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## **Public Relations Strategy in Handling Public Complaints: Case on PT. PLN (Persero) Region South Sumatra, Jambi, and Bengkulu**

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### **Abstract**

Power outages and electricity in the Palembang area are quite a problem. This situation has caused many complaints to (State Electricity Company/PLN) to re-solve this electricity service problem. Complaints from the public are received by the call center 123 and PLN PR officers. The title of the research is how is PLN's PR strategy in handling public complaints about Power Blackouts in Palembang? This study uses the Theory of Reduce Uncertainty and a strategy of complaint handling Public Relations with a qualitative descriptive method. The subject of this research is Public Relations officer of PLN WS2JB Palembang. The focus of this research is the strategy of the Public Relations section of PLN WS2JB in handling public complaints. The results obtained are PLN WS2JB Public Relations officers provide a place to complain verbally or non-verbally, and then conduct a corporation with Corporate Social Responsibility (CSR), then provide information on electricity and electricity outage schedules through media and official letters by PLN to Giant customers, and Finally, I apologize to the public if the electricity goes out suddenly/accidentally without notification in the media, whether electronic media, social media, or print media.

Keywords: Public Relations, Public Complaints, PLN

### **Abstrak**

Pemadaman listrik dan listrik di wilayah Palembang cukup menimbulkan masalah. Keadaan ini menimbulkan banyak keluhan kepada (Perusahaan Listrik Negara/PLN) untuk menyelesaikan kembali masalah pelayanan kelistrikan ini. Keluhan yang berasal dari masyarakat diterima oleh call center 123 dan petugas Humas PLN. Judul penelitian adalah bagaimana strategi Humas PLN dalam menangani pengaduan masyarakat tentang Pemadaman Listrik di wilayah Palembang? Penelitian ini menggunakan Theory Reduce Uncertainty dan strategi complain handling Public Relations dengan metode deskriptif kualitatif. Subjek penelitian ini adalah petugas Humas PLN WS2JB Palembang. Fokus

penelitian ini adalah strategi bagian Humas PLN WS2JB dalam menangani pengaduan masyarakat setelah melakukan penelitian pandangan terakhir. Hasil yang didapatkan adalah petugas Humas PLN WS2JB menyediakan tempat untuk mengadu secara verbal atau non-verbal, dan kemudian melakukan korporasi dengan Corporate Social Responsibility (CSR), Kemudian pemberian informasi jadwal pemadaman listrik dan listrik melalui media dan surat resmi oleh PLN kepada pelanggan Giant, dan Terakhir mohon maaf kepada masyarakat apabila listrik padam secara tiba-tiba/tidak sengaja tanpa pemberitahuan di media, baik media elektronik, media sosial, maupun media cetak.

Keywords : Hubungan Masyarakat, Keluhan Pelanggan, PLN

## **INTRODUCTION**

In Indonesia, the occurrence of blackouts electricity is unavoidable. This power outage can occur in all circles, in the lower, middle, or upper classes. One of incident happened that has caught the public's attention is the mass blackout in 2019, when new power plants continue to grow and the electrification ratio is increasing, mass blackouts can still occur. Worse yet, this incident happened to the islands of Java and DKI Jakarta. The area which has been repeatedly emphasized by PT PLN (Persero) has abundant electricity reserves and is supported by a reliable electricity system. Suddenly, on Sunday afternoon all the stun powers that had been promised turned out to be meaningless (Anwar, 2019). Within minutes, this blackout affected two of the most crucial sectors of the economy; transportation and communication. Jakarta, which is proud of its luxurious transportation infrastructure, was forced to swallow disappointment (Ropik & Qibtiyah, 2021). The MRT was forced to stop operating and even had to evacuate passengers who were trapped while traveling and were underground. The same thing was experienced by the Commuter Line KRL which relies on electricity, hundreds of trips were canceled until the evening. Transportation is also chaotic with signs that do not work at several points on the highway, online transportation services that are usually the mainstay are also helpless because there is no communication signal. Addition to that, the power outage on public communication access has also died. At least three major telecommunications providers, such as Indosat, Telkomsel, and XL Axiata, admitted that their services were disrupted due to power outages. the internet network was disconnected and the network for telephones was also problematic (Y Yenrizal, 2021; Yenrizal, 2018). Regarding this abnormal electric current problem, the community has often complained and conveyed it to the local PLN, but until now several reasons given by the current provider are always because PLN is still in deficit and is losing money. This situation requires careful planning and strategy by the public relations department at PT. PLN to restore customer trust so that the image of PT. PLN can at least be saved in its efforts to overcome public complaints about this power outage (Ramadhan et al., 2022).

