



Media Framing Analysis of the Success of PT Coca-Cola Indonesia's Recycle Me CSR Program

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ABSTRACT

Keywords:

CSR Recycle Me
Framing Robert N Entman
Online Media

This research aims to analyze how the media framed the news about the success of PT Coca-Cola's 'Recycle Me' CSR program from its first to third year. The study employs a qualitative research method based on Robert N. Entman's framing analysis, which includes problem definition, identification of causes, moral judgments, and proposed solutions. Data collection techniques involved observing news coverage on the official website of Coca-Cola Indonesia and online mass media that highlighted the program's success. In its third year, Recycle Me program collaborated with the super app Grab, making the program more successful than in the previous year. This collaboration further developed the 'Recycle Me' program and attracted more audience attention. The results of the study show that the media framing of the 'Recycle Me' program plays a positive role and can be considered successful, as evidenced by the growing number of participants over the three years the program has been running.

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1. Introduction

Corporate Social Responsibility (CSR) has become an important part of the company's business strategy in addressing global challenges and meeting stakeholder expectations. Corporate Social Responsibility (CSR) or social responsibility has a goal when carrying out an activity, the company not only pays attention to profit but also pays attention to its environmental and social conditions (social oriented). So that all activities can move in line between the environment, the company, and its stakeholders (Mohammad, 2019). One of the elements in CSR activities is the emergence of two-way communications that occur between companies and external parties (Sunaryo, 2020). Therefore, the development of CSR is not only a form of social responsibility but also a form of marketing strategy in creating and maintaining the image of the company. In the big picture, companies are not only responsible for the acquisition of profits or corporate profits, but also pay attention to social and environmental responsibilities. The stakeholders referred to here include employees, customers, communities, partners, local communities, governments, and non-governmental organizations (Marthin et al., 2018).

The role of CSR is to create a balance between the social, economic, and local conditions of the company's premises. Therefore, in implementing a company's CSR program, attention should be paid to the triple bottom line principle. The synergy between these three aspects can create better sustainability in the corporate world and harmonious relationships between companies, stakeholders and local communities (Nugraheni & Toni, 2022). Through CSR programs, companies can provide

services, support, and even empowerment to local communities through social responsibility, improving the quality of life and community welfare (Rahmadani et al., 2019). Therefore, through CSR programs implemented by companies, it is expected to provide a prosperous livelihood and independence for local communities in terms of community development and empowerment (Ikbar & Indiraharti, 2023).

One of the most well-known CSR initiatives in Indonesia is PT Coca-Cola Indonesia's "Recycle Me" program. The program aims to increase community awareness and participation in plastic waste recycling practices, in line with the company's commitment to environmental sustainability. However, the success of this program depends not only on the implementation of the CSR activities themselves but also on how the program is reported and portrayed in the media.

In this rapidly growing digital era, all information can be accessed online through mass media. Basically, the mass media organizes activities in a public environment that can be accessed freely, voluntarily, openly and easily by all members of society from various circles. According to Walker Lippman in research conducted by Nurudin, the function of the media as a shaper of meaning, the function of the media is very instrumental for managing the picture of reality which will greatly affect the audience (Siregar & Qurniawati, 2022).

With the birth of online journalism, news is now easier to produce and reach the public. This journalism allows the news produced to increase in minutes to seconds. Online media is the third generation of mass media after print media and electronic media, which has advantages over other conventional media. Even today, conventional mass media such as newspapers, radio, and television are starting to be shaped so that they can be accessed in the form of online media. Therefore, audiences who consume news through newspapers can also consume news in online form (Hidayah & Riauan, 2022).

