

Implementation of CSR Program for Clean Water Well Development by PT. Chevron Pacific Indonesia to The Sakai Tribe Community

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ABSTRACT

PT. Chevron Pacific Indonesia is one of the largest oil companies in Indonesia. Social responsibility is essential so that the company can operate smoothly and get support from the surrounding community. It is necessary to implement a good Corporate Social Responsibility (CSR) program. This study aims to determine the implementation of the Corporate Social Responsibility (CSR) program to construct clean water wells in West Minas Village, PT. Chevron Pacific Indonesia. This research method uses descriptive qualitative research and data collection methods through interviews with the field Social Performance Specialist and Government specialist and three Sakai Tribe communities in West Minas Village. The data analysis technique used in this study uses the Ground technique by Miles and Huberman. The theory used in this research is a four-stage public relations strategy planning process by Cutlip Center & Broom. The results of this study indicate that PT. Chevron Pacific Indonesia has implemented the Corporate Social Responsibility (CSR) program to construct clean water wells and has carried out all public relations strategy planning stages.

Keywords:

Corporate Sosial Responsibility

Public Relations

Chevron

CSR Program



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INTRODUCTION

Recently, CSR has become a significant issue globally in theory and practice. Both profit and non-profit organizations are flocking to make their CSR program. Organizations are expected to behave ethically and socially responsibly. Management is also expected to have the competence and skills to deal with various problems and ethics (Sahita, 2018; Salim, 2018). Corporate Social Responsibility (CSR) activities or programs based on the community's needs are communicated with related parties such as the government and institutions in the community. The concept of CSR is that companies are not solely responsible for social and environmental responsibilities (Marnelly, 2012).

The purpose of CSR is to empower the community, not to deceive the community. Empowerment aims to create an independent society. Talking Corporate Social Responsibility, there are many definitions. The word social is often interpreted as generosity. Whereas CSR is related to sustainability and acceptability, meaning that it is acceptable and sustainable to do business in a place that wants the business to be sustainable in the long term (Untung, 2009).

Corporate Social Responsibility (CSR) is a continuing commitment by the business world to act ethically and contribute to the economic development of the local community or the wider community, along with improving the standard of living of workers and their families (Wibisono, 2007). Kotler and Lee define Corporate Social Responsibility (CSR) as a company's voluntary commitment to contribute to improving the welfare of the community and is not a business activity that is required by law and legislation, such as the obligation to pay taxes or the company's compliance with labor laws (Solihin, 2009). The CSR program aims to change the community to be more productive, improve people's living standards, and foster groups to be independent to form their businesses (Putra, 2017).

CSR activities carried out by the company are not only done because the company is considered to be carrying out activities production or operational that harm the surrounding community, but can be used as the assumption that the company cares about the situation that is being experienced by the public (Firdaus, 2016). The concept of Corporate Social Responsibility (CSR) originated around 1900 in the United States. According to the World Business Council for Sustainable Development (WBCSD), CSR is the company's obligation to contribute to economic development and improve employees' quality of life and the local community (Said, 2018). The implementation of CSR in developed countries is based on the awareness of each company; this means that companies carry out CSR programs not because they are regulated by laws or regulations made in their country but the awareness of each company. The concept of Corporate Social Responsibility (CSR) in Indonesia existed around 1990, but until now, there are still many companies that have not implemented CSR. Indonesia regulates CSR in Law Number 40 of 2007, article 74 paragraph (1) stating that companies that carry out activities related to natural resources are obliged to carry out social and environmental responsibilities (Undang-Undang Republik Indonesia Nomor 40 Tahun 2007 Tentang Perseroan Terbatas, 2007).

PT. Chevron Pacific Indonesia is Indonesia's most prominent oil management company and is a subsidiary of PT. American Chevrans. In 2018 PT. Chevron Pacific Indonesia was awarded Indonesia's Best Corporate Social Initiatives 2018 in Indonesia's Best Corporate Philanthropy organized by Mix Magazine from Swa Media Group (wartakota.tribunnews.com, 2018). Still in the same year PT. Chevron Pacific Indonesia received two other awards organized by Warta Ekonomi, namely top 4 Social Business Innovation Company 2018, Category: Crude Petroleum & Natural Gas Production (Warta Ekonomi.co.id, 2018) and top 5 Indonesia Most Admired Companies 2018 in Oil and Gas Category (Warta Ekonomi.co.id, 2018). In the previous year PT. Chevron Pacific Indonesia was also awarded The Best Social Business Innovation Company 2017 Category Crude Petroleum & Natural Gas Production organized by Warta Ekonomi on the eve of the 2017 Social Business Innovation & Green CEO award (Wartaekonomi.co.id, 2017). These data prove that PT. Chevron Pacific Indonesia has carried out CSR programs very well and provided a positive impact and added value related to the company's relationship with all stakeholders.

