



The Role of Corporate Communication in Image Penetration through Podcast Media

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Abstract

In the era of society 5.0, Indonesia and the world are experiencing developments in all fields, especially technology, information, and global competition. It takes hard work from the corporate communication division so that the company has a clear identity that can make it different from similar companies in order to form a good image that stands out. The purpose of this research is to represent BRI's Corporate Communication strategy in shaping its image through podcast media. This research is a descriptive qualitative research with data collection techniques conducted through structured interviews, with guidelines for conducting research virtually through Google Meet, Zoom or Video call and WhatsApp text connection. In selecting informants using purposive sampling technique in determining research subjects. The research instrument used is a list of questions and data analysis techniques using open coding to selective coding which will draw conclusions from these results. In planning a Corporate Communication activity, the author also uses the RACE model from John Marston. The results showed that the penetration of BRI's new image through the BRI Office Break podcast program broadcast on Youtube was considered quite successful. The conclusion of this research: up to the 10th episode of the BRI Office Break Podcast has successfully portrayed BRI's new image, customers and non-customers view BRI as a sophisticated and modern bank, no longer old-fashioned or conventional.

Keywords: Corporate Communication; Public Relations; Penetration; Podcasts; Digital Media

Introduction

The condition of the banking world in Indonesia has undergone many changes from time to time. Banking is a company that has an important role in the development and growth of a country's economy (Marwansyah & Setyaningsih, 2018). Apart from being caused by internal developments in the world of finance and banking, this is also inseparable from the influence of developments outside the banking world, such as in the real sector of the economy, politics, law, and society. The economic sector is at a very tight level of competition, both among domestic companies and with foreign-owned companies (Yanuarsi, 2020). However, in fact, there is an acceleration in the field of technology and also information, which is indeed increasingly sophisticated at this time, creating an opportunity as well as a new business challenge for corporations in Indonesia, especially in the banking world. Where the development of technology has changed aspects of people's lives including in interacting and communicating (Habibah et al., 2021).

Stepping on industry 5.0 as it is today, where Indonesia is experiencing developments in all fields, especially technology, information, and global competition, a company actually needs a clear identity that can make it different from similar companies in order to form a good image that stands out. The company's identity must reflect the character of the business, which should be able to create a good image in society,

especially for those who see and use it. Corporate identity itself, according to Nabila (2018) is a representation or embodiment of media, visually or physically, that can display an identity in an organization so that people can distinguish between that organization and other organizations. Cutlip, Center, & Broom (Ruliana, 2021) once put forward a statement about the mission and answered several questions, including How are we different from our competitors? The mission statement provides the purpose, structure, and strategy of an organization, which includes legitimacy, values, participation, and even ownership among employees, leadership, responsibility to the community, ethical priorities, and commitment to the public community and stakeholders.

In the current era, the digital economy provides new hope but also a threat to the banking industry which is moving to digital banking to protect existing customers and attract new millennial customers. The application of technology in banks or commonly referred to as digital banking is a banking service to meet customer needs through digital technology so that a digital economy emerges as expected (Muchlis, 2018). In maintaining existing customers and increasing the number of new customers, it is necessary to improve the best possible service. Banks need to make smart innovations to deepen understanding and encourage people to continue to choose banking as an economic option in making transactions (Fajri, 2021). The emergence of fast-growing information and communication technology can contribute to this target and has become a smooth means and vehicle to expand banking market access. Online banking can add value to banking products. Digital banking can make it easier for banks to back up and analyze customer data. It also makes it easier for banks to keep in touch with customers, better resolve customer complaints, and create faster, cheaper, clearer, more transparent, and more perfect products or facilities for customers. In practice, it still encounters obstacles and barriers such as high costs and risks, unavailability of large infrastructure, and banking delinquencies created by users themselves.

The role of corporate communications in the 4.0 era, where artificial intelligence (AI) and big data are present, various devices can be utilized. These devices can be used to simplify tasks related to public relations, including those involving digital-based platforms, audio, and video. Nowadays, machines can also write and read. Meanwhile, in society 5.0, the era of human-centeredness, public relations professionals must be insightful, respect each other, and be able to lead an active and fun life. According to Sinduwiatmo (2018) it is fortunate for PR people that the explosion of communication in recent years has provided new tools that can be used to communicate messages more quickly, interestingly, and precisely. Through the internet, one can access various information as well as developing issues or changes that occur, so that a public relations practitioner can access all the necessary information according to the needs of the organization (Ruliana, 2021). It takes hard work from the corporate communications or public relations division to deal with the digital era, especially in the adjustment between technology and knowledge so that companies can continue to exist in society.

