



RESEARCH ARTICLE

# Indonesia Marketing Communication of PT PLN (Persero) in Improving Electricity Bill Services through Tariff Discount Program

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## Abstract

*This research aims to analyze the marketing communication strategy used by PT PLN (Persero) in socializing the discount program to the public. This program is part of an effort to improve services and relief bill payments. This research is based on the marketing communication theory approach which views the message delivery process as key in shaping consumer perceptions and responses to a program or product. The research method uses a descriptive qualitative approach with data collection through interviews, observation, and documentation. The results showed that PLN applies communication channels, such as social media (Instagram, Facebook, and Twitter) as a marketing communication strategy to convey information about the discount program effectively.*

**Keyword:** Marketing communication, service, billing, discount program

## Introduction

The rapid development of industry, especially in the public service sector such as electricity, makes quality management a crucial element that cannot be ignored. PT PLN, as the largest electricity service provider in Indonesia, also faces demands to continue providing high-quality services to its customers (Rimbani et al., 2024). PT PLN continues to show its commitment through various innovations to ensure electricity needs are met evenly. (Meilyana & Faerrosa, 2024).

Based on the Law of the Republic of Indonesia Number 20 of 2002 concerning Electricity, that electrical energy has a strategic role in supporting the improvement of people's welfare, educate the nation's life, and encourage national economic growth. This is done in order to realize a just and prosperous society, both materially and spiritually (Nurfajar Ronika, 2020).

PLN's main focus lies in the provision of electricity. PLN has the responsibility to continuously increase installed capacity and

develop electricity infrastructure, including transmission networks, substations, and distribution. In carrying out this role, PLN always makes improvements and enhances service quality, considering that electricity is a basic infrastructure that has a multiplier effect on national economic growth (*Listrik Untuk Kehidupan Yang Lebih Baik - PT PLN (Persero)*, n.d.). To ensure that services remain optimal, PT PLN continues to strive to keep all power generation machines operating normally (Muskita et al., 2024).

PT PLN (Persero) as a State-Owned Enterprise that has the responsibility as a provider of electricity in Indonesia, is faced with various challenges in an effort to provide maximum service to the community (Fauziah et al., 2024). Increased customer dissatisfaction has the potential to reduce the level of trust and reduce consumer loyalty to PT PLN (Persero) (Syabana & Yahfizham, 2024). Quality service to customers is an aspect that must be carried out optimally by the company (Nur Awaliah & Nirawati, 2024).

Electrical energy is a basic need in supporting people's life activities. Dependence on electricity can be seen in the use of various electronic devices ranging from household, industrial, office, social, business, government, commercial, to public services (Arunghadang et

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al., 2018). The need for electrical energy has experienced a continuous increase along with the growth of the population which is increasingly evenly distributed and the rapid development of technology has contributed to the increase in electricity demand among the community (Choerunnisa & Nugraha, 2020).

In the first semester of 2024, PT PLN (Persero) recorded electricity sales of 149.11 Terawatt Hour (TWh), an increase of 7.54% or 10.45 TWh compared to the same period in 2023. This increase was driven by an increase in electricity consumption from the business sector by 10.54% and the household sector by 8.75% (Syofiadi, 2024).

PLN consistently faces dynamic business challenges that are increasingly complex over time. Nevertheless, PLN remains committed to its mission to maintain customer satisfaction, utilize electricity as a means of improving the quality of life of the community, encourage economic activity, and run operations that are oriented towards environmental sustainability. One of the efficiency strategies implemented is to reduce the cost of electricity supply through optimizing the use of more economical primary energy sources. In the explanation, this data is obtained from the 2019 annual report by PT PLN regarding service improvement. Various programs have been launched as part of PT PLN's performance improvement efforts. This condition encourages an innovation designed to respond to customer needs, namely through the implementation of a prepaid electricity system and tariff discount program. This program is presented as a solution to provide convenience for customers in controlling and monitoring electricity usage independently (Syam et al., 2024).

