messages, and Instagram Stories. This helps build a more personal relationship with customers and allows them to ask questions or provide feedback directly. By using the features: photos, videos, and Stories, PT Home Credit can promote its products and services in a visual and engaging way. This helps attract the attention of potential customers and increase their interest in the products offered. Instagram also provides analytics tools that allow PT Home Credit to monitor the performance of their content, such as the number of likes, comments, and follower growth. These activities help the company understand what is working and what needs improvement in its strategy.

Social media activity is considered valuable in building relationships with consumers and brand loyalty. Platforms like Facebook, Instagram, Twitter, and TikTok provide a space for companies to engage directly with their audiences, making interactions more personal and authentic. This leads to increased brand awareness and sales conversions. (Tuten and Solomon, 2019).

PT Home Credit uses telemarketing, including through social media, as Siswadi explains below: *“PT Home Credit develops targeting campaigns tailored to the needs and preferences of prospective customers. They use analytics data to understand the behavior and needs of potential customers, allowing them to deliver more effective and relevant messages. Loyalty and Retention Programs: PT Home Credit also has loyalty and retention programs to enhance customer engagement...” (Tretilla Siswadi, HR Service Lead, Interview, 2024).*

A targeting campaign is a marketing strategy in which a company selects a specific audience based on specific characteristics to deliver relevant and personalized marketing messages. This targeting aims to increase advertising effectiveness and maximize ROI (Return on Investment) by reaching the audience most likely to purchase a product or service. Through a holistic and integrated approach, PT Home Credit Indonesia strives to build a positive corporate image with a focus on transparency, ease of service, financial education, and social responsibility. This strategy not only helps the company gain market acceptance but also strengthens customer trust and loyalty, which are crucial in a competitive business world.

### **PT Home Credit Indonesia's Target Audience Determination Strategy**

PT Home Credit Indonesia's target audience determination is carried out as described in an interview with Nahyudin:

*PT Home Credit uses several PR strategies to reach new audiences relevant to the company's brand, including: PT Home Credit holds events and roadshows in various locations to reach new audiences. These events provide opportunities for the public to learn more about Home Credit's products and services directly. PT Home Credit also*

*has loyalty and retention programs to increase customer engagement. They offer incentives and special offers to loyal customers, which helps retain customers and attract new audiences.” (Tretilla Siswadi, HR Service Lead, interview 2024).*

Sisadi's explanation demonstrates that PT Home Credit Indonesia, as a consumer finance company, continuously strives to build a positive image and strengthen relationships with customers, the media, and various other stakeholders. In this context, Public Relations is an integral part of the company's communication strategy, which aims to create and maintain good relationships with both external and internal audiences. Another explanation, as quoted in an interview with Nahyudin, is as follows:

*“PT Home Credit collaborates with influencers or public figures to promote their products and services. Influencers help reach a wider audience and increase the company's brand awareness.” (Nahyudin, Field Collection Leader, interview 2024).*

According to Nahyudin, Field Collections Leader, PT Home Credit Indonesia's Public Relations strategy focuses not only on external relationships with audiences, the media, and the wider community, but also on close internal relationships between the PR team and various departments within the company. An effective PR strategy within a company is crucial to ensuring that the brand messages and values align with the organization's vision, mission, and goals. Therefore, Home Credit's PR strategy, in collaboration with PT Home Credit's internal team, requires a comprehensive and coordinated approach. The following are some key elements of Home Credit's PR strategy, which involve collaboration with various departments within the company.

