

Comunicación de RSE para crear un medio ambiente sostenible en Indonesia

CSR Communication in Realizing a Sustainable Environment in Indonesian

RISKI APRILIANI

Universitas Muhammadiyah Surakarta

Jl. A. Yani, Mendungan, Pabelan, Kec. Kartasura, Kabupaten Sukoharjo, Jawa Tengah 57162

riskiapriliiani@ums.ac.id

ORCID <https://orcid.org/0000-0001-5787-9640>

RONA RIZKHY BUNGA CASSANA

Universitas Muhammadiyah Surakarta

Jl. A. Yani, Mendungan, Pabelan, Kec. Kartasura, Kabupaten Sukoharjo, Jawa Tengah 57162.

rrb608@ums.ac.id

ORCID <https://orcid.org/0000-0002-4846-5427>

DINDA DAFITRI RAMADHANI

Universitas Muhammadiyah Surakarta

Jl. A. Yani, Mendungan, Pabelan, Kec. Kartasura, Kabupaten Sukoharjo, Jawa Tengah 57162

dsr708@ums.ac.id

ORCID <https://orcid.org/0009-0007-9564-6611>

Recibido/Received: 09-05-2024. Aceptado/Accepted: 10-05-2025.

Cómo citar/How to cite: Apriliania Riski, Chasan, Rona R. B, Ramadhani, Dinda S. (2025). CSR Communication in Realizing a Sustainable Environment in Indonesian. *Sociología y Tecnociencia*, 15 (2), 195-212. DOI: <https://doi.org/10.24197/st.2.2025.195-212>

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Resumen: Se necesita el papel de la empresa como papel de apoyo o lo que se suele llamar Responsabilidad Social Corporativa (RSC) para crear una sociedad empoderada. Una de las

empresas estatales de Indonesia, PT Pertamina se centra en preservar el medio ambiente y proteger las zonas costeras a través del programa Permata Hijau Pesisir Gambut. El programa de RSE Permata Hijau Pesisir Gambut ha logrado invitar a la comunidad a implementar el cuidado del medio ambiente y empoderar a la comunidad circundante a través de un enfoque de comunicación de RSE. Esta investigación se centrará en discutir cómo implementar la comunicación de RSE del Programa Permata Hijau Pesisir Gambut para lograr un medio ambiente sostenible. Esta investigación utiliza un enfoque descriptivo cualitativo con un método de estudio de casos. Técnicas de recogida de datos a través de entrevistas en profundidad, revisión de literatura y documentos relacionados. Los resultados de la investigación muestran que la implementación de la comunicación de RSE implementada por PT Kilang Pertamina Internasional Refinery Unit II Pakning River Production ha logrado implementar los tres principios de RSE, a saber, planeta, personas y ganancias para lograr el desarrollo sostenible. PT Kilang Pertamina Internasional Refinery Unit II Production Sungai Pakning aplica un modelo simétrico de comunicación de RSE en forma de socialización, capacitación y asistencia directa a grupos comunitarios, en colaboración con Harapan Bersama Group como grupo objetivo para crear un centro de educación ecoturística sobre manglares. La comunicación de RSE también está respaldada por la tecnología que utiliza la red social Instagram para persuadir al público a comprender la protección del medio ambiente y empoderarlo para mejorar la economía de la comunidad.

