

## CORRELATION AMONG COMMUNICATION NOISE CORPORATE SOCIAL RESPONSIBILITY PROGRAM WITH COMMUNITY EMPOWERMENT AND PTPN V IMAGE IN PEKANBARU

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### ABSTRACT

*Effective and efficient communication will be achieved when communication noise can be minimized. The purpose of this study was to analyzed the correlation with the community empowerment and the PTPN image V in Pekanbaru. The research method was descriptive survey explanatory. The population covered 426 persons in Pekanbaru Regency in years of 2012 until 2016. While sample in the study as many as 100 people. Sampling was done by simple random sampling. The result of research There was a very significant positive correlation among communication noise with the community empowerment, and image. The beneficiaries stated that there was no significant communication noise in the CSR program communication conducted by the PTPN V. The enterprise's ability to minimize communication noise could empower the beneficiaries, and establish the company's image.*

**Keywords:** *Community Empowerment, Communication Noise, Corporate Image*

### 1. INTRODUCTION

Community development is a necessity that must be the focus of attention and responsibility of all parties. The parties involved are both government, business (private and cooperative). The government is expected to coordinate various programs or activities that exist. Various programs allow communities and corporations to participate actively. The CSR Program on State-Owned Enterprises (SOEs) is known as PKBL. Implementation of CSR in Indonesia is covered by Law no. 40 of 2007, Article 74 is the Law on Limited Liability Companies. It is stated in Article 74 that all Limited Liability Companies are obliged to implement CSR, so that CSR becomes part of the company's budgeting plan.

PTPN V Company is one of the state-owned companies operating in the Riau region in several cities / districts. These cities / districts include: Pekanbaru, Kampar, Rokan Hulu, Rokan Hilir, Indragiri Hilir, Siak. PTPN V Company is implementing community empowerment program through PKBL program, namely Partnership Program

and Community Development. Pekanbaru City is one of the few districts / cities located around PTPN V. Pekanbaru city is the closest area to the headquarters of PTPN V from several other districts / cities. The sector of assisted sector is more widely accepted by the people in Pekanbaru City than other districts / cities. Problems faced in receiving more loan funds than other districts / cities.

Each element has a role and is very important in building the communication process. Even these eight elements depend on each other. That is, without the participation of one element will give effect on the way of communication (Cangara 2012). One of the elements that need to be considered to achieve effective and efficient communication is noise communication (Rasyid *et.al* 2015). Based on various explanations that have been proposed, research aims to analyze the correlation of communication noise with community empowerment and image. Research is expected to provide analysis of communication disruption in the implementation of CSR communication PTPN V in Pekanbaru and as input for CSR PTPN V and local government to

optimize community empowerment in building and image of PTPN V in Pekanbaru.

## 2. RESEARCH METHODS

The research was conducted in PTPN V working area in Pekanbaru. National Plantation Limited Company (PTPN V) is located at Jl. Rambutan No. 43. Pekanbaru. The research was conducted on the community around PTPN V who received assistance from PTPN V partnership program in Pekanbaru. The study was designed using a quantitative approach. Quantitative research design of descriptive explanatory survey.

The study population is the people who receive soft loan assistance in Pekanbaru City in 2012 until 2016 sebanyak 426 people. While sample in the study as many as 100 people. Sampling was done by simple random sampling. Descriptive statistical analysis and Spearman rank correlational test used to analyze correlation among communication noise with community empowerment and image PTPN V. Data processed by using software SPSS 21.

## 3. RESULTS AND DISCUSSION

Sample Response to Communication Degradation, Community Empowerment and Citra PTPN V. The results obtained from questionnaires distributed to 100 respondents. The questionnaire contains statements and questions to be answered by respondents. Statements and questions relating to communication in community empowerment in PTPN V partnership program in Pekanbaru. After the questionnaire was answered by the respondents, then the data of the questionnaire results are discussed in Table 1 to Table 4. The Results and Discussion as follows:

Communication noise can occur in source, message, media, recipient. Cangara (2012) states some communication noises such as: technical Communication noise, semantic and psychological communication noises, physical communication noises. Technical communication noise occurs if one of the tools used in communicating is experiencing communication noise, so the information transmitted through the channel is damaged (channel noise), while the semantic communication noise occurs due to error in the language used. Then the psychological Communication noise occurs due to the problems in

the individual, such as a sense of suspicion on communicators, mourning situation or because of psychiatric Communication noises. Selanjutnya physical communication noises are obstacles caused by geographical conditions such as long distance, there is no means.