Because it is easy to update and access, several online mass media also reported on the success of the recycle me program carried out by PT Coca-cola Indonesia. The media in this case plays a very important role in shaping public perceptions of CSR programs through framing techniques, especially by selecting and emphasizing certain aspects in news articles. This framing process can influence the way people understand the purpose, value, and impact of CSR programs. Therefore, the researcher analyzed how PT Coca-Cola Indonesia's "Recycle Me" program is portrayed by the media and the extent to which the media's contribution in strengthening or weakening the sustainability message that the company wants to convey. By understanding how the media frames this CSR program, the company can redevelop a more effective communication strategy in promoting its sustainability initiatives and gaining public attention or support.

Robert N. Ettenman sees framing in two aspects. First, issue selection, the selection of facts to be displayed from a complex reality. This process is a selection of news additions and omissions, where journalists display the results of their selection of certain aspects of an issue. The second aspect is prominence, which is the choice of words used in writing facts. Once the event has been ascertained, the next step is the choice of words to use, sentences to write, and certain images to display to the audience or to support their interest. Robert N. Ettenman classifies the concept of framing into four models.

The first is Define Problem, which is a key element of Robert N. Etnman's framing concept. This step emphasizes the journalist's rationale for understanding the problem he sees. Second, Diagnose Cause, which is estimating the cause of the problem. This element is a framing to see who is considered the actor of the event. Third, Make Moral Judgement. This is a framing element used to justify counter-arguments to the problem definition made and requires strong reasons to support the ideas made. And the fourth, Treatment Recommendation, is an element used to ascertain what the journalist wants.

In this study, researchers tried to find previous research literature using the publish or perish application to find the right reference source. The search is only limited to publications in the form of journals indexed in Google Scholar in the period 2018-2024, this is done so that the references found are not too old. Based on the search in the publish or perish application, the following publications were found:

Table 1. Previous Research

Authors	Title	Year	Source	GSRank
K Diprose, R Fern, RM Vanderbeck...	Corporations, consumerism and culpability: Sustainability in the British press	2018	Environmental ..., Taylor & Francis	1
H Allen	To Bag the Ban or Ban the Bag: Analysing a shifting discourse in Canadian online news during the pandemic year, 2020	2021	era.library.ualberta.ca	2
KR Nielsen, JK Binder	I am what I pledge: The importance of value alignment for mobilizing backers in reward-based crowdfunding	2021	journals.sagepub.com	3
D Finjan	The Role of Social Media-Led Environmental Activism: An Exploration of Environmental Activism Targeting Fast Fashion on TikTok	2024	ruor.uottawa.ca	4
RE Benner	Brand Activism: Working Toward Progressive Representations of Social Movements	2024	scholarsbank.uoregon.edu	5

In the first paper entitled “Corporations, consumerism and culpability: Sustainability in the British press” by K Diprose published in 2018. This research aims to analyze how the British media, especially the press, portrays issues related to sustainability, corporate responsibility, and consumerism. This research explores how narratives about sustainability and environmental responsibility are shaped and conveyed through the media, as well as how the media influence public perceptions of the role and responsibility of corporations in addressing sustainability issues. Diprose used the framing analysis method to examine the content of sustainability-related news published by various major media in the UK. Framing analysis helps researchers understand how the media select, emphasize and frame certain information to influence public understanding and attitudes. The study also used qualitative and quantitative approaches to evaluate the representation of sustainability in the UK press.

In the second paper with the title “To Bag the Ban or Ban the Bag: Analyzing a shifting discourse in Canadian online news during the pandemic year, 2020” by H Allen published in 2021. This study aims to analyze changes in discourse (debate or discourse) related to the ban on the use of disposable plastic bags in online news in Canada during 2020, especially in the context of the COVID-19 pandemic. This research explores how the global health crisis influenced media attitudes, policies and narratives regarding plastic bag bans and environmental sustainability. It uses a critical discourse analysis approach to evaluate online news content published by major media outlets in Canada during 2020. Through this approach, the researcher sought to identify key themes, perspectives, and how the changing situation caused by the pandemic affected the framing of the plastic bag ban issue.

