

# **PUBLIC RELATIONS STRATEGY OF PT. SIRINGO RINGO MUSIM MAS GROUP IN BUILDING IMAGE THROUGH CORPORATE SOCIAL RESPONSIBILITY PROGRAM**

**Thalia Rizaldy<sup>1</sup>, Yugih Setyanto<sup>2\*</sup>**

<sup>1</sup>*Faculty of Communication Science, Universitas Tarumanagara, Jakarta*

<sup>2</sup>*Faculty of Communication Science, Universitas Tarumanagara, Jakarta\**

*Email: yugihs@fikom.untar.ac.id*

*Submitted: July 2022, Revised: December 2022, Accepted: February 2023*

---

## **ABSTRACT**

*Companies, whether small or large, of course need the role of Public Relations in the development of the company. Public Relations is one part of the company responsible for and plays a major role in the success and failure of the company's communications actions. A company's success is not only on the quality of its products and services but also on the way the company builds its image to the public. Corporate Social Responsibility is one of the Public Relations strategies in building a corporate image and a symbiosis between the company and the community in the long term following what has been stipulated in the Law of Republic Indonesia Number 40 of 2007. PT. Siringo Ringo is one of the largest palm oil exporting subsidiaries in Indonesia. The aim of the research is to explain the CSR program carried out by Public Relations of PT. Siringo Ringo in building corporate image. This research method uses a qualitative approach by interviewing sources who are directly related to the object of research. The results of this study indicate that PT. Siringo Ringo builds a corporate image through Corporate Social Responsibility by implementing several aspects of CSR, according to Archie Carroll, which is economical and philanthropic responsibility. Also implementing Public Relations work program strategies in implementing Corporate Social Responsibility.*

**Keywords:** *Corporate Social Responsibility, Public Relations, Image*

## **1. PREFACE**

Whether small or large, of course, need communication in company development. The part assigned in a company to manage communication activities is Public Relations. Public Relations is one part of the company that is responsible for and plays a major role in the success and failure of the company's communication actions. To make communication work well, Public Relations must control and manage the entry and exit of communication appropriately. Public Relations is seen as having a function as a bridge that connects the organization/ company with the public.

The success of a company does not only depend on the quality of its products and services but creating conducive company conditions, healthy working climate, high performance of human resources and relationships and social responsibility.

## **2. RESEARCH METHOD**

To establish and maintain good communication relationships between companies and their publics, CSR is one of the Public Relations strategies and symbiosis between companies and the community in the long term to create and improve the company's image [1]. Through the CSR program, the company can form a positive view and image in public regarding the implementation of activities carried out by the company through its CSR program.

Indonesia has taken the initiative to make CSR implementation obligation and a commitment for every company to remain concerned and responsible for the surrounding environment. This is following the regulations contained in the Law of Republic of Indonesia Number 40 of 2007 concerning Limited Liability Companies (PT) which carry out business activities in

the fields related to natural resources are required to carry out social responsibility [2]. PT. Siringo Ringo Musim Mas Group is an interesting choice for the author's research because PT. Siringo Ringo is a subsidiary of one of Indonesia's largest oil palm plantations and processing companies.

Therefore, this study will examine the Corporate Social Responsibility program implemented by PT. Siringo Ringo as an effort to build a corporate image with the title "Public Relations Strategy of PT. Siringo Ringo Musim Mas Group Builds Image Through Corporate Social Responsibility Programs".

### 3. RESULT AND DISCUSSIONS

This study aims to determine the CSR program carried out by the Public Relations strategy of PT. Siringo Ringo in building corporate image. To meet the objectives of this study, the research method used by the author follows the problems to be studied. The research approach used in this research is a qualitative approach with a descriptive-analytical research type. In an electronic book entitled *Qualitative Research Methods for the Social Science*, Berg [3] suggests a qualitative approach, namely "Qualitative refers to what, how, where, and why of a thing-its essence and ambiance. Qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions. Qualitative research strategies provide perspectives that can prompt recall of these common or half-forgotten sights, sounds, and smells." The research method used is case study research. Sugiyono [4] stated that case studies are researchers who conduct in-depth exploration of programs, events, processes, activities for one or more people.