### **Strategy for Building Customer Engagement Through Content**

PT Home Credit Indonesia, as one of the leading financing companies in Indonesia, recognizes the importance of creating deeper interactions with customers through relevant and engaging content. Therefore, Home Credit's Public Relations strategy focuses on innovative and effective ways to encourage customers to engage more with the company's content. As the author's interview results show:

*"PT Home Credit creates content that aligns with the interests and needs of its audience. This content can take the form of informative articles, educational videos, infographics, and entertaining social media posts. By providing useful content, PT Home Credit is able to capture attention and increase customer engagement. PT Home Credit actively interacts with customers on social media platforms. They respond to comments, answer questions, and hold Q&A sessions to build closer relationships with customers. This helps create an active and engaged community" (Nahyudin, Field Collection Leader, interview, 2024).*

Nahyudin explained that interactions take place directly face-to-face and also through social media, utilizing various available features. Tretilla Siswadi, HR Service Lead at PT Home Credit, further explained:

*"PT Home Credit uses various strategies to encourage customer engagement with content. PT Home Credit often holds campaigns and contests on social media to encourage customer participation. For example, they might hold photo or video contests with attractive prizes. (Tretilla Siswadi, HR Service Lead, Interview, 2024).*

### **Communication Process and Message Evaluation at PT Home Credit**

The communication process significantly determines the final outcome. As a service provider to diverse stakeholders, PT Home Credit Indonesia communicates not only to introduce products and services, but also to build trust, educate customers, and create a lasting impression of the company's brand. To achieve these goals, the company's communications are conducted with a targeted and measurable strategy, complemented by an evaluation system that ensures the message is truly effective. PT Home Credit Indonesia, as a credit service

provider, naturally has a communication and message evaluation system. As explained by Nahyudin:

*"PT Home Credit uses media monitoring tools to track their brand coverage across various media channels, both print and digital. The metrics monitored include the number of articles that match the target title and the audience reached, such as Google Analytics to measure traffic to their website before and after the campaign launch. This helps them assess the increase in visitor numbers and user demographics." (Nahyudin, Field Collection Leader, Interview, 2024).*

In addition, PT Home Credit also uses media monitoring tools, as explained by an HR Service Lead to researchers:

*"PT Home Credit uses several metrics and tools to measure the effectiveness of their communication channels in conveying messages to the public. They use several methods: They monitor social media interactions such as likes, comments, tags, and shares. This helps them determine how much their content is shared and interacted with by their audience. They use sentiment analysis tools to understand how their audience responds to their messages. This helps them determine whether their messages are well-received or need to be adjusted. They also design campaigns based on the data they collect from media monitoring and social media interactions. This helps them target their audience more precisely and increase campaign effectiveness." (Tretilla Siswadi, HR Service Lead, Interview, 2024)*

This media monitoring allows Home Credit to respond quickly to issues, improve data-driven decision-making, and strengthen their brand image. Furthermore, through in-depth analysis of the collected data, the company can adjust its communication and marketing strategies to be more relevant to its audience, and improve the overall customer experience.

### **Corporate Communication Strategy for Customers**

PT Home Credit Indonesia implements planned communication with customers as part of its communication strategy, as explained by Nahyudin to researchers:

*"PT Home Credit's Public Relations ensures that corporate communications reflect the value of customers as its primary asset through several strategies. Their customer-focused communications place customer needs and interests at the center of every message they convey. This includes providing useful, educational, and relevant information that can help customers make better decisions. PT Home Credit actively collects customer feedback through surveys, social media, and other channels. They demonstrate that customer opinions are highly valued and used to improve their service." (Nahyudin, Field Collection Leader, Interview, 2024).*

Nahyudin explained that PT Home Credit's Public Relations ensures that corporate communications reflect the value of customers as its primary asset through several strategies. Their communications are always customer-focused, placing customer needs and interests at the center of every message they convey. This includes providing useful, educational, and relevant information that can help customers make better decisions. Every piece of content delivered through various communication channels, such as email, social media, and mobile apps, strives to provide added value to customers. PT Home Credit actively collects customer feedback through surveys, social media, and other channels.