Public Relations (PR) is a management function that builds and maintains a good relationship between the organization and rewarding public that affect the success or failure of the organization (Liliweri, 2010). Meanwhile, according to IPRA (International Public Relations Associations), public relations is a management function that focused to support the development and maintenance of the common pathway between an organization and its publics on communication, understanding, acceptance and cooperation, involving management and using research and techniques that health and ethical communication as the primary means. Based on the explanation above, public relations are a management function in which to perform his function required communication program, goodwill, too trust in the organization as well as to the public or the local community in order to achieve the objectives

of the company and also in running a program to gain the understanding and support of society in order to create a good relationship between the company and the public (Zinaida et al., 2022).

According to Effendy (2011) the formulation of the strategy is the process of preparing the next steps that are intended to build the vision and mission of the company, setting strategic goals and corporate finance, as well as designing strategies to achieve these objectives in order to provide the best customer value. PR is a function of management strategy in communicating to generate public understanding and acceptance. PR characteristics by (Effendy, 2011) et al explain that PR is the communication activities in an organization that is a two-way reciprocal basis; PR is supporting the achievement of the goals set by the management of an organization; Public targeted PR is internal and external public; Operationalization PR is a harmonious relationship between an organization and its publics and prevent psychological obstacles, whether they arise from the organization or from the public.

PR strategy is referring to the interest in achieving the goal (target) or the aim of creating an image and reputation of a positive institution. The formation, maintenance, and increase of the positive image and reputation must be supported by policies and the commitment of top management. To find out the PR strategy PLN (WS2JB), researchers used the theory of reducing uncertainty as one tool to determine whether the PR strategy went well and what constraints. PT. Perusahaan Listrik Negara (Persero) / PLN Region South Sumatera, Jambi, and Bengkulu (S2JB) is an institution that is engaged in the electrical service to the customer in a large coverage. In fact, in order to serve and establish communication to understand the wishes of the customer, PLN often encounters misunderstandings which led to the statement of complaint or filing a complaint to the company (Sholihin et al., 2022; Zalpa, 2019).

This situation demanded Public Relations (PR) to provide appropriate handling of any complaints from customers. In the complaint handling activities conducted by PT. PLN (Persero) Region South Sumatera, Jambi, and Bengkulu (S2JB), the lack side that should receive attention as well as the improvement of the management of the company is the speed or time range in resolving complaints. Not only PR, Marketing also playing the role to help monitoring complain from customer (Ropik et al., 2018; Sepriansyah et al., 2021).

From previous research by (Utari, 2019) for study literature defined that handling customer feedback also important in hotel industry. Marketing officer in Best skip Hotel Palembang also monitors customer feedback or responses through customer comments on the Hotel Website. It shows that quality improvement now become every communication department job description. Another case for study literature from (Apriani, 2018) mentioned that “Perusahaan Daerah Air Minum” or PDAM Tirta Musi in Palembang also having an experience and trouble to overcome customer complain every day.

Quality improvement services by making the good strategy are very important for the company to restore the confidence of their customers. The outage can also happen in public transportation facilities in The Metropolitan Transportation Authority (MTA). MTA is a public transportation service provider for the New York region. By a previous-research from (Ghazzawi & Alharbi, 2019) MTA receives and manages customers' complaints through Customer Relationship Management System (CRM) for all agencies. Previous research has focused in one of three ways on understanding the conditions under which customers who experience a failure, or are dissatisfied, and complain remain loyal. First, the literature has observed intervening consumerpsychological variables that moderate or mediate the failure,

complaint, recovery, and/or loyalty perceptions of customers (DeWitt et al., 2008; Evanschitzky et al., 2011; Hess Jr et al., 2003; Simon et al., 2015; Umashankar et al., 2017).

When PLN Start to communicate with their public or consumers as users, the company is expected to understand what the consumer wants. But, in fact the researchers have encountered a Miss understanding between the customer and the company that led to the statement of complaint or filing a complaint to the company. Filing a complaint can be triggered by many things, among others, customer dissatisfaction will be the procedure metering, outage without notice, and so on (Zinaida & Havivi, 2019).