Palabras clave: *Comunicación RSE, Medio Ambiente Sostenible, Pertamina.*

Abstract: The company's role is needed as a supporting role or what is usually called Corporate Social Responsibility (CSR) to create an empowered society. One of the Indonesian State-Owned Enterprises, PT Pertamina focuses on preserving the environment and protecting coastal areas through the Permata Hijau Pesisir Gambut program. The Permata Hijau Pesisir Gambut CSR program has succeeded in inviting the community to implement environmental care and empower the surrounding community through a CSR communication approach. This research will focus on discussing how to implement the Permata Hijau Pesisir Gambut Program's CSR communication in realizing a sustainable environment. This research uses a qualitative descriptive approach with a case study method. Data collection techniques through in-depth interviews, literature reviews and related documents. The research results show that the implementation of CSR communication implemented by PT Kilang Pertamina Internasional Refinery Unit II Pakning River Production has succeeded in implementing the three CSR principles, namely planet, people and profit to realize sustainable development. PT Kilang Pertamina Internasional Refinery Unit II Production Sungai Pakning applies a symmetrical model of CSR communication in the form of socialization, training and direct assistance to community groups, in collaboration with the Harapan Bersama Group as a target group to create a mangrove education center ecotourism. CSR communication is also supported by technology of utilizing the social media Instagram to persuade the public to have an understanding regarding environmental protection and empowering the environment to improve the community's economy.

Keywords: *CSR Communication, Sustainable Environment, Pertamina.*

1. INTRODUCTION

The issue of environmental damage is of particular concern both on a world and national scale. Environmental degradation that occurs throughout the world and also in Indonesia occurs in a number of aspects, ranging from forestry, maritime affairs, air pollution, to plastic waste. Globally, Indonesia experiences the highest

deforestation in the world. Throughout the 2001-2021 period, the decline in national forest area reached millions of hectares (Budianto, 2023). Based on Global Forest Watch data, the area of national primary forest in 2021 will still be around 93.8 million hectares. Unfortunately, by 2021, up to 9.95 million hectares of primary forest area has been lost and released 19.7 billion tons of carbon dioxide into the atmosphere. As a result, carbon emissions are increasing in the atmosphere, thereby increasing global temperatures. The next problem that is no less important than the phenomenon of deforestation and waste is air pollution.

Protecting ecosystems to support environmental resilience is one of the concepts of sustainable development (SDG's) (Khairina et al., 2020). Regulations regarding the implementation of SDGs in Indonesia as regulated in the Presidential Regulation on SDGs Number 59 of 2017 concerning the implementation of achieving sustainable development goals that focus on the environmental, social and economic fields (Mahendra et al., 2022). Through this SDGs program, it is hoped that environmental damage can be overcome to reduce higher impacts, requiring cooperation between government, society and companies.

However, in reality the development carried out still has obstacles in the form of the limited amount of budget funds owned by the state, the lack of effectiveness in implementing social security assistance and services, so that the government is said to be unable to reach all levels of society, especially people living in remote areas. Dermawan and Deitana (2014) said that "current developments in the business world require companies to increase their attention to the social environment." This is because companies are located in an area and utilize agricultural products so it is very important to carry out corporate responsibility (CSR) (Dermawan & Deitana, 2014). Therefore, the companies as a supporting role or what is usually called Corporate Social Responsibility (CSR) is needed to create an empowered society (Octaviani et al., 2022). And it is important to carry out CSR communications to support the company in achieving its goals (Maryunda et al., 2023). Corporate social responsibility (CSR) is a claim of stakeholders of a company in order for the company to operate not only in the interest of the company shareholders, but also in the interests of the stakeholders such as employees, local communities, government, customers and environment (Apsari & Mansur, 2016)

As the CSR principle is based on the 3P concept, namely Profit, People and Planet (Nurjanah, 2022). Profit where the company continues to carry out activities to gain profits for the community and for the company so that it can continue to operate. People which means that the company has a sense of concern for the welfare of humans or society by carrying out various activities. Planet means that the company has concern for biodiversity and the environment. With this, the CSR concept has an important role in reducing environmental damage and can empower people to live a more sustainable life. The implementation of CSR in Indonesia has been strictly regulated in Law Number 25 of 2007 concerning capital investment and

Law Number 40 of 2007 concerning Limited Liability Companies (Sukananda, 2018).

