

The Communication Process Analysis of Corporate Social Responsibility Program of Ancol Zero Waste

Syerli Haryati

Fakultas Ilmu Komunikasi Universitas Mercu Buana

DOI: 10.29322/IJSRP.9.11.2019.p9582

<http://dx.doi.org/10.29322/IJSRP.9.11.2019.p9582>

Abstract- This study entitled the Communication Process Analysis of Corporate Social Responsibility Program of Ancol Zero Waste. This research was motivated by PT. Pembangunan Jaya Ancol Tbk who wanted to contribute to the community in the form of implementing CSR programs. The CSR Program of Ancol Zero Waste was done to minimize the impact of company activities, protect the environment, foster harmonious relations and maintain the continuity of the company's business. This study aimed to understand and explain what the communication process was implemented in implementing the communication process of the corporate social responsibility program of Ancol Zero Waste. This research method was qualitative with a single case study design. The results of this study are expected to provide a variety of recommendations related to communication innovation, regarding how the communication model fits the characteristics of the Ancol Zero Waste Corporate Social Responsibility program. Academically, this research is expected to be a reference in further research, and can enrich the field of communication science, especially Public Relations, regarding the discussion of the application of communication models in CSR programs.

Index Terms- Communication Program, CSR, Zero Waste

I. INTRODUCTION

Ancol Zero Waste is a waste management program into compost conducted by PT. Pembangunan Jaya Ancol Tbk or Ancol since 2012 until now. The Ancol Zero Waste Program was carried out by Ancol as a form of corporate social responsibility towards Occupational Safety and Health and the Environment. Program Ancol Zero Waste was done to minimize the impact of the company's activities, protecting the environment, foster a harmonious relationship and maintain the continuity of Company's business.

Ancol put the Corporate Social Responsibility (CSR) as one of the strategies undertaken to develop synergies and harmonious relationships between the community and stakeholders. This reflected the commitment of Ancol as an ethical company and has the responsibility to contribute to the achievement of targets to improve the quality of environmental life that is better and beneficial, especially for companies, communities and community-based economic development. According to Lord Holme and Ricard Watt, "CSR is a company's commitment to sustainability and as a contribution to development to improve the quality of life of employees, family members and the wider community" (Rifka, 2014: 609).

In addition to being part of the company's business strategy, Ancol also understands that the community and the environment are the most important parts for Ancol, because it has a strategic role in the company's sustainable business growth. Environmentalists give their attention against the company, while the public service is not only to support the activities of Ancol CSR but also contribute to operations of the company as an employee in the existing business units. Society can change by influencing a company's sustainability. According to Rhesal Kesali "Every group or community in and outside the company environment has a role to influence and determine the success of a company (Yosal, 2004: 7)

Ancol strives in the Ancol Zero Waste program to be a land for employment for the community around the environment and the community can contribute by developing expertise and energy as well as being residents' land income. Implementation of the Ancol Zero Waste program, Ancol has a stake in the provision of land and equipment in processing waste into compost.

The approaches taken by Ancol Public Relations (PR) to take the initial steps of the waste management program into compost starting from the approach to the community providing training and providing land and equipment, up to the formulation of program planning steps, and implementation to overcome problems that exist in the community or residents around Ancol. In every activity of Ancol Zero Waste, certainly Ancol has found many obstacles encountered, however, this activity is still going well until now.

It is not easy to maintain an activity to keep growing awareness about the environment and the balance of development. There needs to be a program with ongoing activities and not just temporary activities with temporary results. The recognition and support from stakeholders so that these programs are running and community participation is a support for the success of a CSR program.

The CSR program is basically a corporate social responsibility towards stakeholders, by doing CSR the company can establish good and harmonious relations with stakeholders. In this study, the researcher focused on the aspects of communication and socialization of CSR programs, where the activity of managing waste into compost is not an easy program, so communication and comprehension become an important key in the realization of this program.

Based on these explanations, the writer was interested in researching and focusing this research on how the Communication Process of the Ancol Zero Waste Corporate Social Responsibility Program. Through this research, the writer want to understand and

explain what the communication process is implemented in implementing the communication process of the Ancol Zero Waste corporate social responsibility program. The results of this study are expected to provide a variety of recommendations related to communication innovation, regarding how the communication model fits the characteristics of the Ancol Zero Waste Corporate Social Responsibility program. Academically, this research is expected to be a reference in further research, and can enrich the field of communication science, especially Public Relations, regarding the discussion of the application of communication models in CSR programs.

