

## Communication Planning Corporate Social Responsibility (CSR) Program of Pt Trisensa Mineral Utama

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ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b> CSR, Philip Lesly's Planning Model, Communication Planning</p>	<p>A communication planning for a CSR program is essential to be conveyed appropriately, enabling it to genuinely empower the targeted community, while ensuring good execution, compliance with applicable laws and regulations, long-term sustainability, and consideration of the interests of the community and stakeholders. Often, CSR programs lack long-term orientation and merely spend budgets without providing proper development or guidance. PT Trisensa Mineral Utama, a coal mining company located in Kutai Kartanegara Regency, East Kalimantan, plays a role in implementing such CSR activities, in line with the Ministry of Energy and Mineral Resources Decree No. 1824 of 2018 on Guidelines for Community Development and Empowerment Implementation. The aim of this research is to understand how CSR programs or Community Empowerment Programs (PPM) are planned within a company. The methodology used is qualitative, collecting data through interviews with informants, field research observation, and literature studies. This study finds that PT Trisensa Mineral Utama aligns with Philip Lesly's communication planning model, covering analysis and research, policy formulation, implementation program planning, communication activities, and feedback and evaluation.</p>

### INTRODUCTION

A communication plan for a program is important to be communicated in an appropriate way in order to truly be able to empower the intended community in accordance with the objectives set by the organization that owns the program. Of course, by achieving good implementation categories such as following compliance with applicable laws or regulations, long-term and considering and paying attention to the interests of the community or stakeholders.

According to (Mardikanto, 2014), Corporate Social Responsibility (CSR) is a concept whereby companies integrate social and environmental concerns in business operations and in voluntary interactions with stakeholders that lead to sustainable business success. According to (Prasetyo & Meiranto, 2017), Corporate Social Responsibility (CSR) It is the idea that the organization, in this case the company, has a responsibility towards the consumer (Retnaningsih, 2015). Workers, shareholders, communities, and the environment in every aspect of business operations. and the company's commitment to accountable the impact of its operations on society, the economy, and the environment and to continually ensure that those impacts benefit society and the environment.

Obstacles that are still found in the field in the implementation of CSR are cost problems, incompetent human resources, distribution of activities and determination of targets, forms of activities, licensing and regulatory issues, lack of partnerships, socialization of activities, understanding of implementation and evaluation in the field, and there are still many individuals who carry out illegal levies in the field. One of the problems of every CSR activity in Indonesia based on the delivery of the Governor of East Kalimantan in a written speech delivered by the Assistant for Economic and Development Administration at the PPM Management Workshop in Balikpapan in 2018, CSR programs are often not oriented towards long-term development or just spending the budget and just pouring obligations without coaching.

Economic assistance from companies is highly valued by the government and society in Indonesia, with contributing economic assistance often seen as the most important and effective way for companies to generate social impact, namely through investment, job creation, taxes, and technology transfer. Corporate Social Responsibility (CSR) companies demonstrate their social responsibility through business activities, social investment, philanthropy, as well as involvement in public policies (Nehru, 2016).

According to Susilowati in (Juwita, 2022) The scope of CSR practice in Indonesia itself focuses on education (61%), the environment (48%), business empowerment and microeconomics (38%), and human resource issues (24%). PT Trisensa Mineral Utama (TMU), one of several mining companies operating in Batuah Village and Tani Harapan Village, is located in Loa Janan District, Kutai Kartanegara Regency, East Kalimantan Province, and is one of the companies that carry out CSR activities. The process of delivering messages from agencies or companies as communicators to the public or the public as communicants is a study in communication planning carried out in the Corporate Social Responsibility (CSR) program of PT Trisensa Mineral Utama.

## **METHOD**

In this study, researchers used qualitative methods with a case study research approach (case study) and were descriptive. and the researcher's research focus lies on the concept of communication planning from Philip Lesley in (Cangara, 2013), yaitu komponen organisasi yang terdiri dari analisis dan riset, perumusan kebijakan, perencanaan program pelaksanaan, kegiatan komunikasi, kemudian dari komponen publik yaitu umpan balik, dan evaluasi.