PT. Pertamina (Persero) as evidenced by the achievement of 11 categories of successful CSR implementation in the Nusantara CSR Award event (Sulistyawati, 2022). PT. Pertamina is concerned with the importance of environmental preservation as stated in Law Number 40 of 2007 concerning Limited Liability Companies, and Government Regulation Number 47 of 2012 concerning Corporate Social Responsibility (CSR). Pertamina shows the Company's high concern for environmental sustainability through the Pertamina Green Program. PT. Pertamina, through its subsidiary PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning Production, has successfully implemented the Pertamina Hijau CSR program "Permata Hijau Pesisir Gambut". This program is the implementation of a CSR program specifically for coastal areas in peat areas that have been eroded by abrasion due to mangrove logging. The Permata Hijau Pesisir Gambut CSR program has become a benchmark and reference for various Peat Planting Ecotourism in Indonesia because it has succeeded in utilizing environmental results for more sustainable value.

The success of PT Pertamina's CSR program cannot be separated from the implementation of CSR communication which is able to invite the public to have a shared awareness of protecting the environment. Because communicating CSR activities to stakeholders, both internal and external, is one of the important stages in the overall implementation of the CSR program. Morsing (2006) states that CSR communication is communication designed and distributed by companies regarding CSR activities. In this case, supported by good communication it will produce an effective CSR program. The benefit of CSR communication is as a liaison between the company and stakeholders and maintaining company transparency and accountability. Therefore, good CSR communication must be trustworthy, informative, educational, and avoid excessive emotion (Rusdianto, 2013). This proves that communication is the key to the success of a CSR program.

CSR communication is an important part for the state-owned company PT. Pertamina in managing and supervising the company's CSR activities. This is because CSR communication is part of an investment in the company's future (Bortree, 2014). CSR communication contains information management regarding CSR activities for stakeholders. Branco and Rodrigues (in (Rusdianto, 2013) revealed four categories of CSR communication consisting of Human resources disclosure, Products and customer disclosure, Environmental disclosure and Community involvement. This CSR communication strategy will become a strategic and potential tool if supported by the use technology of new media. As according to Nwagbara and Reid (2013), new media as a new technology can be a potential strategic means for communicating a company's CSR activities as an important thing in establishing relationships with stakeholders. The communication strategy is

communication planning and management and the development of new media has implications for CSR communication strategies (Susanti, 2015).

The use of new media cannot be separated from mandatory media in the implementation of CSR communication by PT Pertamina in communicating the Pertamina Green program. This is because PT Pertamina, in supporting a sustainable environment, requires an active role in sensitizing and empowering the surrounding community more massively to care for the environment together. Therefore, this research will focus on discussing how the implementation of Pertamina Hijau's CSR communication supports sustainable environmental goals?

This research certainly refers to several previous studies which have provided inspiration for researchers regarding the implementation of CSR programs. Research by Pratiwi & Izzatusholekha (2022) entitled *Implementation of Corporate Social Responsibility at PT Pertamina* (Persero). The results of this research show that the implementation process is carried out with programs taken from the results of work meeting decisions and program submissions from outside the company, then several subsequent processes to program execution and implementation reports and there are 4 pillars which are the main program, namely, the Pertamina Sehati program, Smart Pertamina, Independent Pertamina to Green Pertamina. Most of the programs carried out are for the community and companies.

Next, the second research was by Nurjanah, Suwatno, & Damayanti (2022) in research entitled *Corporate Social Responsibility Communication on the Official Website of State-Owned Enterprises*. In general, CSR communication on official state-owned company websites is limited to presenting information related to government programs called the Partnership and Community Development Program (PKBL). This research also shows that the official websites of state-owned companies have not yet optimized the advantages of official websites as CSR communication media. It was concluded that state-owned companies have not yet made official websites a strategic medium for conveying CSR communication messages.