In the third paper with the title “I am what I pledge: The importance of value alignment for mobilizing backers in reward-based crowdfunding” by KR Nielsen and JK Binder published in 2021. This research aims to explore how value alignment between project creators and backers affects the success of reward-based crowdfunding campaigns. This research highlights the importance of value alignment as a key factor in mobilizing backers and increasing project funding opportunities. It uses a quantitative analysis method by collecting and analyzing data from various reward-based crowdfunding campaigns on platforms such as Kickstarter. The data analyzed included project descriptions, number of backers, amount of funding raised, and campaign communication elements (such as videos, texts, and comments). Researchers also used statistical models to test the relationship between value alignment and campaign success.

In the fourth paper with the title “The Role of Social Media-Led Environmental Activism: An Exploration of Environmental Activism Targeting Fast Fashion on TikTok” by D Finjan published in 2024. This research aims to explore the role of social media-led environmental activism, specifically

on the TikTok platform, in targeting the fast fashion industry. The research focuses on how TikTok is used as a tool to raise awareness and drive action on the negative environmental impact of fast fashion. It uses a qualitative method with a content analysis approach to videos uploaded on TikTok related to environmental activism campaigns targeting fast fashion. The videos were analyzed based on theme, narrative, messaging techniques, and user interaction (such as the number of likes, comments, and shares). The research also looked at how the content mobilized public support and influenced consumer behavior towards fast fashion.

In the fifth paper with the title “Brand Activism: Working Toward Progressive Representations of Social Movements” written by RE Benner which was published in 2024. This research aims to explore the concept of brand activism and how brands use campaigns to represent social movements in a progressive way. The research highlights the strategies used by companies to balance between commercial goals and commitment to social values, as well as the impact of brand activism on consumer perceptions and community engagement. It uses qualitative methods, including content analysis of various brand activism campaigns launched by major companies. In addition, the research also draws on case studies and interviews with marketing practitioners to understand how brands plan and execute their activism campaigns, as well as the responses from consumers and the public at large.

Based on thousands of manuscripts collected by researchers on the publish or perish application, researchers only took the five best manuscripts found by Google Scholar with the top rank as a reference for this research. Of the five popular previous studies, the average focuses on the role and strategy of activism on how an entity both individuals and groups use certain strategies to encourage social change. In addition, the five journals emphasize that the media, both traditional and social media, play an important role in framing and disseminating information. Therefore, this research offers a novelty and new literacy research, namely about media framing analysis of the success of the “Recycle Me” CSR program by PT Coca-Cola Indonesia from the first year to the third year during the three years the program was implemented. How online mass media framed the success of the CSR program from Coca-Cola, which is one of the largest canned beverage producing companies. Based on the review of the research subject, research object, and research approach, this research is different compared to previous studies.

2. Theoretical Framework

2.1. Robert N Entman’s Framing Theory

From a communication perspective, framing analysis is used to analyze media practices and ideologies in constructing facts. This analysis is concerned with the strategy of selecting, emphasizing, and connecting facts in the news to make it more meaningful, interesting, important, and memorable, as well as controlling the viewer's interpretation according to the viewer's point of view. In other words, framing is an approach to finding out what. What perspectives or propaganda journalists use when choosing topics or writing news. This perspective or point of view ultimately determines what facts are captured, which parts are emphasized or omitted, and what becomes of them.

The concept of framing according to Entman is the process of various aspects of reality so that certain parts of the event are more prominent than other aspects. The composition pattern used by the media in events causes different trends in mass media coverage. Therefore, through framing analysis, it can see which parties benefit and which parties are harmed in the event that the content or title is arranged or framed through the mass media.

According to Entman, the concept of framing consistently provides a way to reveal the power of a communicative text. Framing analysis can accurately describe the influence exerted on human consciousness through the transmission (or communication transfer) of information from places such as speeches, sayings, expressions, news reports, novels, and others. In creating a framing analysis framework, various aspects of understanding reality are selected and highlighted in the text delivered in such a way as to encourage the four elements of framing, namely problem definition (define problem), rough interpretation (diagnose cause), moral evaluation (make moral judgment), and treatment recommendation (Anwar et al., 2018).

