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**IMPLEMENTATION OF PT MEDIA MADANI ULTIMA'S COMPANY
PROFILE AS AN INFORMATION MEDIA FOR THE EXTERNAL PUBLIC**

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Abstract

In today's digital era, the rapid advancement of communication and information technology compels business actors to stay ahead in order to remain relevant and competitive. This study employs a descriptive qualitative method, combining interviews, observations, and documentation to gather data. The implementation of a company profile serves as a strategic tool to communicate the existence and operational dynamics of PT. Media Madani Ultima to the external public. Through this initiative, the company aims to enhance public awareness and foster greater trust among the wider community. The author hopes that the company profile will effectively convey essential information about the company's work systems and services offered to external stakeholders. Upholding professionalism, loyalty, and integrity, PT. Media Madani Ultima is committed to becoming a trusted source of information for the public, contributing to national development and the advancement of the company.

Keywords: *Company Profile, Information Media, External Public.*

Abstrak

Di era serba digital seperti sekarang ini berkembangnya teknologi komunikasi dan informasi membuat para pelaku usaha dituntut untuk memiliki langkah lebih maju dari yang lain agar tidak tertinggal dan tetap eksis dalam komunikasi dan informasi. Dalam metode penelitian yang digunakan penulis adalah metode kualitatif deskriptif yaitu mengumpulkan data yang dilakukan secara gabungan, dengan melakukan wawancara, observasi, dan dokumentasi untuk mengumpulkan data. Penerapan Company Profile ini digunakan untuk menginformasikan mengenai eksistensi dan seluk beluk perusahaan PT. Media Madani Ultima agar dapat diketahui publik eksternal. Perusahaan dapat mengetahui dan memberikan kepercayaan lebih bagi masyarakat luas. Penulis mengharapkan penerapan company profile ini dapat berguna untuk memberikan informasi tentang keberadaan Perusahaan mengenai system kerja serta pelayanan yang diberikan kepada publik eksternal perusahaan. Dengan menjunjung profesionalitas, loyalitas, dan kejujuran, PT. Media Madani Ultima siap menjadi wadah informasi terbaik bagi publik dalam rangka memberikan sumbangsih kepada negara untuk mendukung dan memajukan Perusahaan.

Kata Kunci : Company Profile, Media Informasi, Publik Eksternal.

I. INTRODUCTION

Advances in communication and information technology in today's digital era force businesses to stay one step ahead of the competition to stay relevant and stay ahead of the



competition. Information and communication are crucial for those with a keen interest in information. Information is data or facts processed to become something useful for the recipient. When conveying information, internal company stakeholders must have the appropriate communication media.

This is intended to ensure that the information conveyed is well-received. For this reason, it is anticipated that the information provided will have several benefits for both the recipient and the communicator. Information can be communicated through various print, electronic, and digital media, each with its own advantages and disadvantages. Every business wants to exist or be recognized by the public, especially external audiences. One of the most crucial elements is corporate identity, as it ensures that its existence cannot be questioned and that external audiences can recognize it.

Public Relations, commonly known as Public Relations, is a division within a company tasked with enhancing the company's image and presence. Public Relations carries out its duties and functions in disseminating information and bridging external public communication with the company. Public relations serves as a liaison or translator between the organization's interests and the public, ensuring that all operations consistently work to maintain and enhance a favorable reputation.

Public relations is more than just communication with a purpose. To achieve this goal, PR professionals need actionable methods. A public relations professional must be able to convey information that aligns with their target audience. Public relations practitioners must have strategies that can be implemented to achieve their goals. To achieve this goal, a public relations professional must be able to provide information that aligns with their target audience. One public relations communication medium that can be useful as a communication and company information medium that is considered effective and efficient in its delivery is the company profile.

PT. Media Madani Ultima, a company founded in 2011, was established based on a Notarial Deed. It operates in the fields of National Media (Digital & Printed), e-Magazines, e-Books, e-Compro, Awarding, Event Organization, and In-house Training. PT. Media Madani Ultima or better known as PT. MMU is a company engaged in print media and digital information as well as event organizer. PT. MMU has 4 magazines including Businessnews Indonesia Magazine, Itech Magazine, Ibadah Magazine and Hse Magazine.

Businessnews Indonesia Magazine focuses on current and reliable news about business, economics, finance, corporations, politics, lifestyle, and sports. Itech Magazine focuses on the latest news on IT developments and digital transformation, as well as various interesting information about today's digital world. Ibadah Magazine focuses on Islamic news and various important events both domestically and internationally. Hse Magazine focuses on news in the fields of health, safety, and the environment. It also promotes safety measures, particularly Occupational Safety and Health (K3) in the Indonesian industry.