PT Home Credit also rewards loyal customers as an asset, as Siswadi explained:

*"PT Home Credit's communications are always transparent and honest. They provide clear and complete information about their products and services, including fees, terms and conditions, and customer benefits. PT Home Credit rewards loyal customers through a loyalty program that provides special rewards, discounts, or exclusive offers."*



*This demonstrates that they value long-term relationships with customers. They ensure that any questions, complaints, or issues raised by customers are handled quickly and professionally. Responsive customer service demonstrates that the company truly cares about customer satisfaction. PT Home Credit also focuses on providing financial education to customers through various content such as articles, videos, and seminars. This helps customers feel empowered and prioritized by the company. PT Home Credit's communications are often accompanied by empathetic messages that demonstrate their understanding of their customers' situations and needs. For example, during the pandemic, they delivered messages demonstrating support and solutions for customers facing financial difficulties.*" (Tretilla Siswadi, HR Service Lead, Interview 2024).

Interview results show that PT Home Credit Indonesia consistently ensures that its communications reflect the value of customers as its primary asset. Furthermore, PT Home Credit Indonesia focuses on providing financial education to customers through various content such as articles, videos, and seminars. These efforts help customers feel empowered and prioritized by the company. This education not only increases customers' financial knowledge but also helps them better manage their finances. PT Home Credit Indonesia's communications are often accompanied by empathetic messages that demonstrate understanding of customers' situations and needs. For example, during the pandemic, the company delivered messages demonstrating support and solutions for customers facing financial difficulties. With this approach, PT Home Credit Indonesia has successfully built strong and sustainable relationships with customers, making them a key asset to the company.

### **Customer Reviews at PT Home Credit**

Nahyudin provided the following customer review of PT Home Credit: *"PT Home Credit has a loyalty program that offers incentives and rewards to loyal customers. This program includes special discounts, exclusive offers, and early access to new products or services."* (Nahyudin, Field Collection Leader, Interview 2024). According to Nahyudin, PT Home Credit Indonesia has a loyalty program specifically designed to provide incentives and rewards to loyal customers. This program aims to increase customer satisfaction and loyalty by offering various exclusive benefits. Within this loyalty program, loyal customers can enjoy special discounts not available to the general public. These discounts apply to a variety of products and services offered by PT Home Credit, providing significant added value for customers. Furthermore, loyal customers also receive exclusive offers tailored to their needs and preferences. These offers can include special discounts, product bundles, or additional services accessible only to loyalty program members. The loyalty program also provides early access to new products or services launched by PT Home Credit. Through special access, loyal customers can experience the benefits of the latest products earlier than other customers, ensuring they always receive the best from PT Home Credit.

PT Home Credit frequently holds various events and community activities that involve customers. These events can include educational seminars, social activities, or customer appreciation events. Through these activities, the company not only connects with customers but also provides added value and demonstrates its concern for the community. PT Home Credit ensures that all communications with customers are transparent and honest. The information provided is always clear and unmistakable, so customers feel valued and trusted. Transparency in communication helps build solid relationships and long-term trust, as explained in the following interview:

*"Through transparent and honest communication, PT Home Credit's PR strives to build customer trust. This trust increases customer loyalty, which in turn extends the customer's relationship with the company. PT Home Credit uses data to understand*

*customer needs and preferences, and then tailors communications and product offerings to suit each individual. This personalization makes customers feel valued and more likely to remain loyal.”* (Nahyudin, Field Collection Leader, Interview 2024).

Nahyudin's explanation demonstrates that a transparent and honest communication process is expected to build customer trust, which is the foundation of the relationship between PT Home Credit and its customers.

PT Home Credit also uses data to deeply understand customer needs and preferences. Using customer data, PT Home Credit designs more strategic and targeted campaigns. These campaigns help increase customer engagement and encourage repeat purchases. This approach ensures that every message and offer delivered is relevant to the individual needs of customers, so they feel valued and are more likely to remain loyal.

## Discussion

### Analysis Based on the RACE Model (Research, Action, Communication, Evaluation)

The RACE Model, proposed by John Marston, is a framework used in public relations management to design and evaluate campaigns. This model consists of four main stages: Research, Action Planning, Communication, and Evaluation.