Previous research that also provides color in the use of CSR communication media is research from Volger & Eisenegger (2021) entitled *CSR Communication, Corporate Reputation, and the Role of the News Media as an Agenda-Setter in the Digital Age*. This research addresses this research gap by looking at the influence of CSR communication via technology such as Facebook and CSR news media coverage on corporate reputation in Switzerland. The results of this longitudinal study show that the salience and tone of media coverage of CSR are positively related to corporate reputation, even though media coverage of CSR is mostly negative. In this way, the reputation remains strengthened even in the face of negative publicity.

Based on three previous studies, many have discussed the importance of implementing CSR communication, but no one has linked CSR communication to providing awareness and inviting the public to get involved in implementing the Pertamina Green program to support sustainable environmental development goals

with new media as a new technology communication approach. So this research will give birth to novelty CSR communications to support sustainable environmental development.

2. RESEARCH METHOD

The method used in this research is a case study related to the Pertamina Hijau CSR program with a derivative of the Permata CSR program on the Gambut Coast carried out by PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning Production. Data was obtained by conducting in-depth interviews with the Manager and Public Relations team of the Permata CSR program in the Pesisir Gambut PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning Production who is responsible for implementing the program and has the main task of building community trust as well as being a facilitator, communicator and mediator in CSR communication. For data triangulation purposes, interviews were also conducted with the community represented by the Harapan Bersama Group which is also a group supported by PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning Production to obtain valid information and data suitability. Secondary data was obtained via the website cakaplah.com, dunia-energi.com, journals, books and related documents. Validate test data using source triangulation. The data analysis technique uses the Miles & Huberman model, where the analysis process is carried out simultaneously during data collection (Miles et al., 2014).

3. RESULTS & DISCUSSION

3.1. Saving Mangroves Through the CSR Program “Permata Hijau Pesisir Gambut

Pertamina, one of the largest state-owned companies in the country, has shown high concern and contribution to environmental preservation through the Pertamina Green Program. Under this program, Pertamina is actively planting mangroves around its operational areas and subsidiaries. In 2019, Pertamina planted 32,000 mangrove seedlings. Then, in 2021 Pertamina succeeded in recording a contribution from planting more than 140 thousand mangrove trees and succeeded in reducing carbon emissions by up to 120 thousand tons of CO₂ equivalent per year. PT. Pertamina, through its subsidiary PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning Production, has a derivative of Pertamina Hijau, namely the CSR program "Permata Hijau Pesisir Gambut". This program comes against the backdrop of coastal areas in peat areas being eroded by abrasion due to mangrove logging.

“The problem is that if we plant 1,000 mangrove trees, only 100 trees will grow. Plant hundreds, at least a few trees that survived the tide. Not to mention facing

illegal logging from local people and from outside, taking turns planting and maintaining the eroded land which fish and crabs are increasingly reluctant to visit at that time. Continues like that, over and over again," (Alpan, Chair of the Harapan Bersama Group).

Saving Mangroves is a contribution from Pertamina through the CSR program. Research from the center for International Forestry Research (CIFOR) proves that carbon absorption by Mangrove Forests is 300% - 500% higher than absorption in mainland forest ecosystems, and Mangrove forests can store 3-5 times more carbon than lowland tropical forests.

"PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning strives to create innovative CSR programs based on problems encountered in the field so that the results can have a big impact on the environment and surrounding communities. Pertamina has a CSR program related to peatland management. This is also in line with the Environmental, Social and Governance (ESG) principles implemented at PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning," (Antoni R Doloksaribu, Production Manager of Pertamina RU II Sungai Pakning).

The aim of planting mangrove trees on the beach will make a big contribution to environmental safety. PT Pertamina is trying to reduce carbon emissions for the sake of an earth that is guaranteed to be livable in the future. In 2022 there will be 20,000 Mangrove seedlings planted, consisting of Rhizophoraceae (Mangrove Tree) and Avicenniaceae (Api-Api Tree) seeds. This mangrove tree was chosen by Pertamina because it was planted in coastal areas, this is because most of Pertamina's operational areas are located in seaside areas or large rivers.

