

CHAPTER III

ANALYSIS AND DATA INTERPRETATION

1) Communication Strategy Process CSR PT Pertamina (Persero) RU II Dumai

A. Target Identifying

According to BPS-Statistic of Dumai Municipality, in 2017 the population density in Dumai Timur regency was 64.127 people. Those sort of people have their own capability in running their daily activities.

In this region, the population is organized as follows :

- 1) Bureucrats in every sector of government-supporting departements
- 2) Laborer
- 3) State-owned enterprise workers, namely in PT Pertamina (Persero), PT Pelindo, PT PGN,
- 4) Farmers in agriculture industries such as crude palm, rubber, fruits, paddy
- 5) Traders including overseas importers and exporters
- 6) Fishermans
- 7) Students
- 8) Housewives
- 9) Unemployees

These organization's culture will driven the development aspects in Dumai Timur regency by recognizing, respecting, and understanding their values. Living in diversity organization requires every thoughts and idea need to be heard. Thus, it will create a tolerancy, strong satisfaction, vast development, and harmonic life.

CSR PT Pertamina (Persero) aims to straighten the company's reputation and credibility. To realize these goals, PT Pertamina (Persero) implemented several strategies such as:

- 1) Fair shared value
- 2) Sustainable programs
- 3) Prioritizing on factory-affected areas
- 4) Developing the green energy
- 5) Socializing the CSR programs that support environment aspects which correspond with principle from Ministry of Environment and Forestry.

Reflecting from these aspects, a persuasive method is implemented to reach the segment of society and capable to be able to follow the programs. Through this process, the society involvement will be engaged and it will prospect the programs and get longlasting impact to the society. Thus, the independent society concept that has been prospected by the programs will be realized.

In 2018, it has been concluded that CSR PT Pertamina (Persero) RU II Dumai will implement 7 activities based on the company's principles in realizing the social responsibility concept.

1) Pertamina Cerdas



In this principle, PT Pertamina would like to enhance the human resources quality in its surrounding environments through education. This principle is the form of dedication from this company that the quality of education is one of the most main aspects to reach the inclusion within its society. In accordance with this principle, PT Pertamina RU II Dumai is glad to accompany the society especially to the youngster in Dumai Timur regency by implementing such activities like introducing new curriculum in schools based on environment-friendly concept namely Adiwiyata Green School program.

Besides, PT Pertamina (Persero) RU II Dumai also providing a trainings for the adolescent who would like to expand their capabilities in industrial sector especially in work safety through Safetyman and Wielder training.

2) Pertamina Sehati



Pertamina Sehati is a form of caring system in healthcare for human being from PT Pertamina (Persero). Taking part in petroleum industries will give a big impact within it surroundings either to the society or the environment. Started from the factory's activities especially in odor quality is being the background of this principle which focuses on health condition within the society.

Since 2018, PT Pertamina (Persero) RU II Dumai has been implementing the CSR program which focusing on healthcare aspect. This program is called SEHATI Integrated Post Service which focuses on healthcare for the

children under 5 years. The activities include the weekly checking for the children's nutrition, parenting consultation, immunization for the babies, etc.

This program is conducted based on the low condition of children nutrition in Dumai Timur regency. The needs for these childrens were not fulfilled in a proper way caused by economic condition of its society which still under the welfare standard. Based on that issue, it is a concern for PT Pertamina (Persero) RU II Dumai as the social responsibility form into their surrounding society to realize the company's principle as Pertamina Sehati.

3) Pertamina Hijau



There are various of industrial companies which still do not consider the sustainable process within their activities. Operated in the millenium era, it is a must for the companies which operating in natural resource manufactures to implement the sustainable environment as the feedback to the nature. Being the most credible

company in petroleum industry, PT Pertamina tends to implement the environmental-friendly aspects including in their social responsibility programs.

To realize this principle, during year 2018 PT Pertamina (Persero) RU II Dumai has been implementing two programs. First, in greening activity collaborated with the local farmers to activate a productive land, it has been on the process of creating fruit park as the main focus. Furthermore, this site will be projected to be one of the eco tourism in Dumai city. Lastly, the other environmental-friendly program is the waste bank management. This program are run independently with the local society and monitored by CSR staffs of PT Pertamina (Persero) RU II Dumai to keep it on track. Here, the waste bank is gathering the garbages from 1 area which is Jaya Mukti urban community. So, some garbages from the factory also gathered here and surely will be recycled to be worthy stuff.

4) Pertamina Berdikari



In millenium era, everyone are engaged to educate themselves either in academic or non-academic aspects. With the raising standard of competition in global era, broaded experiences are sort of stuff that need to be developed. This aspect is addressed in a spread way until the remote areas. From that issue, PT Pertamina through Pertamina Berdikari are concern to develop the human resources within it surrounding society as one of their social responsibilities. This principle will enhance the human resources based on the deserving potential.

In Dumai Timur regency, PT Pertamina (Persero) RU II Dumai is concerning with the retarded such as unemployed and women's group. Besides, they also empower the potential group for further developing. Thus, the company is implementing many programs since there is many potential resources in this regency.

One of those programs is Adhelis convection bussines. In this program, woman's group focus in Jayamukti urban community will be empowered in economic aspect with supporting in convection center.

