

Communication Strategy Pertamina Green CSR Program to Supporting Sustainable Development Goals (SDGs)

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Abstract

Pertamina shows the Company's high concern for environmental preservation through the Green Pertamina Program. Therefore, the research formulation focus on examining how the use of media in Pertamina Hijau CSR communication supports sustainable development goals (SDGs)? Approach This research uses a qualitative descriptive approach with content analysis methods on social media Instagram and Website PT. Pertamina in communicating Pertamina Green CSR. Data collection techniques through secondary data obtained from Instagram, websites, and related literature, journals and data sources. The results of this study indicate that Instagram is the most active communication medium to be used in communicating CSR and building awareness of sustainable development goals (SDGs), as well as using the website to support detailed explanations of the Pertamina Hijau CSR program as a form of accountability for program implementation. Pertamina has four empowerment initiatives to support the realization of SDGs in Indonesia, which include Education (Pertamina Smart), Health (Pertamina Sehati), Environment (Pertamina Hijau), and Community Development (Pertamina Berdikari).

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Introduction

Many countries are currently experiencing social problems ranging from climate change, environmental damage, poverty, and unemployment. To overcome this problem, joint responsibility from both the government and private companies is needed, one of which is through the Corporate Social Responsibility (CSR) program. CSR programs run by private companies, state-owned enterprises, fall within the scope of CSR activities because most CSR programs involve PR officers (PR) as part of the team that plans and realizes CSR

programs. The concept of CSR includes social, economic and environmental aspects. The importance of these three aspects in life indicates that CSR is closely related to “sustainable development”, which means that the implementation of CSR does not only have an impact on the economy, but also needs to consider the social and environmental impacts arising from that decision. Both the effect on the short term and long term (Darmawati, 2014). This is considering that every company has an impact on the surrounding environment and uses energy sources from nature, so that through CSR it can become an effective social harmonization tool in balancing the interests of society, the environment, and the company’s business.

CSR as a company or organization’s commitment to continuously act ethically, operate legally and contribute to improving the economy, along with improving the quality of life of employees and their families as well as improving the quality of the local community and society more broadly (Nurjanah, 2022). The importance of implementing CSR because basically it is a logical consequence of the law of cause and effect. A company operates in an area and the company has a negative impact, so the company should contribute to the area and society for the negative impacts arising from the company’s activities. Many companies, especially companies that extract natural products, have a negative impact on exploited areas (Suib & Faizah, 2019).

The importance of CSR also plays a role in the Sustainable Development Goals (SDGs) program. The implementation of CSR is related to and supports the achievement of the Sustainable Development Goals (SDGs), because both CSR and SDGs have economic, social and environmental dimensions. CSR has adopted the Triple Bottom Line (TBL) concept with efforts to achieve profit, people and planet. The purpose of SDG itself is to carry out development that continuously maintains an increase in the economic welfare of a community, quality of the environment, social life of the community and development in ensuring justice and implementation of governance that maintains an increase in the quality of life from the previous generation to the next generation which are finally translated into 17 goals (goals) and 169 targets (Bappenas, 2015).

In addition to CSR programs that are creative, innovative and have a social impact, the success of CSR programs is also determined by the communication strategy chosen by the organizing company/agency. In addition, the development of information technology as a medium for communicating CSR also influences the process of designing corporate CSR programs. Communication between the surrounding community and the company is very important in implementing CSR activities and being able to establish good friendships between the company and the community. The CSR that has been compiled by the company needs to be communicated to gain a common understanding between the company and its stakeholders. This communication policy is determined by the vision, mission, culture, environment and risk profile and operational conditions of each company.

Besides aiming to convey CSR information to stakeholders, CSR communication also aims to enhance a positive reputation. As revealed by Mc Williams and Sigel (2001), efforts to communicate CSR aim to gain a positive image, improve reputation, achieve product differentiation, and increase consumer loyalty through CSR. As for conducting effective CSR communication, it is implemented through the Website because it is helped by the many features and supports clear aspects of corporate communication (Jamal & Saad, 2021).

