Application of Communication on the Corporate Social Responsibility model in a Company

Resdika Anggesa Dwi Setiawan[1], Jiang Chan[2]

[a] resdikaanggesads22@gmail.com,[b] 31192053@njnu.edu.cn
[a]Yogyakarta Veterans National Development University, Indonesia ,
[b]School of Communication and Journalism Nanjing Normal University

INFO ARTIKEL	ABSTRAK
	Various Corporate Social Responsibility activities must of course be conveyed appropriately and according to the wishes expected for the surrounding community. The purpose of writing this article is to see how the implementation of CSR activities in several companies in Indonesia by doing good communication for the program. The method used in this paper is to show several cases of CSR implementation in Indonesia for descriptive analysis. The results to be obtained are knowing if the two-way communication model is more effective in delivering CSR programs to the community, because this delivery is able to provide feedback between the company and the community, so that the community gets positive benefits from the company's business industry activities and the company can also assess the response positive or negative of the program that will be made or has been implemented in the local community.

1. Introduction

The Corporate Social Responsibility program is one of the activities that must be carried out, implemented and obeyed by all companies when they want to run their business or industrial activities, this is in accordance with the provisions of the contents of Law No. 25 of 2007 concerning Investment contained in articles 15 to 17 , Law No. 40 of 2007 concerning Limited Liability Companies which is contained in article 74. With the stipulated regulations, every industry or corporation is obliged to implement it, but this obligation is certainly not a burdensome burden for the company (Oshin-Martin, 2017).

It should be noted that the development of a country is not only the responsibility of the government and industry, but also of every human being who plays a role in realizing social welfare and managing the quality of life of the community better. Industry and corporations play a role in promoting healthy economic growth by taking into account environmental factors. Now the business world does not only pay attention to the company's financial records (single bottom line), but must be able to understand three aspects which include, social and environmental finance commonly called (Triple bottom line) Public.

Companies not only have economic and legal responsibilities (shareholders), but also have responsibilities to other parties (stakeholders) in running their business. The idea that underlies CSR, often considered as the core of ethics at the beginning of the company will stand to be able to apply it to their business activities, to achieve long-term goals for the welfare of society. Griffin and Pustay (2005) state that corporate social responsibility is a collection of organizational responsibilities to protect and develop the community in which the organization is founded. How does Business really define CSR? The World Business Council for Sustainable Development (1999) proposes as a definition of CSR, namely "the continuing commitment by business to behave

ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the communities surrounding the organization and society as a whole".

Corporate Social Responsibility (CSR) In subsequent developments, these three concepts became the basis for companies to be able to carry out social responsibility, known as the CSR concept, CSR became a movement or activity of business commitment to act ethically, operate legally and contribute to improving the quality of life. from employees and their families, the local community, and the wider community, the CSR concept involves the responsibility of partnerships between the government, companies, and local communities that are active and dynamic.

This CSR activity must of course be communicated with the entire community and stakeholders from the company when it is implemented, this is necessary so that there is no misunderstanding between the community and the company. Before launching a CSR program, the Company must develop CSR concepts based on the wishes of the local community, by listening to the wishes of the local community, seeing the good potential around the community that can be developed, digging up information in the area and helping solve problems that are certainly needed. community around the company.

This is done so that the company is not only concerned with the wishes and expectations of a company, but also thinks about the wishes and hopes that are able to have a positive influence on the community around the company. So that the company can minimize the negative impact that has been done by the company in the eyes of their stakeholders.

In addition to the positive impact, of course, there are many negative impacts that can be caused by each company in carrying out its business activities, depending on the level of problems that are happening and the issues that are currently present in the company. Cases of problems that have occurred when activities in a company have not been fully understood and understood by the surrounding community, which resulted in disputes between residents and the company, namely the construction of Kulonprogo airport in Yogyakarta, exploration activities of mining companies, oil palm or oil and gas company activities, usually collide due to various social problems, due to lack of public understanding. From these various incidents, this phenomenon is the basis for the need for communication from the CSR program about understanding corporate social responsibility to be able to empower local communities and help solve community problems around the company according to their needs.

The obstacles and social problems faced by several companies are not matched by the management and existence of a CSR department that is able to provide solutions for companies. Many companies forget that this department is important for the company's sustainability in society.

By planning, implementing, and evaluating, it only becomes an additional job in certain positions, such as Public Relations. The study of communication science and community development should jointly manage a business that is sustainable and beneficial to the local community.

The implementation of these activities certainly has a concept or model of the CSR activity. According to Harman's CSR models in the book Business Ethics, namely (1) Economic View of CSR, (2) Philantropic model of CSR, (3) Social Web model of CSR, and (4) Integrative model of CSR, some of these models can applied by companies when they want to continue to develop their company and earn the trust of all their stakeholders.

Companies must be able to adjust by looking at the problems that occur around the community environment as a result of company activities that cause pollution, environmental damage or cause harm to the surrounding community, so it is necessary to hold a CSR program that can help empower the surrounding community and also fulfill the needs of stakeholders. tied to the company.

This CSR activity must have sustainability as long as the company wants to carry out operational activities in the community, so that the company's image and company value will get a positive view of the results of these CSR activities. It is also able to increase the value of profits for the company, shareholders will get the desired result, namely the success of the company in running their business with the help of CSR activities.

This CSR activity can also be seen from the company's performance which can be measured and describes the condition of a company which is very important because based on the results of the assessment the size of the company's success during the current period can be known and thus the results of the assessment can be used as a guide for efforts to improve performance improvement. the next company in implementing the program or strategy that will be carried out.

Some large companies in Indonesia have problems and are even unable to continue their business activities due to bad corporate governance practices. With good communication and proper implementation in making CSR programs, of course the company will not get a bad view for their internal and external stakeholders.

Usually, there are several patterns that are often used by companies in Indonesia in implementing CSR activities, these patterns are: (1) Direct Involvement, (2) Through Foundations or Corporate Social Organizations, (3) Partnering with other parties , (4) Support or join a consortium. With such a pattern, companies can recognize that community problems are also their part, so they are committed to being able to handle them.

