

IMPLEMENTATION OF CSR COMMUNICATION IN COMMUNITY EMPOWERMENT AT PT ENERGI MEGA PERSADA

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ABSTRACT

Corporate social responsibility (CSR) is one model of community empowerment in national development. Energy Mega Persada (EMP) is one of the companies that implements the CSR in Meranti Islands Regency. The purpose of this research is to analyze implementation the CSR communication in community empowerment at PT. Energi Mega Persada in Meranti Islands Regency. The research method is qualitative, which emphasizes descriptive research and tends to use analysis. Key informants as many as six people. Huberman and Miles interactive model is used to analyze data. The results show that communicators to the community involve local people who are employed CSR PT. EMP. Messages include educational, community economics, the environment and health programs. Channels used face-to-face, group and public channels. The community empowerment in CSR program PT. EMP are the knowledge, attitude, behavior and skills and welfare.

Keywords: *Face-To-Face, Group Channel, Messages, Public Channel, Welfare*

1. INTRODUCTION

Corporations or companies contribute reasonably within regional development as the implementation of their social responsibilities through the Corporate Social Responsibility (CSR) Program. (Rasyid, 2017, Rasyid and Lubis 2018).

Corporate social responsibility (CSR) is one model of community empowerment. According to the concept every company must hold the principles of 3P (profit, people, and planet), which in addition to the pursuit of profit must also pay attention to the welfare of the community around the area of the company, as well as world preservation (Nasdian 2014; Kartini 2013; Solihin 2009). The role of the business world is strategic enough through CSR program to assist the government in mobilizing, even accelerating the regional economy, thereby contributing to the increase of purchasing power index due to the decrease of unemployment rate (Suherman 2006).

The term CSR or CSR is a comprehensive concept that aims as a responsible business promotion practice that is closely related to corporate strategy

(Jain et al., 2011). The World Business Council for Sustainable Development (Rahman 2009) defines CSR as a "Business commitment to contribute to sustainable economic development, working with company employees, employee families, and local communities and the community as a whole in order to improve the quality of life."

Implementation of CSR in Indonesia is covered by Law no. 40 of 2007 on Article 74 stating that all Limited Liability Companies must legally implement CSR, so that CSR becomes part of the company's budgeting plan. Some research results related to CSR program with previous community empowerment, among others; The results of CSR program implementation in the empowerment and improvement of the welfare of the community: The case in Lampung Province shows that people perceive that CSR is a company activity to help the community in the physical, social, cultural and or economic fields so that the community is more empowered and independent so they are helped in improving their welfare (Sumaryo 2009). Furthermore, Situmeang (2012) states there is a very real relationship between the level of public perception and the level of community empowerment. Hasbullah (2012) stated that the role of CSR Pupuk Kaltim (PKT) in the

economic empowerment of the people in the coastal area is still weak and sporadic. This is evident from the performance of most of the CSR program which is considered not enough to meet people's expectations and less focus on management effort integrated coastal areas.

The analysis of the relationship between CSR and the concept of economic empowerment in South Africa by Sharlene (2012) suggests that company leaders in South Africa are successful in empowering the economy through their commitment to implementing CSR. Sana and Rian (2011) stated that the CSR program has successfully minimized negative impacts and maximized the positive impact of the company. Another study on CSR states that CSR that has a high level of image is characterized by wide customer interest to the company, this is indicated by the company's ability to deal with negative sentiments from the public that can harm the company. Rasyid et. al (2015a) stated that communication in CSR comprehensively will produce a good effect that is the empowerment of community. Then the company will get positive image.

Mega Persada Energy Company (EMP) is one of the companies that implementing CSR program in Meranti Islands District. CSR programs need to be communicated effectively and efficiently to reach the community. The community will know the CSR program implemented by PT. EMP when the message about the CSR program is up and understood by the community. The research will focus on analyzing CSR program communications in community empowerment at PT EMP in Meranti Islands District.

2. RESEARCH METHOD

The research method is qualitative, which emphasizes descriptive research and tends to use analysis. Key informants as many as six people. Primary data is data obtained through interviews directly with employees of PT. EMP, the head of CSR PT. EMP and CSR field employees. Then an interview to the community and government. Analyze data was used Huberman and Miles interactive models.

3. RESULTS AND DISCUSSION

Communicator

Communicators often called senders, sources, senders, or encoders are individuals or groups of people or organizations that take initiative to convey messages (Wiryanto 2005 Mulyana 2007, Cangara 2013). The way communicators convey a message affects the audience in responding to the message. The response of audiences will differ in response to messages indicated for informational purposes of the intended message to persuade them (Mulyana 2007, Hamad 2007).