The concept of corporate communication itself is an integrative communication structure that connects stakeholders with the organization as well as a concept that describes a vision of ways in which an organization can strategically manage all types of communication (Ummah et al., 2021). In relation to the description above, BRI's corporate secretary is aware that in a very tight banking business, it requires various parties within the company to rethink the mission and business strategy and does not even rule out the possibility that the company may experience defeat in competition. Facing these problems, BRI's corporate secretary has a strategy to survive, one of which is by making changes in terms of service and improving technology to make it easier for customers, such as BRIMo, a sophisticated website, and other conveniences such as the

latest quality technology with international standards. The involvement of banking as a corporate entity is needed in managing these assets. because it can make allocation decisions that involve the selective use of company history to legitimize ideas related to the peculiarities of a company's organization (Siagian & Pangemanan, 2016). Seeing the vast market potential, the acceleration in technology, and the very promising customer growth, BRI is currently trying to reach all of these things by means of image penetration to become a digital bank.

Based on the observation results, information was obtained from customers that their memories of the image of Bank BRI as a pension bank and also as a civil servant bank as well as a farmer's bank that still uses conventional or manual media are very attached. This certainly has an impact on BRI's management, so it is important to penetrate the image that is adjusted to current technological developments so that the role of the corporate secretary is needed to change negative opinion to positive. BRI's corporate secretary really understands that promotion through various programs for image penetration is needed. Therefore, careful planning is needed so that the program can be accepted by customers in particular and the public in general (16/07/2022). In the era of 4.0 and 5.0 as it is today, BRI is trying to make changes by switching to new media that are present thanks to technological sophistication, namely the internet. This new media is widely used to communicate in ways that are different from before, and currently the internet is one of the most widely used promotional platforms in this digital era to introduce and brighten re-branding images (Nastiti et al., 2021).

To respond to competition in the global era in the banking world, BRI's Corporate Secretary created a program with the theme BRI Office Break. The social media used was Youtube because, based on a survey conducted by Hootsuite (We are Social), it is still ranked 2nd as the most popular social media. Most in demand in Indonesia (Arradian, 2022). On the basis of the reasons above, the BRI Office Break podcast program, which was posted on Youtube in collaboration with Podkesmas, or the Public Health podcast, which was previously considered successful in becoming the most-favorite podcast in 2020, has now overtaken it. According to Farruq Abdurahman, BRI's Digital Communication Assistant Manager, podcast target audiences are considered the same as BRI's new customer targets, namely Gen Y or Millennials, born 1981-1996 and aged between 25–40 years in 2022. Millennials are considered to be of a productive age and are financially considered to be well-established or starting to become established (Interview 16 July 2022). According to the findings of Hutabarat (2020) research all media have their own audience segmentation podcasts are no exception. The second trend is the increasing number of people buying and using portable MP3 music players for listening to digital audio. A third trend is the increasing availability of free software and tools for producing and distributing podcasts on the internet, as well as the ease of downloading and playing podcasts.

In relation to the description above, it has attracted a lot of attention from several researchers, such as Chitra & Oktavianti (2019) regarding Digital Public Relations Strategy for Podcast Activists in Building Brand Engagement. On an episode of Duo Budjang, a case study was conducted. The findings of this study indicate that promotion on social media will be more effective and efficient than website promotion, especially on Instagram, where the majority of users are millennials (Chitra & Oktavianti, 2019). Furthermore, research conducted by Lestari et al., (2017) in Strategic Communications and Corporate Branding A Study of Jebsen and Jessen Indonesia Group explains that Jebsen and Jessen Indonesia Group implement corporate branding strategies in accordance with strategic planning and public relations, and some of the targets have been achieved within one year. The findings of research conducted by Pallas & Fredriksson,

(2013) reveal an analysis of the relationship between media, individuals, and organizations based on the idea of mediation. From this research, it was found that journalism and media studies, political studies, and business studies have explored mediatization as a transformation that occurs, which turns out to greatly affect individual and organizational communication activities (Pallas & Fredriksson, 2013).