II. LITERATURE REVIEW

Public Relations and Corporate Social Responsibility

Rex Harlow explained that Public Relations is a management function that is distinctive and supports coaching, maintaining a common path between an organization and its community, concerning communication activities, understanding, acceptance and cooperation; involving management in dealing with problems, helping management to be able to face public opinion; support management in following and utilizing change effectively; act as an early warning system in anticipating trends in the use of research and communication techniques, and healthy and ethical communication as a primary means (Yuliawati & Irawan, 2016: 211).

Public relations as a management and communication discipline needs to understand that it is strongly influenced by information and communication technology, especially in the last decade. At present Public Relations cannot avoid dealing with digital media, social media and cell phones. These media are part of the work that will become one of the new job drivers in the scope of Public Relations work (Vercic et al. 2014: 1).

Conceptually CSR is part of PR. Previously, public relations activities aimed at forming and maintaining relationships with the community were called community relations and community development. (Ardianto & Machfudz, 2011: 1). Public relations activities through CSR are specifically for communities that need help in developing their performance and empowerment through various CSR pillars, such as: the pillars of education, economy, environment, human resources, security, health, culture, religion, and others (Ardianto & Machfudz, 2011: 1).

Viewed from the definition, CSR definition is varied. Essentially, CSR is a business operation committed not only to increase the corporate profit financially, but also to build a social-economic area holistically, institutionally, and sustainably. Some other names are identical to CSR are corporate giving, corporate philanthropy, corporate community relations, and community development (Zukhruf and Irawan, 2018).

A similar opinion was also stated by Kotler and Lee (2005) that CSR is part of a company's commitment to improve community conditions for the better through discretionary business practices and contributions from company resources. In this definition, Kotler and Lee emphasize the discretionary component, which can be interpreted as the volunteerism of companies in implementing business practices that benefit community welfare (Irawan, 2018: 116).

Referring to this definition, CSR can be interpreted as an organizational or company commitment in contributing as a form of social responsibility to the community, with the aim of meeting the expectations of stakeholders, especially the community, in realizing sustainable development and improving the welfare of the community or CSR program recipients. Essentially the long-term orientation of a CSR program is the realization of sustainable development.

Sustainable development includes three policy matters, namely economic development, social development, and environmental protection. John Elkington in the triple bottom line chart as a meeting of the pillars of development namely "people, planets, and profits" which is the goal of development, is: 1) Corporate responsibility to maintain the ability of the environment to support the sustainability of life for the next generation (planet), 2) Form of corporate responsibility to shareholders (profit), 3) The presence of the company must provide benefits to stakeholders and the wider community (people), and 4) Sustainable development must be supported by a balanced commitment between economic, social, and environmental (sustainability development) (Rahman, 2018: 34).

Besides the benefits of doing CSR can also make the company reputation is seen as good, and the public has confidence in the company and the products it produces. Building consumer loyalty based on ethical values applied by each company that are different from one another, thus forming differentiation and becoming a trademark characteristic based on the values adopted (Wardhani, 2011: 143).

Various studies have shown that CSR programs play an important role in shaping cognitive responses, attitudes, and behaviors from stakeholders who have different interests. CSR programs have also been found to increase purchase intentions for customers, foster positive appreciation from customers, strengthen customer loyalty, and increase customer confidence in the company. In addition, the implementation of CSR programs can also attract potential employees and increase employee commitment and pride in the company. Furthermore, the implementation of CSR can influence investors' decisions and preferences through increasing company confidence. Indirectly, the implementation of CSR programs has benefits as well as the aim of increasing reputation and strengthening the company's competitive advantage in the long run (E Arikan et al, 2016: 132).

The Concept of Community Participation

Community involvement in development should be the concept of development today. To involve the community as the subject of development is a necessity, and this can be realized through the principle of community empowerment. Community empowerment can be done through the learning process so that it has the ability to have access in development. Through this empowerment, the community is expected to have the ability to seize opportunities for available resources. In addition, the community is also able to act as a decision maker and determinant in selecting and utilizing these opportunities.

Empowerment and participation is the center of attention in the recent development process in various countries. Furthermore Craig and Mayo explained that many countries showed great attention to the strategy of community participation as a means of accelerating the development process. Therefore, it is necessary to

emphasize the increase in the importance of alternative approaches in the form of development approaches that are initiated by the empowerment process (Susanto, 2009: 4).

Therefore, we need to understand what is meant by empowerment. McArdle explained that empowerment is a process of decision making by people to achieve collective goals independently through the accumulation of knowledge, skills and other resources in order to achieve their goals without relying on external help. In various countries, furthermore Craig and Mayo explained that many countries showed great attention to the strategy of community participation as a means of accelerating the development process. Therefore, it is necessary to emphasize the increase in the importance of alternative approaches in the form of development approaches that are initiated by the empowerment process (Irawan, 2018: 117).