3.2. Implementation of CSR Communication at PT Kilang Pertamina Internasional RU II Sungai Pakning

PT Kilang Pertamina Internasional RU II Sungai Pakning actively carries out CSR communications by continuously providing awareness to the surrounding community. The Permata Hijau Pesisir Gambut CSR program is implemented in the form of outreach and providing assistance to establish a Mangrove Education Center Conservation Area on the coast of peatlands, providing assistance to Independent Gambut Villages, as well as creating a travel book for the PT Kilang Pertamina Internasional RU II Sei Pakning program. The results of this CSR program can be seen that the revitalization and conservation of coastal peat mangrove areas has had a tremendous impact on environmental sustainability.

"After being given awareness and assistance by PT Pertamina, our enthusiasm never faded. "In assisting with PT Pertamina, we think that apart from saving the environment and residential areas due to erosion, we are also thinking about the

interests of our children and grandchildren in the future." (Alpan, Chair of the Harapan Bersama Group).

"The Permata Hijau Pesisir Gambut program is PT Kilang Pertamina Internasional RU II Sei Pakning's concern about the importance of preserving the Pesisir Gambut Mangrove Area so that nature remains sustainable and marine biota is maintained," (Antoni R Doloksaribu, Production Manager of Pertamina RU II Sei Pakning).

In 2020, together with the Harapan Bersama Group as a partner under the guidance of PT Kilang Pertamina Internasional RU II Sungai Pakning, they will provide education to communities around the peat coast so that they do not cut down mangroves again. Before this program existed, people often destroyed mangrove areas to use wood, resulting in abrasion which eroded the coastline and residential areas.

"In this program we focus on preserving the coastal environment which has been experiencing erosion. "This is in line with SDGs 13, namely handling climate change and SDGs 14 protecting marine ecosystems," (Antoni R Doloksaribu, Production Manager of Pertamina RU II Sei Pakning).

SDGs (Sustainable Development Goals) are 17 global action plans agreed upon by world leaders, including Indonesia. The 13th and 14th action plans are about the environment. Antoni expressed his pride in the various activities carried out by PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning with the Harapan Bersama Group. Including innovations in processed seafood and mangrove products in this village which have provided sustainable benefits, both in terms of the environment and welfare of the community.

"Mangroves are one of our priorities to deal with abrasion. Pertamina is committed to replanting mangroves. And now it can be used for tourism. "The plants planted can be used as food in the form of chips, dodol, and many more," (Antoni R Doloksaribu, Production Manager of Pertamina RU II Sei Pakning).

In inviting the community, PT Kilang Pertamina Internasional RU II Sei Pakning carries out CSR communications through outreach to the community as well as inviting them to be directly involved in planting and caring for mangroves. The process of socialization and mentoring by PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning slowly raised awareness so that the results showed the beauty of the environment. The community replanted mangrove seedlings with the help of technology from Pertamina TRIMBA (Triangle Mangrove Barrier). Trimba is a technique of forming triangles installed in a row on the beach to break waves and trap sediment.

"We were accompanied and learned how to make coastal protection to prevent abrasion with the Triangle mangrove barrier (Trimba). The aim is to ensure that the planted saplings are more protected from the waves. "At the same time to catch mud or sediment during high tide," (Alpan, Chair of the Harapan Bersama Group).



Figure 1. Documentation of Mangrove Tree Damage on the Peat Coast
Source: Documentation of the Permata Book on the Pesisir Gambut



Figure 2. Results of the Permata Hijau Pesisir Gambut Program
Source: Documentation of the Permata Book on the Pesisir Gambut

In an effort to persuade and provide awareness to the public, PT Kilang Pertamina Internasional RU II Sungai Pakning utilizes the digital communication media Instagram @kilangpertaminainternational which has 55.5K followers and is very active in conveying program activities owned by PT Kilang Pertamina Internasional. Apart from that, it also involves the account instagram@mangrove_pangkalanjambi for the dissemination of massive and interesting information as well as a promotional tool for the Mangrove Education Center Ecotourism in Pangkalan Jambi Village. The use of Instagram is considered effective in inviting the public to see the success of mangrove management as well as increasing the attraction of tourists to visit the Mangrove Education Center Ecotourism.