Public Relations is a crucial work division for PT. Media Madani Ultima because it can enhance the company's presence. Furthermore, public relations serves as a liaison between the company and the external public. Furthermore, public relations can also enhance the company's image in the eyes of the external public.

The implementation of a Company Profile can provide greater credibility and professionalism in the eyes of clients. A Company Profile also serves as an informational tool to help consumers recognize the company's products and services. Companies that serve their customers by providing information media with a memorable and recognizable identity can create a positive attitude towards their products or services. A company profile is an important communication medium because it helps the external public become more familiar with PT. Media Madani Ultima, providing a comprehensive overview of the company's identity. Over time, PT. Media Madani Ultima has experienced rapid growth, both in its operational areas and its programs, which have expanded year after year.

A company profile provides comprehensive information about a company, presented simply and attractively to attract Customer Relations. While the information in a company profile should be detailed, the company can choose the message to convey and create an overall impression of the organization.

Information media within a company plays a crucial role when introducing a company's services to Customer Relations, thus building a positive image in the eyes of the public. When publicizing a service, many factors must be considered to ensure that information is conveyed effectively and on target.

The external public focus at PT. Media Madani Ultima is the Customer Relations team of the company's partners, as they are crucial stakeholders within the company. These external parties, especially the company's partners, play a crucial role in the company's operations. With the company profile, the external public will become more familiar with PT.

Media Madani Ultima because it contains complete information about the company's identity which has the nature of informing and increasing the existence of PT. Media Madani Ultima to its external public, namely Customer Relations partners of PT. Media Madani Ultima.

II. THEORETICAL STUDIES

1. Public Relations

J.C. Seidel defines Public Relations as a continuous process of management efforts aimed at gaining goodwill (Rahastine, 2019). Howard Honham, in his book "Public Relations Image & Practice," defines Public Relations as the art of creating better public understanding and deepening public trust in an individual, company, or organization (Rahastine, 2019).

2. Company Profile

According to Mainamah (Rahastine, 2022), a company or institution's asset, the company profile, can be used to enhance the company's or institution's reputation and establish business partnerships with similar organizations. According to Binanto (Rahastine, 2022), a company's identity, whether in the service or product sector, is reflected in its company profile, which seeks to educate and persuade.

Company profile content varies and is also tailored to the target audience. The company profile contains the following: (Christiarini et al., 2021):

- 1) The company's past, including, among other things, the company's founders, its board of directors, where the company first started, and its development.
- 2) The company's philosophy, often known as its core beliefs or business ideology.
- 3) The company's culture refers to the fundamental beliefs and principles that influence how employees view their organization.
- 4) Statements made by the executive team (President Commissioner or President Director) regarding any issues that have a significant impact on business operations and long-term goals.
- 5) The company's identity consists of its logo, attire, office and building décor, print quality, and audiovisual quality.
- 6) The company's dedication to progress, including its vision, goals, and business strategy. This demonstrates that significant and ongoing planning goes into the company's operations rather than being carried out haphazardly. This ultimately gives the public confidence that the company's future is secure.

- 7) Branch location addresses. As a corporation expands into additional regions, its distribution network becomes more unified. Ultimately, this demonstrates the business's excellence and achievements.
- 8) Description of human resources (HR). Describe the people who run the business, including top executives and prominent members of the community in which the business operates. As a result, the public may feel more secure knowing that the business is managed by capable and qualified individuals.
- 9) Facilities and service systems offered. The strategic key to success in today's fierce competition is customer service. A company can differentiate itself from its competitors through the benefits of its services.
- 10) A company's achievements and greatness, including all it has done to improve society. Society demands that businesses do more than simply provide high-quality goods or services; they must also take steps to improve the lives of their customers.
- 11) Annual reports include details of the business's profit and loss. This is an attempt to illustrate the company's health.
- 12) Summary of the main goods or services provided. Include an overview of the market, locations of manufacturers, distributors, market share, and a growth chart.
- 13) Programs for future development. This includes strategies for product development, market expansion, and so on.

3. External Public

According to Suryanto in (Meliala et al., 2018), the definition of an external public is: The public who are not employees and whose position is outside the company's organizational or institutional structure, including the general public (local community), government, press (mass media), consumers, suppliers, retailers, agents, NGOs, political parties, financial institutions or banks, security institutions or banks, legal institutions or other institutions, educational institutions, and others.