The source of data comes from the determination of informants that are often used in qualitative research is purposive sampling. Data collection techniques in this study, researchers use field research methods or field research and library research or literature studies. The data collected is obtained through books, documents, records, or literature related to the matters studied. Data analysis techniques, researchers refer to the model of Miles and Huberman in (Yani et al., 1995).

## **RESULTS AND DISCUSSION**

According to Philip Lesly in (Cangara, 2013) components of the organization managing activities in the form of government agencies, private companies or social organizations. Analysis and research are carried out as a first step to find out the problems faced, after that the formulation of policies that include the strategy to be used. At the planning stage of implementation, resources have been determined to be driven, including manpower, funds, and facilities, while at the stage of communication activities are actions that must be taken, namely making and disseminating information either through mass media or other activities. Then the stage of the public component to which the organization's activities are subjected, the steps to be taken are feedback and evaluation. The feedback in question can be known through opinions, input and suggestions from the public after the implementation of activities and can be known by means of surveys, interviews, or through focus group discussions. From the opinions, ideas, complaints, and suggestions from the community, they can be taken into consideration for evaluation in order to make improvements, improvements, and adjustments. These organizational and public components ultimately determine the communication planning of PT Trisensa Mineral Utama's Corporate Social Responsibility (CSR) Program can run.

### **A. Organization**

The organization that manages activities in this case is in the form of a company called PT Trisensa Mineral Utama which is a company engaged in coal mining business and is running a PPM program to the communities around the mine, namely Batuah Village and Tani Harapan Village.

#### **1. Analisis dan Riset**

According to Philip Lesly in (Cangara, 2013) Analysis and research are carried out as a first step to recognize what problems occur and determine what things will be needed. In this analysis and research, PT Trisensa Mineral Utama made plans based on regulations or regulations for the implementation of CSR or now specifically into PPM (Community Development & Empowerment), namely in KEPMEN 1824 K / 30 / MEM / 2018, in the regulation there are 8 pillars that become a reference for PT Trisensa Mineral Utama to make PPM program planning.

Before PT Trisensa Mineral Utama held a CSR or PPM program, PT Trisensa Mineral Utama conducted social mapping and stakeholder mapping to see the demographics of the community, as well as record the potential that exists in the Batuah Village and Tani Harapan Village areas and the need assessment needed by the people of the area. From the analysis and research of the needs study conducted,

PT Trisensa Mineral Utama received answers from the community that the health and education sectors that are needed by the people of Batuah Village & Tani Harapan Village, namely because the area is quite far from hospitals and access to education needs to be improved. From the data that has been collected, PT Trisensa Mineral Utama then invites community leaders to jointly initiate programs that will be run together, after obtaining a program planning agreement from the village, PT Trisensa Mineral Utama will process and ask for permits at the subdistrict, district, and provincial levels until approved by all parties regarding CSR or PPM programs to be run by PT Trisensa Mineral Utama.

## 2. Policy Formulation

According to Philip Lesly in (Cangara, 2013) Policy formulation that includes the strategy to be used as well as the objectives of implementation. In the formulation of the policy carried out, PT Trisensa Mineral Utama has a RIPP (Master Plan for Community Empowerment Program) which is processed for 2019 – 2024. This RIPP contains profiles of the areas of Batuah Village and Tani Harapan Village, terms of reference for activities, survey results of activities and policies that follow KEPMEN 1824 K / 30 / MEM / 2018 the policy is developed into 8 sub pillars or fields, namely:

- a. Education
- b. Health
- c. Real income level
- d. Economic independence
- e. Socio-cultural
- f. Community involvement in environmental management or conservation,
- g. Community institutional development
- h. Infrastructure development that supports PPM.

PT Trisensa Mineral Utama has a policy called the mining and environmental safety quality policy (MKPL), which reads "implementing Community Social Responsibility (CSR) programs and establishing harmonious relationships with all stakeholders". This policy contains the company's vision & mission, which in one of the points of the vision & mission already includes the company's responsibilities and obligations in implementing community empowerment through sustainable programs.