Besides, they also will be involved in a bigger market such like festivals, and expos. Furthermore, this program will be projected as the convection icon and as the identity of Dumai city. Other than that, PT Pertamina (Persero) RU II Dumai also concern with the sustainability in farmer's walfare. In Dumai Timur regency, many of farmers group were still less developing compare to other areas. Here, through Agriculture and Fisheries integration program, farmer's group will be educated the proper way in agriculture and fisheries system. They also get supported with responsibility in company's unused productive land to be managed with primary commodities, such like corns, tomatoes, and chilies.

B. Field Condition

Located at east coast of Sumatera island, Dumai Timur regency are counted as one of the most strategic region in Dumai city. Powered with rich natural resources such like petroleum and fisheries, it made the prosperity of its society seems generously believed. Meanwhile, with its

big potential of resources there is still lack of prosperous level within its society and unemployment number are increased year by year. Written in social mapping result done by Gajah Mada University in 2018, at least in Tanjung Palas urban community, most of the society are still tied in poverty counted as 265 families.

In infrastructure aspects, there is still lack of public facility which could support the life of society in which access these road to accessing the remote area are still unmaintained. Flood are occurred in several areas caused by unprofessional water circulation systems. On the other side, waste management is also being a critical issue which needs to be assessed by its government. In several areas, it could be easy to see a pack of rubbish lay beside the road. It is included from household garbages until companies waste production. If there is no regulation that could solve this problem, potentially this issue will be a big problem. Of course, it also needs a support from its society since they become a crucial actor that will determine how their environment sustainability will go well

Surrounded with big company and located in industrial areas are proves that inversely proporsional with number of unployment level within its society. In Jayamukti urban community which is surrounded with companies, the number of unemployment are still high. It still becomes a big issue since the education aspect is still questionable

within its society. This issue will prove the number of education in this area which is still low as described in a table below:

Table 1.1 Population Indicator based on Education Level in Jayamukti Urban Community

No	Education Level	Total
1	Not passing the elementary school	6745
2	Passed the elementary school	2260
3	Junior high school	2494
4	Senior high school	5048
5	Diploma I	1649

Source: Social Mapping Kelurahan Jayamukti Universitas Gajah Mada 2018

From data elaboration above, it indicates the education level of the society in Jayamukti urban community which is still a big issue even it dominates with people who not get a basic education taught in elementary school such like reading and writing skills.

Meanwhile, in Tanjung Palas urban community which is located beside PT Pertamina (Persero) RU II Dumai, the condition of education level within its society is a bit better rather than those who live in Jayamukti urban community. Total population which is half less than Jayamukti urban community proves the dominant education level higher. It is describe in the following table:

Table 1.1 Population Indicator based on Education Level in Tanjung Palas Urban Community

No	Education Level	Total
1	Not attending school	98
2	Elementary school	1690
3	Junior high school	1161
4	Senior high school	1816
5	Diploma I	30
6	Diploma II	78
7	Diploma III	110
8	Bachelor	2

Source: *Social Mapping Kelurahan Tanjung Palas Universitas Gajah Mada 2018*

From data elaboration above, the dominant education level is in senior high school. It indicates that the society already realized the important of education matters. This condition straightly will give impact to the quality of its society when the dominant basic education is higher than others from the point several issues view.

2. Research Data Description

The description of this research data is collected from process of gathering data in the field which later is proceed in a description form or a detailed in-depth presentation.

In this description, the researcher presented the data which is interview results with informants who have been previously determined to know the Corporate Social Responsibility program implemented by PT Pertamina (Persero) RU II Dumai.

1. Message Delivering Process of Corporate Social Responsibility PT Pertamina (Persero) RU II Dumai

Messages delivering process regarding the CSR activities implemented by PT Pertamina (Persero) RU II Dumai are as follows:

1. Message

Here, message stands for the ideas and concepts in a form of CSR activities that being socialized by PT Pertamina (Persero) RU II Dumai to the surrounding society. Message delivering aims to convey the concept of activities to the proposed CSR program.

Those various concepts and ideas are basically the output in social mapping process which involved the expertised. Social mapping is a research carried out to obtain the data regarding the activities that will be suitable with the needs of the community at target area of CSR activities. The data are concluded from the explanations given by influential community leaders, such as government figures, cultural figures, religion figures, youth leaders and other supportive figures in the field. Those various data include geographic informations, demography informations, economic and social conditions, natural resources, human resources, problem identifications, development opportunities, and vulnerable group. Based on social mapping result, it will be easy to identify the CSR program which is suitable to the society.

2. Communicator

Corporate Social Responsibility of PT Pertamina (Persero) RU II Dumai as the communicator takes in charge to deliver the message based on the implemented CSR program to get the support from the society by conducting the direct communication in where the program is taken place. There, the appointed staff will directly publicate the activity to the society through a ceremonial event.

In the process of delivering messages regarding CSR activities, PT Pertamina (Persero) RU II Dumai also invites a companion to provide knowledge to the community. Companion as a communicator has a duty to empower the community so that CSR activities can run in a sustainable way. Companion is chosen based on the relevant qualifications and authorities based on performed activities, for the example, the “Greening Space based on Fruit Park” program involves the role of Agriculture Departement of Dumai City in educating the farmer on the plantation process and accompaniment until the harvest season.

The accompaniment by the reliable stakeholders will possibly help PT Pertamina (Persero) RU II Dumai in realizing an indendent society and sustainable activity that will give a positive impact into the society.