According to the Riau Social Agency (dinsos.riau.go.id, 2017), the Sakai tribe is one of the indigenous tribes in Riau Province who still live on the move and use the forest as a livelihood. The Sakai tribe is one of the concerns of PT. Chevron Pacific Indonesia, because this company is located in their territory, with the background of the Sakai Tribe who still adheres to the beliefs of their ancestors, they have become untouched by world developments, many of the Sakai Tribe people do not go to school and only depend on nature for their life. Minas sub-district is an area that has difficult access to clean water sources because the area is dry and the water is mixed with oil. The community uses water from local drinking water companies (PDAM), wells, and mobile water purchases.

Based on the previous research (Hardi, 2019) through community surveys, questionnaires, and laboratory testing for samples of water used by the community, information was obtained that people in Minas District have not been able to meet their daily water needs adequately. Communities in Minas Sub-district need new water sources to meet community needs in quantity and require improvement or improvement of water treatment facilities to meet drinking water quality requirements and clean water. Respondents answered that they had experienced difficulties 1-5 times by 13%, respondents who had experienced difficulties 5-10 times by 30%, and respondents who had experienced difficulties more than ten times by 13%, the total people who experienced difficulties were 56%. The interview results provide information that respondents who have difficulty getting clean water use PDAM water during the dry season when the water supply to the PDAM is minimal, and there have even been no water supply to the community.

A previous study by Douglas Adeola & Ogechi Adeola (2019) offers recommendations on essential features of good CSR models for businesses in the extractive sector. It concludes that the CSR business models of companies in the extractive sector must be structured, transparent, and contextually sensitive to address the critical question of how society can benefit from their operations and exploitation of natural resources. The study by Reyes (2018) has shown that there has been increasing development of corporate social responsibility actions by the top oil players, aligning their resources with the needs of their respective stakeholders. Ngoasong (2014) proposes local content strategies implemented through programs and initiatives to develop and use host country suppliers and workforce. There are four emergent narrative strategies justifying the business practices of international oil and gas companies (IOCs) identified and discussed, and corporate social responsibility (CSR) initiatives are one of them.

According to Cutlip, Center & Broom (2006), public relations is a management task that states, establishes, and maintains mutually beneficial relationships between organizations and organizational stakeholders, which aims to determine the success or failure of the organization. Public relations is a bridge for communication activities between company management and internal and external parties. The exchange of information carried out by public relations can then become an idea or strategic decision for the company's sustainability. The information obtained must be processed and possible so that misunderstandings do not arise within the company internally or externally. According to Cutlip, Center & Broom (2006), the public relations strategy planning process is divided into four steps, namely:

1. Defining the problem

Defining the problem is the initial stage and becomes the foundation of planning public relations strategy. The company conducts investigations and monitors the community's social environment to define the problem. The purpose of this stage is as a database and the basis for program formation.

2. Planning and programming

The planning stage and programming are based on data obtained to define the problem. At this stage, the steps determined to be taken are based on the data that has been obtained. The planning and programming stages involve what will be done and how to respond to or anticipate problems/opportunities. The planning and programming phase includes two main aspects of strategic thinking: goal setting and strategic planning. The setting of program objectives must be placed in the context of the organization's mission and goals. Strategic planning involves making decisions about program planning, developing the message to be conveyed, identifying the primary public, and selecting the media to convey the message.

3. Taking action and communication

The actions and communications have been designed to achieve program objectives at this stage. According to Cutlip, Center & Broom (2006), the stage of taking action and communicating has two main aspects: action and communication strategies. Action strategy is its open system response to changing pressures in its environment, adjustments, and adaptations for the organization's survival. Actions must be socially responsible by acting responsibly and responsibly. Communication is usually the more visible component relating to the delivery of the message. The message must motivate the interest of the recipient and elicit a response. In delivering messages, the communicator must have adequate information and credibility in the eyes of the recipient and use suitable media.