2.2. Success Analysis

Success analysis theory is a conceptual framework used to assess the extent to which a program, policy or initiative achieves its stated objectives. This theory focuses on evaluating the achievement of objectives that have been set at the beginning of the program. Success is measured based on the extent to which specific and measurable objectives (SMART: Specific, Measurable, Achievable, Relevant, Time-bound) are achieved. In the context of CSR, this theory can be used to assess whether the “Recycle Me” program by PT Coca-Cola Indonesia has achieved quantitative targets such as the amount of plastic waste recycled or community participation or what is called Goal Theory.

In analyzing success, systems theory looks at success as the result of the interaction of various components in a system. In the context of CSR programs, success can be measured by looking at how various elements such as company policies, collaboration with external parties, and community responses are interrelated and influence each other. This theory emphasizes the importance of synergy between various factors in achieving program success. This theory evaluates success by measuring the social impact generated by the program. The success of the “Recycle Me” CSR program can be assessed based on changes that occur in community behavior, increased environmental awareness, and long-term effects on environmental sustainability. This assessment often involves qualitative and quantitative indicators to assess the impact on the target group or community involved.

The success of a program is often determined by how well it engages and satisfies relevant stakeholders. This theory assesses success based on the participation, support and positive perceptions of key stakeholders such as consumers, local communities, governments and non-governmental organizations. In the context of “Recycle Me”, this theory will evaluate whether stakeholders feel effectively engaged and whether the program meets their expectations. This theory measures success based on the ability of a program to manage change and overcome barriers or resistance. In the context of a CSR program, such as “Recycle Me”, this theory would look at how the company managed the challenges that arose during the implementation of the program, including changes in community attitudes and behaviors towards recycling.

This approach provides a comprehensive view to evaluate success by considering both internal and external factors that influence the program. Using one or a combination of the above theories will provide a strong framework for analyzing the success of CSR programs such as “Recycle Me” by PT Coca-Cola Indonesia, depending on the focus and objectives of the research to be achieved.

2.3. Online Media Massa

According to Suryawati (2011: 46), online media is a communication medium that utilizes the internet. This medium has a unique characteristic requiring the use of a computer and knowledge of computer programs to access information and messages. Santana and Septiawan (2005: 138) assert that the internet is a transformed form of journalism. This technological shift has altered the roles and functions of journalistic professionals (Nur, 2021).

A study conducted by Singer (2001) revealed that with the advent of online newspapers, the role of gatekeepers has become less significant. Furthermore, Straubhar and LaRose (2000: 267) found that internet users rely on websites for their data, with two to three internet users visiting these websites weekly to obtain the latest news (Indriyani, 2020).

3. Method

This research uses qualitative analysis and the analytical tools used are in accordance with Robert. N. Etnman which consists of define problem, diagnose causes, make moral judgment and treatment recommendation. From this research, researchers will get written data in the form of descriptive analysis that focuses on how online mass media frames an event. The qualitative research approach focuses more on interpreting meaning and understanding phenomena: what happened, why it happened, and how it happened (Fadli, 2021).

The subject of this research is news coverage in online mass media and the object of news content about the success of the recycle me CSR program from 2021 to 2023. There are 16 news articles issued from many online mass media regarding the success of the program, four of which are included as criteria in the study. The news criteria that became the subject of the study were news that discussed

the number of participants in the recycle me program, discussed how the recycle me program process, and what awards coca-cola won from the recycle me CSR program.

The data found is then compiled and presented in the main findings which include the increase in participants from year to year, the number of used plastic bottle submissions collected, and the impact of the Recycle Me CSR program by PT Coca Cola. This research methodology aims to analyze the success of the CSR program and provide in-depth insight into the recycle me program by PT Coca Cola Indonesia.