3. Communicant

In the message delivering process conducted by PT Pertamina (Persero) RU II Dumai, communicant is being a primary actor. Those sort of people is basically the one who will get the essential of the message which is the CSR program itself. In conducting the CSR program, the communicant includes the society who lives in Dumai Timur regency and some in Bumi Ayu village and Bukit Datuk village. Communities as communicants must understand the CSR activities which are carried out so that the activities can run properly, give a real impact, and get positive support to create sustainability in the implementation and benefits of CSR activities.

4. Feedback

All communication effects which are carried out in a planned manner has a purpose, which is to be able to give an effect to the public or recipient. It also happens with the CSR of PT Pertamina (Persero) RU II Dumai where there is indirect impact also positive feedback from the community to PT Pertamina. These feedback can be in the form of community views related to good image and community support for company survival.

5. Challenge

In carrying out the communication process, there must be obstacles in the communication process so that information and the ideas conveyed cannot be accepted and there is unclear information, and misinterpretation by the communicant. The challenges faced by PT Pertamina (Persero) RU II Dumai is commonly the society's traditional behavior which is still not being independent and well-spread employment.

2. Media Application in Communication Process Corporate Social Responsibility PT Pertamina (Persero) RU II Dumai

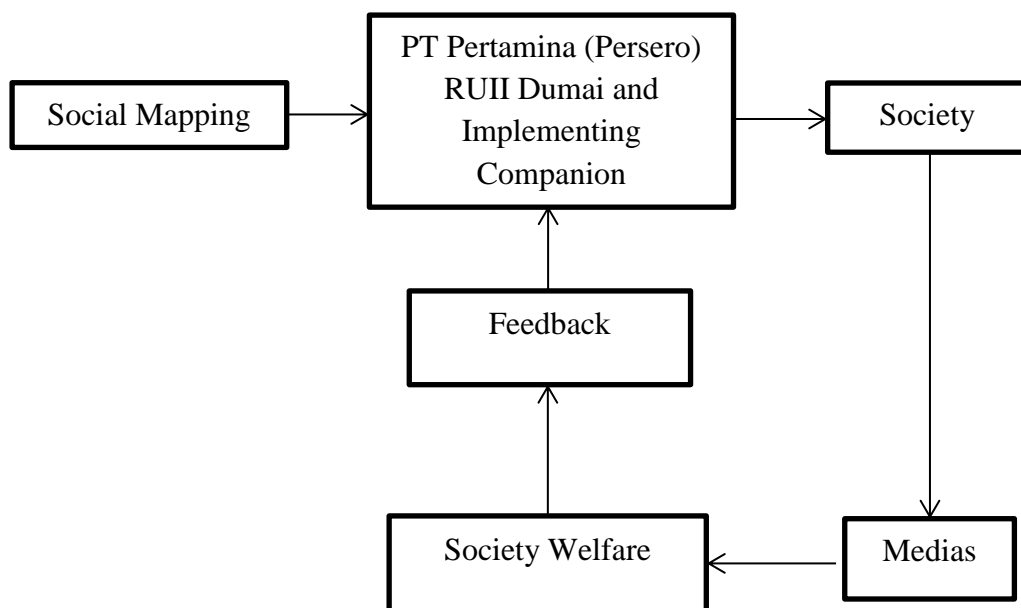
Media communication plays an important role in life society. The process of sending information in this modern era is very sophisticated. Telecommunication technology takes a big part in life support especially to deliver or send information. In the process of delivering the message of CSR PT. Pertamina (Persero) RU II Dumai use two media, namely conventional media and online media.

1. Direct Communication

Direct communication is a form of communication which is delivered through word of mouth towards the society which aims to explain the CSR activities that are implemented by PT Pertamina (Persero) RU II Dumai.

Form of direct communication is conducting social mapping which is done as an initial form of socialization directly to the community in the areas of PT. Pertamina (Persero) RU II Dumai. This form involves the expertise either from university's professors or NGOs to analyse the target's environment including the demography, social and economic condition, governance system, natural and human resources, financial condition, public facilities, problems, and opportunities. This form will give a broader insight regarding the society condition and find a proper program that will suitable to the society. Social mapping will give an appropriate result if the communication within the society were built in a good circumstances. Thus, it needs a further understanding and a well-adapted to the society's behaviour.

Figure 3.1 Social Mapping Format done in PT Pertamina Dumai



The direct communication activity also aims to establish a closeness relationship with the society. In fact, the communication process is carried out directly by the executor of the activity so the society will be able to hear a direct explanation of CSR activities. Therefore, they can get a clear understandings regarding the purpose of the CSR activities

2. Conventional Media

Conventional media is a media for delivering information that has benefits and is related to various interests that are conveyed in writing and has a limited audiences. Here, conventional media means the newspapers to publicate the CSR activities progress to the wider community.

PT. Pertamina (Persero) RU II Dumai in published the CSR activities use the advertorial form conducted by Communication and Relations staff through printed medias. This advertorial contains CSR activities of PT. Pertamina (Persero) RU II Dumai which has been carried out around the company's operating units.