4. Evaluating the program

This stage includes assessing the program's preparation, implementation/implementation, and impact on determining whether the program will be continued or terminated. According to (Cutlip, Center & Broom, 2006), program evaluation increases understanding and adds information to assess effectiveness. Evaluation of preparation to assess the quality and adequacy of gathering information based on how much it contributes to advancing the organization's mission and achieving organizational goals. Implementation evaluation monitors program efforts and progress records and counts the distributed printed publications and news releases. Program impact measures the impact of knowledge, opinions, and behavior.

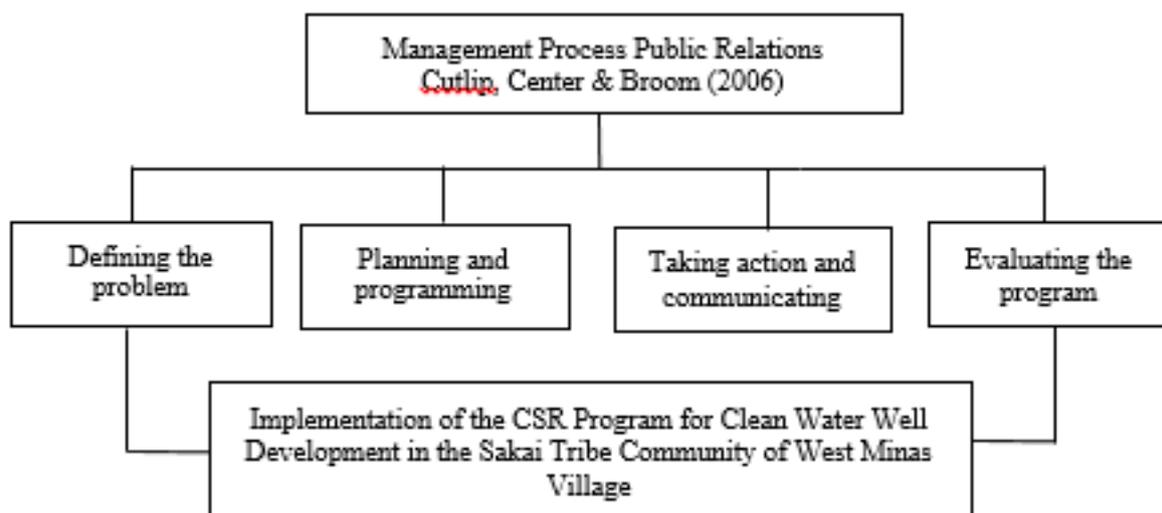


Fig 1.1 Research Framework

METHOD

The research approach used is qualitative. Qualitative research aims to understand the phenomenon of what is experienced by research subjects (Moleong, 2011; Hickson & Hickson, 2019). The type of research used is the descriptive qualitative research method. According to Sugiyono (2009; Ronald, 2016), descriptive research is used to describe and analyze research results but not to make broader conclusions. The method used is case studies, where researchers conduct

in-depth exploration of programs, events, processes, and activities against one or more people (Sugiyono, 2008; Servaes, 2020).

This research was conducted in the policy, government, and public affairs (PGPA) department of PT. Chevron Pacific Indonesia in the Riau region and the Sakai Tribe community are at PT. Chevron Pacific Indonesia in the West Minas Village area. The subject of this research is the Corporate Social Responsibility (CSR) program for constructing clean water wells at PT. Chevron Pacific Indonesia and the object of this research is implementing the PR strategic planning process for the Corporate Social Responsibility (CSR) program to construct clean water wells. The study was carried out for two months, from March to July 2021.

RESULTS AND DISCUSSION

In this chapter, the researcher will describe the data obtained through interviews regarding implementing the Corporate Social Responsibility (CSR) program for clean water at PT. Chevron Pacific Indonesia to the Sakai Tribe of West Minas Village. The questions asked during the interview were about the four-stage PR process according to Cutlip, Center & Broom (2006), defining the problem, planning, and programming, taking action, and discussing the program.

Interviews were conducted with five resource persons who were considered essential and directly related to the clean water CSR program of PT. Chevron Pacific Indonesia. W D and BI as company staff in charge of CSR and the Sakai Tribe of West Minas Village who receive the benefits of the CSR program. Researchers conducted direct and indirect interviews (telephone and zoom) to obtain data and information due to the Covid-19 pandemic, which caused the informants not to be interviewed directly. Researchers conducted direct interviews with the head of West Minas Village and two Sakai Tribe communities who received the clean water CSR program, while indirect interviews with Social Performance Specialist and Government Specialist PT. Chevron Pacific Indonesia is in charge of the CSR program. Data obtained by researchers compiled with a thinking framework that has been written in chapter one as a reference in this study. The presentation of the data is carried out by descriptive analysis to describe information data based on the facts obtained in the field.