Some of these studies have differences and similarities with the research that the authors conducted. The equation uses the concept of corporate communication, and the methods used are the same. The difference lies in the research subjects, research locations, and research time. Therefore, the problem is how to represent the role of BRI Corporate Communications in image penetration through podcast media. Meanwhile, the purpose of this study is to represent BRI's corporate communication strategy through image penetration through podcast media.

Metode

For this study, the constructivism paradigm was applied. This paradigm focuses on the mental processes, also known as social cognition, that occur before messages are expressed during acts of communication. This research utilizes a qualitative approach with an inclination towards Miles & Huberman's in Sugiyono (2019) theory with a descriptive research type. Primary data was collected through semi-structured interviews, written questionnaires, and self-made questions according to the situation in the field. Interviews were conducted with key informants and 3 parents, whose information is shown in the table below, to seek balance. Researchers obtained secondary data sources directly from sources using interview and observation methods, written sources containing theories about corporate communication strategies, public relations, new media. Data analysis will be carried out by processing data obtained from in-depth interviews with informants, then analyzed using open coding and selective coding, the results of which will be drawn conclusions in the results and discussion. The following is the informant data for this research.

Table 1. Research Informant Data

Characteristics of Informants	Key Informant	Informant 1	Informant 2	Informant 3
Informant Name	Farruq Abdurrahman	Angga Ngok Surya Insomnia	Wasisa Titi Lisda Meilina	Fina Imanda Robby Fajri
Job status	Assisten Manager Digital Communication BRI	Podkesmas announcer	Customer BRI	Non Customer BRI

Result and Discussion

Based on interviews via Zoom, Whatsapp, and telephone calls from March 22, 2022, to July 16, 2022, in stages according to the informants' willingness to be interviewed and an analysis of corporate communication strategies referring to the RACE model, there are findings that can describe the interview process of the participants as follows:

1. Research

BRI is currently facing a shift from conventional media to digital media in building corporate image penetration to dispel the impression or image that it is a retired banker, civil servant, and farmer. Therefore, the management has assigned the corporate secretary, in collaboration with various divisions, to organize programs with the aim of

being accepted by stakeholders so that they can change the image that has been attached so far. Besides that, BRI is one of the few banks in Indonesia that has large assets and has existed for more than 130 years. BRI has always existed to reach out to remote areas therefore, the nickname old bank has been attached for a long time. As Indonesia has entered the era 4.0 and society 5.0, BRI's current vision and mission have evolved.

Based on the foregoing, the initial steps taken by the corporate secretary of BRI through the assistant manager of digital communications to set goals are the main focus in formulating a strategy because we will be able to implement all existing plans once these goals are set, according to the goals set. As a first step, the corporate secretary should conduct research based on stakeholder analysis, both internal and external, to determine the goals that have been set. Internal stakeholders involve all divisions to carry out the BRI Office Break program and determine what media to use. The external stakeholders who are the target of the BRI Office Break program are millennials. As a key informant, Mr. Farruq Abdurrahman, as Assistant Manager of Digital Communication, said that: Through the 5-year vision and mission since 2018, BRI has targeted becoming a dream place to work. So the main target is that, apart from targeting young people to become customers, it also raises the interest of these millennials to work at BRI, or, in other words, targets millennials as workers. If these two things work, it is hoped that at the same time they can change BRI's image as an old bank because currently the target demographic for 80% of BRI employees is millennials.

What was stated by Farruq Abdurrahman can be interpreted as saying that in the digital era, needs have changed radically, especially in the era of revolution 4.0 towards society 5.0. Since 2018, BRI has implemented a transformation called BRIVolution, which focuses on culture transformation with an employee value proposition of Giving Meaning to Indonesia (internal) and the target of the top five employees of choice (external). It is clear from the determination of this transformation that there is an effort to penetrate a new image to support BRI's image penetration and as a form of accountability to internal and external stakeholders.

2. Action to Plan

The second step is planning the BRI Office Break program takes place in the short term to gauge public interest in the program being implemented. Planning this program first involves forming a work team involving various divisions according to their areas of expertise, such as the Human Resource Development (HRD) division. The program theme to be implemented is BRI Office Break by determining a media podcast that is planned to last ten episodes and will be posted via the social media platform Youtube, which is considered to have a lot of devotees according to stakeholder analysis.