The implementation of the CSR program and the implementation of CSR communication are carried out well by PT. Pertamina (Persero) which is proven by obtaining 11 categories of successful implementation of CSR in the Nusantara CSR Award event (Sulistiyawati, 2022). As a company that utilizes natural resources, PT. Pertamina is concerned with

the importance of environmental preservation as stipulated in Law Number 40 of 2007 concerning Limited Liability Companies, and Government Regulation Number 47 of 2012 concerning Corporate Social Responsibility (CSR). Pertamina shows the Company's high concern for environmental preservation through the Green Pertamina Program. Under this program, Pertamina carries out several activities, namely the Biodiversity Program & the Mangrove Planting Program. The Biodiversity Program is aimed at preserving the rich endemic native Indonesian flora and fauna, especially protected flora and fauna. In this program, Pertamina designed 16 biodiversity programs targeting more than 400,000 fauna and flora throughout Indonesia. Meanwhile, Pertamina also has a Mangrove Planting Program around the operational areas of Pertamina and its Subsidiaries considering that mangroves are able to provide great benefits, including as a habitat for various marine animals and other animals, as a source of culinary and craft products as well as a study area. and animal migration. In 2019, Pertamina has planted 32,000 mangrove seedlings. This program supports mangrove ecosystem conservation activities by enriching the types of mangrove seeds to increase the diversity of mangrove species.

The success of the CSR program is inseparable from the CSR communication strategy which is capable of persuading the public to have an awareness of protecting the environment together. Based on the background, the formulation of the research problem focuses on discussing how PT Pertamina use of media in Pertamina Hijau CSR communication in supporting sustainable development goals (SDGs)? The urgency of the research is to find out effective CSR communication strategies in supporting sustainable development goals (SDGs) to preserve the environment together.

This research is a development of existing previous research related to CSR communication strategy research and CSR implementation in the environmental field. Several previous studies related to CSR communication strategies and the implementation of CSR in the environmental sector include research by Nurjannah, Suwatno, & Damayanti (2017) with the title Communication of Corporate Social Responsibility on the Official Website of State-Owned Companies. The results of the study show that BUMN companies have not fully implemented the transparency of CSR communication messages on the official websites of BUMN companies. This study found that a number of state-owned companies did not provide CSR information on the company's official website. In general, CSR communication on the official website of BUMN companies is limited to presenting information related to a government program called the Partnership and Community Development Program (PKBL). This research also shows that the official website of BUMN companies has not optimized the superiority of the official website as a CSR communication medium. It was concluded that BUMN companies have not made the official website a strategic media in conveying CSR communication messages.

Furthermore, research conducted by Pratiwi and Izzatusholekha (2022) entitled Implementation of Corporate Social Responsibility at PT. Pertamina (Persero). The results of this study indicate that the implementation process is carried out with programs taken from the results of work meeting decisions and program submissions from outside the company, then several subsequent processes up to program execution and implementation reports. And there are 4 pillars which are the main program, namely, the Pertamina Healthy program, Pertamina Smart, Pertamina Self-sufficient to Pertamina Green. The programs carried out certainly have great benefits for the community and the company. Apart from that, it also contributes to sustainable economic sustainability or sustainable development. Other research related to CSR communication was also carried out by Fachria Octaviani, Santoso Tri Raharjo, Risna Resnawaty (2022), Communication Strategy in Corporate Social Responsibility as a Community Empowerment Effort. The results of the writing state that

CSR activities in their implementation cannot be separated from community empowerment, therefore the main objective of CSR activities is to create empowered communities through good communication strategies. Based on the results of previous research, it focused more on the implementation of CSR communication, but did not refer to the strategies and effects obtained in CSR communication. In addition, no one has discussed in depth the relationship between the effectiveness of CSR communication and the success of the program.

Method

The research approach used is descriptive qualitative with content analysis research methods. This method is to reveal the meaning contained in the text, then read the text carefully and repeatedly. The social media used in this study is Instagram as a CSR communication medium for PT. Pertamina is the most massive. that can provide information virtually. In this study, the researchers examined Instagram as an object of research because among other social networking sites, Instagram is one of the most popular social networking sites today. In addition, the subjects of this study are Instagram users who activate their business accounts (business tools) and are active as users who intend to use them in terms of business or marketing. The validity of the data is tested through source triangulation to obtain credible results. The steps taken in this study adjusted to Creswell, namely processing and preparing the data by reviewing Pertamina Hijau CSR Instagram content, after that reading the entire research data, analyzing in more detail to classify the data, applying the process of grouping the data for analysis, and drawing conclusions.

Results and Discussion

CSR communication is important and determines the success of the program. In essence, between individuals as social beings need communication as a means of dealing with other individuals. At the same time, communication is one of the tools for humans to survive on earth. This is because communication has the power to select the various influences that are around it. Communication is one of the areas studied in the implementation of Corporate Social Responsibility (CSR). The process of community empowerment is carried out with the aim of increasing the ability and independence of the community in improving living standards and is believed to be able to create an empowered society. Communication in implementing CSR PT. Pertamina is considered very important to educate and inform the public about the importance of participating together in protecting the environment through the Green Pertamina program. So that the implementation of CSR does not only involve the company but also gets participation and togetherness with the community.

