Winning 2 Gold Awards, Semen Gresik Triumphs in 2021 PR Indonesia Award (PRIA)

Rembang, April 1, 2021- PT Semen Gresik (SG) won 2 Gold awards simultaneously in one of the most prestigious awards for the Public Relations & Media field conducted by PR Indonesia, the 2021 Public Relations Indonesia Award (PRIA), broadcast virtually on Wednesday (31/03). SG obtained these achievements after successfully eliminating hundreds of works from various corporate entities in the State-owned Enterprises (BUMN) Subsidiary category in Community Based Development and the Best Video Company Profile Subcategory.

The annual Public Relations Indonesia Award (PRIA) was attended by hundreds of agencies from Indonesian Ministry & State Institutions elements, State-owned enterprises, State-owned Enterprises Subsidiaries, village-owned enterprises (BUMD), to various private companies. There were 599 works from across Indonesia in various subcategories. Thereby, 2021 became the most competitive year and recorded the highest entry works compared to the previous years. The Head of Communication and CSR Unit, Dharma Sunyata, said that the SG participation as a part of PT Semen Indonesia Persero Tbk or SIG was the first time in this event.

"Thank God. These achievements became an achievement record for SG, especially for Public Relations and Institutional Relations team in proving the successfully well-executed performance and programs. Hopefully, this achievement becomes a stepping stone for SG to keep growing and innovating," said Sunyata on Thursday (04/01).

Sunyata continued that Semen Gresik’s achievements in PRIA 2021 became proof of SG’s commitment and hard work in optimizing public relation functions, especially in building a good relationship with the company stakeholders. The achieved award in Community Based Development subcategory carries the innovation of "Millennials Community Engagement through Rumah BUMN Rembang - SG Creative Corner," which had succeeded in reviving creative spaces and collaboration of Rembang District millennials.

In the Video Company Profile subcategory, SG succeeded in displaying work full of local wisdom and identity of Rembang District and actively involving the creative industry and millennials in the production process. Thus, this proves that SG consistently provides the opportunity and learning space for millennials and closely synergies with the community around the company.

PRIA 2021 was a comprehensive public relations (PR) competition with this year’s theme "Communication Unites the Nation”. PRIA 2021 becomes a works collection and breakthrough of PR practitioners facing constraints amid the COVID-19 pandemic for a year.

The judging process on PRIA competition involved 14 judges from well-known PR practitioners in Indonesia. Some of the judges were Asmono Wikan (PR INDONESIA), Magdalena Wenas (PR Society and founder of LSP Manajemen Komunikasi), Janette Pinariya (Vice-Chancellors 1 for Academic Affairs of LSPR Communication and Business Institute), Firsan Nova (CEO of Nexus Risk Mitigation and
About Semen Gresik

PT Semen Gresik or SG is one of the subsidiaries of PT Semen Indonesia (Persero) TBK or SIG, established on January 10, 2014. Having a factory located in Rembang, Central Java, SG has been trusted in providing high-quality cement products produced with the latest technology and environmentally friendly production processes.

As a one hundred percent Indonesian product, SG also contributes to building the country with various world-class masterpieces, which becomes ultimate evidence of its product's robustness for millions of families and customers in Indonesia.

SG is always ready to provide the best service, from sustainable technology innovation to our commitment to preserving the environment and synergizing with the surrounding community. Triple Bottom Line Principle: People, Profit, and Planet become shared values between the company and the community.

By providing sustainable added value for the stakeholders through hard work culture and a spirit of innovation for all the company elements, Semen Gresik has become a significant player in the cement industry, not only in Indonesia but also at the international level.

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