3.3. Development of CSR Programs in Creating a Sustainable Environment

Planting mangrove trees provides a domino effect in increasing biodiversity in the area, such as mangrove crabs, various types of fish, insects and animals that consume mangrove seeds or fruit, which can then be processed into their own selling points. Therefore, PT Kilang Pertamina Internasional RU II Sungai Pakning also provides assistance for community empowerment in the Mangrove Forest Ecotourism area.

“We also facilitate the village community in cultivating fish, processing marine products and mangrove fruit through training. Residents are even assisted with packaging and marketing of the products produced,” (Asri Dewi, Permata Hijau CSR Program Team on Pesisir Gambut, PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning).

Ecotourism Mangrove Education Center Pangkalan Jambi Village has been used as a reference for coastal villages in Indonesia regarding handling abrasion. In a day, thousands of people can come to tour the 3 hectare Mangrove Education Center Ecotourism location. There are also student groups who want to conduct research. Meanwhile, this mangrove planting area has also been well established, so it can be used as an agrotourism area and source of livelihood for the surrounding community. Management of mangrove tree products can also be used as culinary and craft products. The Karangsong Mangrove Forest is an example of the success of the mangrove tree planting program.

The collaboration between PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning and the residents of Pangkalan Jambi Village, as well as the village government, has succeeded in educating residents to preserve mangroves and anticipate abrasion. According to the Head of Pangkalan Jambi Village, this program is climate change adaptation and mitigation, apart from other environmentally conscious activities, the residents of Pangkalan Jambi Village realize how important it is to maintain the Mangrove ecosystem to prevent and manage abrasion.

"In an effort to preserve mangroves, we, the Pangkalan Jambi Village government, are collaborating with PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning in a coastal community empowerment program. "Pertamina Hijau's CSR program on the Gambut Coast opens people's insight and awareness to protect the Mangrove environment, both adults and children are starting to grow a sense of love for the environment, they always take part in carrying out various activities in the conservation area," (Novri Jefrika, Head of Pangkalan Jambi Village).

The community and PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning hope that the sustainable Mangrove planting program will increase the number of Mangrove trees planted by Pertamina in 2022 and can reduce carbon emissions even more. This is because saving and revitalizing mangroves on a massive

scale is a concrete step in efforts to reduce emissions and climate change, which is currently the most important issue in the international world.

The issue of sustainable social development is important and is often linked to the welfare of society, it is not only the responsibility of the government, but social development requires cooperation and contribution from companies. Development is an effort to utilize the environment in order to fulfill human needs for the welfare of society (Sari et al., 2012). A company must always be alert in building a community so that it can coexist well. Just as the company's sustainability interests also depend on its relationship with society. Blowfield and Frynas state that companies need to manage relationships with the wider community, for commercial reasons or for added value to society (Blowfield & Frynas, 2005). This relationship can be represented by a Public Relations person to carry out social responsibility programs to gain a positive reputation for the company (Nurjanah, 2021).

One form of responsibility that can be carried out by companies is through the Corporate Social Responsibility (CSR) Program. The World Business Council For Sustainable Development defines CSR as a company's commitment to contributing to sustainable economic development, working with company employees, employee families, local communities and the community as a whole in order to improve the quality of life. The need for implementing CSR is not only to improve the company's reputation but also to increase community empowerment regarding the programs implemented. Corporate Social Responsibility (CSR) exists as a corporate demand to be responsible for social aspects. The social aspect in this case includes a balance between economic and environmental responsibility. The term Corporate Social Responsibility is a form of developing three important components of sustainable development, namely economic growth, environmental protection and social equity. The results of research by Yuliartanti & Handayani that the existence of Corporate Social Responsibility (CSR) has a positive and significant influence on the value of the company (Yuliartanti & Handayani, 2020).