A communication strategy is needed in carrying out Corporate Social Responsibility activities. This is because the existence of a communication strategy can attract public interest regarding the program to be implemented as well as to attract stakeholder interest to cooperate in carrying out the program. As stated by Morsing, the implementation of CSR programs should be supported by the company's communication strategy, because communicating CSR activities to both internal and external stakeholders is an important step in the overall implementation of CSR programs. Morsing (2006) cited by Rusdianto (2013) states that CSR communication is communication designed and distributed by companies about CSR activities.

PT. Pertamina is a company with a focus on energy and utilizing natural products that is not only profit-oriented, but also carries out CSR programs to provide benefits to

society. PT Pertamina is also a company that has the most CSR awards during 2022 at the 2022 CSR Award event (Pertamina, 2022). Based on the data obtained on the website of PT. Pertamina, it is known that communication is a solution to provide a win-win solution. The company processes agricultural products and the company helps humanity and continues to protect the environment and the earth through CSR programs namely Green Pertamina. Communication is used to provide understanding, awareness, and persuade people to care about the environment together.

The benefits of CSR communication are as a liaison between the company and stakeholders as well as maintaining company transparency and accountability. Therefore, good CSR communication must be trustworthy, informative, educational, and avoid excessive emotions (Rusdianto 2013). This proves that communication is the key to the success of a CSR program. According to researchers' observations, PT Pertamina is very aware of the importance of CSR communication to provide early awareness to the community. Website media is a tool used to explain programs in detail and clearly to provide an understanding of the program as well as to provide awareness to website visitors of the importance of protecting the environment. This can be seen in the following figure.

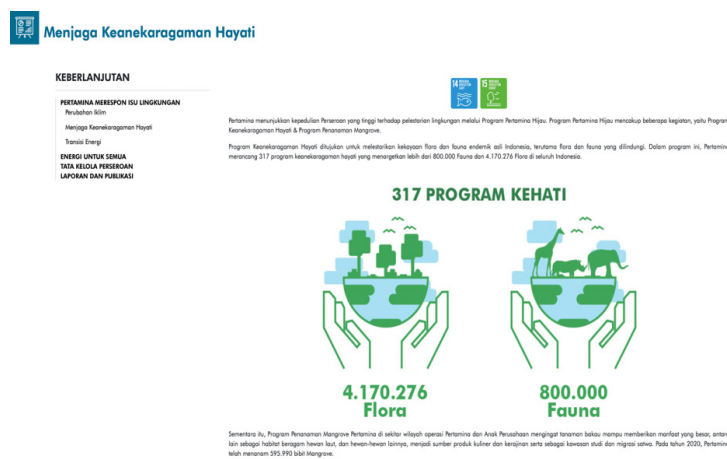


Figure 1. PT Pertamina Green Program Website Content
(source: <https://www.pertamina.com/id/menjaga-keanekaragaman-hayati>)

Based on the picture above, it can be seen that PT. Pertamina explained the importance of protecting the environment and showed the real contribution of PT. Pertamina in protecting the environment by highlighting the existence of 317 KEHATI Programs, namely programs related to environmental sustainability to protect flora and fauna.

The success or failure of a communication process carried out by CSR towards the community will be determined by a good communication strategy. There are three CSR communication strategies (Morsing and Schultz, 2006), namely first, stakeholder information strategy. One-way communication, from the organization to the stakeholders which aims to inform the public as objectively as possible about the organization through the media and publications. Second, stakeholder response strategy. Companies involve stakeholders in making corporate decisions regarding CSR and relevant actions, because companies need support from stakeholders. Third, stakeholder involvement strategy. Communication that prioritizes dialogue with stakeholders.

Based on the results of the related literature review, the communication strategy implemented by PT. Pertamina places more emphasis on stakeholder information strategy, which is used for the benefit of informing the public about the Pertamina Hijau CSR organization and program through media publications, both in conventional media and

new media such as websites and Instagram. Social media and websites can be used to impact audience behaviour, decision-making, and brand usage (Rasyid and Tunggal, 2022). The implementation form of the stakeholder information strategy can be seen in PT. The newest Pertamina is on 16 July 2022, 27 January 2023 and 12 February 2023.