Besides the media above, the CSR publications of PT. Pertamina (Persero) include annual reports, where in the annual report there is information regarding PT. Pertamina (Persero) includes Pertamina in brief, management report, company's main activity, Good Corporate Governance (GCG) implementation in Corporate Social Responsibility. In this section, there is

information regarding all CSR activities held by PT. Pertamina (Persero). CSR Profile Book where this report provides explanation about CSR of PT. Pertamina (Persero) is from various aspects, namely in the fields of health, education, environment and community empowerment.

The publication also will be published in company's media like Media of Pertamina, Pertamina News and Bulletin of Pertamina. This company magazine is an internal magazine company, so it is only intended for internal publication which is communities in the company environment.

3. Online Media

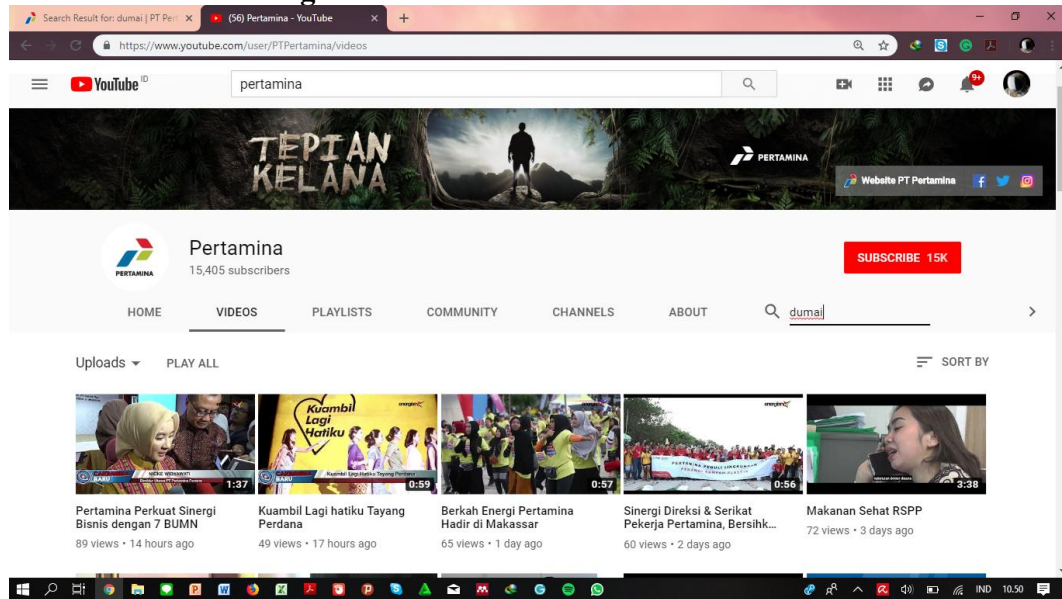
Online media are all types or media formats can only be accessed via the internet containing text, photos, videos and sound. Online media can also be interpreted as a means of communication by online. Online media presents journalistic works such as news, articles, features online and disseminating information about CSR activities. In addition, PT. Pertamina (Persero) RU II Dumai provides news in the form of features to the media to be published so that the public knows the CSR activity.

Picture 2.1: Main principle in CSR activities in PT Pertamina Dumai

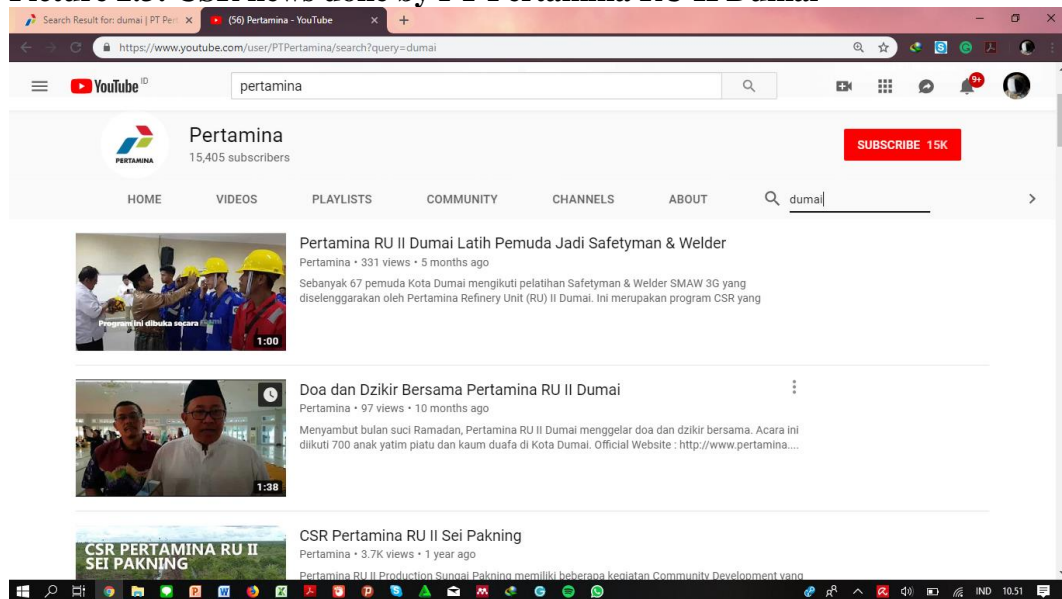


In addition to sending features to the media internal parties. PT. Pertamina (Persero) also publishes CSR activities through the Youtube channel owned by PT. Pertamina (Persero) namely Pertamina TV.

