

# HUMAS DAN TANGGUNG JAWAB SOSIAL PERUSAHAAN

## *PUBLIC RELATIONS AND CORPORATE SOCIAL RESPONSIBILITIES*

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### **A. INTRODUCTION**

In the past, university were familiar as a league or the highest education institute in our society. Together along with the development of our country, just like another country, university or high education institutions in Indonesia were evolved become a business industry or corporate. The increase of education institution or university's functions has made the universities changed into corporate with all the functions not only as an educator league. As a corporate or business industry, university need to implement the Corporate Social Responsibility (CSR) programme.

Generally, education institutions in Indonesia in their own concepts has bring out the principles of 'Pengabdian Masyarakat'. This matter showed in 'Tri Dharma' of university which become based of every activities or programmes in the universities. In the old concepts, where the university as an educator institution, the responsibility of 'Pengabdian Masyarakat' under 'Lembaga Penelitian dan Pengabdian Masyarakat' or familiar as 'LPPM'. The evolution of university's functions, also made 'Pengabdian Masyarakat' become the role and responsibilities of every aspects in this institutions.

The CSR programme on education's industry, not only become a side job. This section has become job planning which has to be focused, at the end the CSR programmes will give contributions for the development of those education's industry. These programme also supported by obligation of CSR which officially stamped on law in our country.

According to the law of 'Perseroan Terbatas (UUPT)', CSR was one of an obligation which has to be committed by corporates or industries. These case seen explicit in clause number 74 of UUPT and number 40 (UUPT:2007). Refer to these law and the changing of institutions function into corporate, then it becomes obligation for every universities, especially in Indonesia to have special part whose responsible with CSR and all the programmes.

Merging between 'Pengabdian Masyarakat' concept with old version, where the institutions were just an education leagues not as an industries with CSR concepts inside (philanthropy and promotions), finally had purpose to actuating and directing the strategies which had by education's industry coherently in order to reach the vision and education institution's mission itself.

The function's of CSR programme usually responsible under public relation's

responsibilities. This research focused on CSR programmes which can be benefitted by education's industry in supporting their CSR functions.

Here are the research question :

1. What programme which can be held by education's industry in concerning their CSR ?
2. How about the role of Public Relations on CSR in education's industry ?

The expected results from this research are : offering a clear description about corporate social responsibilities and it's role for the institutions and giving a new reference for the science industry especially for the next research.

## **B. Research Methodology**

According to the research's question above, this research using descriptive qualitative approach with literature study methods. Descriptive qualitative research usually focused on one unit of phenomenon. That's why these research enabling depth study to reach the research's purpose.

Shank (2002) defines qualitative research as "a form of systematic empirical inquiry into meaning". By *systematic* he means "planned, ordered and public", following rules agreed upon by members of the qualitative research community. By *empirical*, he means that this type of inquiry is grounded in the world of experience. *Inquiry into meaning* says researchers try to understand how others make sense of their experience.

Denzin and Lincoln (2000) claim that qualitative research involves an *interpretive and naturalistic* approach: "This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them".

These research using literature study method, the first step in doing a literature study is try to identify the purpose of the study, while collecting data through journal, books, modules, and other sources which can supported the research.

In Moleong (2004), checking of data validity through credibility with triangulations techniques, perseverance observation, partner's checking. Moleong (2007), triangulations is data validity checking which benefitted other source outside the data for chechking needs or as a comparator of those data.

## **C. References and Research's Result**

### **1. Corporate Social Responsibilities**

Since the second half of the 20th century a long debate on corporate social responsibility (CSR) has been taking place. In 1953, Bowen (1953) wrote the seminal book *Social Responsibilities of the Businessman*. Since then there has been a shift in terminology from the social responsibility of business to CSR. Additionally, this field has grown significantly and today contains a great proliferation of theories, approaches and terminologies. Society and business, social issues management, public policy and business, stakeholder management, corporate accountability are just some of the terms used to describe the phenomena related to corporate responsibility in society (Journal of Business Ethics : 2004).

After the long debate on corporate social responsibility, many corporate or business industries now understand their responsibility in societies to supporting their vision. The most important indicator that has to be concerned on corporate social responsibility's were stakeholders. The term 'stakeholder(s)' is broad ranging in scope. It has been defined as meaning all those individuals and groups with a

'critical eye' on corporate actors (Bowmann-Larsen and Wiggen 2004).

Freeman (1984:52) states that stakeholders are "groups and individuals who can affect or are affected by, the achievement of an organization's mission". Stakeholders, acting either formally or informally, individually or collectively, are a key element in the firm's external environment that can positively or negatively affect the organisation (Murray and Vogel 1997:142).

