



MJ

Multidisciplinary Journals

Volume 3 Issue 2, 2026 (145-154)

ISSN (online) : **3047-8499**

Homepage : <https://jurnalunived.com/index.php/MJ>

Doi : <https://doi.org/10.37676/mj>

The Role Of Telkomsel Public Relations In Maintaining Customer Loyalty Through Telkomsel Poin Program)

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Received [24-02-2026]

Revised [07-06-2026]

Accepted [12-06-2026]

Abstract. This study examines the role of Telkomsel Public Relations (PR), particularly within the Retention and Loyalty Operation (RLO) Division, in maintaining customer loyalty through the Telkomsel Poin partnership program in Bengkulu City. The problem addressed in this research is how PR activities contribute to sustaining customer loyalty in a competitive telecommunications industry. The aim of this study is to analyze the implementation of PR roles in supporting the Telkomsel Poin program as a customer retention strategy. The research employs a qualitative descriptive method, using in-depth interviews, observation, and documentation. Informants include the Supervisor and Staff of the RLO Division, two Telkomsel Poin customers, and a partner merchant (Solaria Restaurant). The findings indicate that PR performs four main roles: communication technician, expert prescriber, communication facilitator, and problem-solving facilitator. These roles are reflected in the preparation of program communication materials, selection of strategic partners aligned with customer needs, facilitation of two-way communication between customers and partners, and assistance in resolving customer complaints during point redemption. The study concludes that the PR role significantly contributes to maintaining customer loyalty by encouraging repeated participation and strengthening long-term relationships.

Keywords: *Public Relations, Customer, Loyalty, Program, Telkomsel,*

INTRODUCTION

The rapid development of the telecommunications industry in Indonesia has been significantly influenced by digital transformation and the growing dependence of society on internet-based services. Mobile connectivity is no longer limited to communication purposes but has become an essential infrastructure supporting education, business, entertainment, and social interaction. As digital consumption increases, competition among telecommunications providers has intensified. Companies such as Telkomsel, Indosat Ooredoo Hutchison, XL Axiata, and others compete not only in pricing strategies but also in service quality, digital innovation, and customer experience. In highly competitive markets, customer retention becomes as crucial as customer acquisition, since maintaining existing customers is generally more cost-effective than attracting new ones (Oliver, 1999). Customer loyalty in the telecommunications sector is particularly important due to the relatively low switching barriers. Customers can easily change providers if they perceive better benefits elsewhere. Therefore, companies must develop strategic approaches to sustain long-term relationships with customers. Loyalty is not merely reflected in repeated usage but also in positive attitudes, emotional attachment, and willingness to recommend the service to others (Ledingham & Bruning, 2000). In this context, communication plays a central role in shaping perceptions, building trust, and maintaining engagement between the company and its customers.

Public Relations (PR) is one of the key organizational functions responsible for managing communication and relationships with stakeholders. According to Cutlip, Center, and Broom (2006), PR functions extend beyond message dissemination and involve strategic roles in planning, facilitating communication, and resolving organizational-public issues. In service industries such as telecommunications, PR activities are closely related to customer relationship management, particularly in the implementation of loyalty programs. Effective PR practices enable organizations to create mutual understanding, encourage participation, and sustain long-term engagement with their publics (Grunig & Hunt, 1984). One of the strategies commonly used to strengthen customer loyalty is the implementation of reward-based loyalty programs. Loyalty programs are designed to provide incentives that encourage customers to continue using a company's products or services (Sharp & Sharp, 1997). In the telecommunications industry, loyalty programs often take the form of point accumulation systems that allow customers to redeem rewards based on their usage levels. These programs do not only function as marketing tools but also serve as communication platforms that connect companies, customers, and business partners.

Telkomsel, as a leading telecommunications provider in Indonesia, implements the Telkomsel Poin program as part of its customer retention strategy. Through this program, customers accumulate points from service usage and redeem them for various benefits such as discounts, vouchers, and promotional offers from partner merchants. At the regional level, the implementation of the Telkomsel Poin partnership program is managed by the Retention and Loyalty Operation (RLO) Division. Although the RLO Division is not formally labeled as a Public Relations unit, its activities reflect PR functions, particularly in communicating program information, coordinating with partner merchants, and facilitating interactions with customers. The motivation for conducting this study arises from the need to understand how PR roles are operationalized within a specific organizational division responsible for loyalty management at the regional level. Previous studies have examined the role of Public Relations in enhancing customer loyalty in telecommunications companies (Lestari, 2021; Putri & Yulian, 2022). These studies emphasize the importance of two-way communication and relationship management in sustaining customer engagement. However, most existing research discusses PR roles at a general or corporate level, with limited focus on how these roles are implemented within operational divisions in specific regional contexts. Moreover, studies on loyalty programs often highlight marketing aspects but provide less attention to the communication processes that support program effectiveness (Sari & Pratama, 2023).