In order for the BRI Office Break program through podcast media to run well, the Corporate Secretary division is collaborating with Podkesmas, which is considered successful in becoming the most popular podcast version of Spotify (Angga 22/3/2022). The podcast program is intentionally laid-back the concept is a lunchtime conversation between two Podkesmas hosts, Angga Ngok and Surya. For this reason, several contents are inserted, including the latest BRI products as well as showing how cool and enjoyable it is to work at BRI in a way that is easy and easily accepted by the public, especially millennials and Gen Z. However, Bank BRI itself is aware that without promotion, change, or business development to reach a wider range of customers, it will not reach the community optimally and will not target millennials.

For this reason, this podcast is broadcast on BRI's Youtube as the main media and is promoted on other social media such as Instagram, Twitter, and also BRI's TikTok, all of which are based on digital platforms and the internet. With the development of

technology and information, especially the internet, it is also easier for people to communicate and interact without any boundaries between space and time. It also greatly influences corporate public relations, which is the spearhead for building a corporate or brand image to increase public trust. Public relations is an important part of the company's marketing efforts to develop its business and achieve its goals (Ardhoyo, 2013).

3. Communication

Communication is an essential human activity by communicating, Humans can relate to each other in everyday life wherever humans are (Wijaya, 2013). Communication activities carried out on the BRI Office Break podcast are carried out through tapping, the process of shooting, editing, and then posting on social media. Youtube provides space for followers to like, comment, share, and subscribe as feedback on the messages conveyed. The following is a post for the BRI Office Break podcast program on the BRI YouTube media.

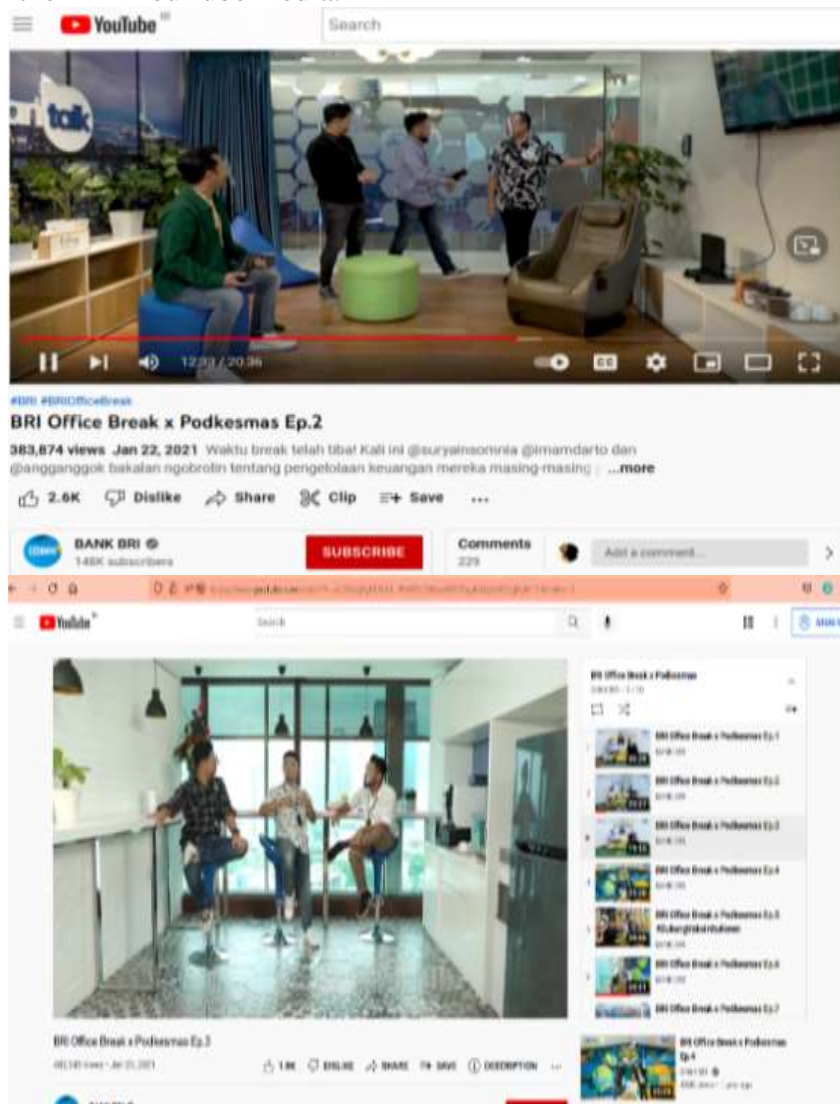


Figure 1. Podcast BRI Office Break x Podkesmas
(Source: Youtube Bank BRI)