Every company wants its business to survive, which ultimately achieves its goals, good image, and gets as much profit as possible. Public relations is one of the keys to a company's success by building good relationships with the company's stakeholders (stakeholders) both internally and externally. PT. Chevron Pacific Indonesia (PT. CPI) is one of Indonesia's largest petroleum management companies. As the largest company, of course, PT. Chevron Pacific Indonesia has many stakeholders, including shareholders, government, employees, community/community, and others.

Companies must establish good relationships with stakeholders. According to Cutlip, Center & Broom (2006), public relations is a management function that states, establishes, and maintains mutually beneficial relationships between organizations and various publics, which can determine the success or failure of the organization.

1. Defining the problem

Defining the problem is the initial stage and becomes the foundation of planning public relations strategy. This stage includes investigation, monitoring of the social environment, opinions, attitudes, and behavior of the parties involved and influenced by the actions and policies of the organization.

During the stages of defining the problem, PT. Chevron Pacific Indonesia (CPI) conducts social mapping to map the conditions in the field, which aims to find out what is needed by the community and determine the right CSR program to implement. In conducting social mapping, PT. Chevron Pacific Indonesia collaborates with implementing partners such as universities and non-governmental organizations; this is done because of PT. Chevron Pacific Indonesia lacks human resources, so implementing partners are needed. Implementing partners appointed by PT. Chevron Pacific Indonesia must have qualified skills and knowledge following the CSR program to be implemented. In the clean water CSR program, PT. Chevron Pacific Indonesia invites community service LPPM Muhammadiyah Riau University.

The clean water CSR program is formed from social mapping in the community regarding clean water problems in the Riau region. West Minas Village is one of the operational areas of PT. Chevron Pacific Indonesia in Riau Province is experiencing difficulties with clean water because this area has peatlands. Most of the wells in the community are yellow. As a result, the community uses the local drinking water company (PAM), collects rainwater, and buys water. Iyus, a member of the Sakai Tribe of West Minas Village, conveyed the problem that PAM often had problems.

The Sakai Tribe is a local community that only exists in a few areas, one of which is in West Minas Village. The Sakai people still need more attention from other communities, such as education and the economy. Many Sakai people do not go to school, and their economy is still low. As a community that inhabits the operational area of PT. Chevron Pacific Indonesia, the company should provide programs needed by the community to form good relations between the community and the company.

At the stage of defining the problem that in West Minas Village, it is difficult to access clean water, so people have to buy water. Besides that, the Sakai Tribe is a local community that still needs more attention from other communities such as in terms of education and the economy, there are still many Sakai people who do not go to school, and their economy is still low.

2. Planning and programming

At this stage, it must be based on the data that has been obtained through the stage of defining the problem where public relations has found the cause of the problem and is ready to take steps to prevent it. According to Cutlip, Center & Broom (2006), the planning and programming stages involve making fundamental strategic decisions about what to do and responding to or anticipating problems or opportunities. The planning and programming phase includes two main aspects of strategic thinking: goal setting and strategic planning.

PT. Chevron Pacific Indonesia explains the pillars or themes of the CSR implementation. CSR programs have three pillars or themes: education, economic empowerment, and health. For PT. Chevron Pacific Indonesia has added one more pillar, namely the environment. So there are four pillars adopted by PT. Chevron Pacific Indonesia.

The clean water CSR program is included in the health pillar. The clean water CSR program aims to develop clean water sanitation for a healthy and prosperous Riau and assist the government's efforts to provide clean water and always wash hands during the pandemic. PT. Chevron Pacific Indonesia conducts CSR programs as a form of responsibility to the community, improves the company's reputation, and gets support from the community. If the community is cloudy, then the activities are carried out by PT. Chevron Pacific Indonesia can run smoothly.

Every program carried out, PT. Chevron Pacific Indonesia wants to convey that it is a world energy company admired for its cooperation, resources, and reputation for well-executed operations following its vision and mission.