In its delivery, of course the company must implement good communication to stakeholders and the surrounding community so that the CSR program can be well received by all who participate in the development of the company. According to James E. Grunig, there are several communication models commonly used by a Public Relations in a company to provide information about an activity or program that will be carried out by the company, namely: (1) Public Information, (2) Two-Way Asymmetric Model, (3) Two-Way Symmetrical Model. With this form of communication delivery, CSR activities that will be carried out by the company can be directed, right on target and in accordance with the wishes of all stakeholders and also the community around the company (Angsori, 2019).

For this reason, in writing this scientific paper in accordance with the courses that I have received in online lectures, I want to see how cases of CSR with the Application of Communication in the Corporate Social Responsibility model in a company help the success of CSR activities in the community, with several discussions, namely explaining CSR Model, CSR Pattern in Indonesia, and CSR Communication Model. Case examples also related to CSR and communication models will be presented in this paper. The purpose of this scientific writing is to understand well what are some CSR models, CSR Communication Patterns and Models that are commonly used to form and launch company activities.

Then for the benefit of this writing, it can add insight for all of us in knowing things related to communication models and CSR practices in companies, as well as from the examples that will be given in scientific writing, so that later when we want to build a business in the company or form an organization or us as a communications corporation and shareholder of the company. In order to be able to implement, create and empower sustainable CSR programs so that our company's business activities can continue to run smoothly and there are no misunderstandings between the company and the local community.

2. Methods

Mead Corporate social responsibility is a concept where an organization, especially a company has a responsibility to consumers, employees, shareholders, communitie, the surrounding community and the environment in all aspects of the company's operations on issues that will impact the environment such as pollution, waste, product safety, and labor (Theaker, 2020). CSR activities are not only limited to the concept of providing financial assistance or improving environmental problems that will be caused, but also addressing how the company treats its employees well by maintaining good relations between internal and external parties involved in the establishment of the company.

CSR is a commitment to improve the welfare of the community as a consideration in business practices and the contribution of company resources. The essence of this understanding does not refer to business activities regulated by applicable laws and regulations, but rather to the commitment of corporate volunteering so that it is selected and implemented in its business practices (Kotler & Lee, 2008).
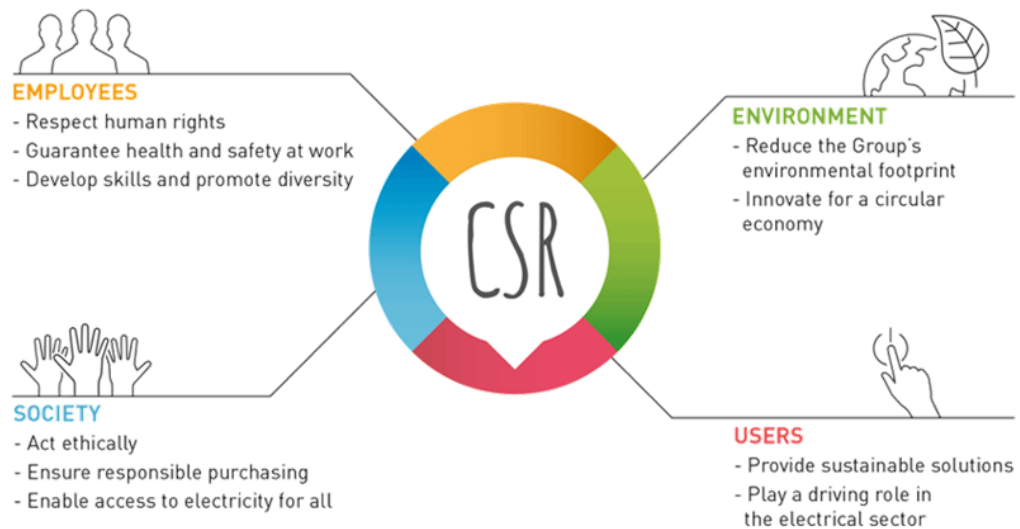
Fig. 1. Structure CSR Performance

Based on the Trinidad and Tobaco Bureau of Standards (TTBS), Corporate Social Responsibility is defined as a business commitment to act ethically, operate legally and contribute to economic improvement along with improving the quality of life of employees and their families in the local community and the wider community (Rudito, Budimanta, & Prasetijo, 2004, p.72).

CSR Forum defines Corporate Social Responsibility as a business that is carried out transparently and openly and based on moral values and upholds respect for employees, communities and the environment (Wibisono, 2007, p.8).

A more comprehensive view of CSR which is then referred to as the "CSR Pyramid theory" was put forward by Carol dalam Chrysanti (2019) that corporate social responsibility can be seen based on four levels (economic, legal, ethical and philanthropic) which are one unit. To fulfill economic responsibilities, a company must generate profit as a foundation to maintain its development and existence.

Commitment from the company to be able to act ethically, operate legally and contribute to economic improvement along with improving the quality of life of employees and their families by maintaining good public relations at large become part of CSR. According to Schermerhorn in Kealy (2020) defines CSR as the obligation of a company to be able to act in ways that are in accordance with the interests of the company and the interests of the company wider community. Then social responsibility is also the company's commitment to build a better quality of life together with other parties, especially the community around the company and the social environment in which the company is located, the activities and programs carried out are expected for each company to be sustainable or not just once, but it has a value that can be done continuously.

The objectives of the CSR activities carried out by the company are: (1) To improve the image and reputation of the company, usually implicitly, have an asusmsi where behavior the company is fundamentally good. (2) Maintaining good relations with stakeholders, with CSR programs carried out by the company, this will create a warm and friendly relationship with the environment Around the company, this CSR program is also able to provide many benefits to the community in their own development and empowerment efforts. (3) Solutions to solve problems that occur around the company environment, (4) Become the strategy of every company by creating programs that will become distinctive for the company it is a differentiator from other companies (Yuni Pramitha & Sudana, 2021).

The benefits of Corporate Social Responsibility can be seen for companies, the general public and other parties. For companies, to open up job opportunities widely for other parties,

as a promotional medium   for the company itself and can make an innovation in a form of sustainable program for the company to be able to survive operating in the surrounding community and its business (Sulastri & Herdiningsih, 2019).   For the general public, to improve welfare in various aspects of society, where the   community around the company becomes more concerned and also maintained.