## Research's Result

From the theories above, the role of corporate social responsibility has implement by many industries now, including education's industry. The name of programme which held by institutions in order to succeed their vision was "Pengabdian Masyarakat" which held and responsible under Lembaga Pengabdian Kepada Masyarakat (LPPM). LPPM is one of league which had by university to responsible for "Tri Dharma Perguruan Tinggi". These programme was the efforts from universities to develop their societies. Kinds of "Pengabdian Masyarakat" programmes are KKN, Pendampingan, Pemberdayaan, Workshop, Seminary, and etc. 'Pengabdian Masyarakat' activity can be made by any human resources in universities, such as lectures and students.

The society around university is one of stakeholders which had to be observe and attention. They were people who pay attention everyday to our institutions. From the society's opinion, we knew our existence in surrounding, and how long we can survive with those conditions and education's industry already realized about this. One of the examples of 'Pengabdian Masyarakat' which held by the university or education's industry are visible below :

## Unpad Gelar CSR di Desa Cisontrol Kab. Ciamis

Laporan oleh: Lydia Oliva Anjelita

[Unpad.ac.id, 12/02/2011] Kegiatan corporate social responsibility (CSR) Universitas Padjadjaran, Sabtu (12/02) kemarin diselenggarakan di Desa Cisontrol, Kabupaten Ciamis. Desa Cisontrol merupakan sebuah desa yang terletak di Kecamatan Rancuh dan berjarak 40 km dari ibu kota Kabupaten Ciamis. Rombongan yang dipimpin oleh Rektor Unpad, Prof. Ganjar Kurnia, tiba di Balai Desa Cisontrol pada pukul 8.30 WIB dan disambut oleh Kepala Desa, Rosal Setiawan.



Rektor Unpad (kanan) dan Kepala Desa Cisontrol Kab. Ciamis (Foto: Lydia OA)\*

"Desa Cisontrol merupakan desa yang memiliki prestasi sangat baik, baik itu di tingkat lokal maupun nasional. Desa ini memiliki potensi yang luar biasa untuk dapat dikembangkan," kata Rektor Unpad, Prof. Ganjar Kurnia.

Prof. Ganjar mengatakan kunjungan kali ini terdiri dari dua kegiatan, yaitu rapat persiapan yang menggunakan lokasi rapat Balai Desa, dan kegiatan CSR oleh tim dari Fakultas Kedokteran (FK) dan Fakultas Kedokteran Gigi (FKG).

Kepala desa sangat menyambut baik kedatangan rombongan dari Unpad. Ia mengucapkan terima kasih pada Unpad yang telah meluangkan waktu dan mengorbankan tenaga untuk bersilaturahmi ke desanya.

"Rencana strategi pemerintahan Desa Cisontrol tentunya dijabarkan melalui visi dan misi. Dilandasi iman dan takwa, Cisontrol diarahkan menjadi desa berprestasi baik, profesional, dan unggul dalam pelayanan serta komitmen terhadap pemberdayaan masyarakat," ungkap Rosal Setiawan.

Potensi desa menurutnya, juga merupakan modal awal dalam pemberdayaan masyarakat. Berbagai program baik itu dari pemerintah pusat, daerah, maupun perguruan tinggi, seperti Unpad perlu mendapat sambutan hangat dan dioptimalkan dengan baik kepada masyarakat.

"Desa Cisontrol tahun ini juga mempersiapkan diri sebagai "Desa Sehat Siaga" sebagai upaya peningkatan Indeks Pembangunan Manusia (IPM). Salah satu indikatornya adalah dari bidang kesehatan," tambahnya. Rosal kemudian berharap, Desa Cisontrol juga dapat menjadi desa hiasan Unpad, bukan hanya di bidang kesehatan, tapi juga di segala bidang.

Koordinator kegiatan yang juga Dekan Fakultas Sastra, Prof. Dr. Dwiang Suganda, menjelaskan kegiatan CSR Unpad hari ini diisi dengan kegiatan buluh senam, seperti pemeriksaan kesehatan umum gratis oleh tim dari Fakultas Kedokteran (FK), dan pemeriksaan gigi gratis oleh tim dari Fakultas Kedokteran Gigi (FKG).

"Acara ini juga melibatkan tim dari Fakultas Sastra (Fas), Peternakan (Fapet), Keperawatan (Fkep), Teknologi Industri Pertanian (FTIP), Fakultas Perikanan dan Ilmu Kelautan (FFIK), Fakultas Farmasi, dan Fakultas Teknik Geologi (FTG)," katanya.