When complaints were not handling well, some case caused by PLN are too long in responding the complaints, so it will cause the public demand to return to the PLN to indemnify the customer money and sometimes people can also act anarchic because of a power outage / black out for too long. It also happened in Zimbabwe, research from (Mandina & Kurwiravamwe, 2016) define that the power utility has failed to implement service recovery strategies effectively to reduce the effects of service failure. For some case, in Medan, North Sumatera, group of people was angry and take an action by burning PLN Office. It was different condition in Palembang, the case when PLN Palembang despite blackouts, Palembang people remained calm, even though in their heart and their social media keep complaining that blackout because it is disturbing people's daily activities. In fact, complaints submitted by customers are only expressions of their dissatisfaction with the performance and products of the organization, as previously explained. So, the success of a management is one that is fully aware that its success will not happen and continues without customer satisfaction and fulfill their needs, wants and expectations as well. If this happens does not happen, the administration must listen to customer complaints, respond to them quickly to maintain their reputation and image, and not to give competitors the opportunity to gain a share of its market share. When the complaint investigation is completed, the complainant must be informed of the response to their complaint. the investigation process must be open to the public,

From previous research, (Maxham III & Netemeyer, 2002) proposes a model of the effects of perceived justice on customer satisfaction and intent following a service or product failure and a recovery attempt. The results also suggest that satisfaction partially mediates the effects of justice on WOM intent and purchase intent. Finally, we draw on the findings of this study to offer implications for service recovery researchers and managers. From that previous research, shows that it is urgently needed to have an officer specialize to managed this kind of complaints (Harahap & Anisyah, 2021; Syawaludin, 2021).

Customer can call the call center 123 PLN to get a clearly information regarding a monthly pay, asking for an extra electrical quota, and many other. The second is uncertainty explanation, namely that you can better understand the possible behavior of a person. Suppose you call the call center 123 in order for the PLN came to repair the damage to your area, and this will occur repeatedly. Until you get certainty. Based on the background of the problems mentioned in the introduction, the formulation of the problem in this research is how the PR strategy PLN (Persero) Region South Sumatra, Jambi and Bengkulu (S2JB) in addressing people's complaints against power outages in the region Palembang.

This research used Uncertainty reduction theory (URT) discuss the basic process of how we acquire knowledge of the other person. When we meet people who are not known to us, then it is usually a lot of questions that comes in our head. Who is he, what they want, how was the habit and so on. We do not have a definitive answer, and we have experienced uncertainty, and we try to reduce this uncertainty. According to (Berger & Calabrese, 1974) In particular people are interested to reduce the two uncertainties. The first one, Uncertainty

estimates (predictive uncertainty), that when we have a better idea of what we expect from a person's behavior.

Miller in (West, Richard, 2008), describes the assumptions in the uncertainty reduction theory, along with these assumptions: People experience uncertainty in interpersonal settings, there are different expectations about interpersonal events, then it is reasonable to conclude that people feel uncertain or even anxious about meeting other people. Uncertainty is an uncomfortable state that causes cognitive stress. Being in uncertainty requires a lot of emotional and psychological energy. When strangers meet, their primary concern is to reduce their uncertainty or increase predictability. Interpersonal communication is a developmental process that occurs through stages.

These stages are the initial phase (entry phase), the personal phase (personal phase), and the final phase (exit phase). Interpersonal communication is the main tool for reducing uncertainty, interpersonal communication requires several conditions, some of which are the ability to hear, nonverbal response signals, and the same language. The quantity and nature of information shared by people will change over time. Initial interaction is a key element in the process of developing that information or communication. It is possible to predict people's behavior in law-like ways, human behavior is governed by general principles that function in law-like ways. This assumption relates to the legal coverage theory.

Beside Reduced Uncertainty Theory, this research also used the concept of Customer complaint according (Rangkuti, 1998) is an expression of the unhappiness felt by consumers. Customer complaints are things that cannot be ignored, because ignoring it will make consumers feel neglected and eventually abandoned by the company will be reluctant consumers. Various complaints are divided into two defined that the complaints that have been delivered directly or by telephone. Complaints also usually made in writing through the guest complaint form such as e-mail, letters in newspapers, and the complaint letter (Sirozi & Yenrizal, 2020).

Consumer complaints submitted certainly has reason to be dissatisfaction with the goods or services it uses. This caused the company should have to pay attention to these important steps to address these complaints, as expressed by (Rangkuti, 1998) Listen to the complaints came from consumers, Understand the problem and confirm it with the parties concerned, Asking for forgiveness on behalf of the company and thanked the complaints presented. Describe the process that will be undertaken by the company to solve the problem and provide the information in detail when such complaints can be resolved, and with whom the consumer can contact.