The PPM program of PT Trisensa Mineral Utama has 3 forms of policies implemented, namely:

- a. Management Capacity Building (Managerial Capacity Building)

PT Trisensa Mineral Utama provides assistance in capacity building such as institutionalizing or forming an organizational group aimed at improving human resources to better run a program.

- b. Technical Capacity Building (Technical Capacity Building)

PT Trisensa Mineral Utama conducts technical assistance such as teaching or providing assistance to the community in order to increase knowledge to the community.

- c. Stimulant Activity (Kegiatan Stimulan)

PT Trisensa Mineral Utama provides facilities & infrastructure assistance needed in every program that has been planned to make it easier for the community to participate in activities.

With the establishment of this policy, PT Trisensa Mineral Utama has goals and expectations, namely:

- a. PPM policies are developed at the village level that support community independence and sustainability.
- b. Built into a healthy society with a strong soul.
- c. Innovative and creative human resources are formed in the implementation and development of the PPM program.
- d. Built institutions whose management is strong, transparent and accountable in the development of the PPM program.
- e. Built institutions whose management is strong, transparent and accountable in the development of the PPM program.

Lesly in (Cangara, 2013) Refer to there is a planning of setting strategies or policies and goals that will be to be achieved. This stage more specifically has a strategic structure that becomes a reference for the PPM program to be carried out. PT Trisensa Mineral Utama participates in implementing goal setting indicators and strategies at the policy formulation stage. This is also based on the results of problem identification from the results of analysis and research, namely using the Master Plan for Community Development and Empowerment which then becomes the point of plans made by PT Trisensa Mineral Utama.

### 3. Program Planning Implementation

According to Philip Lesly in (Cangara, 2013) At the planning stage of the implementation program, including facilities, manpower, and funds. The manpower or resources included by PT Trisensa Mineral Utama apart from the company are the residents of Batuah Village and Tani Harapan Village consisting of village groups such as PKK. Farmer Group (KWT), Karang Taruna and experts brought in to assist village communities in implementing programs such as socialization, counseling or training.

Furthermore, what must be determined in the planning stage of the implementation program is funds or budgets. PT Trisensa Mineral Utama prepares a budget that is planned every 5 years based on RKAB (Work Plan and Cost Budget) and is always updated every 1 year to adjust coal production figures. The budget is used to be implemented in the form of training, education, health improvement, dialogue and deliberation, research and development of products and services, infrastructure development and mentoring. Then at the planning stage of the implementation program is about facilities. Facilities provided in the PPM program of PT Trisensa Mineral Utama to the people of Batuah Village & Tani Harapan Village, for example, such as the provision of outlets or places to sell MSME products, provided tools for product processing, additional feeding, repairing posyandu buildings and others.

### 4. Communication Activities.

According to Philip Lesly in (Cangara, 2013), Important in communication activities is the communication channels used, which consist of group communication, traditional, new media, Focus Group Discussion, and public. The communication channels used by PT Trisensa Mineral Utama are group channels with workshops or training to the community, new media channels with social media such as WhatsApp, Facebook & Instagram, and public communication channels such as newspapers, news articles and television interviews.

In the traditional communication activities carried out, PT Trisensa Mineral Utama communicates definitely by involving the community, where in the discussion or communication activities produce a need assessment (needs assessment) needed by the village community, until there is a mutual agreement on the program planning to be implemented. PT Trisensa Mineral Utama also conducted a survey that aimed to find out the opinions of the community, and the results of the survey were in communicating to complete or agree on something by mutual deliberation and seeing community leaders as well as village and sub-district parties.

## B. Audience

The public is the second component that is targeted by the activities of the organization or company. In this case, the public component is the people of Batuah Village & Tani Harapan Village.

### 1. Feedback or Feedback

According to Philip Lesly in (Cangara, 2013) Feedback can be known through research by distributing questionnaires, interviews or through focus group discussions aimed at finding out opinions, suggestions and complaints from the community, based on this it will be taken into consideration for decision making in order to improve improvements and program adjustments that will be carried out by the organization or program implementing company.