In episode 1, it introduces more about how happy Angga, Surya, and Darto are to be accepted as BRI employees and tells about the current BRI employees, who are mostly millennials. In episode 2, it talks about the financial management of millennials and is also linked to BRI's banking features. The filming took place in one of the break rooms

at the BRI office, where there was a Playstation, a karaoke room, and others. Episode 3 discusses the importance of MSMEs for Indonesia and shares experiences about the business world, including difficulties in building a business, managing employees, and managing the business as a whole. In episode 4, he talked about BRI Mo shares and the application. In this episode, BRI Office Break invited Bintang Emon, a celebrity as well as a stand-up comedian who became the star of a BRI Mo commercial. In episode 5, he tells the story of the COVID-19 vaccine and doesn't forget to mention BRI employees who have been vaccinated. This episode also invites the public to get a vaccine to eradicate COVID-19 and support government programs. Filming was carried out in the BRI canteen, which was designed very much like a modern café.

Episode 6 discusses the apprenticeship program at Bank BRI and explains the benefits of apprenticeship programs for millennials, which can be very helpful for future career development. Remember that this episode features a young BRI employee in a casual but polite suit. Meanwhile, episode 7 tells about the BRI League and the BRILian Stadium. The filming was carried out on a good BRI football field, and we did not forget to thoroughly discuss the BRI League. In episode 8, BRI Office Break discusses the ultra-micro ecosystem, so that customers who want to build a business can grow and develop. Here is a guest star, namely a stand-up comedian named Indra Jegel, who plays a meatball seller who wants his business to progress. For episode 9, the discussion is about plans for BRI's 126th anniversary. Apart from that, episode 9 also introduces a campaign from Bank BRI, namely #givingimaknaindonesia, which involves one of the bands in Indonesia, the band PadiReborn. This campaign aims to help education in Indonesia. Episode 10 tells the story of BRI's 126th anniversary and at the same time introduces BRI's new features, which are almost all digital-based product introductions that are brought fresh in the style of millennials.

Based on the episodes shown, they provide information to the public about the comfortable shape of the BRI building, its attractive interior, and its complete facilities with the latest technological equipment, which is marketed to very young people, so that people are interested in becoming customers, especially millennials, as an effect of communication and feedback. response.

4. Evaluation

After the BRI Office Break x Podkesmas Program was launched, many commented on the BRI Youtube channel that the BRI Office Break x Podkesmas program was very good and the content provided was very educative for many people, especially millennials who wanted to feel the change from Bank BRI. This can be seen from the comments given by viewers of the BRI Office Break x Podkesmas program, which are as follows:



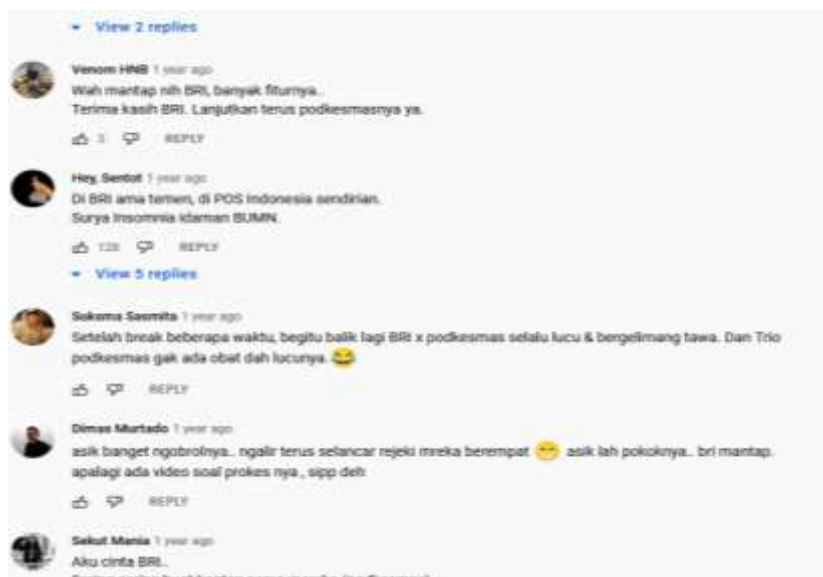


Figure 2. Comment Column for Podcast BRI Office Break with Podkesmas
(Source: Youtube Bank BRI)

