

Communication Management Corporate Social Responsibility Program Pt. Perkebunan Nusantara V

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Abstract

The existence of corporate social responsibility [CSR] is a requirement included in the State-Owned Enterprises [SOEs-BUMN]. The presence of this CSR contributes to creating social investment. Community development and empowerment programs conducted by PT. PN V as a state is an example. The state-owned company doing the Partnership Program and Community Development [CSR] that there are obstacles in the form of complaints in its implementation. This study aims to [1] to analyze and explain the Partnership for community empowerment evaluation conducted by PT. PN V as a communicator. [2]. Analyze and explain the response of the people who benefited Partnership program in an effort to empower as communicant. This study uses manajemn approach and communication as a theoretical framework. The method used is descriptive qualitative. Data were collected through interviews supported the data documentation. The data collected was analyzed qualitatively. The study concluded that [i]. Evaluation partnership program as a form of communication management process should be implemented in an integrated manner. The final results will not be obtained if the company empowers people or communicators just berlandaskan policy alone, and do not attract sympathetic communicant. [ii] In the meantime, the public response as a communicant of the evaluation found that the complaint indicates that the community empowerment program is not identical to that put forward the principle of participatory evaluation stages. So that the evaluation for the communicant regarded as something difficult, is not mutually beneficial. In this context the communicant success or failure is also part of a program.

Keywords: Communication Management, CSR, Community Empowerment.

1. INTRODUCTION

This research puts the study of the field of communication management that makes Corporate Social Responsibility [CSR] as the research paper focus. The review carried out related to the existence of the company or the business world today transformed into the dominant institution in society, then take responsibility for the common good. Every decision that is made, every action taken must be seen within the framework of responsibility. One important issue that continues to the attention of the business world today is related to corporate social responsibility [Corporate Social Responsibility]. So that the business world is no longer just pay attention to company's financial records [single bottom line], but also the social and environmental aspects of the so-called triple bottom line. Synergistic of these three elements is the key concept of sustainable development [sustainable development] (Wibisono 2007).

Sustainable development [Pembangunan Berkelanjutan] calls for a harmonious relationship that is reciprocal [reciprocal] with other stakeholders, including government, private and community elements of various levels. Participation of the business in sustainable development is to

develop the company to the public awareness program around the so-called corporate social responsibility [Corporate Social Responsibility] or abbreviated CSR. One of the ideas associated with the principal mandate for the business world is not solely for profit, but must also behave ethically and contribute to the creation of a social investment (Nursahid 2006).

Relevant to this study about komuniiasi management and CSR has been carried out by Soebagyo (2011), and Sumaryo (2009). Subagyo study entitled "The Role of CSR in an effort to empower SMEs in East Java". This study aims to analyze the various problems that arise in the implementation of CSR programs in East Java and also look for the steps that needs to be developed to further ensure the benefits of CSR for community empowerment. The study's findings, first, the majority of poor families generally do not master the skills of an alternative, do not have adequate production assets, tend to be isolated, have no connection, and do not have sufficient access to various sources of capital. So the opportunity to diversify its business and develop future business are relatively low. Secondly, the majority of poor families generally do not know how to access the CSR program, although they actually require and

interested in utilizing funds from the CSR program to develop a business that has been occupied or open a new business as part of their efforts to diversify.

While Sumaryo (2009) entitled, "Implementation of Corporate Responsibility in Empowerment and Community Welfare Improvement Case in Lampung Province", shows that people berpersepsi if CSR is a company's activities which help people in the areas of physical, social, cultural or economic. This is so that people are more empowered and self-reliant so that they are assisted in improving their welfare.

Based on previous studies, the difference in this study is still not found the study of communication management process in the implementation of CSR programs. In general, the study only highlights the role and implementation of CSR, has not highlighted the communication resource management process [between the communicator and the communicant] aimed at improving the quality of the exchange of messages occurring in the implementation of CSR programs especially evaluasi process and the response to the program implemented. Departing from this drawback, research on Communication Management Partnership Program and Community Development [CSR] PT. Perkebunan Nusantara V [PT. PN V] for Community Empowerment in Riau Province has significance to fill the vacancy.