PT. Chevron Pacific Indonesia at the planning stage is divided into two, namely activity planning and financial planning. In planning the CSR program activities of PT. Chevron Pacific Indonesia cooperates and asks for support from the local government. The form of cooperation is not always about costs but also assistance to facilitate the company to meet with the community to discuss the program implementation. PT. Chevron Pacific Indonesia collaborated with Kampung Minas to build clean water wells. In addition to cooperating with the local government, PT. Chevron Pacific Indonesia collaborates with implementing partners such as universities and non-governmental organizations (NGOs). The company appoints implementing partners based on selection following the CSR program to be implemented. For the clean water CSR program, PT. Chevron Pacific Indonesia collaborates with the Research and Community Service Institute (LPPM) Universitas Muhammadiyah Riau.

For CSR program budget planning, PT. Chevron Pacific Indonesia has prepared a budget from the previous year, and this program budget planning is included in the world planning caping. Furthermore, the determination of public targets in the clean water CSR program of PT. Chevron Pacific Indonesia set West Minas Village as the target public. WD explained that the proposal was submitted by one of the communities and based on the company's social mapping.

In planning and programming, there is the choice of media to spread the message. The spread of messages by PT. Chevron Pacific Indonesia, such as through television, radio, and social media, depends on the program being carried out, whether on a regional or national scale. The target public for the clean water CSR program is the Sakai Tribe of West Minas Village based on a survey conducted at the stage of defining the problem. The message to be conveyed by PT. Chevron Pacific Indonesia that it is a world energy company admired for its cooperation, resources, and reputation for well-executed operations under its vision and mission.

3. Taking action and communicating

The actions and communications have been designed to achieve program objectives at this stage. According to Cutlip, Center, and Broom (2006), the stages of taking action and communication are action and communication strategies.

Action strategy is its open system response to changing environment, adjustment, and adjustment to life in organizational life. Actions must be socially responsible by acting responsibly and responsibly. The communication strategy carried out by PT. Chevron Pacific Indonesia uses TV, radio, and social media such as Instagram, Facebook, and the web. The information depends on the scale of the program being implemented. Simultaneously by the communicant and the communication process is faster.

The communication media publishes press releases on the Muhammadiyah Riau University website about the clean water CSR program. In addition, several websites reveal CSR programs for clean water development and a national webinar opened directly by the Minister of Tourism and Creative Economy, Mr. Sandiaga Uno. These data show that PT. Chevron Pacific Indonesia has taken action and communicated as well as possible.

4. Evaluating the program

This stage includes assessing the program’s preparation, implementation/implementation, and impact, whose purpose is to determine whether the program will be continued or terminated. According to Cutlip, Center & Broom (2006), program evaluation increases understanding and adds information to assess effectiveness.

Evaluation of preparation to assess the quality and adequacy of gathering information based on how much it contributes to advancing the organization’s mission and achieving organizational goals. Implementation evaluation monitors program efforts and progress records and involves counting the publications printed, news releases distributed, stories placed in the media, and the program’s impact.

During the evaluation of the preparation, the community wanted to make a pipe so water could flow directly to the homes of each community. PT. Chevron Pacific Indonesia explains the pipe problem: making the pipe is relatively high while building the well requires enormous costs. In addition, the expectations or expectations of the community are pretty significant for the company, even though the company only complements it, unlike the government, which has become an obligation to overcome the problems that exist in society. In addition to the pipe problem, there is social jealousy in the community. One of the Sakai Tribe people of West Minas Village said that the company should build clean water wells at other points so that the impact of the wells can be felt evenly by the community. The impact felt by the community with the clean water CSR program, the community felt helped from an economic perspective. The community no longer needed to pay to buy water, and it was easy to access clean water.