Successful development based on community empowerment is very closely linked to community participation. Craig and Mayo stated that participation is an important component in the generation of independence and the empowerment process. The process is done cumulatively so that the more skills a person has, the better the ability to participate. Paul further stated that empowerment and participation are very potential strategies in order to improve economic, social and cultural transformation. This process will ultimately be able to create people-centered development. One international agency, the World Bank for example, believes that community participation in the third world is an effective means of reaching the poorest people to be able to live independently (Irawan, 2018: 117).

The Communication Model

Communication experts have tried to create models to describe and classify the communication process. Richard West, in his book *Introduction to Communication Theory: Analysis and Application* (2008) classified it into 3 communication models i.e. communication as action (linear model), communication as interaction (interactional model), and communication as transaction (transactional model). Claude Shannon and Warren Weaver, in 1949 conveyed communication as a linear process (linear communication model). They are inspired by radio and telephone technology, so as to describe information that passes through various channels. This approach explains that communication consists of several key elements. They are the source, or the sender of the message, sending a message to the recipient (receiver) who will receive the message. All of these communication processes occur in a channel that is directly related to the sense of sight, taste, smell, hearing and tactile (real perception). This communication also involves interference (noise), which is all things that are not intended by the source/sender of the message.

Communication as action (linear model) is considered too narrow. Therefore, Wilbur Schramm (1954) tried to observe the relationship between sender and receiver. Then composed the concept of interactional model of communication (interactional model of communication), which emphasizes the two-way communication process i.e. from the sender to the recipient and from the receiver to the sender. In other words, communication takes place both ways and one of the important elements in the interactional communication model is feedback, or the response to

a message that occurs after the message has been received, not when the message is being sent. Another element that is also important in interactional communication is one's field of experience i.e. how one's culture, experience and place of origin can influence one's ability to communicate with each other.

The third model of communication is the transactional model of communication which was introduced by Barnlund in 1970. This model underlines the continuous sending and receiving of messages. Transactional is defined as cooperative communication; the sender and receiver are both responsible for the impact and effectiveness of the communication that occurs. In the transactional model, the sender and receiver of communication establish a common meaning. Each party needs to be aware of the effect of one message on another (West & Turner, 2008: 14).

III. RESEARCH METHODS

The method to be used in this research is a qualitative method with a single case study design. A single case study has three rationalizations: firstly, when the case states an important case in testing a well-developed theory, secondly cases present an extreme or unique case and thirdly it is a disclosure case (Yin, 2011: 46). The uniqueness of the CSR program implemented by PT. Pembangunan Jaya Ancol Tbk, the writer tried to reveal how the company's efforts to involve community participation in CSR programs through the illumination of its communication model. This research tried to observe, understand and analyze the implementation of the program.

The research employed the purposive sampling technique. Purposive sampling is a sampling technique with a certain consideration. For example, conducting research on food quality, the sample data source is a food expert. This sample is more suitable for qualitative research, or studies that do not make generalizations (Sugiyono, 2004: 124). Selected speakers include the HSE Division as the manager of the Ancol Zero Waste program. Corporate Communication of PT. Pembangunan Jaya Ancol Tbk. Corporate Development of PT. Pembangunan Jaya Ancol Tbk. and the community involved in the program.

The methods of collecting data were interviews and documentation studies. Interview is a conversation with a specific intention by two parties, the interviewer as the complainant/ giver of the question and the interviewee as the giver of the question. Interviewees were managers and community members involved in CSR programs at PT. Pembangunan Jaya Ancol Tbk. Study documentation. Documentation study is one of the data collection techniques used in social research methodologies to trace historical data. The writer conducted a documentation study by collecting documents such as letters, reports, photos, pictures, clippings, diaries, and the website of PT. Pembangunan Jaya Ancol Tbk and other documents.

Essentially, qualitative data analysis is carried out together with the data collection process. Data analysis techniques according to Miles and Huberman include three concurrent activities: data reduction, data presentation, and drawing conclusions (verification) (Basrowi, 2008: 209). Then the data analysis techniques chosen in this study were as follows: 1) Data reduction. Field data obtained through observations and interviews in the form of field notes and records of course are quite a lot and difficult to understand, so the data reduction was conducted. 2)

Data Presentation (Display data). To make it easier to read the data obtained, the reduced data is then presented (displayed) in the form of a comprehensive description of each aspect studied, together with tables/ charts, relationships between categories, etc. 3) Draw conclusions and verification. Verification is interpreting data that has been compiled. Based on these interpretations, the writer could arrange into a conclusion, where this conclusion is the result of research that can answer research questions that have been formulated previously.