Based on these explanations, the purpose of this study is, [1] to analyze and explain the evaluation of CSR towards community empowerment program conducted by PT. PTPN V [PT.PN V] as a communicator. [2] To analyze and explain the response of the people who benefit from CSR programs in an effort to empower as communicant.

2. LITERATURE REVIEW

The literature review is intended to help explain theoretically the answer is based on objective research. In the literature review will be explained about; [1] The Framework Theory; [2] Framework concept; and [3] Framework research Analisis

Theory Framework

Many definitions have been raised about the management of communication from various expert or experts. The linkage of the company through the programs implemented by the public or the company [PT. PN V] as a communicator, CSR [CSR] as its object, and society [as a communicant] is a unity that can not be separated. Similarly, between communication and manajemen merged into one [terintegrasi] in understanding the phenomenon of connectedness as empowerment. In this case Sudarsono

(2009), Dwikartini (2009), and Sumaryo (2009), appears to have similarities in explaining the relationship between the communicator and the communicant in a process of communication manajemen.

Soedarsono (2009), describes the communication management is a process that uses the human, financial and technical resources that serve form of communication between companies and between companies and the public. While Sumaryo (2009), giving the sense of communication management implies the use of human resources and technology optimally to establish relationships and environment.

The second sense of communication management is essentially proposed that individuals can optimize their resources into the management aspects of enterprise management in the organization by evaluating systematic communication. It thus facilitates the management of communication activities across organizational units or companies which then elicit a response from the surrounding community. In this connection it is interpreted that any message or information dissemination activity is communication activity. In order to achieve the level of success in communication activities that include search activity, the collection, processing, and distribution of information always requires management.

In simple terms can be explained that evaluasi and response are the two things that took place in the process of communication management. In this connection it is also appropriate that dikemukakan by (Dewikartini 2009, Soemanto 2009 and Sumaryo 2007) associated with the management and the existence of CSR komunikasi be important to note. Hence also the communication between management and CSR as an object [CSR], and communicators PT. PN V, and the people took part receiver as communicant also be important to do a study.

Concept Framework

1. Corporate Social Responsibility

By simple definition of Corporate Social Responsibility [CSR] is a continuing commitment by business to act ethically and contribute to economic development of the local community or society at large, bersama with improved living standards of workers and their families (Wibisono 2007). Then CSR can also be defined as business operations are committed not only to improve the company's financial profits, but also to establish a socio-economic region holistically, institutionalized and sustainable (Solihin, 2006).

2. Partnership Program and Community Development

Partnership Program and Community Development, known as CSR is a form of responsibility for State Owned Enterprises [SOEs-BUMN] to the public. The program is implemented on the basis of Law No. 19 of 2003 on, "SOE" as well as the Regulation of the BUMN Minister No. Per-05 /MBU / 2007, which states the intent and purpose of establishment of enterprises, not only the pursuit of profit but rather participate actively provide guidance and assistance to economically weak businesses, cooperatives and community. The program has 2 program. First, SOE Partnership Program with Small Business with the aim to improve the ability of small businesses to be strong and independent through the use of funds from the profits of SOEs-BUMN. Secondly, the Community Development Program is a program of empowerment of the social conditions of the people by the state through the utilization of funds from the profits of SOEs. Based on the explanation referred CSR in this paper is Perogram Partnership and Community Development [CSR] conducted by PT. PTPN V in Riau Province.

3. Community Empowerment

The process of community empowerment [community empowerment] is an attempt to help people to develop their own abilities so that free and able to tackle problems and make decisions independently. Teersebut empowerment process is done by providing authority [power], accessibility to resources and environment accommodative (Suparjan and Hempri 2003). The concept of empowerment has colored the development paradigm that is at the level of state life, empowerment is defined as equal participation between government, private and public (Sumodiningrat 1999).