Picture 2.2 : Main Page of PT Pertamina's Youtube account

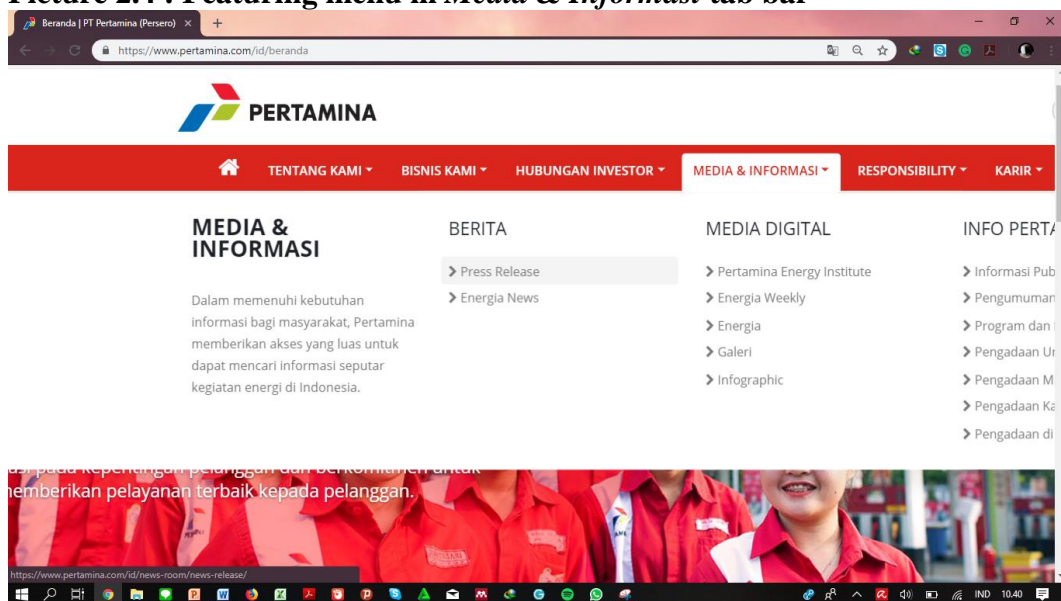


Picture 2.3: CSR news done by PT Pertamina RU II Dumai

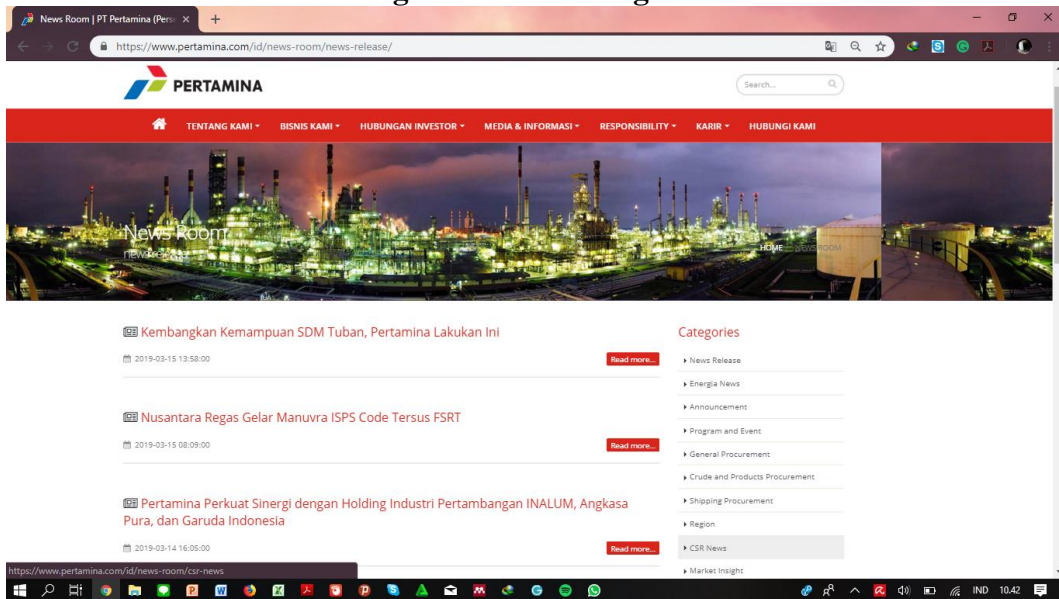


The media used in publishing activities CSR of PT. Pertamina (Persero) RU II Dumai is also through company website, www.pertamina.com, which is on Pertamina CSR News column, where the news provides information about the implementation of activities which has been implemented in all units of PT. Pertamina (Persero) RU II Dumai. In disseminating information. The community find out information about the company's internal CSR activities as well are required to know the CSR activities carried out. This way dissemination of the information is conducted through e-mail broadcasts and internal website. Thus, before information is disseminated to the broader community, the internal company is compulsory to know the CSR information first. These are the steps to find out the CSR activities through the website of PT Pertamina, www.pertamina.com