The findings relate to communicators on communication program CSR PT. EMP is seen that companies use specific employees to the field to see what people need. They also receive input from the community about the various things that people ask to be assisted by the PT. EMP. The statement of Mr. ABR is also justified by Mr. Awang as Head of Dusun. Pak Firdaus as chairman of the cooperative and Pak Pauzi as community leaders. Pak Firdaus stated that they had received training, from communicator are Mansur Dwi Bektı and Arif Hidayutullah. Similar research results conducted by Madlock (2008) about the influence of the competence of the supervisor communicator and leadership style on employee work and communication satisfaction. Participants 220 people (116 men and 104 women) worked in various companies in the Midwest. Rasyid (2017) found that the response of the beneficiary community to the communications of the CSR program was in the high category (2.78).

Message

Message or information submitted by source or communicator should be a message that is easy to understand by the communicant or recipient. This will create the similarities of meaning and understanding among the parties that exchange messages. Usually the parties who exchange messages will consider the message received is useful for himself or not. Useful messages will be used as a reference in life while those that will not be left are lost.

According to Hamidi (2007) states that communication can be said to be effective if: (1) the message conveyed is understood by the communicant; (2) the communicant behaves and behaves as the communicator wants; (3) there is conformity between components. Sperber and Wilson (1986) argue that the quality of information is information material that is in accordance with the needs, clear and understandable by the recipient, reliable and has appeal. Sperber and Wilson (1986) argue that there are five matters related to the quality of the message that the recipient can reconsider: (1) the message is appropriate or relevant to the needs of the recipient, relevant to the context and culture applicable to the user, (2) novelty in the message material, (3) reliable, (4) easy to understand, and (5) can solve user problems.

The findings in the field related to the message, CSR employees deliver messages in the form of programs to empower the community. The result of interview with one CSR employee PT.EMP initials MAZ in the field said: "Kegiatan CSR yang pemberdayaan yaitu pendidikan, ekonomi masyarakat, lingkungan dan untuk wanita ibu hamil atau kesehatan".

Messages in the form of CSR program is also justified by the community, namely Mr. Awang as Head of Hamlet (Kadus), Pak Firdaus as chairman of the cooperative and Pak Pauzi as community leaders. The findings relate to the message of the findings of Tewari and Dave (2012), that the report on the sustainability of global IT sector publishing standards and the international benchmarks stated by GRI is achieved by a greater percentage of Indian firms than multinational firms operating in India in the IT sector. Similarly, Moreno and Capriotti (2009) results show that the web has become an important tool for communication for CSR issues, although its use is limited to certain content. The findings of Verboven (2011) show that most chemical companies use mission slogans to share their value propositions, to present their often stigmatized euphemistic activities. The result of Rasyid (2015b) there is a relationship very significant ($p < 0.01$) between the variables Messages with empowering variables Community. This means the better the message delivered will be more able to improve community empowerment. Another the result of research, Rasyid (2017) found that the response of the public to the message CSR PTPN V is on the high category. It

looks average worth 2.96. This indicates that the beneficiary has a good response to the message as a whole.

Communication Channel

A communication channel is a device used by a message source to convey a message from a message sender to a message recipient. This channel is considered as a means of transmitting information from sources to the recipient of information with various types of communication channels that can be used in accordance with the information submitted. Rogers (2003) says that there are two kinds of communication channels that can convey messages of agricultural development or agricultural information that is channel media mass and interpersonal channel. Similarly, it is proposed by Sendjaya (2008) that there are generally two communication channels in an effort to disseminate messages: personal communication channels and non-personal channels of communication or commonly referred to as communication channels through the mass media. Meanwhile, Cangara (2012) divides communication media into four groups. The four media groups or channels are: interpersonal media, group media, public media and mass media.

Rogers (2003) describes the categorization of communication channels that it is often difficult for message recipients to distinguish the message source and channel that carry the message. Sources are individuals or institutions that generate messages. Channels are messages gleaned from sources to be delivered to recipients. According to Rogers (2003) and Sendjaya (2008) some typology of communication channels, among them: (1) Interpersonal channels, face-to-face communication with family, neighbors / friends, farming equipment traders, extension workers. Interpersonal channels between individuals is very effective, there is dialogue, interactive, there is direct feedback. Interpersonal channels between individuals can change attitudes of audiences, take place face to face between one recipient or more with the informer. Meeting place at extension office, home, land or market. (2) Channels of mass media, ie in printed and electronic form. Printed is: rural newspapers, magazines, brochures, books, posters. Electronic is radio, television, internet. Mass media channels have the potential to spread information quickly.

Communication channel used by CSR PT. EMP is face-to-face with community or training form etc. This is justified by Mr ABR is also justified by Mr. Awang as Head of Hamlet (Kadus), Mr. Firdaus as chairman of the cooperative and Mr. Pauzi as community leaders. Mr. Firdaus stated that they had received training from Mr. Mansur Dwi Bakti and Mr. Arif Hidayutullah.

Channels used in CSR programs PT. EMP is an interpersonal channel, a group and a public channel. While the mass channel is not used. Interpersonal communication channel conducted by CSR employees of PT. EMP by visiting the beneficiary community and beneficiaries. Then, CSR employees of PT. EMP has casual conversation and discussion with the community. CSR Employees PT. EMP also sometimes call or sms. While public channels are used when beneficiaries are provided with extension.