In the feedback made by the community to PT Trisensa Mineral Utama, namely by community participation in the programs implemented, and PT Trisensa Mineral Utama conducted joint discussions and surveys of community satisfaction with the programs that have been implemented, and the survey results gave positive and negative results with survey data There is a program that is the object of community satisfaction survey, namely the Adiwiyata program with 76.22% 'Good', the Posyandu program with 83.93% 'Good' and Cheng Ho's MSME program with 79.56% 'Good', these data become material for improvement for further activities. PT Trisensa Mineral Utama received several awards from the Regent of Kutai Kartanegara, the award or appreciation then became like a competition between companies as a disclosure of their social performance. Recognition and media spotlight are considered very influential on the company's image to the public.

### 2. Evaluation

In the evaluation conducted by the community together with PT Trisensa Mineral Utama aims to review and follow up the results of the implementation or handling of programs that have been carried out as consideration for decision making on improvement improvements by PT Trisensa Mineral Utama. PT Trisensa Mineral Utama conducts evaluations with several levels ranging from:

- a. Evaluation of beneficiary groups, for example PKK groups, Posyandu and SMEs within a period of 1 month. as a form of company monitoring of assisted beneficiaries of PT Trisensa Mineral Utama.
- b. Evaluation with village community leaders within a period of 1 year in each MUSRENBANG (Development Plan Deliberation) activity, where usually stakeholders or companies operating around Batuah Village and Tani Harapan Village participate in assisting village development plans as well as monitoring and evaluation forms of Village Heads on companies.
- c. District or Provincial level evaluation every 1-5 years. This activity is carried out jointly for program planning and development evaluation between the government and private sectors, development partners such as.
- d. The evaluation involves Shared Value Indonesia consultants from Jakarta every 5 years. evaluation of CSR or PPM programs conducted by consultants called Shared Value Indonesia from Jakarta to PT Trisensa Mineral Utama to illustrate the success of the program seen from the level of satisfaction of beneficiaries from beneficiary community groups empowered by the company. The results of these measurements are to determine the advantages and disadvantages of each program carried out as well as the community development program as a whole and determine improvements that must be made both in the form of policies and actions in improving the quality of the PPM program in the future. This activity will be carried out in March 2023 – May 2023.

According to (Cangara, 2013) Basically, the type of communication planning is divided into two, namely:

#### 1. Strategic Communication Planning

Planning is a process carried out by an organization to determine strategy or direction, and make decisions to allocate its resources (including capital and human resources). This strategic communication plan refers to laws, government regulations, and values and culture contained in society or organizations which are described in the form of vision, mission, and goals to be achieved by a country. This plan is classified as a long-term communication plan.

#### 2. Operational Communication Planning

Process planning that involves participation in activities designed to achieve success that require action in the form of designed activities. Operational communication planning is divided into 2, namely:

##### a. Communication infrastructure planning

Through the use of hardware technology or physical planning, communication infrastructure can be controlled by operational communications

##### b. Communication program planning

Software program analysis is a process performed on a source of knowledge that focuses on knowledge, talent, organizational structure, and program design for the purpose of communicating what is being done.

In implementing the PPM program, PT Trisensa Mineral Utama plans in the form of strategic communication planning, namely PT Trisensa Mineral Utama allocates capital and human resources in a planned manner to Batuah Village and Tani Harapan Village, the plan refers to Ministerial Decree (KEPMEN) 1824 K / 30 / MEM / 2018 and refers to company program policy number 7 which reads "Implementing Community Social Responsibility (CSR) programs and establishing harmonious relationships with all stakeholders or stakeholders", then the plan is prepared in the long term which is renewed every 5 years.

According to (Totok, 2014) Some of the reasons for the need to implement CSR programs are:

- a. To improve, shape and build the company's image.
- b. Become a better social environment.
- c. The performance of the employees is increasing.

In this case, PT Trisensa Mineral Utama's PPM program is enough to improve, shape and build the company's image which can be seen from SVI Jakarta Consultant survey data with a Community Satisfaction Index of 79.9% good for MSME assistance in 2023. Then the social environment becomes better with the increase in local workers from Batuah Village and Tani Harapan Village, coupled with CSR assistance from companies that are enough to help the village become more developed.