The form of marketing communication used by PLN to introduce Prepaid Electricity after the launch of prepaid kWh electricity aims to attract people who still use postpaid kWh electricity, namely by promoting the company through social media (Qiuni & Pramyanti, 2022). PT PLN (Persero) has confirmed an economic stimulus package in the form of a 50% electricity tariff discount for customers of 2,200 Volt Ampere (VA) and below. This discount is valid for two months, in January and February 2025 (Rachmawan, 2025). Not only that, in commemoration of National Awakening Day, PT

PLN (Persero) launched a promo for adding electricity with a 50% discount. The electricity tariff discount program is carried out as a form of appreciation to loyal PLN customers, as well as a form of support in helping people meet their electricity needs more economically (*Promo Tambah Daya PLN Kembali Hadir! Diskon 50% Spesial Hari Kebangkitan Nasional*, n.d.).

The utilization of information in today's digital era is supported by the existence of internet networks, so that the delivery of information can be done globally and its dissemination becomes more efficient (Ramadanty & Maylanny Christin, 2023). To meet the information needs of the community, PT PLN (Persero) utilizes social media such as Instagram, Facebook, Twitter as effective communication channels to convey various information related to programs designed to support the achievement of company goals. Like the program run by PLN, namely the electricity tariff relief program as part of an effort to support the energy needs of the community (Fikri et al., 2021).

Companies are using social media platforms as a means to expand their reach. Social media has changed the way consumers seek information, assess options, and make purchasing decisions (Bashar et al., 2024). According to the satisfaction and needs hypothesis proposed by Blumler and Katz in 1974, individuals consciously choose social media that are considered best able to fulfill their needs, such as getting information, entertainment, social interaction, and various other needs (Badr et al., 2024). The government hopes that social media can be utilized for positive activities, increase creativity, and improve people's welfare (Wahyuningrum & Riskiyah, 2021).

Social media is widely used in a variety of topics, including modeling the spread of rumors or current information, preventing sensitive information attacks, achieving disease surveillance, and detecting natural disasters (Hou et al., 2021). This shows that social media has become an important part of people's lives (Rizqi & Swasti, 2024). The implementation of Marketing Communication is one of the effective strategies in building a positive brand image and maintaining the sustainability and existence of a brand (Nanda, 2022). The use of sustainability

themes such as Corporate Marketing Communication is not new. This can be seen from the utilization of communication channels such as tariff discount sales promotion as well as goal-oriented online marketing. To emphasize sustainability aspects and related issues in communication strategies (Sahadev et al., 2022). Understanding consumers' responses to various forms of activations carried out by companies will be one of the main sources of inspiration in the field of interactive marketing and communication (Byon & Phua, 2021).

## Research Methods

This research uses a descriptive qualitative approach in which the researcher has the ability to deeply understand and feel what the subject experiences in his daily life (Fadli, 2021). A qualitative approach was used in this study because it was to evaluate the marketing communication approach taken by PLN and researchers wanted to explore in depth how the communication strategy carried out by PLN in conveying information about the tariff discount program. The subject of this research focuses on the form and approach of marketing communication applied by PT PLN (Persero) in order to support the improvement of the quality of electricity billing services, especially through the use of tariff discount programs as a means of promotion and education for customers.

In this method, the researcher acts as the main instrument, data collection is done through triangulation techniques (in-depth interviews, observation, and documentation), and the results of the research emphasize the meaning behind the observed phenomena (Ali et al., 2022). Interviews were conducted with PLN UIT JBB Public Relations and people who experienced the electricity discount tariff program. Observations in this study were carried out to see firsthand the marketing communication strategy implemented by PT PLN (Persero) in introducing the electricity tariff discount program. Observations include the form of messages conveyed, the media used to disseminate information, and how these communications contribute to improving the convenience and quality of electricity bill services for customers. Documentation in this study was obtained through the collection of various relevant data sources, such as PT PLN

(Persero) marketing communication campaign materials in the form of digital publications, social media posts, and customer information brochures related to the electricity tariff discount program. All of these data are used as study materials to understand how promotional messages are conveyed to the public and the extent to which the communication media supports improving the quality of electricity bill services.

## Results and Discussion

### Results

PT PLN (Persero), as the electricity service provider in Indonesia, continues to be committed to improving the quality of its services to the community. One of these efforts is through the implementation of the electricity tariff discount program. In order for this program to be maximally reached and utilized by the community, PLN needs to convey related information in a clear, precise, and easy-to-understand manner. The discount program initiated by PT PLN (Persero) has a major positive impact on various social and economic aspects of the community. Through more affordable cost reductions, the program expands access for household customers and small businesses to increase the electricity they use. This provides an opportunity for people, especially from the lower middle class, to obtain more appropriate electricity services to support daily activities that are increasingly dependent on the use of electronic devices.