Then they can also benefit from CSR programs directly from both empowerment and development programs for the entire community provided by the company. For the parties referred to here, namely shareholders, the government and also consumers. For shareholders, they   will get a good image, so that it can increase the possibility of additional investors who want to collaborate with the company. As for consumers, they will believe in the company, then the benefit for the government is that they will feel helped by the existence of CSR programs starting   from development in the economic, social and also environmental fields.

The implementation model of Corporate Social Responsibility is a form of CSR activities that are so diverse, and each company is able to apply its own method or model when it wants to carry out its programs. According to Hartman & Desjardins (2006) in the *book Business Ethics, Decision making for personal integrity & Social Responsibility Third Edition,* there are 4 CSR implementation models that companies can do when they want to carry out their CSR activities, namely : (1) Economic View of CSR, (*2) Philantropic Model of CSR, (3) Social Web CSR model, (4) Integrative model of CSR.*

a) Economic View of CSR

Economic View of CSR views the social responsibility of a company in accordance with what the company is responsible for, for example producing products and services that provide benefits to the wider community and also everything that can be related to the actions of a company, such as whether the company in its business produces products that love its environment more, and do what should be done.

Examples of companies like this are: companies that do not cause environmental damage and are always consistent in making improvements and making the world a better place than ever by reducing the use of plastic, and replacing them with grocery bags that are more environmentally friendly. There is socialization of waste bank activities, and restoring natural habitats for all life in nature.

b) Philantropic Model of CSR

Philanthropy can be interpreted as a form of CSR implementation or a form of human affection in the form of donations in the form of money, goods or other gifts for people in need or for other social purposes. Philanthropy and CSR programs share the same spirit, which is to provide empathy to others in the name of humanity. From this point of view, the company has no obligation to contribute to social things, but it becomes a good thing if the company can do something that can encourage the surrounding community.

With this Philanthropy model, the company is certainly able to build a good image to the community and   build relationships and reputations that become close to the entire community and the local community. Like many companies that sponsor art activities, museums, theaters, or school events in the hope that publication benefits will be provided. Although some companies also still have contributions with social intentions without having the desire to seek reputation. In a situation like this, where there is business   support on social matters for the purpose of receiving business benefits is a form of investment for buakn companies for contributions only.

Examples that can be seen from the implementation of the CSR model philantropic are: companies that   sponsor   art activities, museums or theater   activities, provide educational donations, provide facilities   health for the school, and sponsoring an event held. All of these things are done in the hope that the company will   get a publication allotment or the company name will be promoted when participating in helping, building and contributing which is more about these places and the surrounding community.

c) Social Web Model CSR

The Social Web model of CSR has an opinion that if the company in carrying out its business has a related relationship as a society, in which the company must carry out ethical duties that are normative and able to fulfill obligations that must be fulfilled. The company does not only concentrate on being responsible for the business it runs and its obligations, but this CSR model views if the company in the implementation of its activities has a responsibility The answer is also to their employees, namely by giving employees rights even though they are not bound by the law.

The right to employees must certainly be considered also for every company, because the employee is also someone who will be able to work hard in stability and performance in the company. Employee rights such as providing occupational safety and health for their employees by providing health insurance, insurance for employees, and providing career development for employees . Additional social responsibility is by supervising to be able to provide safe products, promote goods or services that are not manipulative in nature conveyed to all their stakeholders, so that the company's business processes are increasingly controlled and trusted by the wider community.

d) Integrative Mode of CSR

This integrative model looks at if every company makes a significant contribution to society. At the most basic level, businesses will offer the goods and services that people want. In the process, businesses are able to provide capital, jobs, skills, ideas or taxes. But many companies don't emphasize that contribution as a whole. Internally, companies are only focused on what can be obtained from society, such as cheaper inputs, higher prices, and friendly regulation. Externally, they promote CSR regarding small contributions that have been donated, for example the basic necessities they distribute or parks that have been built.

This integrative model of CSR broadens the horizon that a profit-based company can also have social goals as the center of the company's strategic mission. In two areas in particular, social entrepreneurship and sustainability, companies integrate utility and social responsibility. Since the company has social goals as its core business model that is fully integrated and intertwined with economic and social goals, it can be called an integrative CSR model.

From this perspective, it is said that companies depend on society for their survival and growth, and even for the existenceof the company itself. Social klaim is seen as a way in which society interacts with the company and gives it a certain legitimacy and prestige. Corporate management must take into account social requirements and integrate them in such a way that the company acts in accordance with social values. Example: Providing basic necessities that have been distributed to the community and building a park in the local community.

3. Theoretical Framework

The CSR Communication Model is a way for companies to be able to communicate the program they want to do and then convey it to their stakeholders, so that the program can be right on target and appropriate with the wishes expected by the local people. Communication is the process of transferring messages from the communicator to the recipient or communicant which of course in its delivery has various ways, elements, concepts , processes and objectives that must be understood so that the message creator is able to provide a message that is easily understood by the recipient of the message. Communication is inevitable in the life of every human being. For this reason, by communicating, each human being is able to receive messages positively or negatively, depending on how the delivery is conveyed properly and easily followed by communicator.

How to communicate is so necessary in the process of implementing CSR, by communicating well to stakeholders, CSR activities can have a positive impact both on the company and the local community. The content of the message conveyed must also have the correct ethics so that it can be received by the recipient of the message. By containing the content of the message in a factual, accurate manner, good advice, and has use value to convey to the community.

Messaging must also be able to adjust to conditions in the local area, to make it easier to convey and recipients of messages to understand the intention of their delivery. In the implementation of CSR, the way of conveying messages can be by means of visual contact with communicants, the use of language that is appropriate to the local community, speaking politely so that It's easy to get attention, and it adapts the spoken language and body language used. Making CSR programs must also be able to listen to the aspirations of all their stakeholders, especially the local community, this is useful so that the communication process runs well and is mutually exclusive. can understand each other.