Community Empowerment.-- Effects / effects / effects are the results that occur on the recipient / communicant. The effect or outcome of a communication, is the attitude and behavior of individuals, appropriate or not in accordance with the desired by the communicator. If the attitudes and behavior of individuals are appropriate, then the communication can be said to succeed, and vice versa (Sendjaja 2008, Muhammad 2009, Cangara 2012, Rasyid *et.al* 2015). The desired effect of the CSR program is community empowerment. Therefore, the aspects that the CSR programs aim to empower the community need to be well-considered.

Corporate Image.-- Feedback / feedback / feedback ie feedback from the recipient / communicant of the message received. DeVito (1997) states that feedback is information sent back to the source. According to Cangara (2012) feedback is one form rather than the influence that comes from the recipient. However, the feedback actually comes from other elements such as messages and media, even though the message has not arrived at the recipient. Jefkins (2004) provides an image definition is the impression someone or an individual about something that emerged as a result of the knowledge and experience it has. Kotler (2005) reveals that the image is a set of beliefs, ideas, and impressions that a person has on an object. Image is closely related to an assessment, response, opinion, public trust, association or symbols to a particular company. The image can be either positive or negative. Moore (2004) stated that there are several types of image (image), namely: image image (mirror image), current image, expected image, multiple image, and corporate image image).

Corporate image is related to the company as its main objective, how a positive corporate image is better known and accepted by the public may be about its history, excellent service quality, success in marketing and related to social responsibility activities conducted (Ardianto 2007, Rasyid 2011). Benefits of corporate CSR programs one of them is a positive image of the community as a communicant.

Therefore, public perceptions, judgments, responses, opinions and beliefs should be kept as good as possible (Sendjaya 2008, Rasyid 2009).

Based on the data of Table 1, it is known that in general the sample of communication noise of CSR PTPN V is on high category. It is seen the total average is 3.07. Indicators of communication disruption include among others; physical factors, psychological factors, technical communication noises and semantic Communication noises. Based on the data of Table 1, it is known that the total average score of sample responses to the community empowerment variables is in the high category of 3.15. This indicates that the effects of the PTPN V CSR program are being implemented to make the community empowered. Furthermore, it is known that the total average score of sample responses on the overall corporate image with a high category of 2.87. This shows that the response of the beneficiary community to the company's image is good. PTPN V partnership program can build a positive image of the company.

Table 1 Average score of sample responses to the variables of communication noise, community empowerment and PTPN V image

Variable	*Average score
Communication noise	3,20
Community empowerment	3,15
PTPN V image	2,87
Average Variable	3,07

Description: \* Hose Score 1-1.75 = Low; 1.76-2.51 = Medium; 2.52-3.27 = Height; 3.28-4 = Very high

Response results of beneficiaries are related to some of the indicators as follows, sample responses to physical factors are in the high category, with a total mean value of 3.07. Most beneficiaries felt that very little communication noise occurred in the communication process of CSR program PTPN V Pekanbaru. In terms of physical communication noises, the sample assessed that when communicating, they did not have any difficulty in looking directly at the faces of CSR employees of PTPN V, in conveying information. They can also listen well, respond well and their physical condition is also in good health. From the side of psychological Communication noise, the sample responds that the employees of CSR PTPN V have a good personality, so that people feel comfortable communicating. The

sample does not have psychological difficulties on the ethnic, religious and social status of the employees, as the implementer of the CSR program PTPN V. In terms of semantic Communication noise, the sample judges that they have no difficulty with the words, language and terms used when communicating with employee CSR PTPN V. From the side of technical communication disruption, the sample felt no significant communication noise related to technical equipment when communicating. They are easy to communicate face to face without interruption of communication from mobile phones rang. The sample does not find the speakers damaged, the microphone is damaged or the noise, so the voice is not clear, when the counseling / lecture / training. Infocus also displays clear images and the electricity remains stable during training / lectures.