Customer complaint is an expression of dissatisfaction with a product in the form of goods or services. Not all customer complaints is clearly revealed. There is also a direct impact on corporate performance but generally the impact is not directly perceived. So the ability to detect customer complaints should be owned by the company. Customer satisfaction is the customer's perception that his expectations have been met or exceeded (Gultom et al., 2020), (Gerson, 2002) Customer satisfaction means comparing what consumers expect with what consumers feel when using the product. If consumers think that the product's performance equals or exceeds their expectations, it means they are satisfied. On the other hand, if the product's performance is less than the expectation, it means that they are not satisfied. Satisfaction is one's feelings after comparing performance or perceived results with expectations. Satisfaction is pleasurable fulfillment, namely the fulfillment of customer expectations by satisfaction (Oliver, 2010) Customer satisfaction is an emotional reaction of post-purchase customers which can be in the form of anger, dissatisfaction, irritation, neutrality, joy, or pleasure (Lovelock, C. H., & Wright, 2007).

Customer who experiences a failure and lodges a complaint can still be satisfied and retained if the firm's recovery is acceptable (Fornell & Wernerfelt, 1987; Fornell & Wernerfelt, 1988; Smith & Bolton, 2002; Morgeson III et al., 2020). According to (Hutasoit, 2011; Rohaeni & Marwa, 2018) If performance describes that service quality is conformity and degree of usability of overall characteristics of products and services provided to meet needs and expectations that consumers want with attributes or factors that include: direct evidence, personal attention from employees to consumers, responsiveness, reliability and guarantee

## **RESEARCH METHOD**

This research used a qualitative approach to explore and understand the meaning of a number of individuals or groups of people who are considered to be from social or humanitarian problems (Zinaida et al., 2022). The object of this research is what is PR strategy of PT.PLN S2JB located in Jalan Kapten Rivai, Palembang (Sepriansyah et al., 2021). In terms to collecting data by interviews, this research used four people as an Informant, one customer who never complain, the employees of PLN who responsible for Complain receiver and two PR officers from PLN WS2JB as key informants. This study was a qualitative research with the type of exploration and use analysis methods that aims to determine strategies used public relations officer of PT. PLN (Persero) Region South Sumatera, Jambi and Bengkulu (S2JB) in order to overcome Public Complaints against Electricity Outages / black out in the Palembang region. Based on its nature, qualitative data, not in the form of numbers (non-numeric) (Singkali & Sasongko, 2022).

The first step for data collection technique is Interview. In-depth interviews is the process of obtaining information for research purposes by way of question and answer, face to face between the interviewer with the informant or the person being interviewed, the researchers chose two person staff of Public Relations of PT. PLN (Persero) Region South Sumatera, Jambi and Bengkulu (S2JB) as a key informant. The second step is 1.

Observation Technique also used in collecting data. In this case, the researchers collecting data and stated bluntly to the data source, that he will do research, so they studied to know from the beginning to the end of the activity researcher, (Mukhtar, 2013). We will observe the public relations officer of PT. PLN (Persero) Region South Sumatera, Jambi, and Bengkulu (S2JB) in the face of people who submit complaints. The last step is a library study, according to Mukhtar (2013) study document is complementary to the use of methods of observation and interviews in qualitative research. The document used in this research was PR document from PT.PLN and reference book (Budianto, 2019).

In this case, the researchers collecting data and stated bluntly to the data source, the researcher will tell the informant that they are in order doing some research, so the informant know from the beginning to the end of the activity researcher, (Mukhtar, 2013). This study is using qualitative research with the type of exploration and use methods of analysis that aims to determine strategies used public relations officer of PT. PLN (Persero) Region South Sumatera, Jambi, and Bengkulu (S2JB) Overcome Public Complaints against Electricity Outages in the region Palembang.