According to James E.Grunig in Gandariani (2019) there are several communication models that a person can use to be able to provide information about an activity or program that they want to do by organizations or companies, namely: (1) Public Information, (2) Two-Way Asymmetric Model, (3) Two-Way Symmetric Model. These three models are the right things to be able to deliver CSR programs to the community around the company and all its stakeholders. With an explanatory description of each communication model as follows:

This Communication Model aims to provide information not for publicity or just promotional materials. In the context of communication, news delivery continues in a directional manner, where a subject tries to convey a message that the communicant understands in a non-obligatory manner to be able to get feedback.

In the case of a company or in an organization, one of the informers will act as a Journalist in residence meaning to act as a journalist in disseminating information to the public and controlling news or information to the mass media. This form is better and contains a lot of truth in the content of the information because of its dissemination through news latters, brochures and direct mail.

CSR programs that are delivered like this through public information, can make stakeholders aware of the performance of the company. Before the program will be implemented, the company can also convey when the activity will be carried out, what kind of CSR concept in the local community and of course the target that the company wants can be conveyed in accordance with the mission in the company.

This asymmetric information delivery model has used research results to design messages so that targets can think, act, and behave in accordance with the desired expectations of the organization or company. According to Grunig (1994) this model prioritizes the defense of the organization rather than finding the best solution to the problem that is emerging for a publicist. The organization is assumed to be always right in carrying out all its actions, while the public does not need to provide more accommodations for their own personal interests. In other words, organizations that persuade or require the public to conform to the policies made by the company.

This two-way asymmetric model attracts the audience to be able to adjust to the company instead of the company that adjusts to the audience. So stakeholders or local communities must be able to follow the implementation program made by the company, in the context of CSR programs, programs that have been made by the company, of course the community is not allowed to be able to change the policies that have been made by the company, so that the community only needs to follow the CSR programs that have been made by the company, by adjusting the programs that are being run by the company.

This two-way symmetrical model weighs more on the adjustment between the organization and the public. They will focus on research or research that has been carried out by the company in the local community so that the expected target is in accordance with the expectations and wishes of the community and also the company . Grunig said that this model is the most ethical model to be used in messaging in communication. The Two-Way Symmetric Model is a model that succeeds in delivering it to the public and binds the two in more effective communication. In the order of an organization or company, good imagery will arise if consumers give positive feedback , it is because the public is the determinant of how an organization is succeeded in the settings in it.

In the implementation of CSR programs, of course, this communication is so well used to the community. Because by delivering the program to the community and all their stakeholders, the community is also able to provide input from the program that the company wants to make, so that the aspirations of the There are in the community and stakeholders they can be combined to

create programs that can be run for the benefit of the company and   the local community. With such a thing, the company is not only concerned with personal interests in the company, but also adjusts and seeks solutions to the facts that occur in the the community around the company.

4. Result and Discussion

a) Pt. Bank Central Asia, Bakti BCA Scholarship Program and Bakti BCA Intership

Fig. 2. Bakti BCA Scholarship Porgram

Broadly The Bakti BCA Scholarship is intended for S1 students who excel but relatively have financial constraints. BCA also facilitates soft skill development programs for scholarship recipients, including leadership training, sharingsesseion entrepreneurship, and mentoring.   It is hoped that bakti BCA scholarship recipients can get to know and develop their potential, to be able to achieve better and quality performance. BCA also provides communication facilities in the form of Facebook and Line Group friends of BCA.

In 2019, BCA distributed Bakti BCA scholarship funds worth Rp5.3 billion to 731 students at 18 public universities, including Gadjah Mada University (Yogyakarta), Sepuluh November Institute of Technology and Airlangga University   (Surabaya), Mulawarman University (Samarinda) and other universities.

BCA also collaborates with other institutions in distributing scholarships. In 2019, BCA partnered with the KArya Salemba Empat (KSE) foundation, the Indonesian Cooperative Institute (IKOPIN) to distribute scholarships to students in various Indonesian universities.

Fig. 3. Opening of Bakti BCA Internship Program

Then in figure 2, it is a program delivered by BCA through their social media accounts, namely by opening opportunities ranging from high school graduates to undergraduates to be able to

registering to be part of the crew at BCA, this is done by BCA to further improve the quality of human resources for the younger generation in Indonesia.

Through this program, high school graduates to undergraduates can gain new knowledge and experience related to the world of work, especially in the banking department. Throughout 2020, the number of participants who took part in this magma program reached 1,920 people, down from last year's 4,602. this decrease in the number of interns is adjusted to the increase in branch office productivity and the increase in PKWT (Specific Time Work Agreement)/contract workers, so it does not require too much there are many interns at BCA.

b) Pt.Pertamina Balikpapan Refinery

Kota Balikpapan , known as the city of oil, is marked by the first drilling of an oil well in the city of Balikpapan which began on February 10, 1897. This date is also the anniversary of Balikpapan City. To further introduce the oil processing and petrochemical industries, Pertamina through PT Kilang Pertamina Internasional (KPI) Balikpapan Unit will hold KPI Goes to Campus activities. Balikpapan Unit Refinery products, according to Chandra, are mainly intended to meet the needs of fuel oil in the Kalimantan and Eastern Indonesia regions.

"In addition to producing fuel, RU Unit Balikpapan is also able to produce products with high quality including High Speed Diesel 50ppm (HDS 50 ppm), Net Bottom Fractionator (NBF), Smooth Fluid (SF) 05, Low Aromatic White Spirit (LAWS) and Marine Gasiol (MGO) Low Sulful," said Chandra.

With the increasing need for high-quality fuel, pertamina is currently also making efforts to increase the capacity and complexity of Balikpapan Unit Refinery products through a development program refinery. Later the capacity will increase to 360 thousand barrels per day.

"The Processing Industry has certainly developed from time to time. Therefore, we want to invite students, especially in the city of Balikpapan, to be able to take part in KPI Goes to Campus activities," said Chandra.

Later there will be speakers who deliver material related to improving quality and personality to win competitions in the world of work. Of course, these materials that will be delivered are so useful for all students, and also hope for all students to register through the link provided on Instagram Pertamina which will be carried out online on October 29, 2021.