This study aims to analyze how the roles of Public Relations are performed by the Retention and Loyalty Operation (RLO) Division of Telkomsel Branch Bengkulu in maintaining customer loyalty through the Telkomsel Poin partnership program. Specifically, this research seeks to identify how the four PR roles proposed by Cutlip, Center, and Broom (2006)—communication technician, expert prescriber, communication facilitator, and problem-solving facilitator—are reflected in the planning, implementation, and management of the loyalty program. To achieve this objective, the study employs a qualitative descriptive approach. Data were collected through in-depth interviews with the Supervisor and Staff of the RLO Division, two Telkomsel Poin customers, and a partner merchant (Solaria Restaurant), complemented by observation and documentation. A qualitative method is considered appropriate because it allows for an in-depth exploration of communication processes, perceptions, and experiences within their natural organizational context (Moleong, 2021). This approach enables the researcher to capture how communication strategies are designed, delivered, and experienced by different stakeholders involved in the program.

The findings of this study indicate that the RLO Division performs multiple PR roles in supporting the Telkomsel Poin program. As communication technicians, they prepare and simplify program messages for customers and partners. As expert prescribers, they contribute

to strategic decisions such as partner selection aligned with customer behavior. As communication facilitators, they manage two-way communication between customers and partner merchants. As problem-solving facilitators, they coordinate the resolution of customer complaints related to point redemption. These roles collectively contribute to strengthening customer participation and encouraging repeated usage of Telkomsel services. This study contributes to the literature by providing a contextual and operational perspective on the role of Public Relations within a loyalty program framework at the regional level. By highlighting the integration of communication practices and customer retention strategies, this research demonstrates that effective PR functions are essential in sustaining long-term customer loyalty in the competitive telecommunications industry.

LITERATURE REVIEW

Public Relations and Its Strategic Roles

Public Relations (PR) is widely recognized as a strategic communication function that builds and maintains mutually beneficial relationships between organizations and their publics. Rather than functioning solely as a publicity or information dissemination tool, PR involves planned communication processes aimed at fostering understanding, trust, and cooperation (Grunig & Hunt, 1984). In modern organizations, PR is positioned as a management function that contributes to decision-making, reputation management, and long-term relationship building. Cutlip, Center, and Broom (2006) conceptualize PR roles into four main categories: communication technician, expert prescriber, communication facilitator, and problem-solving process facilitator. The communication technician focuses on producing and delivering messages, such as writing content, preparing communication materials, and managing media channels. The expert prescriber participates in strategic planning and provides recommendations related to communication policies and programs. The communication facilitator bridges two-way communication between the organization and its publics, ensuring feedback is heard and addressed. Finally, the problem-solving facilitator collaborates with management and other units to identify and resolve issues that affect organizational-public relationships. These four roles demonstrate that PR extends beyond operational communication tasks and includes strategic involvement in program planning and conflict resolution. In service-based industries, including telecommunications, PR plays a critical role in managing customer relationships, especially when communication quality influences customer perceptions and loyalty.

Customer Loyalty in Service Industries

Customer loyalty is generally defined as a deeply held commitment to repurchase or continue using a preferred product or service consistently in the future (Oliver, 1999). Loyalty involves both behavioral and attitudinal dimensions. Behavioral loyalty refers to repeated purchase or usage patterns, while attitudinal loyalty encompasses positive feelings, trust, and emotional attachment toward a brand. In service industries such as telecommunications, loyalty is particularly significant due to the high level of competition and relatively low switching barriers. Customers can easily move to alternative providers if they perceive better value or service quality. Therefore, maintaining loyalty requires more than transactional benefits; it requires relationship-building strategies that enhance customer satisfaction and trust (Ledingham & Bruning, 2000). Research in relationship management theory emphasizes that long-term organizational success depends on the quality of relationships established with key publics (Ledingham & Bruning, 2000). Effective communication fosters commitment, satisfaction, and mutual control, which are essential elements in sustaining customer loyalty.