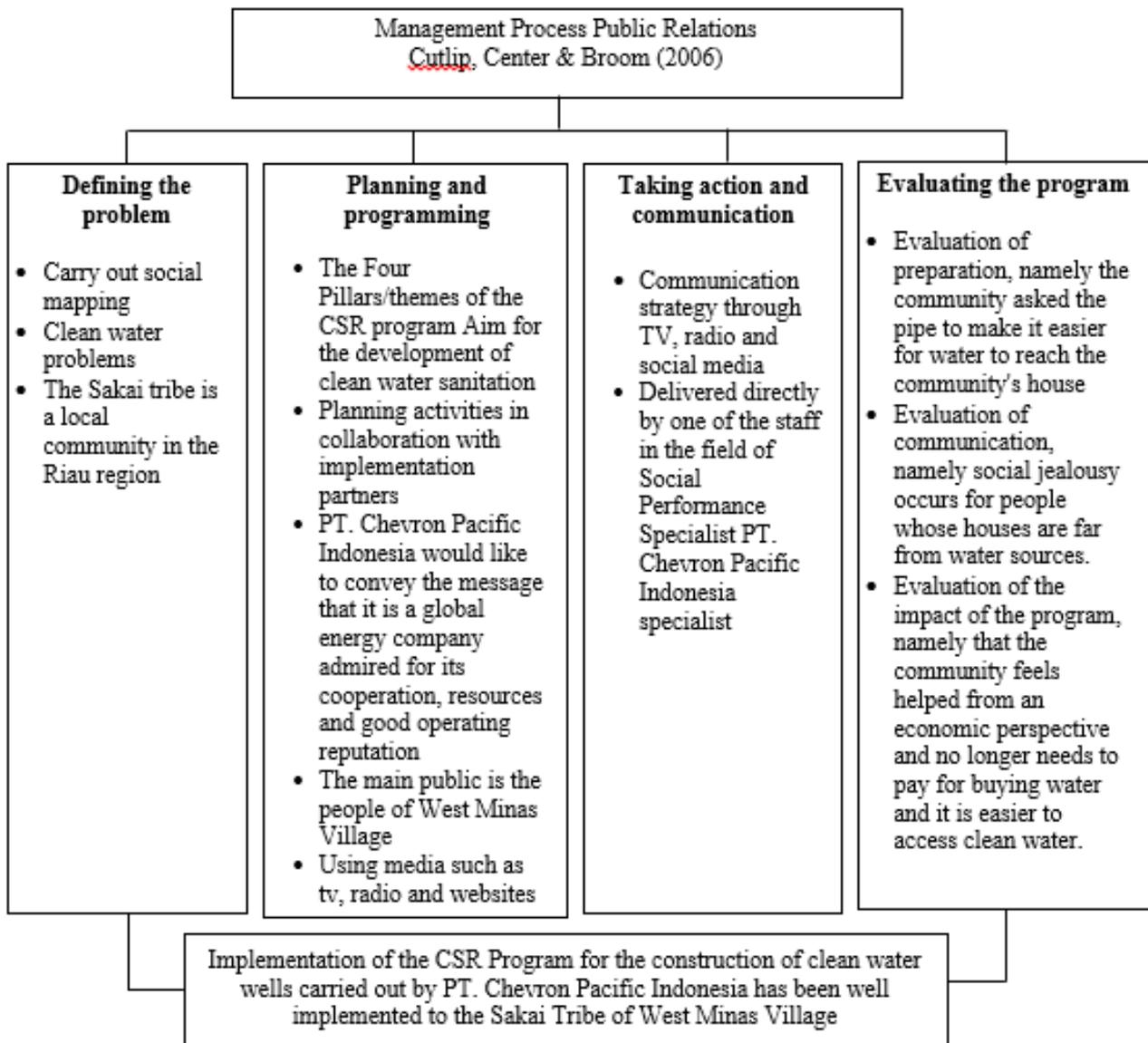


Fig 2 PR Process Four Stages CSR Program for the construction of clean water wells of PT. Chevron Pacific Indonesia

CONCLUSION

PT. Chevron Pacific Indonesia has carried out all stages of public relations strategy planning well to implement the clean water CSR program. Following the goals and visions, and missions of PT. Chevron Pacific Indonesia. At the stage of defining the problem, PT. Chevron Pacific Indonesia carried out social mapping with the Muhammadiyah University of Riau and obtained data that the Sakai Tribe of West Minas Village had difficulty with clean water. At the planning and programming stage, PT. Chevron Pacific Indonesia has a CSR program goal: developing water sanitation so that Riau is healthy and prosperous and assisting the government's efforts during the pandemic to provide clean water and always wash hands. After the CSR program was running, social jealousy occurred in the community because some people did not feel the benefits of the clean water CSR program.

At the stage of taking action and communicating with PT. Chevron Pacific Indonesia directly approaches the community through one of the staff Social Performance Specialists and press releases published by several websites. The community gave several inputs at the evaluation stage, namely making pipes and social jealousy of people far from water sources. The CSR Water program carried out by PT. Chevron Pacific Indonesia has been implemented well and significantly impacted the Sakai Tribe of West Minas Village's health and economic fields.

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