The case study in this research is used to find out, explore in-depth and answer research problems, namely knowing how Public Relations strategies build image through Corporate Social Responsibility programs. The author carried out the method of data collection in various ways, namely interviews, which were carried out with the Manager and Public Relations of PT. Siringo Ringo and Lecturer of Public Relations at Tarumanagara University. Then the next method is based on the results of participatory observation and the last is documentation.

The author's data processing and analysis technique uses data reductions, data presentation, and concluding. Furthermore, the authors perform data reduction to classify and organize the data. The presentation of the data obtained is adequate, so conclusions can be drawn regarding the PR strategy of PT. Siringo Ringo in building image through CSR. In qualitative research, revealing the truth must be objective. Therefore, validity in a study is important. Qualitative research can be achieved with validity and credibility (trust) [4].

### 4. RESULTS

Musim Mas Group is one of the largest integrated palm oil exporters in Indonesia and the world's largest integrated producer of high-quality innovative palm oil and its derivatives used in various industries around the world. One of the company's products that is well known among the public is SUNCO cooking oil [5]. PT. Siringo Ringo is a subsidiary of Musim Mas Group, located in North Sumatera, with its address at Siringo Ringo Street, Bina Raga, Rantau Utara, Labuhan Batu Regency, North Sumatera.

Research analysed the Public Relations strategy of PT. Siringo Ringo in building the company's image through Corporate Social Responsibility. Of course, every company does

not want only to know its products but wants to have a good relationship that understands and tolerates each other between the company and the public. Public Relations in the company must play a role and be responsible for the communication actions that connect the company with the public. In order of communication actions to run well, Public Relations must be able to control the entry and exit of communication information appropriately. In this study, the research findings obtained from interviews with informants will be discussed. Based on the data obtained, Chander Sihombing expressed his opinion on Public Relations in a company.

*“Humas or Public Relations is very important because it is who responsible for providing important information about the company to outside parties, both related to permits, about business activities and about the workers.”*

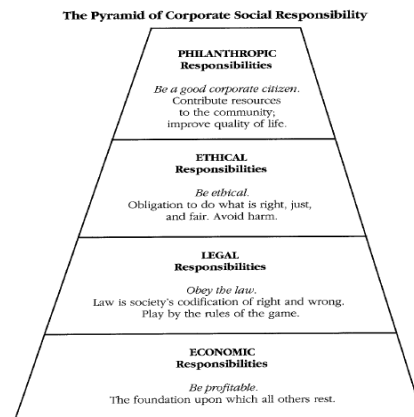
Added statement from the manager of PT. Siringo Ringo, Noferi,

*“PR has responsibility in delivering to the media, between internal (entrepreneurs, employee) and the government, the public or anything that wants to know the whereabouts of the company and about the company.”*

The implementation of Public Relations in Musim Mas Group, especially at PT. Siringo Ringo follows regional lead instructors adapted from the center as a company engaged in natural resources (palm oil). Chander Sihombing stated that CSR certainly affects the company's image. According to him CSR is the company's responsibility to the surrounding community so that with the company, it can improve the economy and welfare of the community.

Corporate Social Responsibility is no longer an option for companies to establish relationships and engagement with many parties both internally and externally, but CSR has become an obligation and commitment of every company to care and be responsible for the environment where the company is located. This is following the regulations stipulated in Law Number 40 of 2007 concerning Limited Liability Companies where the term "Social and Environmental Responsibility" is used, namely: “Companies that carry out primary activities in the field of and or related to natural resources are obliged to carry out social and environmental responsibilities” [6].

Archie Carroll's opinion on CSR can be studied by assessing a company that has implemented a social responsibility program. According to Judith Hennigfeld [7], there are 4 aspects of corporate social responsibility: economic, legal, ethical, and philanthropic responsibilities.