## **RESULT AND DISCUSSION**

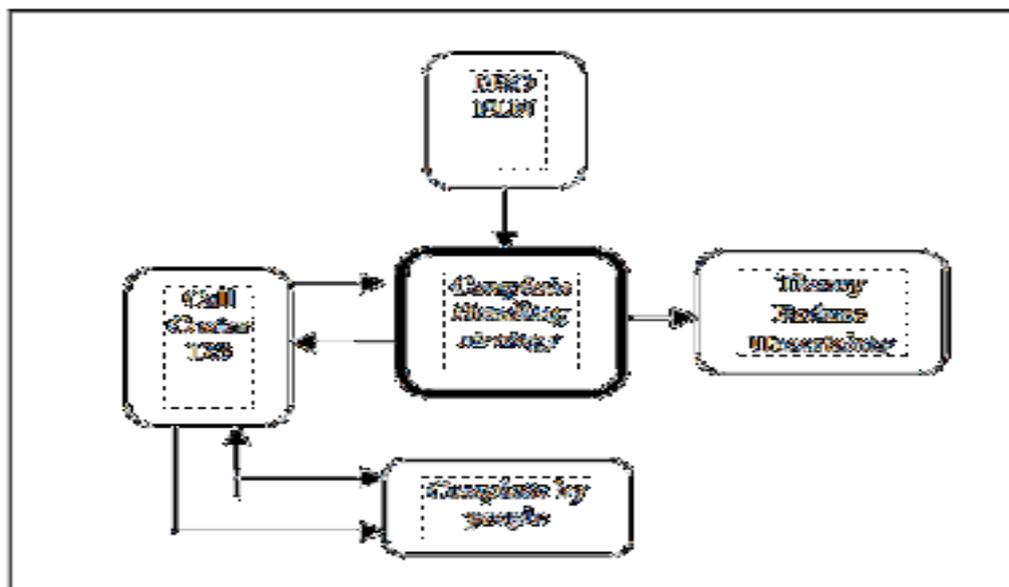
Uncertainty reduction theory (URT) suggests that, during the initial interactions, the primary concern of individuals is to reduce uncertainty about the interaction behavior between the individuals and their partners. Quality of service can be determined by comparing consumer perceptions of the actual service they receive. If the service received is perceived as expected, then the perceived quality of service is high (Parasuraman et al., 1985). If the

service received exceeds expectations, the perceived service quality is very high (Salim et al., 2018). The previous research group found that service quality directly affected customer loyalty (Hyun, 2010); (Carrillat et al., 2009; Ravichandran et al., 2010; Pollack, 2009; Hoq & Muslim, 2009). The focus of this research is PR strategy PT. PLN S2JB in handling public complaints against electricity outages in the region Palembang, This is the cause of lack of uncertainty is the lack of communication during the power outage, causing the individual to experience uncertainty. PLN is mandated to provide electricity in Indonesia, must be many problems that happened related to customer complain.

First point was to reduce uncertainty eventually people complain to the call center 123 in order to get information on when electricity will be switched on it is referred to as the uncertainty of estimates (predictive uncertainty), when parties complain just inquiring about the information which the occurrence of damage and when the electric flame then complain here finished in handling through call center 123. In the complaint completion of their interpersonal communication occurs between the customer and the call center 123. Here by the Framework of complain handling, Figure framework below can be explained that:

Complain by the customers through the Call Center 123 is indicated by the arrows of the public complain to the Call Center 123 are then processed by the Call Center 123 officers. Then, the complaint is processed and given to provide information to the public, was shown on the arrow Call Center 123 towards people who complain. Then, Arrows of Call Center 123 toward overcoming strategy is type of complain that given by customer that cannot be solved by the Call Center 123, so that such complaints are processed through PLN PR strategy to provide guidance to the Call Center 123. While the strategy to overcome the complaint box is write in BOLD to know the subject of our study, and then the arrow to right towards uncertainty reduction theory for theory reduction uncertainty to accompany the research strategy of public relations and the last arrow towards complain society with dotted is the constraints that occur in running Strategy.

**Figure 1. Research Framework**



*Sources: Compiled by Authors, 2022*

To know that the PR strategy PLN goes well, researchers divided three things: Public Relations strategy, PT. PLN, Call Center 123 and People complain. By these three issues

above, researcher can be determined by the results of in-depth interviews by the PR PLN. interviews to the 123 Call Center as a recipient of the complaint and supporting informant interviews ever complain either verbal or non-verbal, so that researchers know the strategy pursued by the PR PLN. When customers complain to the call center 123 for damage to electrical home customer causes power outages in some area, the call center 123 will holds in advance complain that the customer ask. From the collecting data, the key informant explains that:

*“... many customers complain about this outage by using customer call, after the complain after the complaint goes to the customer handling section, it will be forwarded to the field section to check. The task of Public Relations in the process of handling complaints is in the phase where complaints can no longer be handled by the relevant department, Public Relations will become a bridge for the discussion process in order to produce solutions for the common good”*

By the data above, conclude that after the call center accepting the complaint, they will deliver the complaint to the right section to handle complaints. After call center already found the right section, technician will go to the area to fix the problem in that area as soon as possible, in which case you must contact numerous times about when the PLN will come to your home, it is referred to as Uncertainty explanation (explanatory uncertainty) as an action to the customer complain. Public relations help to solve if there are any problem or complain that unfinished yet and raises more serious issues than just complaints. the discussion process was chosen to be one of the ways to find a solution and end the problems caused by the power outage.

The second points, Digital Public Relations together with team of CSR (corporate social responsibility) need to socialize people that sending a complaint regarding the power outage. for example in PLN ‘tanjung api-api’ sections by distributing brochures regarding to campaign *“Turn Off your electricity when your finish”*, or campaign about *“Turn Off electricity for one day to save the world from a power outage”*, the points to reduce uncertainty why extinguish PLN electricity. PT.PLN also provide a good campaign *“Interpreting Challenges, Improving Sustainability”* as one of strategy to

Socialization also for a new introduction Prepaid Electricity products, in order to resolve customer complaints due to arrears of electricity bills and avoid the revocation of electricity because of late payment of the program. there is also a connection by reducing complaints resulting from payments suddenly become a big arrears. In terms of handling customer complain, PT. PLN also developing platforms for digital services, as stated by public relations PT.PLN as follows:

*“... to submit complaints through virtual assistance by visiting the website [www.pln.co.id](http://www.pln.co.id) or through the PLN Mobile application. It is known that one of the ways to submit electricity complaints can also be through the PLN Mobile application. There are three options for assistance features in this application, namely via email support, via PLN Mobile assistance, and via Live Chat”*

In Digital support, complain to PT.PLN was become easier. Using email Support is one of the easiest steps. PLN Mobile Assistance was created for those of you who want to submit a complaint but do not want to write in long sentences, customer can also submit a complaint by telephone. Customer can go to profile in the upper right corner next to the bell icon and Select Help Select Call Center Call PLN 123. The last is Live Chat platform, meanwhile, there is also a Live Chat service that connects customers with PLN Mobile. Customers can chat with the PLN 123 team and convey their complaints. Regarding the steps

to submit a complaint to PT PLN, it said that it would conduct tracing regarding the development of services to customers.

Third points, by providing information regarding to blackouts through media, for examples using print media such as news paper, bulletin, and many other one day before. Also by electronic media and social media so that uncertainty of customers complain for the outages can be a little bit reduced, so customers can find out why the power outages have occurred, so the impact of complaints was reduced but regulars there who complain to know when electricity will flame back. In this part, Public Relations must provide a valid data regarding the caused that being the reason why the power outage happened. For some case, power outage is caused by many things, by the collecting data process in interviewing defined that:

*“... the weather factor is one of the most common causes of power outages. We used to confirmation about the situation first, if the customer did not know the power outage caused, usually we as customer service explain some condition can caused the power outage, the most common is Natural phenomena that can cause blackouts include lightning, rain, wind, hail, floods, forest fires, and even dust. Animals such as large birds, squirrels or snakes can also cause a power outage when they climb on crucial equipment, such as transformers and fuses, which then causes the equipment to fail. Some case also caused when there are strong winds or when someone prunes a tree carelessly, the branches can encounter power lines and cause interference. A vehicle that suddenly hits a power pole can also damage the pole and cause cable damage which then leads to network disruption. Most common condition caused by the Earthquakes of any magnitude can cause damage to equipment and power lines. We also explain there also a consequence about the electrical overload usually occurs on very hot and sunny days, where many people are using air conditioners putting existing systems and equipment under more stress. And finally certain condition that simply happened in a residential area are excavation or drilling accidentally damages the underground power lines. If this network is interrupted, it can cause power outages and when people used to fly a kite or balloon near power lines can cause a blackout and electrocute the person flying it. If a kite or balloon gets stuck in the power grid, the electricity must be turned off first to be able to move the stuck object”*