### Correlation Among Communication noise with Community Empowerment and Citra PTPN V

Based on Table 2 data, it is known that there is a very significant positive correlation ( $p < 0.01$ ) between communication disruption with community empowerment and corporate image and reputation. This shows that the second hypothesis is accepted that there is a significant and positive correlation between communication disruption with community empowerment and corporate image and reputation. This indicates that the fewer communication noises can improve the ability, empowerment of society, image and reputation of the company. Next, there is a very significant positive correlation ( $p < 0.01$ ) between indicators of Communication noises (physical, psychological, semantic and technical) with the variables of community empowerment. This indicates that the more can reduce communication noise in communicating hence able to increase empowerment in beneficiary community.

Table 2 Correlation among communication noise with community empowerment and PTPN V image

Communication Noise	Correlation Coefisien <i>rank</i> Spearman (r <sub>s</sub> )	
	Community empowerment	PTPN V image
Physical Noise	0,450**	0,311**
Psychological noise	0,450**	0,377**
Semantic Noise	0,440**	0,389**
Technical Noise	0,431**	0,276**

Total	0,442**	0,311**
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Description: \*\* very significant on  $p < 0,01$

There is a very significant positive correlation ( $p < 0.01$ ) between indicators of communication noise (physical, psychological, semantic and technical) with the image of the company. This means that the fewer communication noises in the communication process can improve the positive image of the company in the view of the beneficiary community.

Correlation of indicators of communication disruption with indicators of community empowerment. Communication noises in communication that can cause disturbance in receiving messages (Riswandi 2009), such as cultural differences, differences in character and no understanding of technology can be reduced. Naturally the communicator will make adjustments to his communication behavior.

Table 3 Correlation between communication noise and community empowerment

Indicator	Correlation coefficient <i>rank Spearman</i> ( $r_s$ )									
	PKD	PBP	PMK	PBA	PKM	PKOG	PBK	PS	PP	
Physical Noise	0,320**	0,243**	0,519**	0,671**	0,576**	0,477**	0,249**	0,532**	0,470**	
Psychological noise	0,484**	0,381**	0,425**	0,415**	0,547**	0,517**	0,356**	0,505**	0,447**	
Semantic Noise	0,315**	0,238**	0,519**	0,679**	0,569**	0,470**	0,244**	0,526**	0,467**	
Technical Noise	0,257**	0,189**	0,679**	0,605**	0,565**	0,456**	0,204**	0,493**	0,450**	

Description: \*\* very significant on  $p < 0,01$  and  
\* significant on  $p < 0,05$

PKD = Basic Needs, PBP = Participation, PMK = Increased Strength, PBA = Rules, PKM = Local Independency, PKOG = Knowledge, PBK = Skills, PS = Attitude, PP = Action

Based on Table 3 it is known that most of the indicators of communication noise have a very positive correlation ( $p < 0,01$ ) indicator of community empowerment. This indicates that as a whole the fewer communication noise in communicating, the more increasing the community empowerment.

There is a very significant positive correlation ( $p < 0.01$ ) between physical communication disruption indicators and basic needs fulfillment indicators, participating in the development process, increasing strength, rules, local self-reliance, knowledge, skills, attitudes and actions. This indicates that as a whole

the less capable of physical communication interference minimized in communicating, it can improve the fulfillment of basic needs, participate in the development process, improve strength, rules, local independence, knowledge, skills, attitudes and actions.

There is a very significant positive correlation ( $p < 0.01$ ) between psychological communication disruption indicators and basic needs fulfillment indicators, participating in the development process, increasing strength, rules, local self-reliance, knowledge, skills, attitudes and actions. This shows that overall psychological communication noise capable of being diminished in communicating, it can improve the fulfillment of basic needs, participate in the development process, improve strength, rules, local independence, knowledge, skills, attitudes and actions. There is a very significant positive correlation ( $p < 0.01$ ) between psychological communication disruption indicators and basic needs fulfillment indicators, participating in the development process, increasing strength, rules, local self-reliance, knowledge, skills, attitudes and actions.