The research about channel or media, the result of Situmeang (2012) media research is used and used by Pertamina to convey information about CSR activities, so by consuming mass media, the community becomes aware of the activities of CSR that will be implemented. Print media that is often used to convey information on CSR activities that are carried out, among others: brochures, posters, banners and local newspapers, while the electronic media used is Indramayu local radio. The choice of media used depends on how important the information is delivered and how broad the target audience is reached.

Internal and external channels such as newspapers, intranets and websites, blogs, annual reports, magazines and press releases and others. Cerin's (2002) opinion, the chosen communication channel depends on the media owned by the company. While the views of Brown and Deegan (1998), Neu et al. (1998) that communication channels depend on firm size, age of company, country of origin, country of operation, public pressure. According to Buhr (1998), Deegan et al. (2000), O'Donovan 1999) communication channels depend on potential threats to the company.

Sones et al. (2009) states the importance of channels also governed by company control. Then Du et al. (2010), Simmons and Becker-Olsen (2006), Yoon et al. (2006) states that controls can be made on

the content of messages transmitted through channels and not exclusively by channel coverage but at the same time corporates should ensure that they are guarded against higher stakeholder skepticism about communications sent through company sources from sources non-corporate sources and especially if through a neutral source such as a well-known NGO.

Rasyid (2017) findings that the response of the public to the indicator of communication channels is in the medium category of 2.35. The utilization of channel between pribadi considered good society. This is because CSR employees are able to utilize various channels of interpersonal communication well. Some channels used include; direct face-to-face to the community to the house or to the place of business, casual conversation, discussion. Furthermore, Employees also use the phone and mobile phone and reinforced by SMS and mail.

CSR employees of PTPN V use very few group channels. Most societies state that they are less likely to utilize group channels. This is evident from very few regular group meetings, the delivery of information to community groups. Group channels are often used when groups of farmers and farmers get help. Farmer groups and farmers get help around 2011 to 2012.

Utilization of public channels assessed by the community in the communication process of PTPN CSR program is good. Most communities claim that they get training and counseling. Submission of verbal words to training and counseling can be well understood by the public. The training and counseling procession also uses loudspeakers, power points, and infocus. The community is given the opportunity to conduct questioning with the orator / speaker, so that the discussion occurs as a two-way communication (dialogue).

The mass channels are rated by the community very little, and some are never used at all. Mass channels in the form of radio, television both local and national, internet, folder, poster and brochure are not used at all in the communication process of TJSP program PTPN V. The printed channel is used, when proclaiming that PTPN V employees have implemented the CSR program to the public. The print channel is not used as a tool, when notification of acceptance of a help proposal.

Community empowerment

Community empowerment is the effect in CSR communication. The Effect is the result that occurs on the recipient or communicant. The effect that is targeting in the CSR program is community empowerment. Therefore, the aspects that the CSR program aims to empower the community need to be well looked after. The effect of a communication, is the attitude and behavior of individuals, appropriate or not in accordance with the desired by the communicator. If individual attitudes and behavior are appropriate, then communication can be said to be successful, and vice versa (Sendjaja 2008, Muhammad 2008, Cangara 2012). Effects that people receive on CSR programs PT. EMP is the knowledge, attitude and behavior as expected by the communicator.

This statement is also justified by the Chief of Bagan Lipur Bureau Awang and community leaders Pak Pauzi. Community empowerment conducted by CSR PT. EMP consists of four fields. The areas addressed to the community include: Education, environmental and health economics. Community empowerment related to the economic field there are several programs that are cooperative, saving and lending.

Community empowerment in the field of environment and health consists of several ecotourism programs, toga plant, clean healthy living program, mass circumcision and formula milk. This statement is also justified by the Chief of Hamlet Bagan Lipur Mr. Awang and community leaders Mr Pauzi and Mr. Firdaus. Other research results by Situmeang (2012) stated that the assessment of the ability of people in the economic field including good category, although not yet equitable community empowerment in the economic field, this is due to low knowledge owned by the community. Rasyid findings (2017) that the total average score of community responses to the variables of community empowerment 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. Overall empowerment indicators meet the basic needs of 3.25 participate in the nature of the development process of 3.22 increase the strength of 2.97 understand the rules of 3.18, local community independence of 3.17 have knowledge of 3,03 has a skill of 3.19 has an attitude

of 3.12 and an action of 3.21. This shows that through the CSR program PTPN V managed to empower the community well.

4. CONCLUSION

Based on the results of the discussion indicate that communication of CSR program in community empowerment in PT EMP hence can be concluded that: Communicator to the community involves local people who are employed CSR PT. EMP. Messages include educational programs, community economics, the environment and health. Channels used face-to-face, group and public channels. The Effect as of community empowerment in CSR program PT. EMP are the knowledge, attitude, behavior and skills and welfare as expected by the communicator.

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