Fig. 4. Pertamina Balikpapan CSR Activities

Then in figure 3, you can see the sustainability program also carried out by Pertamina Balikpapan, where Balikpapan TBBM implements the Green Care School CSR Program at SMKN 6. As a form of concern and corporate responsibility for the environment, Pertamina Marketing Operation Region VI through the Balikpapan fuel terminal carries out CSR programs that are included in Pertamina's four CSR pillars, namely the Environmental Pillar. This program is implemented at SMKN 6 Balikpapan because this school is an adiwiyata school that has been initiating a program with Pertamina since 2016 in the form of polyculture assistance and toga plants (Pertamina, 2019).

    Environmental management activities based on education and action last approximately six months through mentoring once a week, this assistance is carried out by Sahabat Alam (SALAM) from the Kalimantan Institute of Technology with the hope that it can motivate the younger generation to be more aware of the importance of maintaining environmental quality. In 2019, the Green Care School Program was only targeted at SMK N 6, but this activity has been implemented in 4 schools, namely MAN 1, SDN 03 Balikpapan Utara, and SD Patra Darma. Not only that, Pertamina also provides a waste distillation machine that can be used to process plastic waste into fuel. The Environment Agency representing the Mayor of Balikpapan expressed its appreciation to Pertamina for being consistent in maintaining the environment and making energy innovations that are always undergoing changes and the latest.

c) Compiling CSR Programs in Margasari Village, Pertamina Holds FGD in Balikpapan

    The implementation of the FGD was also attended by the Balikpapan City Environmental Agency (DLH), represented by the head of the Environmental capacity building section, Septarini Widiarsi, this FGD was carried out to formulate a group work program that will be implemented in 2021 in the future, and also as material for evaluating the activities that have been carried out.

    Chandra conveyed that Pertamina RU V currently has 2 environmental-related programs in Margasari village. "The first program is integrated waste management and the second program is the used cooking oil collection program." Through the FGD, we invite various parties including beneficiaries to   jointly formulate the steps that will be carried out in the CSR program to the local community.

d) Airnav Indonesia Handed Over TJSL Assistance in the form of Double Iron Trash Cans

Fig. 5. Placement of Garbage Cans to local villages

    Perum The Indonesian Aviation Navigation Service Provider Institution (LPPNPI) or AirNav Indonesia has carried out activities to hand over TJSL assistance in the form of Double Iron garbage cans to Klompangan Ajung Village Jember Regency. According to the CSR Manager, Hermawansyah, the handover of assistance in the form of Double Iron Trash Cans was carried out by AirNav Indonesia through the Jember unit . " The double iron trash cans given are 15 pieces with a range of funds issued by our party around 15 million Rupiah."

    Hermawansyah also admitted that this activity became a tangible manifestation of the TJSL AirNav Indonesia program in providing assistance to the community in Klompangan Ajung Village, Jember Regency. :Apart from support for the community, this is also done as a form of Airnav Indonesia's concern in terms of cleanliness and environmental comfort, so that always the community can live a clean   life and healthy while maintaining the sustainability of the existing environment is   well maintained," said Hermawansyah.

    On the other hand, the Head of Klompangan Ajung Village, Jember Regency, Mr. Ansori, said that his party appreciated the handover of the Double Iron Garbage Can given by AirNav Indonesia through the Jember Unit   And this is certainly in line with the shared commitment in terms of environmental cleanliness and comfort.

e) Airnav Indonesia Distributes Aid to Pasaman Earthquake Victims

Fig. 6. Distribution of Aid to Disaster Victims

Perum Lembaga Penyelenggara Layanan Navigation Aviation Indonesia (LPPNPI) or often known as AirNav Indonesia again held a social action by distributing aid to victims of the Pasaman Earthquake who located in Tigo Nagari District on Wednesday 02 March 2022. The distribution of assistance provided by AirnNav Indonesia Padang branch is in the form of tarpaulins, blankets, fast food and drinks, rice, sugar, toiletries , mineral water and baby diapers . The rectification of this assistance was carried out by the Daily Executive (PH) General Manager of AirNav Indonesia Padang branch, Citra. To the coordinator of the BUMN Task Force at the BUMN Disaster Task Force post located at the Tigo Nagari Sub-district office.

This CSR activity from AirNav Indonesia is a form of their social concern in order to help communities affected by the disaster, then this CSR activity is of course also as a A form of introduction to the community how this company is here to provide support to all of them and introduce this company in the eyes of the local community.

The ideal form of social responsibility certainly does not only appear solely to be able to find a good name from the company, so that it can build a reputation, but has actually appeared from the beginning when this company or organization will be established, so it must also be able to exist in the vision, mission and goals of the organization. So that in the end, this social responsibility activity is part of a strategic management.

By taking part in social issues, the organization shows a reflection of the social phenomena that are happening around the community. Every organization in carrying out social responsibility, will certainly involve all parties who are directly related to the survival of the organization, such as internal stakeholders and their external stakeholders. Thus the harmonization of a relationship that is able to be fostered by the organization gains a tangible form that will provide benefits not only to the good name of the organization, but also to the wider community who have participated in the development of the organization.

CSR programs certainly require the right implementation model in accordance with what is happening in the surrounding community in seeing the phenomenon, from the results that have been stated above, the implementation model CSR which is included in the application of methods when you want to run the program is mentioned, some of the companies that have been mentioned above are such asPT. Bank BCA, PT. The Pertamina Balikpapan refinery, and Perum AirNav Indonesia have carried out CSR activities, so that the company even though it has a lot of negative news in the community, can still suppress it by programs that also have a positive impact on the surrounding community, along with explanations from various companies that will be associated with the existing CSR model and CSR Communication Model.

1) Pt. Bank BCA

There are so many negative issues and events about Bank BCA, ranging from news of sudden loss of customer money in their accounts, insurance cases at Bank BCA where the

customer when they want to withdraw the money, the Bank processes it for a long time on the grounds that their money is still being calculated, sued by customers regarding the issue of forfeited deposits and others. Of course, with the news and events that have been experienced by their customers, BCA has also anticipated it by continuing to carry out CSR programs every year to all community.

This CSR activity is certainly a form of Bank BCA's compliance with the applicable rules and helps the sustainability of sustainable development for the community and their companies. With the aim of CSR itself which has the implementation towards sustainable finance. This is in line with BCA's mission of increasing the francais and stakeholder value of BCA.