In terms of energy consumption, the increase in electric power is directly related to the increase in productive electricity consumption. Customers tend to utilize the additional power to run large household appliances, such as air conditioners, washing machines, and electric kitchen appliances, as well as simple production machines for MSME players. Although consumption has increased, this shows an increase in the productive capacity of the community in utilizing electrical energy optimally. On the other hand, this program also shows PLN's efforts in carrying out digital transformation through the use of social media as the main means of knowing the discount program. By directing customers to make claims and administrative arrangements digitally, PLN

also encourages technology adoption and accelerates the digitization of public services. This transformation indirectly educates the public to be more familiar with digital technology in accessing basic services.

The discount program held by PLN not only provides direct economic benefits to customers, but also creates a chain effect that strengthens the national electricity ecosystem, increases customer satisfaction, and supports the government's long-term targets in increasing the electrification ratio and energy efficiency in Indonesia. The implementation of the discount program by PT PLN (Persero) not only brings benefits to customers, but also provides a number of important impacts for the company itself. These impacts can be seen from various perspectives, such as operational, financial, to improving the company's image in terms of service to the public.

From an operational perspective, the program succeeded in driving increased service activity in a short period of time. The high volume of demand during the discount period demonstrates the program's effectiveness in reactivating existing customers as well as attracting new ones. Financially, despite the discounted cost, the program can be viewed as a long-term investment strategy. As the number of customers increases and the power capacity used increases, the electricity consumption per customer tends to increase. This increase in consumption will have a direct impact on increasing revenue from the sale of electrical energy in the following period. In this context, discounts are not a form of revenue reduction, but rather an instrument to expand the market and encourage sustainable growth in demand for electrical energy.

In addition, in terms of reputation and corporate image, this program contributes significantly to building a positive public perception of PLN. Through policies that favor customer needs, PLN shows its commitment to being an adaptive, responsive, and caring company to the economic conditions of the community. This strengthens customer loyalty and can increase public trust in the service transformation being carried out by the company. The discount program carried out by PLN not only has an external impact on customers, but also provides various strategic benefits for the

company, both in terms of economic, operational and reputation, which supports the direction of PLN's long-term transformation as a modern energy provider based on customer service.

Therefore, PLN implements an effective marketing communication strategy. This strategy is carried out through various channels, including social media such as Instagram, Twitter, and Facebook. Through these platforms, information can be delivered to the public quickly and clearly. Social media was chosen due to the high level of user activity there. With visual and interactive content, PLN can convey information about the discount program in a more attractive and easy-to-understand manner. In addition, through direct interactive services, customers also have the opportunity to ask questions if there are things that are still unclear.

As a result, many customers have taken advantage of this discount program. However, PLN still faces challenges, especially in reaching people in remote areas who may not have internet access or lack understanding of technology. Therefore, in the future, PLN is advised to expand the scope of socialization, for example through cooperation with local governments or using local print and radio media. As in the results of an interview with one of the people who use PT PLN services on the 50% discounted electricity payment tariff and the 50% discounted tariff power addition by Misar.

*“I quite feel the tariff discount program that has been made by PT PLN because this is very beneficial for me, not only for the house I live in, but also for me as a business owner providing housing (rented) so I can save my expenses. So far this program is very good to use not only for me but all electricity users. I also know this program from my grandson, he said he got the info from Instagram”*

In the explanation of the interview results above. Overall, the marketing communication strategy carried out by PLN is quite successful in improving services, especially in terms of electricity bills. Clear information delivery, the right media, and an interactive approach are the keys to the success of this program. PT PLN in carrying out marketing communication strategies, especially for commercial products, has a centralized and distributed approach. PLN's commercial products, which are mandated by the head office, are distributed through various

digital platforms, especially Instagram (IG) and Facebook, as well as WhatsApp groups. These social media were chosen for their ability to determine the demographics of the audience to be reached, allowing PLN to identify the interests of their target market.