**Figure 1. Archie Carroll's Corporate Social Responsibility Model**

Source: The ICCA Handbook on Corporate Social Responsibility

The economy is the main basis in this aspect of CSR, as the main element or foundation, the company's task is to provide the needs needed by the community. In this case PT. Siringo Ringo provides a livelihood while honing the skills of the local community. The above statement is reinforced by the answer from Noferi, Manager of PT. Siringo Ringo

*"The company makes sustainable CSR programs and CSR programs for economic improvement such as livestock cultivation, fish ponds, vegetable gardens and other forms of training so that people can use their knowledge to improve their economy."*

Basically every company must be approved by the government. CSR activities have been stated in the Law on Limited Companies that run a business in the field related to natural resources and are required to carry out social responsibility. PT. Siringo Ringo does not just carry out CSR programs as an obligation. This statement was strengthened by an explanation from the resource person, Chander Sihombing as Public Relations PT. Siringo Ringo.

*"Before I served as Public Relation at PT. Siringo Ringo, CSR Programs have been implemented where this has been regulated in the Law of the Republic Indonesia and the objectives of the CSR program carried out by PT. Siringo Ringo not only fulfils the mandate of the law, but the company also in running its business has a goal so that the community around the company is affected by the company's exist that affected economic benefits in improving welfare."*

A statement from Manager of PT. Siringo Ringo,

*"Indeed, on the one hand it is an obligation, but overall the CSR does is not only carried out because of necessity. We carry out CSR from heart to heart, not even thinking about the profit and loss."*

In ethical responsibility, the decisions taken and determined by the company are policies based on fairness, impartiality to any party concerned and also respects the rights of every community and provides equal treatment. According to PR of PT. Siringo Ringo, Chander Sihombing,

*"Before determining the CSR program, the company first conducts Focus Group Discussions (FGD) to villages which we usually call Stakeholders Consultation (SHC)*

*which is carried out at least once a year. During the meeting, it was discussed more about what needs or development programs are priorities for the following year so that the companies can consider which programs are more targeted and consider the company's budget and capabilities."*

Followed by a statement from Noferi, Manager of PT. Siringo Ringo said that the CSR program carried out was based on the survey results, careful consideration and discussion. The CSR program that is carried out is not impartial to anyone, and is also open without any special requirements. The CSR program that is being carried out pays more attention to which part of the environment and society is more suitable and deserves attention first. Then the results of a survey conducted by PR and also several teams were submitted to the head office management to be used a budget.

The company's policy in the philanthropic stage is a social action carried out purely voluntarily, based on the company's desire to provide social responsibility that is not directly reciprocity. CSR activities at this stage are activities that increase the company's expenses and do not generate material income or profit for the company. However, philanthropic responsibility activities will form a corporate image in the public's eyes. The findings of this data were also taken based on the results of direct observations by the author. PT. Siringo Ringo held a CSR program in the field of education, namely assisting SDN 28 Bilah Barat which is located in remote areas to support learning such as tables, chairs and others.



**Figure 2. CSR Program of PT. Siringo Ringo Cares of Education**

Source: Personal Documentation on January 18<sup>th</sup>, 2021

The four aspects of CSR according to Archie Carroll stated that economic, legal, ethical and philanthropic are factors that greatly influence corporate social responsibility, taking into account the four aspects concerning the social responsibility of PT. Siringo Ringo can be categorized as having implemented CSR. In accordance with the few aspects of Corporate Social Responsibility proposed by Archie Carroll, PT. Siringo Ringo has carried out several social responsibilities according to Archie Carroll to the community.

After knowing PT. Siringo Ringo has implemented CSR, so the next step discussed is how the stages in the CSR program process and the strategies used by PT. Siringo Ringo so that the program runs according to the company's expectations and vision and mission. Rosady Ruslan [8] states the stages of the strategic planning of the Public Relations work program that become the basis or reference for implementing the program include: (a) the first stage is carried out to find out what problems are happening around the company, especially in the economy, education, and the environment. Therefore, the PR of PT. Siringo Ringo supports the community by implementing CSR programs. At this stage the PR of PT. Siringo Ringo went directly to the field to observe the community and to find out what problems were happening in the community; (b) after the information has been gathered to make decisions about goals, actions, communication strategies and program objectives, the next step is the

planning process. Public Relations of PT. Siringo Ringo held a focus group discussion with several company stakeholders. This stage is planning what programs are more targeted and can help the problems that occur and what is needed by the community; (c) this stage involves implementing a program of planned communication actions. In implementing the planned CSR program, PT. Siringo Ringo also plans and conducts a sustainable CSR program that is in accordance with the community's development and capabilities and according to the background of the surrounding community whose livelihoods are mostly farmers; (d) this process involves the readiness of the assessment and the results of the implementation of the program that has been implemented. The results of the evaluation carried out by PT. Siringo Ringo is the basic element for the improvement and development of the program of activities that will be carried out in the future.