### Research

PT Home Credit uses various strategies to ensure that its messages reach the right target audience. PT Home Credit analyzes its customer data to understand its target audience based on demographics, purchasing behavior, and preferences. With this data, they can create specific market segments and tailor messages to the needs and desires of each segment.

Using the results of the data analysis, PT Home Credit creates personalized messages for various audience segments. This personalization makes the messages more relevant and engaging to the target audience, increasing the likelihood of a positive response. PT Home Credit utilizes social media and digital platforms to reach its target audience. They use paid advertising on platforms like Facebook, Instagram, and Google Ads, which allows for audience targeting based on location, age, interests, and behavior. PT Home Credit collaborates with influencers who have audiences relevant to the target market. Influencers can help convey messages in a more personal and credible way, increasing the credibility and reach of the message. In addition to digital strategies, PT Home Credit also holds offline events and campaigns to reach its target audience. These events can include exhibitions, roadshows, or other activities that allow direct interaction with potential customers.

In implementing its programs, PT Home Credit creates content tailored to the interests and needs of its audience. This content can take the form of informative articles, educational videos, infographics, and entertaining social media posts. By providing useful content, PT Home Credit is able to attract attention and increase customer engagement. PT Home Credit actively interacts with customers on social media platforms. They respond to comments, answer questions, and hold Q&A sessions to build closer relationships with customers. This helps create an active and engaged community. PT Home Credit frequently runs campaigns and contests on social media to encourage customer participation. For example, they might hold photo or video contests with attractive prizes. These contests not only increase engagement but also increase brand exposure. PT Home Credit invites customers to provide testimonials and reviews about their experiences using Home Credit products and services. Positive testimonials can increase potential customers' trust and encourage them to engage further with the brand. PT Home Credit collaborates with influencers to promote their content. Influencers have loyal audiences and can help convey Home Credit's message in a more personalized and credible way. PT Home Credit uses newsletters and email marketing to

maintain customer relationships. They send the latest information, special offers, and useful content directly to customers' inboxes.

### Communication

PT Home Credit's communication process utilizes several metrics and tools to measure the effectiveness of their communication channels in conveying their messages to the public. PT Home Credit uses media monitoring tools to track their brand coverage across various media channels, both print and digital. Metrics monitored include the number of articles that match the target title and the audience reached. They monitor social media interactions such as likes, comments, tags, and shares.

This helps them determine how much their content is shared and interacted with by their audience. PT Home Credit uses tools like Google Analytics to measure traffic to their website before and after the campaign launch. This helps them assess visitor growth and user demographics. PT Home Credit counts the number of impressions or views of its campaigns on media to estimate the number of visitors who have viewed or read the content within a specific time period.

### Evaluation

PT Home Credit's evaluation process uses several key metrics to determine the success of its communication strategy, including:

[1] Brand Awareness

Impressions and Reach: Measures the number of people who see or are reached by a communication campaign, including on social media, advertising, and traditional media.

[2] Website Traffic: Measures the increase in website visitors after the launch of a communication campaign.

[3] Social Media Interaction: Measures the number of likes, comments, shares, and retweets on social media platforms.

[4] Participation Rate: Measures the number of customers involved in a specific campaign, such as a contest or event.

[5] Public Sentiment. Sentiment Analysis: Measures the positive, neutral, or negative reactions of the audience to a communication campaign.

[6] Reviews and Testimonials: Collects and analyzes customer reviews and testimonials to determine their perceptions of the brand.

### CONCLUSION

Public Relations plays a strategic role in helping companies survive, maintain high competitiveness, and continuously improve and update technology. PT Home Credit Indonesia has implemented various strategies deemed effective in retaining customers, improving performance, and continuously improving. This is particularly true in building strong relationships with stakeholders and expanding collaborations with various parties, such as product suppliers and influencers. This significantly contributes to improving service to stakeholders.

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