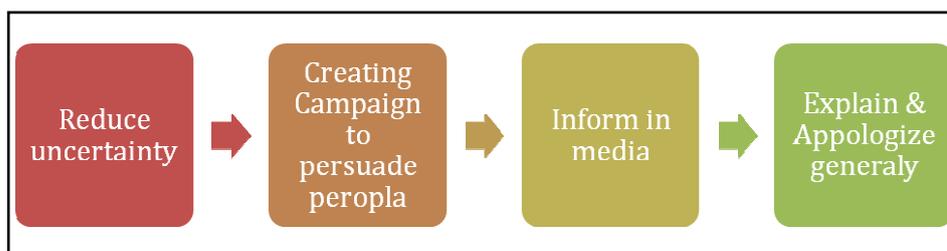
From the above, it defined that public relations must to understand the situation first so that can explain the reason behind the problem by describes situations that may be the cause of the power outage in the customer's area. it could be a big problem, for example there is a burning substation or other technical problems in the power source. but it could be just a small problem that can cause a break in the power cable, the cable, or the center of the substation, and so on. In order to held a press release with the media, Public Relations need to specify the caused and the solution. The information can defuse the anger and despair of customers who just want to be heard and given an explanation regarding the causes and how PLN will try to solve the problem. people usually after hearing official information both on television and in other media, will understand why the power outage occurred so that the level of anger or disappointment will decrease and try to be patient until PLN can solve the problem. Public Relations Provides information about planned power cuts through electronic media Radio: Sonora, RRI, L.John, Print media: Sripo, Sumeks, and the Morning News, Social media: Facebook, twitter, and blogs PLN and PLN for a formal letter from the customer a large degree, Latter strategy Apologize to the public in the event of unplanned outages or blackouts that are too long later apologized using print media, electronic and social media.

Fourth Points, Apologizing to people if some case electrical outages / black out can take too long without clear notification or technical error through print media, electronic media, and online media, although already executed this strategy but the impact of reduced uncertainty are felt by the public because it does not know of the outage, and impact complain to be increased when the blackout too long.

But In Running Such strategies are also constraints that occur in the field of the first communities that did not receive an explanation of the Parties to PR because they feel it is the responsibility of the PLN in the damage and it needs socialization so that the public could accept and did not complain back about the power outage, so the uncertainty was reduced because it was their socialization and service good service to people who are not receiving a blackout.

Then the limitations of service personnel technicians and materials incomplete and location or distance covered, so slow down the handling of complaints in the area it is cause for alarm for PLN to Increase Return Service services, such as providing service technicians are ready anywhere and not too less then give special handling to customers who remotely. From the discussion above all desperately needed PR strategies In order to reduce customer uncertainty and public complaints due to power outages can be reduced.

**Figure 2.** What PR do in complain handling



There are four strategy from public relations of PT. PLN (Persero), the first (1). Empathy for angry customers, by being respectful to customers, such as always greeting customers, being friendly and polite and inviting customers to submit their complaints, and listening to customer complaints with patience and attention. (2). Speed in handling customer complaints so that customer service time is once 24 hours a day, PLN uses two shifts for technicians, namely every 8 hours a day (3). Solving problems or complaints in the company, PLN tries to overcome any complaints that come by visiting the customer's house, replacing materials that are not suitable for use, and carrying out maintenance disturbances to minimize customer complaints. (4). Ease of customers to contact the company Ease of consumers to contact the company. PT. PLN (Persero) ULP Palu City also opens communication lines by providing a call center 123 (telephone), company numbers, and collaborating with social media such as Facebook, Instagram, and RRI Radio as a forum to provide information, education, and activities about PLN.

## CONCLUSION

From the discussion above, the researchers can draw conclusions once to answer the problems. PR officer Strategies to overcome public complain against Power outages by providing a verbal complaint by using the media complain telephone call center 123, and non-verbal complaint using the medium of e-mail, facebook, and twitter. Then, working with CSR

(Corporate Social Responsibility) as socialization civic-society of the explanation why the blackouts and the socialization of prepaid electricity to avoid the occurrence of arrears.

Then Provides information about planned power cuts through electronic media Radio: Sonora, RRI, L.John, Print media: Sripo, Sumeks, and the Morning News, Social media: Facebook, twitter, and blogs PLN and PLN for a formal letter from the customer a large degree, Latter strategy Apologize to the public in the event of unplanned outages or blackouts that are too long later apologized using print media, electronic and social media. This is done as a form of PLN PR strategy for the public complain about the power outage is reduced. Where is the strategy that had been planned PR PLN as inform in advance through print, electronic and social media in addressing public complaints against power outages in the region Palembang

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