According to (Ganiem & Kurnia, 2019) Corporate communications has the aim of conveying internal and external information, persuading the targeted audience or community, collaborating or working together to empower the intended community. In this case, corporate communications owned by PT Trisensa Mineral Utama has implemented the delivery of information both external and internal led by Mr. Antonius Novenanto as Head of the Mining Support Department which concerns the company's public relations dealing with

internal and external parties. As well as being tasked with persuading the public to join the program and cooperate or collaborate to improve community development programs in Batuah Village and Tani Harapan Village.

The researchers' assumptions about community responses are fairly positive and negative because those affected and said negative are usually those who have plantation land or settlements close to the mine operating and who feel ordinary or less affected are residents who are quite far from the mine operating. Regarding environmental issues and impacts, the results are quite diverse which is conveyed from the results of research by Shared Value Indonesia consultants that people tend to have rather positive and somewhat negative opinions regarding dust or air quality produced by PT Trisensa Mineral Utama, this is because mining companies whose operations carry out exploration will definitely cause pollution and this happens in any area, So it can be understood why people have a rather negative impression regarding dust or air quality around the company.

Some of the negative assumptions that have an impact are often not given attention, and this makes CSR a very important tool for building corporate image and reducing reputations that tend to be negative from the impact that occurs. This is in accordance with Retaningsih (2015) which said that CSR is part of the company's activities, namely the company's program to maintain its business continuity by paying attention to the company's internal and external relations. A well-executed CSR program will have a positive impact on the survival of the company, but on the contrary, if CSR is not done well, it is not impossible that various obstacles will arise that can interfere with the sustainability of the company.

It can be interpreted that PR practitioners strategically disseminate a CSR program in order to produce a positive impact on the interests of a company, for example such as generating reputation building and media coverage that is profitable for the company. Therefore, promoting CSR programs by making appropriate plans is something that aims to implement the company's mission as an implementer of a CSR program does. And indirectly, successful CSR programs are enough to cover up negative assumptions from the community.

In this case according to (Wibowo et al., 2021) Companies need internal public support to operate, because they cannot operate if their internal public does not synergize. by trying to persuade the targeted audience or public. PT Trisensa Mineral Utama needs support from the government under pressure from a community group that opposes the company's policy. Thus, the company approaches the government and the community through various meetings with the aim of resolving problems that occur and reducing community assumptions. Therefore, PT Trisensa Mineral Utama strives to improve the company's image in Batuah Village and Tani Harapan Village, especially in the fields of education and health.

## CONCLUSION

Based on the results of research conducted by researchers on communication planning for PT Trisensa Mineral Utama's Corporate Social Responsibility (CSR) program, the implementation of Philip Lesly's communication planning model with RIPPM social mapping found can be described in the following points, namely the stages of analysis and research on CSR or PPM program communication planning, PT TMU conducts social mapping and need assessment with the education and health sectors. The stages of policy formulation in PT TMU's CSR or PPM program communication planning are using 3 implementations, namely increasing managerial capacity, technical and stimulant activities. The stages of program planning implementation in PT TMU's CSR or PPM program communication planning are personnel from the company and residents of Batuah Village and Tani Harapan Village, then on fund indicators based on RKAB (Work Plan and Cost Budget).

Then indicators on facilities, namely outlets, tools for product processing, building repairs and others. The stages of communication activities in PT TMU's CSR or PPM program communication planning in communication activities from traditional are by discussion or deliberation, then new media using social media such as WhatsApp, Facebook & Instagram, public such as newspapers, news articles and television interviews. The stages of feedback on PT TMU's CSR or PPM program communication planning from the public to PT Trisensa Mineral Utama are from the results of the Community Satisfaction Index (IKM) survey conducted by Shared Value Indonesia consultants, with 79% good for MSME assistance in 2023. The evaluation stages in PT TMU's CSR or PPM program communication planning with the people of Batuah Village and Tani Harapan Village are evaluation of beneficiary groups, evaluation with village community leaders, evaluation at the district and provincial levels, and involving consultants or institutions called Shared Value Indonesia.

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