Analysis Framework

To facilitate the review to be answered to the purpose of writing this paper, figure 1.1 as analysis framework can help.

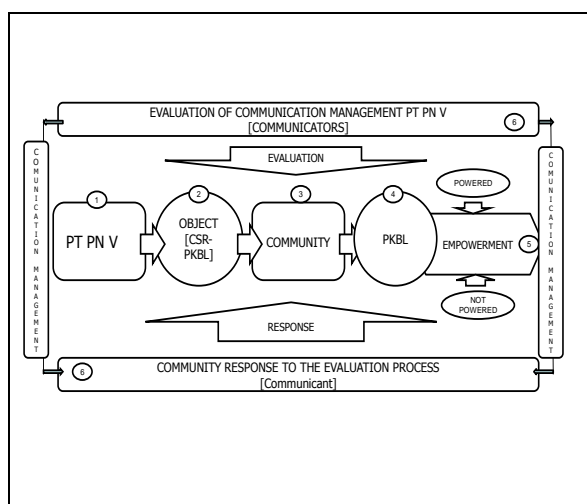


Figure 1.1 Process Evaluation and Response

Based on this figure 1.1 can be explained a series of communication management processes such as evaluation and response to the implementation of the program in the form of Corporate Social Responsibility Partnership Program and Community Development [CSR] by PT. PN V. Evaluation of Management of communications made by the communicator [PT PN V] via object [CSR in the form of CSR] and the response from the communicant [people] who can produce [out-put] the form of community development. Success in the context of empowerment and powerlessness is part of the result.

3. RESEARCH METHODS

This study used a qualitative approach. Location of the research conducted at the Central Office PT. PTPN V Pekanbaru and in the distribution of program funds PKBL located in Riau Province. Data was collected through interviews supported the data documentation. The data collected were analyzed descriptively qualitative.

4. PARTNERSHIP PROGRAM, COMMUNITY DEVELOPMENT AND COMMUNITY EMPOWERMENT

CSR Evaluation by the Company in the Community Empowerment

the Community Empowermen Clarity in carrying out CSR programs in an effort to implement the mandate of the laws and derivation rules to follow for PT Plantation Nusantara V [PT. PN V] is a form of organizational structure. As one owned plantation company operating in Riau province, carrying out CSR programs in the work area, Kampar district, Rokan Hulu, Rokan Hilir, Siak, Indragiri Hulu, Kuantan Sengingi and Pekanbaru as its Head Office. This formation is the implementation of the planning process.

Then the formation of [structure] The Partnership Program and Community Development [CSR] is based on the company's Board of Directors Decree No: 136-SKEP / 05.D1 / 05:09 / VIII / 2004 on August 1, 2004 on, the Establishment Section PUKK and Community Development for Completion The Partnership and Development Gardens PT PN V. In its corporate structure, CSR is under the Director of Finance, headed by a Chief who assisted the Head of 3, 3 and 11 Affairs Assistant Managing Employees. The existence of this model shows that the structure has been ongoing implementation of or related to the organization of the existence of CSR in the company of the country.

With the formation of these structures shows that CSR communication PT PN V performed one-way, communication and dialogue through training persuasive communication. Based on the results penelahan found that under the new rules, the source of funds comes from 2% profit. These funds are accounted for as an expense for the company. As for the scope of businesses assisted: [1] Agriculture, fisheries, livestock, agriculture, services; [2] Trade which includes groups [cluster] and individuals. Clusters that determine the community; [3] Return collectively by the leader of the group or individual to borrow individually.

While the information notice for submission of proposals soft loan assistance to the people conveyed through the Department of Cooperatives and Micro, Small and Medium Enterprises [MSMEs-UMKM] province of Riau in Pekanbaru. The civil servants convey information on the seminar or training. Civil servants do not provide specific media to inform the notice. Method of payment repayment time span of 3 years or 36 months with interest rate of 6% per year. In the event of congestion, not add to the interest. There is collateral to strengthen the sense of responsibility in the form of a letter of land, houses and automobiles. Based on information obtained during this refund that there is also jammed. Therefore in determining the congestion according to the agreement specified date. Current was completed 3 years, and 4 years of substandard while the five-year standstill. The partnership program PT. PN V can be independent partners and funding can continue for another.