This CSR program does not only relate to environmental aspects but is also related to economic and social aspects. This is in accordance with CSR principles which prioritize the values of the planet, profit and people. The planetary principle is in accordance with the Permata Hijau Pesisir Gambut CSR program which is a CSR program that focuses on protecting coastal ecosystems by planting mangrove trees, as maintaining ecosystems is protecting the environment so that coastal areas are not eroded by sea abrasion. Furthermore, PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning formed the Mangrove Education Center Ecotourism to become a tourist destination that supports the economy of local residents due to innovation in processed marine products. Management around the Mangrove Forest in this village provides sustainable benefits, both in terms of the environment and welfare of the community, to improve the economy of residents from tourism visiting the Mangrove Ecotourism Education Center.

The people principle is realized in the form of implementing training to improve local human resources. Human development provides theoretical power to organize socio-economic structures and bring about cooperation in the reform era for the development of the country. This is in line with one of the steps to achieve the SDGs goals, namely creating competent human resources through theory in the form of education and practice in the form of skills so that a process can be achieved in producing the best output (Fauziyah & Trisnawati, 2022). PT KPI Refinery Unit (RU) II Sungai Pakning actively provides assistance to the community together with the Harapan Bersama Group which is a CSR partner of PT KPI RU II Sungai Pakning through the Permata Hijau Program Cluster. Referring to this, the implementation of CSR PT. Pertamina Hijau has implemented CSR principles in a complex manner, and created a CSR program that supports sustainable development as it not only supports environmental sustainability, but also supports increasing income and more qualified human resources in the community.

Based on the implementation of 3P, it can be seen that communication is important to realize effective CSR implementation and mobilize society, as CSR communication is part of CSR implementation. This is because community groups rarely only represent themselves, but more often represent the interests of other people, where these interests will influence what will be said or done within the group (Rachmaniar & Susanti, 2021). There is collaboration between PT. KPI RU II Sungai Pakning with the Harapan Bersama Group provided a positive influence to persuade the community to protect the environment as this is part of the implementation of CSR communication. Podnar (in Nugroho, 2020) revealed that there is an increase in stakeholder expectations of companies so that they carry out CSR communications. According to Morsing and Beckmann "CSR communication: efforts to convey to and receive messages from stakeholders related to the company's commitments, policies, programs and performance in the economic-environmental-social pillars" (Beckmann et al., 2006).

Based on this definition, there are at least two understandings. First, CSR communication is an interactive process between the company and its stakeholders. As this is shown, there is CSR communication between PT KPI RU II Sungai Pakning communicating and coordinating with stakeholders, namely the Harapan Bersama fostered group, the local government, as well as inviting the community to participate in revitalizing the Mangrove Education Center Ecotourism. Second, CSR communication has a message content dimension. CSR communication will encourage CSR programs to be more effective and sustainable. CSR communication is the process of communicating the social and environmental impacts of an organization's economic activities on specific groups and on society as a whole (Beckmann et al., 2006). This form of CSR communication with the content of the message is demonstrated through actively communicating CSR activities on Instagram social media. This form of communication carried out on Instagram can have a positive social impact and provide added value to the economy of the local

community, as well as being a forum for promoting the mangrove education center ecotourism thereby increasing tourists visiting. Through the Instagram feature, we are able to publish content that can involve the public in assessing the reputation reflected in CSR programs (Apriliani & Nurjanah, 2023).