BCA also has an active participation to support environmental conservation efforts, this is done as a form of commitment and support from the Bank to reduce global warming. BCA has policies that support environmental conservation, including the implementation of energy management in offices and branches to be energy efficient in the process of working in offices and reducing carbon gas emissions created from companies. This is in accordance with the meaning of the Economic View of CSR, where the company always provides an active role to be able to change the world for the better.

Bank BCA also provides program channels, namely scholarships for several universities that collaborate with Bank BCA, this is done so that BCA Bank can also be known and help students who want to study continue their studies with the help of scholarships given to them. Then the Bakti BCA program also became a community empowerment program. This program was developed by BCA not only to be able to help contribute to improving community welfare, but also to improve environmental conditions and other activities that support the sustainability of human life for the better. The implementation of Bakti BCA is through 3 pillars, namely, Smart Solutions, Synergy Solutions, and Superior Business Solutions.

What the BCA bank does is in accordance with the CSR model, namely the Philantropic Model of CSR by helping the surrounding community to build a better reputation for Bank BCA and also doing a good integrative in the application of CSR, by empowering the local community to disseminate insights for students who want to continue their studies with scholarships that have been provided. BCA's integrity compliance is also carried out by conducting assisted schools, in the form of providing assistance in the construction of facilities and infrastructure as well as inaugurations for teachers in the school.

Bank BCA not only has concern for their external environment, but BCA also has concern for their employees by providing health insurance and improving the welfare of workers in their place, this is done because Human Resources have an important role in determining the performance that occurs in the company. BCA is committed to paying attention to the welfare and career development of workers, including creating a healthy, safe and comfortable work environment . BCA also has a comprehensive staffing policy between information transparency for workers, their career development, and equal employment opportunities for every employee to be able to continue to develop their potential towards a better one.

Bank BCA's direct involvement is also carried out when there are social activities that immediately decrease the spaciousness of providing promotional offers to the public, this is sometimes done to bring the Bank's activities closer together. BCA to the public, one of which is conducting IT education programs and accounting education. BCA also conducts educational partnerships with several schools to support efforts to develop education in Indonesia, then conducts financial literacy education in several School to introduce the excitement that can be done financially to the students and students in the school.

The communication model carried out by Bank BCA is also through various means, depending on the conditions and events that are happening in society , the two-way asymmetric model becomes the model used by parties Bank BCA, because the Bank BCA sometimes conducts a program by directly providing information to the entire community without being notified and having discussions with the surrounding community or their customers, for this reason, the community is less able to convey their aspirations to the bank, and force customers and the public to be able to follow the program that has been made by

the party Bank BCA, so this model is often used in the implementation of CSR programs at BCA bank, then the public   information delivery model   is also used by Bank BCA, this can be seen from for example, there is a new internship   acceptance program at BCA, they only provide information through their Instagram account, so the public does not get feedback the perfect thing about the information, the public can only follow, translating the desired intention of the Bank from the information submitted through   the   account their social media.

From the implementation of CSR activities at the BCA bank, Monitoring and evaluating the results of their program work always get more attention from the company, this is done to see how much the program is able to be effective for the community or their customers so that it has a positive impact on the company and society. However, if the program is not beneficial for the company and the community, the BCA Bank will also evaluate the program being run, by recreating a more competent for their stakeholders.

2) Pt. Pertamina Balikpapan Refinery
Pt. Pertamina Balikpapan Refinery is an oil and gas   company that is a subsidiary of PT Pertamina in Indonesia, this company certainly has industrial activities that are so influential on environmental quality that exists in the local area. The level of gas emissions and various chemical   productions made   certainly have processes that are able to interfere with the activities of local communities and the environment, but in their case, the company is able to carry out CSR activities properly that have become rules for each company to be   able to comply and also do it so that the company can survive in the   local community .

There are so many CSR activities carried out by pertamina's refinery in Balikpapan, some activities such as the creation of SABAR-based villages, providing assistance in the form of funds to the community,   Assistance with Pertamina's collaboration to manage waste is a blessing. Introduction of the management of the work   industry in Pertamina to various schools and campuses in Balikpapan, implementing the Green care School CSR program in several schools in Balikpapan. Of course, all of these activities are carried out by pertamina by observing and seeing the conditions that occur and are needed for the community around the company.

The CSR model implemented by PT.   Pertamina's own refinery is in accordance with what it runs, while still paying attention to the sustainability of the world's life to be even better, providing sponsorship to several activities schools in Balikpapan, which then get publication allotments at the school, health insurance and employment guarantees for employees who work at PT. Oil refinery, this is realized by the existence of a health division that always provides supervision and is ready when there are employees who need help while working.

Pihak PT. The Oil Refinery also carries out CSR activities by directly involving the surrounding community, such as distributing oxygen cylinders during the   ongoing Covid-19 Pandemic. This is done as a form of readiness by Pertamina in helping problems that are happening in the community. The handover of aid was symbolically carried out by the ketia of the Task Force for handling and controlling Covid-19 Pertamina Balikpapan Refinery. The gift was made because the company had coordinated with the mayor and received information that one of the assistance needed during the critical period of the Covid-19 pandemic at that time   was in The city of Balikpapan is the need for oxygen cylinders. Chandra as a representative of PT. Pertamina Balikpapan Refinery also instructs the community to continue to implement health protocols, this will not only protect themselves, but also as   a form of concern for human sesame and the rules that have been set.

In the implementation of CSR programs, PT. Pertamina has implemented all existing forms of communication, starting   from public information, asymmetric models   of two figs or providing information or direct programs by not   considering the surrounding community, a two-way symmetrical model which is a model that is so ethically carried out by Pertamina in carrying out CSR programs.

As in the case above, how pertamina held an FGD with the surrounding community in Margasari village, which was used for saaling exchanging ideas,   conveying information and listening to the aspirations of the surrounding community in the preparation of CSR programs to be carried out by PT. Pertamina Balikpapan Refinery . This is done in order to strengthen

harmonious relations with the community, foster trust in the community and create the wishes that   the community expects, so that together they obtain   a positive influence on the CSR program.