III. RESEARCH METHODS

This research employs a qualitative descriptive approach to develop a theory based on data obtained in the field. According to Walidin et al. (in Rijal Fadli, 2021), descriptive qualitative research is a research process aimed at understanding human or social phenomena by creating a comprehensive and complex picture that can be presented verbally, reporting detailed insights obtained from informant sources, and conducted in a natural setting.

Qualitative research is descriptive in nature and tends to use an inductive analytical approach, thus emphasizing the process and meaning based on the subject's perspective (Sugiyono, 2019).

The descriptive nature of qualitative research means that the research will attempt to create a systematic, accurate, and factual overview of the facts, characteristics, and relationships between the phenomena being studied. As stated by Nazir (in Kartina, 2021), a descriptive research method is a method for examining the status of a group of people, an object, a condition, a system of thought, or a class of events in the present. The goal is to create a systematic, factual, and accurate description, depiction, or painting of the facts, characteristics, and relationships between the phenomena under investigation.

The author employed a qualitative descriptive research method, which involves a combination of data collection, observation, interviews, and documentation.

In data collection, the author employed non-participant observation; he merely observed and was not directly involved in activities related to the operational management of PT. Media Madani Ultima.

In the interviews for this paper, the author selected Mr. Ridwan, the Editor-in-Chief of PT. Media Madani Ultima, as the key informant. He also participates in public relations activities, providing information to the public directly and through the internet. The author employed a structured interview method to ensure the effectiveness of the interviews. Furthermore, this interview was supported by information from Mr. Arif, Assistant Editor-in-Chief, who is knowledgeable about all activities at PT Media Madani Ultima. The interview was conducted in person and supported by conversations throughout the research.

For documentation purposes, the author used photographs of company activities and images related to PT Media Madani Ultima as the research object.

IV. RESEARCH RESULTS

The presence of a public relations department plays a crucial role in any organization. It serves as a bridge between the company and its public. A public relations officer plays a crucial role in helping a company create a more positive public opinion. A company profile is one way to bridge communication between a company and its public. The company uses it as a means of information dissemination to the external public and fosters a positive understanding of the company's identity.

PT. Media Madani Ultima introduces its company profile to the external public through digital media such as the company website, including a company profile.

The A4-sized PT. Media Madani Ultima Business Profile presents information and photos of the company's activities, programs, and activities. In creating this company profile, the author used an application dominated by red and white, with additional elements and photos consistent with previous company profiles. The printed version uses 260g art cardboard with glossy lamination for the front and back covers and 150g art paper for the body of the company profile. The A4-sized company profile is intended to be more engaging than previous company profiles.

The purpose of implementing this company profile for PT. Media Madani Ultima is to serve as the primary information medium for introducing the company's identity to the external public, with the hope of expanding the company's external reach.

The target audience for implementing this company profile is the Customer Relations partners of PT. Media Madani Ultima, who are ready to serve as the best information platform for the public, contributing to the country's support and advancement of companies amidst global competition.

On the front cover of the company profile design, there is the PT. Media Madani Ultima Logo intended as a company identity, then there is the company slogan "We Connect You To Digital Business World" which means We connect you to the digital business world, "Your Truly And Trusted Digital Media Partner" which means Your true and trusted digital media partner. In the Company Profile writing which is made in 32 pt size using the Monssentart Extra Bold font type, it is intended for readers to be able to see clearly from a distance or at a very close distance, in the form of PT. Media Madani Ultima company print, in the title and company slogan section using a 25 pt size format for the title PT. Media Madani Ultima while for the slogan sentence size 16 pt using the Canva Sans font type.

At the bottom of the company profile writing shows and includes the year 2023 as well as additional digital elements and photos to make the appearance more attractive and elegant.

For the back cover of the company profile, include the company logo to sharpen the company's identity by highlighting the identity such as a larger company logo and adding elements at the bottom that resemble a pyramid. These elements are from the design in the premium Canva application and there are also company contact writings and company addresses that use the Monssentrat Extra Bold font type with a size of 18 pt while for the

company address and company number using the Arimo font type with a size of 12.3 pt, and for company contacts there is a company telephone, both of which use the Arimo font type with a size of 12 pt.

And for additional additions, there is a photo of a skyscraper to make the image look more elegant when viewed.

For the layout of the company profile, PT. Media Madani Ultima uses A4 Art Carton 260gr paper for the front and back covers and 150gr Art paper for the content. For the fonts used in the company profile are Monssentrat Extra Bold, Monssentart Semi Bold, Arimo, and Canva Sans. Each type of font, such as Monssentart Semi Bold and Monssentart Extra Bold, is used for the title and explanation of company profile information. Arimo and Canva Sans fonts are used for the company profile content on several pages such as the welcome message, about the company, company values, our vision and mission, our clients, our products and services, awarding program, our products and services, testimonials, awarding programs, event agenda, board of directors, biography, and get in touch.