CSR communication as attitude and behaviour change is exemplified in research that has examined the effectiveness of various forms of CSR and marketing communications in enhancing the corporate or brand image, influencing consumer evaluations in order to motivate purchases, and ultimately in driving profit-ability and market value (Bhattacharya CB, 2004). As this is also supported by the statement from Ismail & Bawono's research results, that the influence of CSR to improve company finances has positive results. This indicates that the implementation of CSR can support the economy and company profits (Ismail & Bawono, 2022). CSR communication aims to improve the company's reputation, so that in the end it will increase financial profits. Several studies show that CSR communication is a business practice that generates profits (Maignan & Ferrell, 2004).

By adopting the public relations model proposed by Grunig and Hunt (1984), Morsing and Schultz (2006) explain three types of CSR communication strategies. First, the stakeholder information delivery strategy adopts the public information model. Second, a stakeholder response strategy that adopts an asymmetric two-way communication model. Third, a stakeholder engagement strategy that adopts symmetrical two-way communication. Based on research data, the CSR communication strategy carried out by PT KPI RU II Sungai Pakning implements a symmetrical stakeholder involvement model. This model is considered the most effective and efficient considering that the symmetrical communication process depicts an organizational and public orientation that adapts to each other. This two-way symmetrical relationship or model is an ideal way to enhance an organization's reputation among the target audience (Girsang & Kartikawangi, 2021). This model has the characteristic of using communication to negotiate with the public with mutual respect and understanding. It is hoped that the public or society and other organizations and agencies will be able to provide a real impact.

This can be seen in the form of CSR communication carried out, including negotiations on the implementation of the Permata Hijau Pesisir Gambut CSR program in collaboration with the Harapan Bersama Group. Apart from that, in the implementation process the community also followed the advice from PT. KPI RU II Sungai Pakning to apply the Trimba Technique to reduce abrasion from sea water erosion. Furthermore, this symmetrical model of CSR communication is also demonstrated by the many stakeholders who are involved and actively implementing the Permata Hijau Pesisir Gambut CSR program design to support sustainable development with a greening locus. Apart from that, through social media Instagram has become a very effective forum for implementing a symmetrical CSR communication model, where PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning, ecotourism managers, and the community have a platform to

communicate, negotiate and understand each other to create a sustainable environment as this is in line with the 13th SDGs, namely handling climate change and the 14th SDGs protecting marine ecosystems.

4. CONCLUSION

CSR communication is an important part for the company. The success of PT Pertamina's CSR program cannot be separated from the implementation of CSR communication which is able to invite the public to have a shared awareness of protecting the environment. Through the subsidiary PT Kilang Pertamina Internasional Refinery Unit II Sungai Pakning Production has succeeded in implementing the Pertamina Hijau CSR program, namely the "Permata Hijau Pesisir Gambut" program. The success of this program shows that there is development of CSR programs in creating a sustainable environment. In this case, the CSR program begins with solving the environmental problem of abrasion on peat coasts through planting mangrove trees. Furthermore, this area has added value by educating and improving the skills of the community to manage agro-tourism areas to become a source of livelihood for the surrounding community and be able to improve the residents' economy. So that the implementation of the Permata Hijau Pesisir Gambut CSR program has succeeded in implementing the CSR principles of planet, people and profit. The successful implementation of this program is supported by the implementation of a symmetrical model of CSR communication, which actively negotiates, collaborates and understands each other between the company and its stakeholders. The implementation of the Symmetrical CSR Communication Model is able to provide successful CSR communication, especially when facilitated through Instagram social media, it is able to increase participation while persuading the public to protect the environment in order to create a sustainable environment. Based on overall research data on CSR communications from the Permata Hijau Pesisir Gambut Program in Realizing a Sustainable Environment, it shows that CSR communications can support sustainable environmental development. This research found that there is still a lack of use of communication tools to facilitate the implementation of CSR communication.

ACKNOLEGDMENT

Thank you to the Lembaga Riset Inovasi (LRI) Universitas Muhammadiyah Surakarta for supporting this research process under the Competitive Research Scheme (RIKOM) with contract number Number: 145.14/A.3-III/LRI/VI/2023.

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