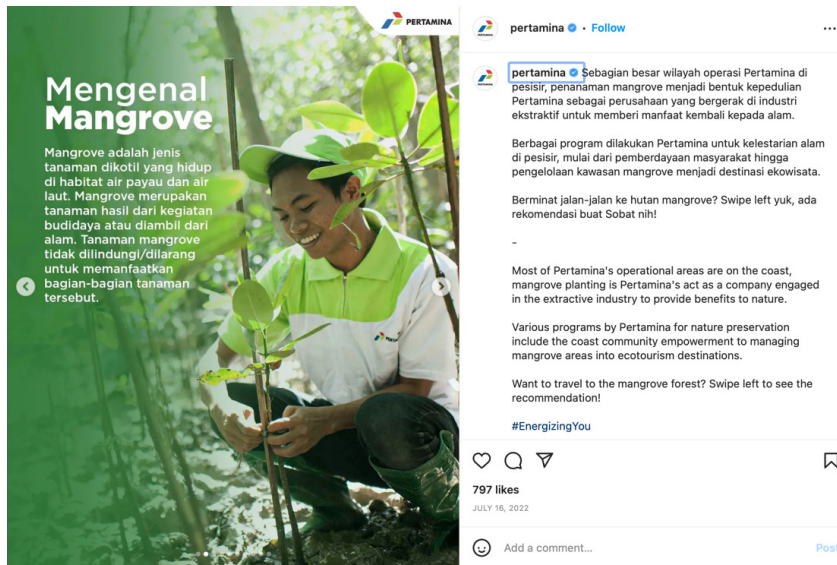


Figure 2. Instagram Content Getting to Know Mangrove - July 16, 2022
(source: https://www.instagram.com/p/CgDjtwchNB_/)

The content in Figure 2 contains an explanation for getting to know mangroves. In the theory of Taxonomy for Learning, Teaching and Assessing, Anderson (2001) explains that the initial stage of behavior change starts from a cognitive process, namely knowing and remembering information with an explanation. After an understanding is formed, it will slowly be applied by someone, then analyzed right and wrong, or good and bad, then up to the highest position, namely participation and making something. This is reflected in the CSR content of the Green Pertamina Program. Content on Instagram has a flow of providing information as knowledge, then slowly explaining the achievements that have been achieved by PT. Pertamina in the Green Pertamina CSR program specifically planting mangrove forests.



Figure 3. Instagram Content of Pertamina Hijau CSR Program – January 27, 2023
(source: https://www.instagram.com/p/CgDjtwchNB_/)

Based on the presentation of Instagram content data, PT. Pertamina regarding the Pertamina Hijau CSR program, it can be seen that the participation of followers is a reflection of the program being well received by the community. As shown in Figure 4, in one post of Pertamina Hijau CSR achievements there were 4 Instagram users who gave positive responses. Apart from that, PT Pertamina has been very good at providing comments quickly to continue to increase engagement.

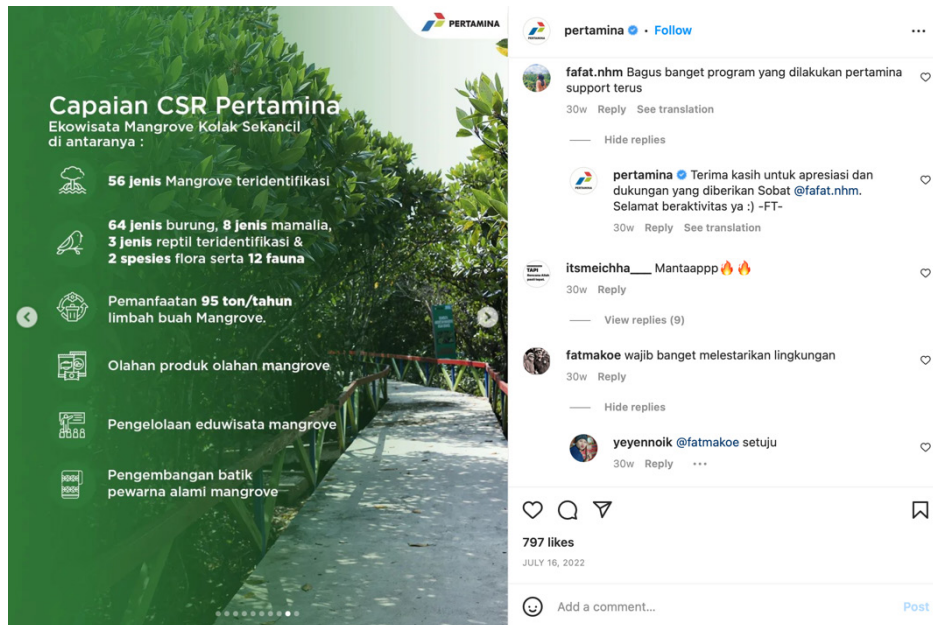


Figure 4. Instagram Content Results of Pertamina Hijau CSR Program – July 16, 2022
(source: https://www.instagram.com/p/CgDjtwchNB_/)

Based on the presentation of Instagram content data, PT. Pertamina regarding the Pertamina Hijau CSR program, it can be seen that the participation of followers is a reflection of the program being well received by the community. As shown in Figure 4, in one post of Pertamina Hijau CSR achievements there were 4 Instagram users who gave positive responses. Apart from that, PT Pertamina has been very good at providing comments quickly to continue to increase engagement.