The contents of this company profile for PT. Media Madani Ultima include a brief overview of the company, welcome messages, about the company, company values, our vision and mission, our clients, our products and services, awarding programs, testimonials, awarding programs, an event agenda, a board of directors, a biography, and a brief introduction.

In creating this company profile, the author used 50% images and 50% text to facilitate a clear understanding of the company information and identity of PT. Media Madani Ultima.

The contents of the company profile for PT. Media Madani Ultima are as follows:

- A. On the front page or cover of the company profile for PT. Media Madani Ultima, the author includes the company slogan, company logo, and the year 2023, which aims to provide an overview of the company's identity and the latest year. It also contains the most up-to-date information about PT. Media Madani Ultima.
- B. Welcome messages, important information about the company.
- C. Table of contents, which contains the company information included in the company profile.
- D. About the Company: PT. Media Madani Ultima, better known as MMU, is a business that produces print and digital information media and is an event organizer.

- E. Company Values: By upholding professionalism, loyalty, and honesty, PT. Media Madani Ultima is ready to be the best information platform for the public, contributing to the country's support and advancement of companies amidst global competition.
- F. Our vision and mission: PT. Media Madani Ultima supports marketers and communications professionals in enhancing their insight, skills, knowledge, and competencies to develop their business strategies.
- G. Our clients include state-owned enterprises (BUMN), regionally-owned enterprises (BUMD), and private companies.
- H. Our products and services include an event and awarding division, a training and consulting division, and a digital media and publishing division.
- I. PT. Media Madani Ultima's awarding programs include the Digitech Award, the Human Capital and Performance Award, and other annual programs.
- J. Our products and services (digital media and publishing division) include Businessnews Indonesia magazine, Itech magazine, Worship magazine, and HSE magazine.
- K. Testimonial awarding programs from PT. Krakatau Tirta Industries, PT. Telkom Indonesia (Persero) Tbk, PT. Bank Sumatera Utara, PT. Sigma Cipta Caraka (Telkomsigma), PT. Waskita Beton Precast Tbk (WSBP).
- L. Award event agenda.
- M. Board of directors consisting of the company chairman, commissioners, and president director.
- N. Author biography containing the author's identity.
- O. Get in touch containing company contact information and company address.

V. CONCLUSION

Dengan memiliki company profile maka setiap perusahaan dapat memperluas jangkauan publik eksternal nya, adanya company profile juga dapat meningkatkan citra perusahaan dimata publik eksternal, dengan menyajikan desain yang menarik pada company profile.

Penulis mengumpulkan semua informasi yang diperoleh dari hasil wawancara, situs web perusahaan, dan catatan internal perusahaan. Tujuannya adalah untuk memperbaharui informasi yang dimuat di dalam company profile sehingga publik eksternal perusahaan mendapatkan informasi terupdate mengenai perusahaan, dengan adanya penerapan company

profile yang terbaru diharapkan dapat meningkatkan eksistensi perusahaan dan citra positif dimata publik eksternal.

Berdasarkan hasil penelitian dan analisis yang telah dilakukan, dapat disimpulkan bahwa:

1. Company profile PT Media Madani Ultima berperan penting sebagai media komunikasi eksternal yang mampu menyampaikan identitas, visi-misi, layanan, serta nilai perusahaan kepada publik secara efektif dan profesional.
2. Penerapan company profile secara strategis meningkatkan citra dan kredibilitas perusahaan, khususnya dalam membangun kepercayaan mitra bisnis, klien, dan masyarakat umum. Informasi yang disajikan secara visual dan naratif mampu memperkuat daya tarik perusahaan di mata publik.
3. Media informasi yang digunakan dalam company profile, baik dalam bentuk cetak maupun digital, telah memenuhi prinsip komunikasi visual dan informatif, sehingga memudahkan publik dalam memahami karakter dan keunggulan PT Media Madani Ultima.
4. Kesesuaian antara konten, desain, dan tujuan komunikasi dalam company profile menjadi faktor utama keberhasilan penerapannya, di mana perusahaan mampu menyampaikan pesan secara konsisten dan menarik.
5. Company profile juga berfungsi sebagai alat promosi dan dokumentasi resmi perusahaan, yang dapat digunakan dalam berbagai kegiatan eksternal seperti presentasi bisnis, pameran, dan publikasi media.

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