Pt.Pertamina's refinery also provides information through   public information related to CSR programs that already exist and are being run by the company, this is conveyed through their social media accounts and the web official on   pertamina account. This is done to be able to provide more information to their stakeholders if the company has carried out its rules and industrial activities in accordance with ethics and   appropriate rules and continue to run CSR programs for the entire community.

Planning, Implementation, Monitoring and evaluation are always the applications that the company continues to do to be able to see how far the   programs are running successfully in the community, so the need for   Communication is always needed by the company in order to provide an evaluation of the activities being carried out, to be able to develop newer program innovations to the surrounding community.

3) *Perum AirNav Indonesia*

Perum AirNav Indonesia is a company engaged in   aviation services, this company helps provide supervision for flights in Indonesia,   the   AirNav company is one of the   state-owned companies that certainly have compliance and rules that must be carried out related to social and environmental issues around the company stand.

Quoted from the AirNav company website, this company always runs a diverse corridor of CSR activities and is always present in the community when there is an event or events that's going on. Several activities such as AirNav   providing assistance for Pasaman Earthquake Victims, and assistance in the form of making double Iron Garbage Cans given   to local villages, AirNav distributed Help with ducks perelur on Taruna Reef in Tangerang.   Airnav Indonesia also planted 100 tree seedlings and other activities.

This CSR Implementation Program has certainly gone through the communication stage before it will be carried out in the local community. CSR models such as Economic View of CSR, philanthropic of CSR , social web of CSR and integrative of CSR have been applied to this company. By   continuing to help the world develop better than ever, providing job guarantees for all employees who work in the company, helping schools and several places to sponsor the activities that are being carried out to the development of the empowerment of the surrounding community which is useful for their activities by distributing blessing stalls   and others.

The Communication Model of Perum AirNav Indonesia   is carried out properly and unhurriedly, because it has taken into account what is a problem around the local community. The communication model in the form of public information is also carried out on their website, by displaying the performance results of CSR programs that have been carried out. Then the two-way communication model by talking directly to the community, listening to the wishes of the local community is also carried out by AirNav Indonesia, so that the programs that will be in Run is fairly successful and the program that has been done is also able to succeed.

This is a form of positive activity for the sustainability of the company's life, although sometimes there are some news related to the existence of planes that hit the roofs of residents' houses, planes that   out of the runway and other issues. This can be overcome by CSR programs as a form of the company's concern for social problems in society and the formation of a good image, trust and reputation throughout their stakeholders.

During the Covid-19 pandemic, the company was able to maintain its work industry, by not experiencing drastic financial inflation, AirNav also continued to carry out CSR programs to the community during the Covid-19 pandemic in the form of , the provision of free masks for the surrounding community, the   distribution of medicines and vitamins provided and   the provision of medical devices for several hospitals to help the community who are currently experiencing pain.

From several examples of case analysis and seeing the events that occur today, it is possible for all business people, both large companies and small companies to be able to pay attention to

ethics in society in building a company, because by paying attention to this, relationships with internal and external stakeholders, both primary, secondary and key stakeholders, will be created both and make views and concerns of stakeholders. about the existence of companies around them will be high, so that the integrity and trust of stakeholders will increase, the image and reputation are obtained both in the company and the company can be recognized as a citizenship company or corporate citizenship that obeys the rules, values, andresponsibilities that must be done.

Importantly,if the Company does not comply with ethics and the existence of existing rules made in society or rules in the legislation, the company will experience losses, distrust from its stakeholders and get a good reputation and image in the eyes of all its stakeholders, then the company cannot become a good corporate citizenship because it has violated the rules, the value and obligations it must perform to all stakeholders. So it is necessary for every company to carry out CSR programs that are able to overcome problems that exist in the surrounding community.

In addition, by running CSR programs, shareholders or shareholder value also get value and success which can be seen from the company's revenue and get a good view, good relationship in the eyes of their stakeholders. Then from the positive activities of the company, the assessment of the community and their overall stakeholders, improving corporate social performance in carrying out corporate activities around community, such as community empowerment, school improvement, assistance in the form of funds to several MSME sectors, and there is also the fulfillment of facilities such asthe establishment of waste banks , garbage cans, oxygen supply during the Covid 19 pandemic and others.

This is done so that the company's survival can continue to run well with the sustainability of CSR programs that continue to run in the surrounding community. Then nowadays companies must also pay attention to the development of technology that is increasingly developing, this helps expand the information of CSR activities carried out by companies in corporate activities them, so that the image and value of the company will get positive results in the eyes of their stakeholders.

A good communication model from the company certainly provides an easy understanding for stakeholders and the local community, for that it is necessary to pay attention to how the delivery can be more useful Not only for the benefit of the company, but also for the benefit of society, especially for the social sector. Communication is a pillar that can be used to provide evaluation for programs that are not running well in the community, by listening to the complaints or wishes of the local community. The company will consider making programs that are more directed to the community, so that there is equal profit between the people affected by the company's industrial activities and the company Profit in the form of trust, image and good reputation in the eyes of their stakeholders.

5. Conclusion

The correct implementation of Corporate Social Responsibility will help the company's survival in the surrounding community. All corporate practices must certainly run what is called CSR, this activity has certainly been planned before the company will be established, so that when the company will standing will result in the sustainability of the program being run. This is able to make the trust of the surrounding community and all stakeholders interested in the company's corporate activities participate in developing the company's activities.

Profits certainly do not only want to be obtained by the corporation, but also the people who get the impact of the establishment of the company must also get positive benefits for they, programs such as effective community empowerment are able to make the community empowered, dynamic and adaptive, to the changes that occur in its environment. There are also programs in the form of providing assistance to several schools, scholarships to students, assistance related to natural disasters experienced by the surrounding community, making public facilities , caring towards a sustainable environment so that the world becomes better, to partnership relationships with other companies to create good cooperation in carrying out social activities for the community.

All of these activities are certainly carried out with a good communication model and are easy to understand by the local community, so that   there   are no misunderstandings and help solve problemsthat exist in around the local community. Bank BCA companies   carry out more public information communication models in the implementation of their CSR activities, asymmetric and two-way symmetric communication   models   are also carried out by Bank BCA in order to   to further introduce the BCA bank program to the public about finance.