To establish the validity of the data, the writer conducted a triangulation technique. Triangulation is a data checking technique that utilizes something other than research data for checking or comparison purposes. Denzin distinguishes four types of triangulation as an examination technique that utilizes the use of sources, methods, investigators and theories (Moleong, 2013: 330). The triangulation technique used in this study is source triangulation. Through triangulation of sources, the writer compared and checked back the degree of trust in information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the respondent's answers by comparing what the resource person said in public for example, by what is said privately (3) comparing a person's perspective with others in his work team.

IV. DISCUSSION

The communication process in the initial planning of the Ancol Zero Waste CSR program involved the role of PR, Community Development, communicating directly to the community. Ancol came to the community and interviewed the community and found out what many people wanted by the presence of Ancol in the midst of the community environment. After knowing what the community wanted towards Ancol then the equality of desire between Ancol and the community would be carried out. The approach of equating this opinion was conducted to be able to determine what the community wanted at that time. The community's desires that made Ancol finally made a CSR program.

Furthermore, the initial approach made by Ancol communication strategy used a linear approach to the communication process approach (linear communication models) of Claude Shannon and Warren Weaver. The linear communication process (linear communication model) is communication applied by Ancol to the community through various channels through the approach. This approach explains that communication consists of several key elements, the company as a source or sender of a message, send a message of CSR to the society as a receiver of CSR message or the target of program implementation.

All of these communication processes occur in a channel that is directly related to the sense of sight, taste, smell, hearing and tactical (real perception). This communication also involves interference (noise), which is all things that are not intended by the source/ sender of the message. After Ancol has been accepted by the community, Ancol descended directly to be able to communicate with the community and know what people want from Ancol. Messages and information related to CSR given by Ancol to the community were given to get feedback or community

response to Ancol through various interactive discussions and dialogues.

This concept is the development of the concept of Wilbur Schramm (1954) who tried to observe the relationship between the sender and receiver of the message. The interactional model of communication emphasizes the process of two-way communication, i.e. from the sender to the receiver and from the receiver to the sender. In other words, communication takes place both ways and one of the important elements in the interactional communication model is feedback, or the response to a message that occurs after the message has been received, not when the message is being sent.

In delivering messages the sender to the recipient of the message is influenced by other elements that are also important in interactional communication is one's field of experience i.e how one's culture, experience and place of origin can affect one's ability to communicate with each other.

In 2016, Ancol worked with Vendors to ensure the sustainability of the program, Ancol developed and implemented CSR implementation through evaluation activities, monitoring the program continuously and involving the community. The role of Ancol and the community is equally responsible for all parties (senders and recipients) in the effectiveness of the results and the impact of communication. The intensity of giving messages to Vendor makes this CSR program sustainable to the present.

This communication model including the transactional model introduced by Barnlund in 1970, he underlined the sending and receiving of messages that take place on an ongoing basis. Transactional is defined as cooperative communication; the sender and receiver are both responsible for the impact and effectiveness of the communication that occurs. In the transactional model, the sender and receiver of communication establish a common meaning. Each party needs to be aware of the effect of one message on another

Program Communication to Stakeholders is a corporate strategy in implementing corporate responsibility. The strategy is a means to describe the vision, mission and social responsibility policy which will implemented. In Ancol, social responsibility carried out refers to the Public Relations strategy. This Public Relations Strategy is intended to achieve the objectives of Social Responsibility in order to build and instill public perceptions about the company (building image). Conceptually, PR activities aim to establish and maintain harmonious relationships, one of them with the community and the community is called Community Relations and Community Development, but now through Corporate Social Responsibility/ CSR is also a part of the conceptual homework (Elvinaro & Dindin, 2011: 1)

The success of a CSR program cannot be measured in a year, or two years, but in a continuous, planned, and measurable manner. In this case there is a need for corporate and community communication (stakeholders).

Communication with Corporates, the steps of corporate communication in CSR are: (1) providing extensive information to the community in their environment about CSR activities and other corporate activities and how corporations carry them out (2) Providing information to the community about the opportunity to compete in making CSR activities (3) Interacting and monitoring actions together with the community so that the collaboration works effectively (4) Socializing of the importance of being

responsible with the surrounding environment (Ardianto & Dindin, 2011: 14-1)

Based on the steps of communication with the corporate stages of CSR activities and theoretical studies above, it can be seen that the existence of CSR Programs Communication towards Corporate and Community can be seen from several activities carried out by Ancol, there were three stages.