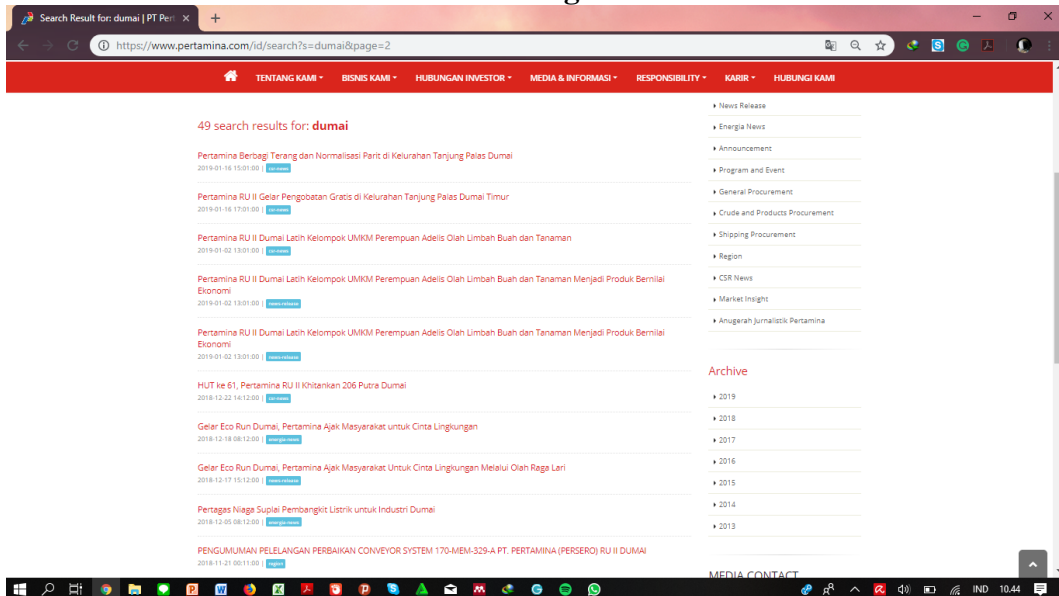
Picture 2.4 : Featuring menu in *Media & Informasi* tab bar



Picture 2.5 : Find in the categories to searching the CSR News



Picture 2.6 : Press release which featuring CSR news in PT Pertamina Dumai



3. Stakeholders Involvement in Corporate Social Responsibility of PT Pertamina (Persero) RU II Dumai.

A good corporate social responsibility involves various of stakeholders within its process as the supporting actor. It is obvious that certain companies worked their social responsibility needs to collaborated with the local stakeholders as the regency leader.

In the context of partnership between the government and the company, as written on Mayor's Regulation number 15 in 2016, the government of Dumai city expects that companies' CSR programs would help to solve social problems, such as:

- Education;
- Health problems;
- Infrastructures
- Sport and Culture
- Social and Religion
- Environment Preservation
- Smart Medium Enterprise

Thus, this would show that the companies are required to assist local governments to support the regional development programs that they implement. Main authority of the government is responsible to realize the public welfare. In fact, those responsibility will not bear the burden if it is done alone but requires participation. Therefore, one of the most potential support to realize that authority comes from the companies.

Thus, the accelerated development and improvement of community welfare can be achieved.

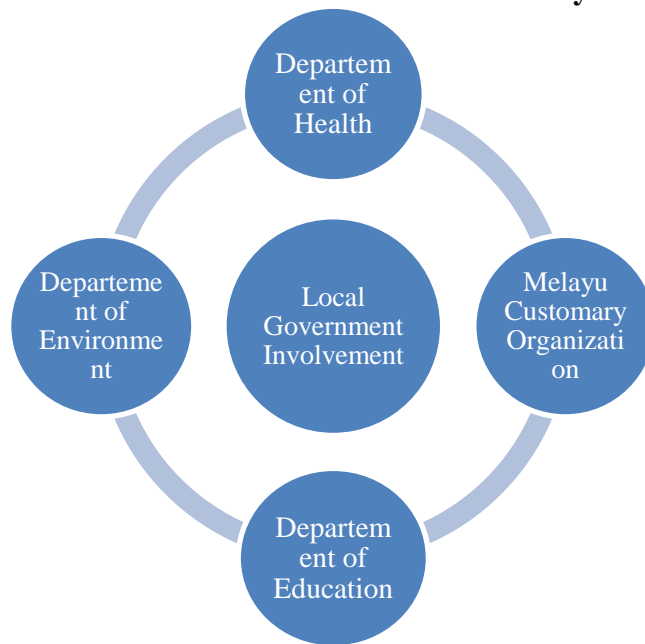
In terms to succeeding the programs, CSR PT Pertamina (Persero) RU II Dumai are actively collaborating with many stakeholders. Those actors namely:

1) Local Government

In activating the CSR program, PT Pertamina (Persero) RU II Dumai is engaging the collaboration with the local government from regency level until the village level. This action is taken as the collaboration scheme within the government and the company to make sure the activities are under legal protection.

On the other side, another form of collaboration is engaged with the State Departement as the companion actor. Here, the role of certain departement is monitoring the CSR programs to establishing a proper activity.