It can be seen in the comments given by the viewers of the BRI Office Break x Podkesmas program that the various responses given by millennials are proof that the BRI Office Break x Podkesmas program has succeeded in reaching millennials with a contemporary and appropriate concept for BRI banks to create a better corporate image. modern and unconventional. Mr. Farruq Abdurrahman, the assistant manager of digital communication, admitted that he was very happy that the results were very positive, so that the hard work of the digital communication division could be considered successful. From the comments on social media, many now consider BRI to be modern.

Podkesmas announcers Angga Ngok and Surya are happy to be involved in the BRI Office Break program, which is one of the steps to changing BRI's image, and feel lucky to be part of this change. Moreover, so far Angga and Surya have also been BRI customers who have really felt the changes in BRI's banking service features, especially the BRIMo service, and what's more, they can see firsthand how sophisticated BRI offices are today. Surya went on to say that the current BRI is very different from the previous BRI, which was previously associated with SIMPEDES or its Rural Savings. Now BRI, which is an all-segment bank, can sort out the needs of its customers. Furthermore, Angga and Surya hope to continue promoting BRI's new face through continued promotions and the next episode in season 2 of BRI Office Break.

Table 2. Research Informant Data

No	Customer Respondents	Image BRI Before Watching The BRI Office Break Podcast	Image of BRI After Watching BRI Office Break
1.	Angga Nggok	BRI is an old bank that is a place for pensioners to pay their salaries.	I didn't expect that BRI was already very sophisticated, the office was very thick with millennials, technology acceleration was also apparently able to be followed by BRI, mobile banking services (BRIMo) were also fast and good. the head office is not inferior to start-up offices, many of the

		employees are still young people. The service is Easy to Use
2. Mila Iriandini	The bank isn't sophisticated yet, but it's located in remote areas, so it makes it easier for farmers and gardeners to save. There are still many old people waiting in line for retirement pay. If you go to BRI on the 1st, it's full of grandparents.	I just found out that BRI's new office is very modern, its features are not inferior to those of BCA bank, and BRI is getting more sophisticated. Initially, he did not pay attention to the change in BRI's image, but after watching the podcast, he understood that BRI really wanted to change. Hopefully in the future, BRI can also educate Baby Boomers to use their technology so they don't have to wait long at the sub-branch offices.
3. Wasissa Titi	Conventional banks, where the queues in several branches still use paper manuals distributed by security guards, are still long, especially at the start of the month. The service is also slow, and some transactions must come directly to the BRI office, making it impractical.	I just found out that BRI is modern now, and it has really helped since BRIMO some transactions don't need to go to ATMs and branch offices, so there's no need to queue anymore for trivial things. BRI's digital services are also now complete, and there are rarely errors, maybe because the employees are also technologically literate.
4. Lisda Meilina	banks for retirees and the lower middle class, because BLT distribution still seems to have to queue, so that BRI is always full every day.	At first, they didn't pay attention to image, but in recent years the appearance of BRIMO services has also been slightly different, and access is easier. Entering a branch office in the Bogor area is cold and smells good, and service is also friendly. After watching the BRI Office Break program, I realized that BRI had indeed changed its image to be more millennial and modern. The office is very sophisticated; it turns out that BRI is no longer a conventional bank but is also digital.
5. Fina Imanda	They don't pay much attention to BRI because they are not customers, but BRI is considered a bank that exists everywhere, including in villages and cities. The bank, which is always full of customers, even had a queue outside	Very sophisticated, with features tailored to the needs of young people, programs, and services that are also up to date. Especially the investment features available to millennials. sophisticated enough, can compete with private banks.

		the sub-branch office to cash out the money.
6. Robby Alfajri	The BRI bank in my hometown, the city of Duri Riau, is famous for SIMPEDES. Banks that reach remote areas make it easy for transactions, but it seems the banks are still manual, not as sophisticated as the private banks that exist today.	BRI is very modern and millennial. The office is very sophisticated, like the start-up offices of Gojek, Facebook, and others. If you look at the service promotions and features, they are in accordance with the needs of millennials. I like the dynamic and fun work atmosphere, so I want to move to work at BRI.