Then PT. Pertamina Balikpapan refinery, although their industrial activities are so impactful for the local community, but with various CSR programs carried out to the community , they can always foster trust in surrounding it. Pt.   The Pertamina Balikpapan refinery is also present directly to the community by describing the wishes and problems that are happening around them. This is done by meeting by FGD in the selected area   . The average Pertamina Refinery CSR program   always provides benefits and listens to the aspirations of the surrounding community according to the needs needed, so that the success of the program can be seen and   running well because good communication is also carried out between pertamina and the local community.

Then AirNav Indonesia Public Company also always carries out CSR activities in accordance with the provisions in the rules for the establishment of a company in the community to obey the social and surrounding environment.   Airnav Indonesia is present when there are disasters that befall the surrounding community such as natural disasters, the Covid-19 pandemic provides assistance in the form of medical devices and others. Then carry out the maintenance of nature by planting seedlings in several places, partnering with several schools, guaranteeing the employment of employees and their health and others.   All CSR activities have been done well enough, this is due to the use of proper communication in carrying out CSR activities, so that the implementation of activities can be accepted by   both for the local community, and providing positive results both for the community and   for the company, so that   the company has trust, reputation   and image who is good and known to obey the ethics of the establishment of an existing company. Making the company able to maintain the sustainability of its company.

 With the implementation of CSR programs consequently, of course, people who have been disadvantaged by the existence of the community, will get benefits with the CSR program.   By prioritizing the rules or norms that apply in the surrounding community, the implementation of CSR programs will be carried out properly, so that a corporation will become a civic company that is good at obeying the rules of the establishment of a company in the surrounding community.

The achievement of the results of the company's CSR Programs also received appreciation in the form of assessments from their stakeholders and awards that will be given to the company, as a company that runs CSR programs in a sustainable manner and have the latest innovations in each of its activities, with the implementation of the right communication and CSR models to the surrounding community make CSR programs able to be implemented with good, so that it has a positive impact on the community and the company.

References

Angsori, M. lubis. (2019). Communication Models Paper. *Communication Sciences*, ; *13*(6).

Chrysanti, N. (2019). *Implementation of Shell's Corporate Social Responsibility (CSR) Program in the Environmental Sector in the Niger Delta in 2012-2016*.

Cragg, W., Schwartz, M. S., & Weitzner, D. (2017). Corporate Social Responsibility. In *Corporate Social Responsibility*. https://doi.org/10.4324/9781315259222

Gandariani, T. (2019). PR CRISIS PLANNING: A COMMUNICATION STRATEGY EFFORT TO ADDRESS THE CRISIS. In *Journal of Communication Lanterns* (Vol. 3).

Grunig, J. E., & Grunig, L. A. (2013). Models of public relations and communication. *Excellence in Public Relations and Communication Management*, 285–325.

Hartman, L., & Desjardins, J. (2006). Business Ethics Decission Making For Personal Integrity

& Social Responsibility, Translator Danti Pujianti. *Jakarta: Erlangga.*

Hasan, S. (2018). COMMUNICATION MODEL IN THE CSR PROGRAM TO EMPOWER YOUNG ENTREPRENEURS OF OIL AND GAS COMPANIES. *INJECT (Interdisciplinary Journal of Communication)*, *3*(1). https://doi.org/10.18326/inject.v3i1.59-82

Hidayat, N. C., Setijaningrum, E., & Asmorowati, S. (2020). Stakeholder Analysis of Forest Resource Management in Jember Regency. *Skipper: Journal of Government Science*, *19*(2). https://doi.org/10.35967/njip.v19i2.118

Kealy, T. (2020). Evaluating sustainable development and corporate social responsibility projects: An ethnographic approach. In *Evaluating Sustainable Development and Corporate Social Responsibility Projects: An Ethnographic Approach*. https://doi.org/10.1007/978-3-030-38673-3

Kotler, P., & Lee, N. (2008). *Corporate social responsibility: Doing the most good for your company and your cause.* John Wiley & Sons.

Oshin-Martin, M. (2017). Corporate Social Responsibility: Johnson & Johnson Creating Community Relations and Value through Open Social Innovation and Partnership across Sub-Saharan Africa. In *Corporate Social Responsibility, Sustainability, and Ethical Public Relations*. https://doi.org/10.1108/978-1-78714-585-620181007

Permatasari, M. P., & Setyastrini, N. L. P. (2019). Corporate Social Responsibility Disclosure Reviewed from Legitimacy Theory and Stakeholder Theory. *Journal of Accounting and Taxation*, *5*(1).

Pertamina. (2019). TBBM Balikpapan Implements Green School CSR Program at SMK N 6. Retrieved from https://www.pertamina.com/id/news-room/csr-news/tbbm-balikpapan-terapkan-program-csr-green-care-school-di-smk-n-6

Rudito, B., Budimanta, A., & Prasetijo, A. (2004). *Corporate Social Responsibility: The answer to Indonesia's current development model*. Indonesia Center for Sustainable Development.

Sulastri, R. T., & Herdiningsih, W. (2019). Corporate Social Responsibility Communication Through Online Mass Media. *Ultimacomm: Journal of Communication Sciences*, *11*(2). https://doi.org/10.31937/ultimacomm.v11i2.1212

Theaker, A. (2020). The public relations handbook. In *The Public Relations Handbook*. https://doi.org/10.4324/9780429298578

Tyasari, A. A., & Ruliana, P. (2021). Coorporate Communication Model in Building Corporate Image. *CARAKA : Indonesian Journal of Communications*, *2*(1), 27–42. https://doi.org/10.25008/caraka.v2i1.54

Wibisono, Y. (2007). *Dissecting CSR concepts & applications: corporate social responsibility*. Fascho Pub.

Yohana, N. (2021). Communication management model of corporate social responsibility

(csr) program of kampung gambut berdikari pt. Pertamina ru ii sungai pakning bengkalis regency. *Commed : Journal of Communication and Media*, *5*(2). https://doi.org/10.33884/commed.v5i2.2387

Yuni Pramitha, I. A., & Sudana, I. P. (2021). Disclosure of Corporate Social Responsibility, Environmental Performance and Corporate Values. *E-Journal of Accounting*, *31*(3). https://doi.org/10.24843/eja.2021.v31.i03.p08