

CHAPTER IV

CONCLUSION

A. Conclusion

Based on the data presentation and data analysis that have been described in the previous chapter, it can be concluded that in the communication model of Corporate Social Responsibility, PT. Pertamina (Persero) RU II Dumai produced the result of the interpretation . There are conclusions from this study as follows:

1. Communication form of Corporate Social Responsibility (CSR) of PT. Pertamina (Persero) RU II Dumai.

Communication form of CSR PT Pertamina (Persero) RU II Dumai has a process which is started in social mapping process to determining the message which oriented towards the target market namely the people in the area of company operations. The message contains social responsibility activities and environment that helps the Indonesian government to achieve the target of Indonesian Human Development Index (HDI) and the communication effect provides community welfare and feedback given by the community to realize the company survival.

2. Media application in communication process of Corporate Social Responsibility

In the communication process of Corporate Social Responsibility PT. Pertamina (Persero) RU II Dumai conducted the direct communication. This form of direct communication includes

social mapping as an initial form of socialization directly to the community at the CSR area of PT. Pertamina (Persero) RU II Dumai. Besides, direct communication includes a ceremony which is delivered by the staffs and directors of CSR PT Pertamina (Persero) RU II Dumai within the festivals and presentations.

In addition, through direct communication the communication process is by using conventional media and online media. The conventional media include writing or advertorials, newspapers and public service advertisements on local and national level such as television, logos, posters, banners, annual report and company magazine. From these sort of media application, the application through television is the most effective media because it coverage a big platform within the society it display an audio-visual message of the CSR activities thus the society will easily understand what the essential of CSR activities is and the goals that are reached.

CSR PT Pertamina (Persero) RU II Dumai also implements the online media coverage to spread the message. It includes spereading the messages through website and social media such like Facebook, Twitter, Instagram, and Youtube. The coverage among the relatable online news platform is also to announce the bigger society. Here, the spreading information of CSR activities need to be highlighted among the internal staffs before it is

released into the society. Thus, the staffs and directors will be armed with relatable information and are often updated about the ongoing activities. To spread the information is conducted through broadcast e-mail.

3. Stakeholders involvement in Corporate Social Responsibility

The stakeholders involvement among the process of CSR activities are the most reliable aspect which determines the program succeed. The agreement between these both actor is the key to realize the program runs well. It is started with the the local government.

B. Suggestion

Based on obtained results, the suggestion can be drawn are as follows:

1. Suggestion for CSR PT Pertamina (Persero) RU II Dumai

From each CSR program in the field and in practice, the course alone will divert challenges in socialization to the community. Therefore the author suggests the communication strategy are being listed thus the misconduct of strategy will be minimalized and it is easier to figure new strategies.

In diversity of program, author will suggest the focus of program will be in education. Recently, there is only one program which is related in education. In the next period, it is expecting more than two programs that will enhance the education system in Dumai Timur regency.

In publication aspect, the CSR PT Pertamina (Persero) RU II Dumai still does not publicate through a banner and billboard about what have been done by them and place it in a strategic area thus, the society will annouce it. Furthermore it will enhance the company's credibility as they have done the social responsibility.

2. Suggestion for Government of Dumai Timur regency

The local government needs to specify the base of law of company's social responsibility to differenciate the responsibility between the government and the companies. It is still the government's responsibility in maintain the program and regulation to realize the community welfare.