Based on interviews with several BRI customers aged 30 to 40 years, it was discovered that they were previously unaware of any changes in image, other than the perception that some features were more sophisticated. BRI is also currently completing its banking services with e-banking the appearance of BRI Mobile also looks more dynamic and less old-fashioned and many branch offices are also much nicer and friendlier. But apart from that, several customers also complained that there were still many queues at the cash office, especially when distributing pension benefits, cash BLTs, or other benefits, which sometimes came out. Especially when PPKM is taking a chance with the crowd. The rest of the BRI customers asked to be able to teach retirees to be more literate in technology so that pension funds no longer need to be taken in cash at BRI cash offices.

Based on interviews with customers who know and have watched the BRI Office Break program, it was found that they are starting to know that BRI is currently carrying out moderation in various fields, one of which is digitalization. Currently, many BRI features are appealing to millennials, one of which is BRIMO, or sophisticated mobile banking. According to them, this is very good, considering that in the current era, you cannot return to the analog world, where everything must be input manually. Customers also hope that BRI can further improve its services so that it can make it easier to access services. One of the informants also sparked the idea that BRI, apart from penetrating through digital media, also penetrates directly into offices, or if it can reach remote areas and conduct digital literacy for its customers who are not yet technologically literate. Considering that the internet network is now almost evenly distributed, it is hoped that digitalization in various sectors can also be enjoyed by all customers.

From the results of interviews with non-customers, it was found that they still know BRI as a bank for farmers, pensioners, and civil servants. They didn't know because, from the outside, BRI didn't make many changes to its logo or design of its petty cash office. Some things are even still input manually, such as queue numbers and form filling. However, after learning about the BRI Office Break program from its podcaster, Angga Nggok, who often promotes the program on Instagram, he admitted that he was quite surprised because it turns out that BRI is very different from the image that has been embedded in their minds so far. They also clearly see the podcast program as having a good head office that is not inferior to start-up offices, sophisticated features, and very modern and millennial M-Banking. Non-customers also admit that after watching the BRI Office Break program, they are also curious about some of its services, such as the BRI investment program and sophisticated access to BRIMO. even admitted that he wanted to become a BRI employee because of the sophistication of its head office.