As a large company, PT. Siringo Ringo certainly want to have and build a good image in the eyes of the public. The image from outside the company, but the image that is formed and formed within the company also makes a company a company with a good image. According to Chander Sihombing as the PR of PT. Siringo Ringo responded about the company's image, the CSR programs carried out have a very large impact on the company's image.

*"It is evident that currently the community around the company is very grateful to the company because with the company, the community is helped in terms of improving the economy and workforce. I can conclude that the average community around the company is prosperous in the period from the time I work from 2017 to 2021, there are no people who hold demonstrations or actions against the company."*

Plus a statement from Manager of PT. Siringo Ringo,

*"Sometimes there are problems or misunderstanding, but there are no negative issues and don't let any problems tarnish the image of this already good company. The community is very supportive of the company's performance and is grateful to the company."*

According to Roswita Oktavianti as a Public Relations lecturer, CSR activities mean that an organization realizes that the company's success cannot be separated from many services and many parties. So it is appropriate for the company to contribute in good faith to certain communities and society.

*"When it comes to PR strategy, CSR is not only a planning and implementation process but also an evaluation. So, what needs to be known is how effective these activities are for the community. That is, assistance to the community continuously until finally creating dependence on certain communities/ groups. When aid is stopped, people are angry because they think it is their duty and right to get it."*

Roswita's explanation is that companies need to evaluate. Beneficiaries need to recognize the company's CSR activities. Both parties need to create a mutually beneficial relationship between the company giving and recipient. Meanwhile, the company's internal CSR activities are often ignored by the company because many companies consider employees as a commodity. In fact, employees are on of the company's assets. Employee support certainly contributes to company productivity.

## 5. CONCLUSIONS AND RECOMMENDATIONS

PT. Siringo Ringo is one of the companies that builds a good corporate image in the community by carrying out various social activities to show concern and social responsibility towards the community through CSR programs. PT. Siringo Ringo can be categorized as having carried out social responsibility to the community by paying attention to several aspects of Corporate Social Responsibility according to Archie Carroll, namely economic responsibility and philanthropic responsibility. In the preparation of the CSR program implemented by the PR of PT. Siringo Ringo is in accordance with the strategic stages of the PR work program, namely: defining the problem, planning, action and communicating and finally evaluating the program.

## ACKNOWLEDGEMENT

In this journal, the authors would like to thank profusely to all parties who have helped and supported in the process of writing this article.

## REFERENCES

- Bruce L. Berg, *Qualitative Research Methods for The Social Science*. 9<sup>th</sup> Edition. London: Pearson Education, 2017.
- Fahham, A. M. (2021). Tanggung Jawab Sosial Perusahaan dan Penerapannya di dalam Perusahaan, *Masalah-Masalah Sosial*.
- Hennigfeld, J., et al. (2012). *The ICCA Handbook on Corporate Social Responsibility*. Wiley Online Library.
- Iba, L. (2013). Penerapan Fungsi Public Relations Melalui Program CSR Dalam Pembentukan Citra Perusahaan. *Etnoreflika*, 2(3). 353-360.
- Mas, M. (2016). *Tentang Kita*. <https://www.musimmas.com/about-us/?lang=id>
- Otoritas Jasa Keuangan. (2020). Undang- undang Republik Indonesia Nomor 40 Tahun 2007. <https://www.ojk.go.id/sustainable-finance/id/peraturan/undang-undang/Documents/5.%20UU-40-2007%20PERSEROAN%20TERBATAS.pdf>
- Prof. Dr. Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta, 2015.
- Ruslan, R. (2010). *Kiat dan Strategi Kampanye Public Relations*. Jakarta: Rajawali Pers.