Firstly, Ancol used the Annual Report, Website and Internal Magazine to communicate the Ancol Zero Waste CSR program to investors. Secondly, Ancol provided a variety of garbage bins along with garbage trucks for visitors (customers) who were also Ancol publics. Lastly, in the implementation of HSE and the Vendors was conducted by weekly meetings to evaluate the Ancol Zero Waste program, along with Ancol units.

V. CONCLUSION

Based on the results of research related to the process of communication of corporate social responsibility Ancol zero waste, it can be concluded as follows. Firstly, the communication activities of the Ancol Zero Waste Program before 2016, consisted of several stages i.e. (1) The process of approaching the community environment (2) Determining the vision, mission, objectives, target organizational structure and indicators of success (3) Determining the place of activity, Budget Plan and Permit for the place of activity (4) Designing the implementation (5) Evaluating and reporting. In 2016, communication activities consisted of several stages i.e. (1) Designing Implementation with Vendors, (2) evaluating and reporting with Vendors. Secondly, the transactional communications model or continuous communication carried out by the HSE (Ancol) to the Vendor make Ancol Zero Waste program can run well up to now. Program communication is carried out during program control and program evaluation conducted by HSE and Vendors. Thirdly, the communication of Ancol Zero Waste Program: (1) Through the Annual Report, Website, Internal Magazine for communicating CSR program Ancol Zero Waste to Investor. (2) Ancol provides various types of garbage bins and garbage trucks for visitors (customers) who were also Ancol publics. (3) Ancol conducted weekly meetings to evaluate the Ancol Zero Waste program, along with Ancol units.

REFERENCES

- [1] Ardianto dan Dindin M. Machfudz. 2011. Efek Kedermawanan Pebisnis dan CSR. Jakarta: PT Elex Media Komputindo.
- [2] Basrowi. 2008. Memahami Penelitian Kualitatif. Jakarta: PT. Rineka Cipta
- [3] E. Arikan D. Kantur C. Maden · E. E. Telci. Investigating the mediating role of corporate reputation on the relationship between corporate social responsibility and multiple stakeholder outcomes. *Qual Quant* (2016) 50:129–149
- [4] Irawan, Pera Enjang. CSR based MSME Empowerment through Product Marketing Competency Enhancement by Digital Marketing. *International Journal of Science and Research (IJSR)*. Volume 7 Issue 8, August 2018
- [5] Yosai, Iriantara. 2013. *Community Relations*, Bandung, Rosda Karya
- [6] Moleong, J. Lexy, 2013. *Metode Penelitian Kualitatif Edisi Revisi*. Bandung: PT. Remaja Rosdakarya.
- [7] Rahman. The Implementation of the CSR Program as an Effort to Improve the Environmental Quality through the Empowerment of Scavengers. *International Journal of Management Sciences and Business Research*, Aug-2018 ISSN (2226-8235) Vol-7, Issue 8
- [8] Rifka Aulya, Agus Suryono, Wima Yudo Prasetyo. Implementasi Program Corporate Social Responsibility Dalam Rangka Mewujudkan Sustainable Development Di Bidang Lingkungan. *Jurnal Administrasi Publik (JAP)*, Vol. 2, No. 4, Hal. 608-612
- [9] Sugiyono. 2004. *Metode Penelitian Administrasi*. Bandung: CV. Afabeta
- [10] Susanto, A.B. 2009. *Reputation-Driven Corporate Social Responsibility Pendekatan Strategic Management dalam CSR*. Jakarta: Penerbit Erlangga.
- [11] Vercic, D., et al. Looking For Digital In Public Relations. *Public Relations Review* (2015), <http://dx.doi.org/10.1016/j.pubrev.2014.12.002>
- [12] Wardhani Diah. Penerapan CSR di Indonesia-Public Relations & Social Responsibility, Asosiasi Pendidikan Tinggi Ilmu Komunikasi (ASPIKOM), Mata Padi Pressindo, Yogyakarta, 2011, hal 142-143.
- [13] West, Richard. Lynn H.Turner. 2007. "Pengantar Teori Komunikasi". Jakarta. Salemba Humanika.
- [14] Yin K. Robert. 2011. *Studi Kasus: Desain & Metode*. Penerjemah: M. Djauzi Mudzakir. Jakarta: PT RajaGrafindo Persada.
- [15] Zukhruf K Ardhariksa & Irawan Pera Enjang. Audit Program on Corporate Social Responsibility: Community and Social Media Enterprise Approach. *International Journal of Management Sciences and Business Research*, Jan-2018 ISSN (2226-8235) Vol-7, Issue 1

AUTHORS

First Author – Syerli Haryati, Fakultas Ilmu Komunikasi
Universitas Mercu Buana, Email: syh_eli@yahoo.com