Thus, PR functions that emphasize dialogue and engagement are closely linked to loyalty development.

Loyalty Programs and Partnership-Based Strategies

Loyalty programs are commonly used as strategic tools to encourage repeat usage and strengthen customer retention. According to Sharp and Sharp (1997), loyalty programs aim to influence customer behavior by offering rewards tied to usage or purchase frequency. These programs create incentives that encourage customers to remain engaged with the company's services. In the telecommunications industry, loyalty programs often take the form of point-based systems in which customers accumulate points through service usage and redeem them for rewards. Beyond economic incentives, such programs also serve symbolic and relational purposes. They signal appreciation, enhance perceived value, and create ongoing interaction between the company and its customers. Partnership-based loyalty programs extend this concept by collaborating with external merchants to provide diverse rewards. This model creates a triadic relationship among the company, customers, and partner businesses. In this structure, communication becomes central to ensuring that customers understand the benefits, partners execute the program properly, and issues are addressed effectively. Previous studies indicate that the effectiveness of loyalty programs depends not only on the rewards offered but also on how well the program is communicated and managed (Sari & Pratama, 2023). Clear information, accessible redemption processes, and responsive complaint handling contribute to positive customer experiences, which in turn support loyalty formation.

Public Relations and Loyalty Program Implementation

The integration of PR functions within loyalty program management reflects the intersection between communication strategy and customer retention. PR roles are essential in explaining program mechanisms, selecting appropriate partners, facilitating communication between stakeholders, and resolving issues during program execution. Studies by Lestari (2021) and Putri and Yulian (2022) highlight that two-way communication and educational outreach significantly influence customer participation in reward programs. These findings suggest that PR involvement enhances program clarity and strengthens customer trust. However, many studies focus on general corporate-level strategies and rarely examine how specific operational divisions implement PR roles in regional contexts. The theoretical framework of Cutlip et al. (2006) provides a useful lens for analyzing how PR roles function within loyalty program implementation. The communication technician role ensures that program messages are understandable and accessible. The expert prescriber contributes to strategic partner selection and program design aligned with customer needs. The communication facilitator role supports feedback mechanisms and stakeholder coordination. The problem-solving facilitator role ensures effective handling of complaints and operational issues.

Conceptual Framework

Based on the reviewed literature, this study positions Public Relations roles as key variables influencing customer loyalty within a partnership-based loyalty program. The Telkomsel Poin program serves as the practical context in which PR roles are enacted. Customer loyalty is understood as repeated participation, continued service usage, and positive engagement with the program. The conceptual assumption underlying this study is that effective implementation of PR roles contributes to clearer communication, better stakeholder coordination, and more satisfying customer experiences. These factors collectively strengthen customer loyalty in a competitive telecommunications environment. By integrating theories of Public Relations, customer loyalty, and loyalty programs, this literature review establishes the

theoretical foundation for analyzing how PR functions support customer retention strategies at the regional operational level.

METHODS

This study employed a qualitative descriptive research design to explore how Public Relations (PR) roles are implemented in maintaining customer loyalty through the Telkomsel Poin partnership program at Telkomsel Branch Bengkulu. A qualitative approach was selected because the research focuses on understanding communication processes, organizational practices, and stakeholder experiences in their natural context rather than measuring variables statistically. Qualitative research enables in-depth exploration of meanings, interactions, and perceptions related to program implementation (Moleong, 2021). The descriptive design allows the researcher to systematically describe how the four PR roles proposed by Cutlip, Center, and Broom (2006) communication technician, expert prescriber, communication facilitator, and problem-solving facilitator are reflected in the operational activities of the Retention and Loyalty Operation (RLO) Division.

The research was conducted at Telkomsel Branch Bengkulu, Indonesia, specifically focusing on the Retention and Loyalty Operation (RLO) Division, which is directly responsible for managing the Telkomsel Poin partnership program at the regional level. Informants were selected using purposive sampling, a technique that involves choosing participants based on their relevance and direct involvement in the research topic (Ramadhan, 2022). The informants included the Supervisor of the RLO Division, one RLO staff member actively involved in program execution, a representative of a partner merchant (Solaria Restaurant), and two Telkomsel customers who actively use the Telkomsel Poin program. These participants were selected to provide multiple perspectives from organizational management, operational staff, business partners, and customers. Data were collected through in-depth interviews, observation, and documentation. Semi-structured interviews were conducted to obtain detailed information about program planning, communication strategies, coordination with partner merchants, and complaint handling procedures. Non-participant observation was carried out at Telkomsel Branch Bengkulu and at the partner merchant's outlet to observe how point redemption processes and communication practices were implemented in real situations. Documentation such as promotional materials, social media content, screenshots of the MyTelkomsel application, and point redemption guidelines was also collected to support and validate the findings.