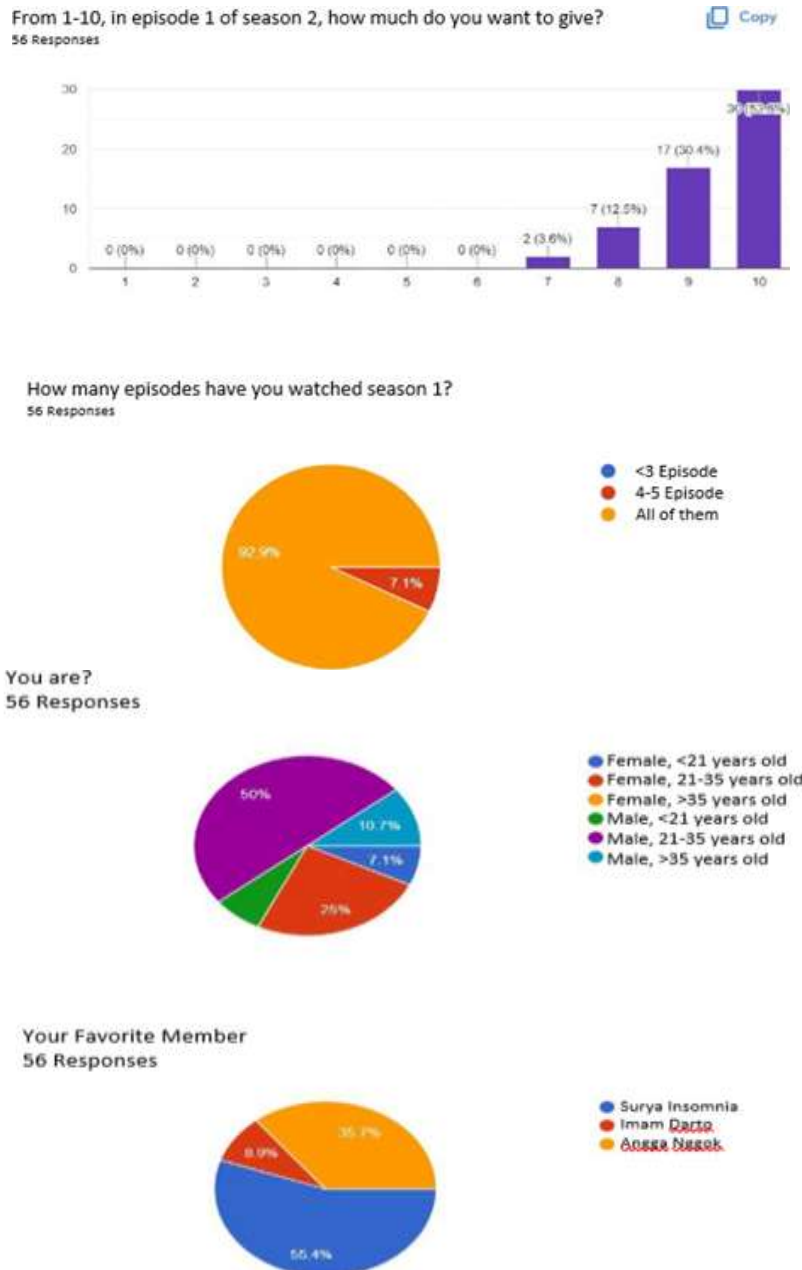


Figure 3. Podcast Survey Results BRI Office Break with Podkesmas season 1
(Source: File Corporate Secretary Bank BRI)

The corporate secretary of BRI had conducted a survey through a questionnaire, and the results were quite encouraging judging from the age of the podcast listeners, it was right on target. The response was very good even based on the survey, more than 90% of respondents watched all episodes of BRI Office Break. Bank BRI, which has been established for 123 years, is currently the largest bank in the country. Customers are even quite deep in terms of penetration, with work units spread across various locations, and there is optimism that this digitalization will make it possible to reach a larger market segment.

The results of this study support Tambunan & Nasution (2023) research on Islamic Banks which shows that their market share is in the low range of 5.12%. Banking needs innovation, resilience, security, optimization, and encouragement to meet the demands of tech-savvy customers. If a bank does not meet customer needs, customers are willing to move to another bank that meets their needs. With digitalization, it will be easier to maintain the relationship between banks and customers. If the relationship

between the Bank and customers is well established, and customers are satisfied with the services provided by the Bank, it will create a good image for the bank. This is supported by research by Cavalera & Soliha (2019) which shows that there is a relationship between the Bank's image and customer satisfaction.

Conclusion

Referring to the findings of the research discussion, the research conclusions, and the results of interviews with respondents, it can be concluded that before watching the BRI Office Break podcast, respondents did not really see any changes at BRI, although some had felt changes in services, especially those based on internet technology such as BRIMo. However, after listening to the podcast, respondents felt that there had been a significant change in image, as well as a shift from the perception that BRI was an old or pensioner bank, which turned out to be a quite sophisticated bank. BRI's Corporate Secretary business, which utilizes the Podcast digital media platform to penetrate the image of an old and conventional bank to become a millennial bank, is also considered successful. Ten episodes of the BRI Office Break Podcast Program uploaded on Youtube are believed to be able to build loyalty as well as positive sentiment towards the new image, especially because it is presented by potential hosts and with the right material. And it was concluded that the BRI Office Break podcast, which is a corporate secretary program, is considered quite effective in penetrating BRI's new image, which is more modern and close to millennials. The suggestions that can be given by researchers based on debates and findings from research results, discussing the influence of the BRI Office Break Podcast on corporate image at PT Bank Rakyat Indonesia (BRI) Tbk, are that BRI's corporate secretary should carry out more massive promotional programs, achieving penetration not only through social media but also directly, for example on campus. BRI made a slightly significant logo change with a fresher color so that more people are aware of the change in image. Promotion of the new image can also target not only urbanites and millennials but also older customers who are not yet technology literate. Judging from the comments column, many expect the BRI Office Break program to continue to be present with fresh humor and news about BRI to make it closer to the community.

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