Rangkaian kegiatan selanjutnya, tambah Prof. Dadang adalah peneloaaran berbagai potensi budaya dan wisata yang akan dilakukan di sepanjang pantai selatan Jawa Barat. Peneloaaran akan dilaksanakan Minggu (13/02) ini, yang dimulai dari Pantai Pangandaran hingga Pantai Rancabuaya, yang terletak di Desa Purabaya, Kecamatan Caringin, Kabupaten Garut. (oh)\*

Source : <http://www.unpad.ac.id/archives/39261>

## 2. Public Relations

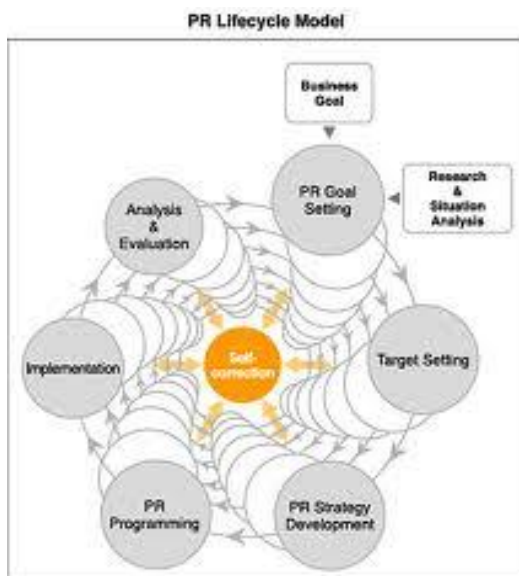
Talking about public relations made a lot of perceptions in public, the first question which always asked is what is public relations and how's the role in the organization. These questions make us have to conceive first, what is the real things about public relations and positions.

The field of public relations has progressed far from the research tradition, which primarily focused on production of messages, campaigns, and mass media effects on audiences (Bruning & Ledingham, 2000 ; Ledingham & Bruning, 1998). J.

Grunig and Hunt (1984) have provided grounds for the re-conceptualization of public relations. They defined public relations as "the management of communication between an organization and its publics". Furthermore, J. Grunig and Hunt (1984) proposed a model of strategic public relations management. Their strategic public relations

management theory encompasses much of the foundational knowledge in public relations strategy, including the situational theory of publics and models of public relations.

The chart below is a PR lifecycle model incorporating the self-correction function. This is an integrated system of essential processes to develop a PR program, and the basis on which we believe all PR strategies should be formulated.



Source : (<http://www.inoue-pr.com/english/pr.html>)

1. Research & Situation Analysis - identify and understand the stakeholder's situation
2. PR Goal Setting - based on research and data
3. Target Setting - determine the information targets and communication channels
4. PR Strategy Development - strategies to achieve defined goals
5. PR Programming - create tactics-level PR programs reflecting the strategy
6. Implementation - PR program execution

7. Analysis & Evaluation - feedback on activity results followed by the self-correction function

### Research's Result

From the theories above, we knew that in the organizations, public relations has an important role to succeed every programmes or activities to reach the organization's goals. From the research, in education's industry public relations also has an important role to reach the university's vision, but public relations in university inclined to performed the marketing role such as promotion, roadshow, rather than the real role as a public relations.

These problem also analyzed in Interactive Dialogue on February, 17, 2009 which held in ITN, Malang. Dr. Zulkarnain Nasution, M.Pd. (Practitioner and Head of Public Relations for UM) said that an activity or efforts which directed to a good relationships between institutions and community, especially to implant a good perception about institutions to it's community, supposed to be responsible of public relations in the institutions. Those programmes needs cohesiveness's cooperation between public relations and Lembaga Pengabdian Kepada Masyarakat (LPPM).

The existence of public relations in education's industry is a policy of it's institutions, which determined by several factor such as : level of institutions power, length of existence, consideration on organization's structure and many other things which had by the university or institution.

### D. Conclusion & Suggestion

The conclusion from this research are :

1. Corporate social responsibilities is an obigation which cohering in an

education's industries since they were exist in society.

2. Public relation's existence in education's industry sometimes determined by several factors.
3. The implementation's of 'Pengabdian Masyarakat' still had to refers to education rule.

The suggestion for this research are :

1. Public relations existence and role in education's industry has to be raise for the next in order to succedd and support LPPM for doing corporate social responsibility.
2. Environmental scanning activity must be implemented by public relations continuously to anticipated every changes in society.

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