Data analysis followed the interactive model consisting of data reduction, data display, and conclusion drawing and verification (Ramadhan & Wibowo, 2021). First, interview transcripts and observation notes were organized and categorized according to themes related to PR roles and customer loyalty. Second, the data were presented in narrative form to identify patterns and relationships among findings. Finally, conclusions were drawn and verified by comparing data from different sources. To ensure credibility, this study applied source and method triangulation by cross-checking information obtained from RLO staff, partner merchants, customers, and documentary evidence. Through this methodological approach, the study aims to provide a comprehensive understanding of how PR functions are operationalized in supporting customer retention through the Telkomsel Poin partnership program.

RESULTS

The findings of this study indicate that the Retention and Loyalty Operation (RLO) Division at Telkomsel Branch Bengkulu actively performs the four Public Relations (PR) roles proposed by Cutlip, Center, and Broom (2006) in the implementation of the Telkomsel Poin partnership

program. These roles are reflected in the processes of message preparation, partner selection, stakeholder coordination, and issue management. The results are organized according to the four PR roles identified in the theoretical framework.

Public Relations as Communication Technician

In its role as a communication technician, the RLO Division is responsible for preparing, structuring, and delivering information related to the Telkomsel Poin program. Before a partnership program is launched, the division conducts internal preparation to ensure that the program concept, redemption mechanisms, and communication messages are clearly formulated. This preparation includes determining how the point accumulation system will be explained, outlining the step-by-step redemption process at partner outlets, and ensuring that the benefits and requirements are communicated in simple and accessible language.

Interview findings show that RLO staff carefully adjust the wording of promotional messages to match customer understanding. Information about point redemption is distributed through various channels, including social media, the MyTelkomsel application, and in-store promotional materials at partner outlets. Observations at Solaria Restaurant revealed that point redemption procedures are displayed in concise visual formats, such as banners and flyers near cashier counters, enabling customers to quickly understand how to use their points during transactions.

Customers reported that they first learned about the Telkomsel Poin program through Instagram and other digital communication platforms. They indicated that the explanations regarding point usage and benefits were clear enough to encourage them to try redeeming points. However, the study also found that some customers occasionally experienced confusion regarding the number of points required or the deduction process during transactions. In such cases, RLO staff provided direct clarification either through customer service at GraPARI or through coordination with partner outlets. These activities illustrate the operational function of preparing and refining communication materials to ensure accurate message delivery.

Public Relations as Expert Prescriber

The findings also show that the RLO Division plays a strategic role in determining the structure and direction of the Telkomsel Poin partnership program. In selecting partner merchants, the division considers factors such as brand reputation, popularity, customer traffic, and alignment with customer consumption habits. The choice of well-known partners such as Solaria reflects a deliberate effort to match program rewards with customers' daily lifestyle activities, particularly dining and social gatherings. Interview data indicate that the division evaluates whether potential partners can attract customer interest and increase the likelihood of point redemption. The emphasis is placed on selecting partners that are already familiar and trusted by customers, thereby reducing hesitation in using points. This strategic consideration suggests that the program is formulated not merely as a promotional tool but as a long-term engagement mechanism aligned with customer behavior. Customers interviewed in this study expressed that dining discounts and vouchers offered through Telkomsel Poin were relevant to their routine spending patterns. They perceived the rewards as practical and beneficial rather than symbolic incentives. This alignment between program design and customer needs demonstrates how strategic planning decisions are integrated into operational implementation. The expert prescriber role is reflected in the division's involvement in setting criteria for partner selection and adjusting program mechanisms to suit local conditions in Bengkulu.

Public Relations as Communication Facilitator

As a communication facilitator, the RLO Division functions as an intermediary between customers and partner merchants. The study found that communication flows in multiple directions during program implementation. When customers encounter problems during point redemption such as system errors, delays in notification, or discrepancies in point deduction they typically report the issue either directly to Telkomsel staff or to the partner outlet. The partner merchant then coordinates with the RLO Division to verify transaction details. The RLO team checks the system records, confirms customer data, and communicates the outcome back to both the partner and the customer. This process ensures that feedback from customers is acknowledged and addressed promptly. Observations revealed that partner outlets rely on RLO staff for verification and confirmation of point-related issues, indicating that the division serves as a central communication node in the partnership structure. Customers who experienced redemption issues described the follow-up communication as clear and informative. They received explanations regarding the source of the problem and were informed about the resolution steps being taken. This two-way communication mechanism illustrates how the RLO Division facilitates dialogue and maintains transparency among stakeholders.