A good CSR communication strategy can recognize the communicant or recipient of the message, compile and use the right method for its implementation, select and pay attention to the role of the media used in the CSR program. One of the strategies that companies can implement in order to maintain this success is to embrace the community closely so that harmonious relationships can be created (Oktaviani et al, 2022). Therefore, stakeholders must be involved in order to develop and promote positive support. Likewise, companies must understand and at the same time adapt to the interests of stakeholders to continue to develop CSR initiatives to adapt to the needs of the community, especially protecting the environment and linking it to improving the community's economy.

The Sustainable Development Goals (SDGs) are an agreement in the global development plan which is a continuation of the MDGs (Millennium Development Goals). But both have different substances, as well as the process of preparation. The MDGs have a goal of halving every problem stated in the SDGs. In contrast to the MDGs, the SDGs accommodate problems from development in a more comprehensive way, because they accommodate more development issues that are not mentioned in the MDGs both qualitatively and quantitatively by targeting complete completion of each goal and target (Wahyuningsih, 2017).

The SDGs carry 5 basic principles targeted at balancing economic, social and environmental dimensions, namely 1) People (humans), 2) Planet (earth), 3) Prosperity (prosperity), 4) Peace (peace), and 5) Partnership (cooperation). These five principles cover 17 goals and 169 goals that are connected to each other in order to create a better life through this global development (Panuluh & Fitri, 2016).

Indonesia is also one of the countries participating in implementing the SDGs program. As a manifestation of the government's commitment to implementing the SDGs, the president has signed SDGs Presidential Regulation (Perpres) Number 59 of 2017 concerning Implementation of the Achievement of Sustainable Development Goals (SDG Indonesia). Indonesia has seventeen SDGs goals that have been set and there are four main SDGs goals (Askin & Sukoharsono, 2019). First, in reducing the level of poverty. Second, eliminate hunger, achieve food security and good nutrition, and promote a sustainable agricultural sector. Third, promote sustainable economic growth, productive employment opportunities for the community. Finally, building infrastructure, increasing sustainable industries and encouraging investment.

The SDGs program has also become an important discussion for PT. Pertamina. This statement was written in the Instagram post of PT. Pertamina on 21 July 2016. "Life must be beneficial for many people. This principle is held by Pertamina through Pertamina's Social and Environmental Responsibility Program activities in order to build a better life. Pertamina strives to improve the quality of life and welfare of the people around Pertamina's operational areas."

Pertamina has four empowerment initiatives which include Education (Pertamina Smart), Health (Pertamina Sehati), Environment (Pertamina Hijau), and Community Development (Pertamina Berdikari).



Figure 5. Pertamina's Instagram content related to CSR and SDGs - July 21, 2016 (source: https://www.instagram.com/p/CgDjtwchNB_/)

Through the Sehati program, Pertamina conducts public health education and equal access to health. Meanwhile, the Assisted Village Program increases community empowerment, including increasing income to improve the community's standard of living. Based on these data, the four programs carried out by PT. Pertamina can increase Indonesia's human development index and help achieve the Sustainable Development Goals (SDGs).

Conclusion

CSR as a company or organization's commitment to continuously act ethically, operate legally and contribute to improving the economy, along with improving the quality of life of employees and their families as well as improving the quality of the local community and society more. The importance of implementing CSR because basically it is a logical consequence of the law of cause and effect. The CSR communication strategy carried out by PT. Pertamina puts more emphasis on stakeholder information strategy, which is used for the benefit of informing the public about the Pertamina Hijau CSR organization and program through media publications, both in conventional media and new media such as websites and Instagram. One of the strategies that companies can implement in order to maintain this success is to embrace the community closely so that harmonious relationships can be created. In order to support increasing Indonesia's human development index and help achieve the Sustainable Development Goals (SDG). Pertamina has four empowerment initiatives which include Education (Pertamina Smart), Health (Pertamina Sehati), Environment (Pertamina Hijau), and Community Development (Pertamina Berdikari). Through the Sehati program, Pertamina conducts public health education and equal access to health. Meanwhile, the Assisted Village Program increases community empowerment, including increasing income to improve the community's standard of living.

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