The analysis method used is the Robert N. Entman model of framing analysis. This method is used to understand how the media shapes and presents reality and how news can be understood and structured by the media. Framing analysis is very suitable for exploring the socio-cultural context of a discourse, especially in the relationship between news and ideology. It involves processes or mechanisms that show how news can build, maintain, reproduce, change, or tear down ideologies (Mirza Azkia Muhammad Adiba & Nitra Galih Imansari, 2023). Robert N Entman's framing analysis model uses four framing elements that refer to definitions, explanations, evaluations, and recommendations in a discourse to suppress the framework of thinking towards planned events. The framing elements are:

Define Problem is how an issue or event is seen, then as what, or as a problem. Diagnose Cause or cause of the problem is an issue or problem caused by what and what is considered the cause of the problem, then the actor who is considered the cause of the problem. Make Moral Judgement, namely what moral values are presented to explain the problem. Treatment recommendation or what solutions are offered to overcome the problem or issue.

4. Result and Discussion

4.1. Perception of Success in the CSR Recycle Me Program of PT Coca-Cola Indonesia

The CSR concept has been implemented in developing countries, including Indonesia. One of the large companies that utilizes CSR as a medium for providing independence training to local communities in terms of development, empowerment, and plastic waste management is PT Coca-Cola Indonesia. PT Coca-Cola Indonesia annually conducts CSR programs and community assistance programs in the areas of environment, health, education, and various forms of assistance to communities in need, based on the company's capabilities (Suparyanto dan Rosad, 2020). However, this research focuses on the CSR "Recycle Me" program by PT Coca-Cola Indonesia, which has been ongoing for three years. In 2021, Coca-Cola collaborated with the Mahija Paramita Nusantara Foundation and Waste4Change, continuing this partnership through 2022 and 2023.

Recycle Me is one of PT Coca-Cola Indonesia's CSR programs, with the vision of achieving a "World Without Waste" by collecting used plastic bottle packaging, recycling it, and reusing it as raw materials. In this program, PT Coca-Cola has partnered with the Mahija Paramita Nusantara Foundation, an organization focused on environmental preservation, and Waste4Change, a company providing waste management solutions. In the program's mechanism, participants who join the activity will collect their used PET plastic bottles at collection centers managed by the Mahija Paramita Nusantara Foundation through the Waste4Change website in Jakarta and surrounding areas. Participants who collect bottles will receive reward points for their participation. The collected used PET plastic bottles will then be recycled and reprocessed into raw materials for producing other products such as t-shirts, bags, and other useful items. According to the official Coca-Cola website, the Recycle Me program will continue to be developed and expanded to achieve PT Coca-Cola's "World Without Waste" vision and zero-waste target by 2030. Coca-Cola aims to encourage participants to send more used plastic bottle packaging each year (Coca-Cola.com, 2023).

In 2021, the program successfully collected over 220 kilograms of used plastic bottles from thousands of participants during October to December and received 9,335 clicks on the "Recycle Me" website throughout the year. In 2022, the program successfully collected over 1,840 kilograms of used plastic bottles from more than 10,000 participants and received 17,139 clicks on the "Recycle Me" website during the three-month program period. In total, over two years of the Recycle Me program, Coca-Cola successfully collected 13,783 transactions from the collection of 2,060 kilograms of used

plastic bottles. The program achieved 108 media coverage and reached an estimated audience of 335.8 billion people, with a PR value of Rp13 billion (Mix.co.id, 2023).



Figure 1. Recycle me program get an awards [4].