Public Relations as Problem-Solving Facilitator

The role of problem-solving facilitator is evident in the RLO Division's involvement in handling operational challenges related to the Telkomsel Poin program. When technical issues arise such as mismatched transaction data or point validation errors the division collaborates with internal system units and partner representatives to identify the root cause. The process includes verifying transaction logs, confirming customer account details, and coordinating corrective actions. In situations where customers' points were deducted but discounts were not applied correctly, RLO staff initiated internal checks and communicated updates to the affected customers. This structured approach to resolving issues demonstrates the division's responsibility in maintaining service reliability within the partnership framework.

Observation at partner outlets showed that cashier staff follow specific instructions when processing point redemption. If irregularities occur, they are instructed to pause the transaction and seek verification from the RLO team. This structured coordination indicates that problem-solving procedures are embedded in program implementation. Across these four roles, the findings illustrate how communication preparation, strategic partner selection, coordination processes, and issue management are integrated into the operational activities of the Telkomsel Poin partnership program. The results highlight the interaction between organizational planning and real-time customer engagement within the regional context of Telkomsel Branch Bengkulu.

DISCUSSION

This study set out to analyze how the roles of Public Relations (PR), as conceptualized by Cutlip, Center, and Broom (2006), are performed by the Retention and Loyalty Operation (RLO) Division in maintaining customer loyalty through the Telkomsel Poin partnership program. The findings demonstrate that the four PR roles communication technician, expert prescriber, communication facilitator, and problem-solving facilitator are not merely theoretical categories but are reflected in practical and operational activities within the regional branch context. The role of PR as a communication technician is strongly evident in the preparation and simplification of program information. The RLO Division ensures that the mechanisms of point accumulation and redemption are translated into clear, accessible language for customers and partner merchants. This finding aligns with Cutlip et al. (2006), who describe communication technicians as responsible for producing and disseminating organizational messages. In the context of the Telkomsel Poin program, the clarity of information delivered through digital platforms, in-store materials, and direct explanations contributes to reducing misunderstandings

during transactions. This supports the idea that effective message construction influences customer perception and engagement, particularly in service industries where procedural clarity affects user experience.

Moreover, the findings reinforce previous research emphasizing the importance of communication quality in loyalty program effectiveness (Lestari, 2021; Putri & Yulian, 2022). Customers in this study reported that they understood the benefits of the Telkomsel Poin program through social media and digital communication channels, which influenced their decision to try redeeming points. This demonstrates that communication is not only informative but also persuasive in encouraging participation. The ability of the RLO Division to adjust explanations when confusion arises reflects the dynamic nature of communication management within loyalty programs. The role of PR as an expert prescriber is reflected in strategic decision-making related to partner selection and program formulation. The RLO Division considers factors such as brand reputation, customer familiarity, and alignment with lifestyle patterns when choosing partner merchants. This finding is consistent with Cutlip et al. (2006), who argue that expert prescribers participate in defining communication problems and recommending appropriate strategies. By selecting well-known dining partners that align with customers' daily activities, the program increases the likelihood of point redemption and repeated engagement.

This strategic alignment also resonates with relationship management theory, which emphasizes the importance of understanding stakeholder characteristics when designing engagement strategies (Ledingham & Bruning, 2000). Customers in this study perceived the rewards as relevant and practical, suggesting that program planning was informed by an understanding of customer behavior. Thus, the loyalty program functions not merely as a reward mechanism but as a strategic communication initiative designed to maintain relational continuity. The communication facilitator role emerges clearly in the coordination between customers, partner merchants, and internal Telkomsel units. The RLO Division acts as a bridge when customers experience redemption issues, verifying data and ensuring that information flows smoothly between parties. This two-way communication process reflects the symmetrical communication model proposed by Grunig and Hunt (1984), which emphasizes dialogue and feedback as essential elements of effective PR practice. By acknowledging customer feedback and coordinating with partners to resolve issues, the division strengthens transparency and trust. In service-based loyalty programs, real-time coordination is crucial because customer satisfaction is directly affected by transactional experiences. The study shows that when customers receive clear explanations and timely responses during redemption problems, they remain engaged with the program. This finding highlights the relational dimension of communication facilitation, where maintaining dialogue contributes to sustaining positive customer perceptions. The problem-solving facilitator role is also evident in the structured handling of operational challenges. The RLO Division collaborates with relevant internal units to investigate technical issues and ensure resolution. According to Cutlip et al. (2006), this role involves participating in decision-making processes to address public-related concerns. In the context of this study, problem-solving activities are not limited to technical corrections but include communicating progress updates to customers, thereby maintaining transparency.