This suggests that as a whole less and less communications in semantic communication, it can improve the fulfillment of basic needs, participate in the development process, improve strength, rules, local independence, knowledge, skills, attitudes and actions. There is also a very significant positive correlation ( $p < 0.01$ ) between technical communication disruption indicators and basic needs fulfillment indicators, participating in the development process, increasing strengths, rules, local self-reliance, knowledge, skills, attitudes and actions. This suggests that as a whole the more harmonious the time dimension of communicating can improve the fulfillment of basic needs, participate in the development process, improve strength, rules, local self-reliance, knowledge, skills, attitudes and actions.

Overall empowerment indicators are considered good by the community. Details of empowerment indicators are considered good, among others; improve basic needs fulfillment, participate in the development process, improve strength, rules, local independence, knowledge, skills, attitudes and actions. This indicates that through the CSR program PTPN V successfully empower the community well. Similarly, the indicator of communication disruption responded well by the community.

The research results of the CSR program and the concept of economic empowerment in South Africa by Sharlene (2012) suggest that company leaders in South Africa are successful in empowering the economy through their commitment to implement the CSR program. Furthermore, Situmeang (2012) stated that there is a very real and real positive correlation between the level of community perception and the level of community empowerment, except for the correlation between perceptions in the economic field with social empowerment and environmental management, social perception with empowerment in the field management of the environment. Hasbullah (2012) stated that the role of CSR programs in the economic empowerment of communities in the coastal areas is still weak and sporadic. This is evident from the performance of most CSR programs that are considered not enough to meet community expectations and focus less on integrated coastal zone management efforts.

Based on Table 3 it is known that most of the indicators of communication noise have a very significant positive correlation ( $p < 0.01$ ) of corporate image indicator. This indicates that the fewer communication noises in communicating, the more enhanced the company's positive image on the sample view. Overall there was a very significant positive correlation ( $p < 0.01$ ) between indicators of physical communication noise with economic and social indicators. This indicates that the more physical communication can be minimized in communication, it can improve the positive image of the company on economic and social aspects.

Table 4 Correlation between communication noise and corporate image

Indicators communication noise	correlation coefisien <i>rank Spearman</i> ( $r_s$ ) corporate image		
	Economic	Social	Environment
Physical Noise	0,327**	0,521**	0,087
Psychological noise	0,379**	0,690**	0,062
Semantic Noise	0,478**	0,616**	0,075
Technical Noise	0,379**	0,397**	0,054

Description: \*\* very significant on  $p < 0,01$  and  
\* significant on  $p < 0,05$

Overall there was a very significant positive correlation ( $p < 0.01$ ) between the indicator of psychological communication noise with economic and social indicators. This shows that psychological

communication noise capable minimalized in communication process, hence can improve positive image of company on economic and social aspect. There is a very significant positive correlation ( $p < 0.01$ ) between psychological communication disruption indicator and economic and social indicators. This indicates that overall less communication disruption is semantic in communicating, hence can enhance positive image of company on economic and social aspect. There is a very significant positive correlation ( $p < 0.01$ ) between indicators of technical communication disruption with economic and social indicators This indicates that overall the more harmonious the dimension of time in communicating it can improve the positive image of the company on economic and social aspects.

Overall, the company's image is considered good by the community. PTPN V partnership program can build a positive image of the company. Indicators in the corporate image variable consist of; economic, social and environmental aspects. The public outcry associated with some of these indicators is contained in Table 1 data. Similarly, public responses to communications impairments are considered good (Table 1). So that, existing indicators on corporate image and communication disruption mostly have significant positive correlation.

#### 4. CONCLUSION

Based on the results and discussion it can be concluded, among others: There is a very significant positive correlation ( $p < 0.01$ ) between communication disruption with community empowerment and image and corporate reputation. This indicates that fewer communication disturbances can improve community empowerment, corporate image and reputation. In general there is a very significant positive correlation ( $p < 0.01$ ) between communication disturbance indicator that is physical communication disturbance, psychological communication noise, semantic communication noise and technical communication disturbance on communication disturbance variable with the indicators of community empowerment include program planning, program implementation process, program compatibility, program output, according to the needs of recipients, novelty, trustworthy, easy to understand and solve user problems, image indicators include social aspects of economic aspects.

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