In the third year of the Recycle Me program, PT Coca-Cola Indonesia reaffirmed its commitment to realizing the "World Without Waste" vision by renewing partnerships with the Mahija Paramita Nusantara Foundation, Waste4Change, and adding a new partner, the Grab super app, for three months from October 6 to December 31, 2023. The program focused on consumers in the Jakarta Metropolitan Area (CNN, 2023). In June 2023, Coca-Cola launched 100% recycled PET (rPET) packaging, a sustainable and practical packaging option for Indonesian consumers. Coca-Cola Indonesia stated that its partnership with Grab for the Recycle Me program in 2023 was due to Grab's commitment to achieving carbon neutrality and zero waste by 2040. This aligns with Coca-Cola Indonesia's goal of zero waste. The third year of the Recycle Me program introduced a slight change in the used plastic bottle collection mechanism. Collected bottles were picked up by Grab drivers and sent to 16 designated waste collection points in Jakarta and eight Mahija Paramita Nusantara collection centers.

Since the implementation of the Recycle Me program in 2021, there has been a reduction in waste volume in the Jakarta capital. According to the official Jakarta BPS website (jakarta.bps.go.id), the total waste volume in Jakarta decreased from 7,702.07 tons in 2019 to 7,587.49 tons in 2020, and further to 7,233.82 tons in 2021. However, the volume increased again in 2022 to 7,543.42 tons per year.

4.2. Online Media Framing of the Recycle Me Program's Success

Table 2. News headline the success of Recycle Me Program in Online Media around 2022-2023

Date of issue	Mass Media	News headline
21 Oktober 2022	Kompas.com	<i>Recycle Me, Tukar 6 Botol Plastik Produk Coca-Cola Bisa Dapat Uang</i>
19 Oktober 2022	Coca-Cola.com	<i>Coca-Cola Hadirkan Kembali Program 'Recycle Me' Untuk Tingkatkan Kesadaran dan Laju Daur Ulang</i>
6 Oktober 2023	PressRelease.id	<i>Coca Cola & Grab Gelar Program Recycle Me Guna Tingkatkan Laju Daur Ulang.</i> <i>Coca-cola Dan Grab Berkolaborasi Lewat Program 'Recycle Me' Untuk Meningkatkan Laju Daur Ulang.</i>
	Coca-Cola.com	
20 Desember 2023	CNN Indonesia	<i>Recycle Me: Siasat Coca-Cola dan Grab Tingkatkan Kesadaran Daur Ulang</i>

Table 3. Robert N Entmant's Framing Analysis the Success of Recycle Me Program

Unit of analysis	Analysis
Define Problem	<ol style="list-style-type: none"> 1. The problem of plastic waste from Coca-Cola products that is not managed properly. 2. Level of public awareness about recycling is still low. 3. Lack of synergy and collective efforts to encourage plastic recycling rates. 4. Recycling rates are still low in society and needs for stronger collaboration. 5. Public awareness of recycling still needs to be increased.
Diagnose Cause	<ol style="list-style-type: none"> 1. Lack of consumer motivation to recycle plastic bottles. 2. Lack of knowledge and active campaign regarding the importance of recycling. 3. There is limited collaboration between companies and organization to encourage recycling 4. Limited public knowledge about how important of recycle effect is. 5. Lack of effective publis campaigns on recycling.
Make Moral Judgement	<ol style="list-style-type: none"> 1. Coca-Cola responsible for providing incentives to encourage recycling. 2. Coca-Cola as an environmentally responsible company seeks to educate the public. 3. Positive initiative from Coca-Cola and Grab to improve plastic waste management. 4. Coca-Cola and Grab demonstrate environmental concern through concrete collaboration. 5. Strategic collaboration between Coca-Cola and Grab as an innovative solution to increase recycling.
Treatment Recommendation	<ol style="list-style-type: none"> 1. Offering a plastic bottle exchange program for cash to encourage consumers to collect and recycle bottles. 2. Relaunching the Recycle Me program every year to increase public awareness and participation in recycling. 3. Holding Grab company to join this program to motivate consumers and speed up the recycling process. 4. Establish a collaborative program that combines the efforts of Coca-Cola and Grab network to make the recycling process easier for consumers. 5. Using the Recycle Me program as a strategic effort to increase public awareness through strong brand collaboration.