The discussion of these findings suggests that loyalty maintenance in the telecommunications industry extends beyond economic incentives. While reward-based systems such as Telkomsel Poin provide tangible benefits, their effectiveness depends significantly on communication management and stakeholder coordination. This supports Sharp and Sharp's (1997) argument that loyalty programs influence behavior not only through incentives but also through perceived value and engagement quality. Furthermore, the integration of operational communication and strategic planning observed in this study demonstrates that PR functions can be embedded within non-traditional PR units, such as retention and loyalty divisions. Although the RLO Division is not formally labeled as a PR

department, its activities reflect core PR functions. This finding contributes to expanding the understanding of PR roles in organizational contexts, particularly in industries where customer relationship management intersects with communication management. Overall, the discussion indicates that the implementation of PR roles within the Telkomsel Poin partnership program supports customer engagement by ensuring message clarity, strategic alignment with customer needs, effective two-way communication, and structured issue resolution. These interconnected roles highlight the multidimensional contribution of PR functions to customer loyalty management in a competitive telecommunications environment.

CONCLUSION

This study aimed to analyze how Public Relations (PR) roles are implemented by the Retention and Loyalty Operation (RLO) Division of Telkomsel Branch Bengkulu in maintaining customer loyalty through the Telkomsel Poin partnership program. Based on the findings, it can be concluded that the RLO Division performs the four PR roles proposed by Cutlip, Center, and Broom (2006) in an integrated and operational manner within the loyalty program framework.

First, the role of communication technician is reflected in the preparation, simplification, and dissemination of program information to customers and partner merchants. Clear explanations regarding point accumulation, redemption procedures, and reward benefits help customers understand and participate in the program. Second, the role of expert prescriber is demonstrated in the strategic selection of partner merchants and the formulation of program mechanisms aligned with customer lifestyle and consumption patterns.

Third, the role of communication facilitator is evident in the coordination between customers and partner outlets, ensuring that feedback and complaints are acknowledged and addressed through two-way communication. Fourth, the role of problem-solving facilitator appears in the structured handling of technical and transactional issues related to point redemption, including collaboration with internal units and transparent communication with customers. These findings indicate that the effectiveness of the Telkomsel Poin partnership program in supporting customer loyalty is closely linked to the implementation of strategic and operational PR functions. Loyalty is not solely driven by material rewards but is strengthened through clear communication, relevant program design, responsive coordination, and reliable problem management. The study contributes to a deeper understanding of how PR roles operate within a regional telecommunications context and highlights the importance of communication management in sustaining long-term customer relationships.

LIMITATION

This study has several limitations that should be acknowledged. First, the research was conducted only at Telkomsel Branch Bengkulu, which means the findings reflect the implementation of Public Relations (PR) roles within a specific regional context. Organizational structure, customer characteristics, and operational practices may differ across other regional branches. Therefore, the results cannot be generalized to all Telkomsel branches or to the telecommunications industry as a whole without further comparative studies. Second, the number of informants was limited to key representatives, including one supervisor, one staff member from the Retention and Loyalty Operation (RLO) Division, one partner merchant, and two customers. Although these informants were selected purposively based on their direct involvement in the Telkomsel Poin program, a larger and more diverse sample of customers could provide broader insights into customer perceptions and experiences.

Third, this study employed a qualitative descriptive approach, which focuses on in-depth understanding rather than statistical measurement. As a result, the study does not quantitatively measure the extent to which PR roles directly influence customer loyalty levels. Future research could combine qualitative and quantitative methods to examine the statistical relationship

between PR activities and measurable indicators of loyalty. Finally, the study concentrates specifically on the Telkomsel Poin partnership program and does not explore other loyalty strategies or communication initiatives implemented by Telkomsel. Further research could expand the scope by comparing different loyalty programs or analyzing long-term customer retention data to strengthen the understanding of PR contributions to customer loyalty.

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