Figure 3.2: Stakeholder Involvement in Dumai city Government



a) Dumai Timur Sub-District Leader

Operating in Dumai Timur Su-District made a collaboration from the leader are very crucial aspect. Without approval from the government will give impact to the responsiveness of the activities and involvement from the society.

b) Departement of Environmental and Forestry

Here, this departement is in charge to assist in Fruit Park Greening program. They are responsible to serve the farmers a knowledge related how to succeed in harvesting. Those knowledge includes type of plant disease, fertilization, type of pests, and type of suitable commodities on local soil. They are also responsible to

monitor the plant growth in each week. Furthermore, this department also in charges to promote this program in a bigger society through their socialization activities.

c) Departement of Education

This departement are involved in Adiwiyata Green Schools program. They have responsibility to deliver the suitable curricullum based on Adiwiyata principle to the students in MAN 1 Dumai. The jobdesk includes socializing the activities to the students, serving the students while the activity has taken, and while the end of semester they will assist the whole activities with the suitable indicators.

d) Departement of Health

Departement of Health are responsible to guide the staffs of Post Integrated Service in their weekly activities. It includes immunization and nutrition monitoring. This form of collaboration indeed needs an agreement from the department from the first activity.

Picture 3.1: Support from Department of Health in immunization



2) Melayu Customary Institution

A customary institution is relatable with the government management system as the supporting actor. This actor has a role to establish a relationship between the government, private sector and the society itself. Other than that, a customary institution also involves to engage the society in developing process. Therefore, a collaborative attitude from this actor to the CSR activities is highly required.

The involvement of Melayu customary institution with the CSR PT Pertamina (Persero) RU II Dumai is a win-win solution system. It means that from the company's side, the participation from the society within the CSR activities are

raised compares without the involvement from this actor. One of customary institution's characteristics is they featured a big mass within the society. Thus, it is fair to mention this actor when it comes to a society participation activities. Meanwhile, the collaboration from companies to the customary institution will give a easier way to reach the organization's goal. In the line of company's purpose with institution existance to realize the society welfare supposedly will become a mutual cooperation.

Form of collaboration from Melayu customary institution with CSR PT Pertamina (Persero) RU II Dumai is being a supporting actor through the CSR activities. It is included the charity for the orphans as the starting of anually Change Out Catalyst PL-1 and Unit Distillate Hydrotreating activity.

Picture 3.2: Anually activity of PT Pertamina Dumai which involved the Melayu Customary Institution



Source: pekanbaru.tribunnews.com

3) Expertises

In terms of involving the expertises, PT Pertamina (Persero) RU II Dumai occasionally collaborated with the universities. The involvement includes the programs formulation until the process guiding.

a) Gajah Mada University

PT Pertamina (Persero) RU II Dumai is collaborated with this university in form of programs formulation namely, to implement the suitable programs which are required the condition and the needs of the society. Therefore, to know those aspects, the company engages the social mapping system with collaboration through the eligible actors from this university. After the society needs and condition are observed, PT Pertamina (Persero) RU II Dumai will determine the suitable programs based on the the company's values. Result of the project appears the 11 possible programs which could be implemented in Dumai Timur regency

Table 3.1: Programs Priority Analysis done by Gajah Mada University

No	Indicator	Program										
		1	2	3	4	5	6	7	8	9	10	11
1	Urgency				v			v	v			
	A. Direct & Indirect negative impact into the company				v			v	v			
	B. Personally Social Problems	v	v	v	v	v	v		v	v	v	v
	C. Structural Social Problems		v		v		v		v	v	v	v
2	Potency											
	A. Human resoure	v		v		v	v	v	v			v
	B. Natural resoure				v	v	v					
	C. Organization	v	v	v		v	v			v		v
	D. Networking	v	v	v			v		v		v	
	E.						v				v	
	F. Infrastructure			v			v					
3	Positive Impact											
	A. Company	v	v	v	v	v	v	v	v	v	v	v
	B. Society	v	v	v	v	v	v	v	v	v	v	v
	C. Individual	v	v	v	v	v	v	v	v	v	v	v
	Total	7	7	8	7	7	11	5	8	8	7	7
	Ranking	5	6	2	7	8	1	11	3	4	9	10

Source: Social Mapping Society Development PT Pertamina Dumai Area.

Number of Programs:

1. Waste bank management
2. Glove industry program
3. Convection program and woman groups economic development
4. Adiwiyata school program
5. Souvenirs and SMEs development program
6. SMEs staff development program
7. Post Integrated Service program
8. Industrial training program
9. Industrial wearpack uniform program

10. Horticultures planting program

11. Waste bank staff development program

b) STIA Lancang Kuning

Through this university, PT Pertamina (Persero) RU II Dumai forms the file of monitoring and evaluation on the end of period. The big factor involving this actor is because they are the resident university in Dumai city. Therefore, it is easily for them to form the file and it will give a reachable access to the program while the activities are still conducted or has been done.

Table 3.2: Program Suitability Level of CSR PT Pertamina Dumai

No	Indicator	Percentage	Explanation
1	Program realization	78%	PT Pertamina Dumai has 9 programs and 60 activities. Within 1st until 3rd period, there are 47 activities which been done, and the rest will be done in 4th period
2	Program achievement	78%	From 60 activities, there are 47 activities namely the achievement level which are already measured.
3	Estimation suitability	95%	The planned estimation of CSR PT Pertamina Dumai in 2018 was Rp. 2.000.000.000,- but the implementation until in the mid of 3rd period is Rp. 1.901.985.402,-
4	Target Beneficiary	77%	In 1st and 2nd period, 7 out of 9 programs have been delivered into the target and the rest 2 programs will be conducted in 3rd and 4th period
5	Program Schedule	96%	47 out of 60 activities have been done within 1st and 2nd period. Meanwhile

			the 13 activities will be done in 3rd and 4th period
6	Total of program realization	77%	From all CSR programs of PT Pertamina Dumai, measuring from the activities, target beneficiary, estimation and schedule, the success percentage is 77%

c) PT Sigma Energi Indonesia

Otherside collaborating with expertises from several universities, PT Pertamina (Persero) RU II Dumai also conducts a participation from circle of company. Here, PT Sigma Energi Indonesia has a role as a trainer and is responsible to guide the youngster in Safetyman and Wielder program to follow the indicator of a good safetyman. Furthermore, they will help to propose a letter of properness to the certificate publisher. The number of trainees are 36 people for safetyman training and 30 people for wielder training.