Media coverage of the success of the Recycle Me CSR program by PT Coca-Cola Indonesia largely focused on the company's enhanced image, attributing it to the program's role in educating the public about the importance of recycling. However, the analysis indicates that the success of the Recycle Me program stems from addressing the underlying issue of low recycling rates. The problem of plastic and can waste from PT Coca-Cola was not well-managed, leading to a negative corporate image.

Several online media outlets framed this issue broadly as an ongoing environmental concern. The study suggests that effective recycling requires corporate responsibility, particularly in managing their own waste.

Meanwhile, the diagnosis of the causes of the lack of campaigns or programs from the government to educate the public, as well as the insufficient collaboration among companies to promote recycling rates, is identified. Companies are perceived as primarily prioritizing financial interests over non-financial interests, even though addressing non-financial interests could help improve the company's image. PT Coca-Cola is viewed as a company capable of taking responsibility, but it also utilizes such programs to enhance its economic performance. In this context, the news serves as a timely report on facts and opinions that are appealing to the general public (Hidayah & Riauan, 2022).

Therefore, the moral judgment or values expressed by journalists from various online media regarding the success of the CSR program "Recycle Me" by PT Coca-Cola Indonesia highlight Coca-Cola's efforts to take responsibility for the plastic waste generated by the company. Coca-Cola's initiative in creating a CSR program that addresses environmental issues is framed as an effective form of collaboration to enhance recycling rates. The image of PT Coca-Cola has also been revitalized in the community as a result of this CSR program.

As quoted from (Hidayah & Riauan, 2022), Edward Jay Friedlander, in his book titled *Excellence in Reporting*, states that news is what the public should know but cannot know. Framing analysis falls within the constructionist paradigm, which examines how the media shapes the messages in news and how audiences respond to them. The message is that the government and private companies need to be more aware of the environmental crisis.

The proposed solution or treatment recommendation is the "Recycle Me" program as a new innovation. This includes organizing a collaborative program that combines the efforts of Coca-Cola and the Grab network to facilitate the recycling process for consumers. Additionally, collaborating with other partners, such as organizations focused on environmental welfare, is suggested.

5. Conclusion

By understanding the important role of media framing in influencing the success of CSR programs, PT Coca-Cola Indonesia and other companies are expected to be more proactive in managing their relationships with the media and creating a positive narrative about their social initiatives. Collaboration with various stakeholders, including the media, the community, and the government, is key to achieving sustainability and significant impact from CSR programs.

Furthermore, the results of this analysis provide insights into the importance of transparency, consistency in messaging, and effective communication strategies to ensure the success of future CSR initiatives. Media framing analysis indicates that the success of this program is not only determined by corporate initiatives but is also significantly influenced by how the mass media presents information related to the program. Media that consistently provides positive framing for this program plays a crucial role in increasing public awareness, strengthening brand image, and encouraging community participation in recycling activities. Conversely, negative or biased framing can hinder acceptance and success of the program among the public.

6. Acknowledgement

The author expresses heartfelt gratitude to all parties who contributed to the completion of this journal. Special thanks are directed to the researcher for their hard work and dedication, as well as for providing valuable thoughts and ideas. The researcher also sincerely thanks Ahmad Dahlan University for the financial and technical support. Without the support and collaboration of various parties, this journal would not have been possible. Additionally, the author would like to thank the supervising lecturer, Mr. Dani Fadillah, S.I.Kom, M.A., for guiding the writing process from beginning to end.

The author is also grateful to their family, especially their father, who provided financial support and prayers, enabling the timely completion of this journal. Furthermore, heartfelt thanks go to all close friends, both in Jogja and Banjarmasin, as well as to those who have been witnesses in the writing

of this journal. Without their support and encouragement, the author may not have been able to finish this journal.

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