The process of delivering information begins with “blasting admin” from the head office to all parent units, who then distribute the information to be posted on all unit Instagram accounts. In addition, information is also disseminated to WhatsApp groups in all transmission holding units in Java. Despite this massive effort, PT PLN's PR division, as the transmission manager, does not directly serve customers, so the direct impact of the discount campaign may not be significant on their units. Their main task is to post information as a mandate from the center, but this also greatly helps the communication strategy that has been carried out by PT PLN's marketing communication division.

The discount program offered by PLN aims to attract people to increase their electricity usage. This is based on the fact that the need for electricity is increasingly becoming a basic need for the community, along with the increasing use of electronic devices such as air conditioners, electric motors, and electric bicycles. This discount is a moment that people are waiting for because the need for electricity continues to grow.

## Discussion

This finding supports previous research conducted by (Adliah et al., 2018) entitled “Marketing Communication Strategy of PT PLN (Persero) in Promoting Prepaid Electricity (Study on the Marketing Section of PT PLN Jalan Gajah Mada Samarinda City)” explains that the promotion of prepaid electricity programs is carried out through various socialization strategies, including through direct meetings with the community at certain events, distributing brochures as an educational effort and invitation to switch to prepaid electricity services, installing Prepaid Electricity logo stickers on PLN operational vehicles, delivering information through the YouTube platform, implementing open tables, and active participation of PT PLN in Kaltim Fair activities in Samarinda. Not only that, other research by (Absori & Ramdani, 2020) entitled “Prepaid

Electricity Marketing Communication Strategy at PT PLN (Persero) Temanggung Customer Service Unit” explains that PT PLN Temanggung Customer Service Unit implements a communication strategy through a socialization approach to the community. In its implementation, two types of communication channels are used, namely personal and non-personal communication. Personal communication is carried out directly by leaders and supervisors to customers, while non-personal communication is carried out through the use of mass media such as radio, newspapers, and the internet to expand the reach of information related to prepaid electricity services to consumers.

Based on these results, this study supports research conducted by Adliah and her colleagues (2018) in a study entitled “Marketing Communication Strategy of PT PLN (Persero) in Promoting Prepaid Electricity”, which highlights the various promotional methods applied by PLN in Samarinda. The strategies used include direct socialization to the community through certain activities, distribution of brochures as educational media, use of promotional stickers on official vehicles, dissemination of information via the YouTube platform, holding an information table (open table), and participation in the Kaltim Fair event.

Another study by Absori and Ramdani (2020) entitled “Prepaid Electricity Marketing Communication Strategy at PT PLN (Persero) Temanggung Customer Service Unit” also shows a similar approach. In Temanggung, marketing communication is carried out through two channels: directly (personal) by leaders or supervisors to customers, and indirectly (non-personal) through mass media such as radio, newspapers, and the internet. The aim is to broaden the scope of information dissemination and increase public understanding of prepaid electricity services.

The difference in this study lies in the approach used, namely by adopting marketing communication theory which emphasizes the importance of the message delivery process in shaping consumer perceptions and responses to a program or product. This research uses descriptive qualitative methods, with data collection techniques through interviews, observation, and documentation. The research

findings show that PT PLN actively utilizes digital media, especially social media platforms such as Instagram, Facebook, and Twitter, as part of its marketing communication strategy to reach a wide audience and convey information about discount programs in a fast, interactive, and easily accessible way.

### Conclusion

This research reveals that the marketing communication strategy carried out by PT PLN (Persero) through the use of social media has proven to be an effective method in conveying information about the electricity tariff discount program widely, quickly, and interactively. The utilization of digital platforms such as Instagram, Facebook, and Twitter helps PLN in increasing consumer awareness, strengthening public participation, and expanding the reach of promotions, especially related to electricity tariff discounts of up to 50%. This program provides tangible benefits, both for customers who can save money and increase electricity capacity, as well as for PLN itself in terms of increasing consumer satisfaction, strengthening the company's image, and encouraging the use of electricity for more productive activities. The digital strategy implemented has also accelerated the transformation of public services towards a more digitally integrated system. However, on the other hand, there are still obstacles in reaching community groups in areas with difficult internet access or low digital literacy skills. Therefore, it is necessary to expand the communication approach through other media such as regional radio, print media, and cooperation with local governments so that information can be received evenly. Overall, the marketing strategy implemented by PLN has strategic value in strengthening relationships with customers, accelerating service modernization, and supporting PLN in realizing the provision of sustainable, reliable and equitable electrical energy for all Indonesian people.

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