Picture 3.3 : Certification handover to the trainee



d) National Training Certification Agency (BNSP)

In conducting their CSR programs, PT Pertamina (Persero) RU II Dumai also involved the participation from state institution. This concept will deliver the nationwide acknowledgement since the output has been following the nation standard. Here, the collaboration form with BNSP is being the certificate publisher for the safetyman and wielder indicators. The step is started with trainer submission regarding the eligibility of the trainees, the submission will later be proposed to the BNSP and the certificate will be published. Therefore, the certificate will prove the trainee which used to be unemployees will definately improved in skill capacity.

4) Local Media

Media has a role to bridge the society matters into many actors. They will coverage the phenomenons for many purposes including promoting to the bigger society. In terms to maximizing the function of media especially the local media, CSR PT Pertamina RU II Dumai involve the local media to coverage the CSR activities into the bigger platform. Once the activity have been taken, the staff will invite the media so the recent activity will be published in the nearest edition. Here, medias that be participated are divided into convetional media such like Dumai Pos, and Tribun Pekanbaru. Besides CSR PT Pertamina (Persero) RU II Dumai also involves the online media coverage since the technology development are very fast in these recent years. There are several media that have participated such as pekanbaru.tribunnews.com, riauone.com, dumaiposnews.com etc.

These various of actors are compulsory in every steps of the CSR process. They has their own responsibilities in terms to succeeding the CSR programs.

4. Promoting Strategy of CSR programs of PT Pertamina RU II Dumai

Promoting the CSR program is also one of important aspects to succeed the responsibility. It could help the society realize that the company is working the community matters as well. Furthermore, it will gain the company's image into the positive way. Many ways could be implemented in terms to promote the CSR programs.

1) Above the Line

Above the Line strategy is known as the activity which is conducted by the management to gain a desired brand image. This system is targeting a larger and more general customers in implementing the promotion. Here, CSR PT Pertamina (Persero) RU II Dumai conducted the Above the Line system through print ads and, outside ads.

a) Print Ads

Promoting through the printing ads will give a specific platform since it included the picture of activities and was supported with elaboration of activities. Thus, the society will understand what stuff that been conducted and informations regarding the programs itself.

Picture 3.4 : Publication in newspaper about CSR activity



b) Outside Ads

The advantages of using this method includes a big number of people since it is located on a strategic place of crowd. Therefore, the program will be recognized in a bigger communities and will be easily to recognized as an identity of the company.

2) Below the Line

Below the Line method gives a promoting system into a direct targeted audience since one of the characteristics is one-on-one system. Therefore, this promotion system will only reach a smaller target rather than the Above the Line system. To get a maximum result, it needs a repetition while conducting this system. Once it well-implemented within its process, this system will deliver more succeed promotion result.

a) Social Media Marketing

In this recent years, social media is proved to promote every section of company's activities and achievements into the society. It is easily to engage them that a company are exist to improve into relatable one since it cost no money, has easy access, and big platform of communities. Here, CSR PT Pertamina (Persero) RU II Dumai are keep trying to promote in their programs into many social media platforms such as Twitter and Facebook. It is continuously posted regarding the recent activites and achievements so the society will be informed just in time.

Picture 3.4 : Social Medias promotion done by Pertamina



The image displays two social media posts. On the left is a Facebook post from PT Pertamina, dated January 2nd. The text describes a CSR program in Kota Dumai aimed at developing UMKM (Micro, Small, and Medium Enterprises) through economic empowerment. It mentions a workshop for 25 women in Kelurahan Jaya Mukti, Kota Dumai, where they learned to make liquid soap and snacks like keripik (chips) from durian waste. A quote from the group leader, Nofliyarni, expresses confidence in the economic benefits of utilizing local waste. The post includes a link and a photo of the workshop participants. On the right is a Twitter post from the official account @pertamina, dated August 24, 2018. It reports that 67 youth from Kota Dumai attended a Safetyman & Welder SMAW 3G training session organized by Pertamina Refinery Unit II Dumai, held from August 24-30, 2018. The tweet includes hashtags #pertamina and #siner61pertamina, a link, and shows 2 likes.

b) Events

One of attracting system of promoting is conducting an event which involved a big amount of society. It will give the positive impact into the company if it is done in a right way. PT Pertamina (Persero) RU II Dumai recently conducted many events regarding to engage people to concern in many aspects. In 2018, the events are more focused on environmental aspect. It is counted as EcoRun 2018, and a Video/Photo Challenge themed “Hari Peduli Sampah”. It succeed to commed the value of environmental-friendly within the society.

Picture 3.5 : Eco Run event conducted by PT Pertamina Dumai