The practice of communication with the public after the specified quantity, then the CSR PT. PN V conduct a brief counseling, explaining the functions and responsibilities to partners about the manner of payment of the loan. In order to develop given training after becoming a partner. Mortgage payments if jammed, then it should continue to be paid. CSR party PT. PN V down to the field. Guarantee can not be converted, the collateral will be refunded if already paid. Do persuasive communication meant to keep seeking payment of the loan. If the current can be borrowed for a second time and a maximum of three times. While in the case of this program oversight audit conducted by the Office of Public Accountants [KAP] independent of each year with a specific contract. The audit results submitted to the minister of state.

Evaluation Partnership program as a form of communication management process carried out in an integrated manner on praktinya although very difficult to implement. This is due to the implementation process also involves other intsnasi. Therefore, it can be judged that if the final result obtained will not empower the public if the company or

communicators just berlandasakan policy alone, and do not attract sympathetic communicant in the evaluation process.

Community Response Against Communicant Empowerment Program

In an effort to evaluation by the company that communicators in the CSR program, getting a response from the community as recipients of the program. This is due if these programs can improve people's lives around tarap companies by providing venture capital loan from Partnership Program. Based on the information that the benefits of CSR in field information indirectly can neutralize social unrest arising around the working area of the company [PT PN V] which also raises the good image of the company's presence. This is referred to the need for social investment.

The presumption that the presence of the company has always had a negative impact [damage] for the environment into a positive accommodated. Especially in the era of transition from an industrial society towards the information society is increasingly sever social ties. This gave rise to estrangement of social pathologies such as increased crime and declining trust among community members. So that it does not happen, the company can build a social network to foster confidence (trust) between the community and the company. This is what has been described by investing in social capital as an adhesive between the company and its social environment. This social investment made by PT PN V in Riau Province through CSR.

In this connection also, the evaluation made efforts to reduce social inequalities and also to create a healthy business climate and dynamic. It is also an effort to create a harmonious relationship between PT PN V and Local Government through the Department of Cooperatives and SMEs to support each other in the channeling of funds program.

Only the constraints is in developing the management of social programs organized social programs, companies are advised to identify beneficiaries (grantees) appropriately, give each other 'cue' among corporate donor, sought to improve the performance of individuals or institutions beneficiaries and to increase knowledge and skills of beneficiaries. This is due to the information obtained in the field that the community is not only considered as objects but also acted as a subject of the program. Which in the community was entrusted to the people who managed to guide other people. Then how to understand success, according to the public's understanding, not discrimination and only relied on the program just considered excellent. This is important because the mainstay commodity thinking

that only in the field of oil palm and rubber plantations and not others, so do not be generalized.

Based on this explanation shows that the public response to the evaluation as a communicant still found complaints show that the community empowerment program, it is not identical to that put forward the principle of participatory alone in the evaluation stage. So that this evaluation for the communicant regarded as something difficult, is not mutually beneficial. In this context the communicant success or failure is also part of a program. So the company or communicators can understand.

5. CONCLUSION

Based on the discussion proposed, the study concluded two things, [i]. Evaluation Partnership program as a form of communication management process should be implemented in an integrated manner. The final results will not be obtained if the company empowers people or communicators just berlandaskan policy alone, and do not attract sympathetic communicant. [ii] In the meantime, the public response as a communicant of the evaluation found that the complaint indicates that the community empowerment program is not identical to that put forward the principle of participatory evaluation stages. So that the evaluation for the communicant regarded as something difficult, is not mutually beneficial. In this context the communicant success or failure is also part of a program. And this is what should be understood by the company as a communicator.

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