Public Relations Strategy Through Corporate Social Responsibility (CSR) in Partnership and Environmental Development (PKBL) Program at Perum Perhutani KPH Majalengka

Dini Nur Aeni[1,*], Farida Nurfalah[2], Haryo Bharoto[3]

Faculty of Social and Cultural Sciences Universitas Swadaya Gunung Jati, Cirebon, Indonesia[1]
dininur@gmail.com[1], faridanurfalah@gmail.com[2], haryo.bharoto@gmail.com

ABSTRACT

Forests are biological natural resources that have great benefits. Inside it. The research objectives include 1) Public Relations Strategy through Corporate Social Responsibility (CSR) in the Partnership and Community Development Program (PKBL) at Perum Perhutani KPH Majalengka 2) What are the Barriers to the Public Relations Strategy and 3) what are the efforts made by Public Relations in dealing with obstacles that happened. The researcher uses a qualitative descriptive research method, the selection of informants uses the Purpose Sampling Technique. The results of this study indicate that the implementation of the Public Relations Strategy through CSR in the Partnership and Community Development Program (PKBL) at Perum Perhutani KPH Majalengka has been implemented but in its implementation, it has not been able to be carried out optimally. it can be seen from: 1). Public Relations Strategy through CSR in PKBL at Perum Perhutani KPH Majalengka that the community complains about solving problems that often arise to be reviewed and rechecked by Perhutani and the delivery of communications that have not been properly realized to stakeholders, 2). Barriers to the Public Relations Strategy through CSR in PKBL at Perum Perhutani KPH Majalengka there is a lack of good communication management in the form of miscommunication between work units in problem solving 3). Public Relations Strategy Efforts through CSR in PKBL at Perum Perhutani KPH Majalengka through meetings and coordinating with each other between work units as well as making agendas and reviewing them so that they are more focused in accordance with more mature planning.

INTRODUCTION

Forests are biological natural resources that have great benefits. it includes trees, expanses of land and forest-dwelling animals into an inseparable unit. Based on its function, the forest is divided into three categories of protected forest, production forest and conservation forest, the forest that can be managed is a production forest by providing economic, social and ecological benefits for the welfare of the community around the forest. Referring to Article 1 paragraph 2 in Law No. 41 of 1999 concerning Forestry, it is explained that "Forest is an ecosystem unit in the form of a stretch of land containing

biological natural resources which is dominated by trees in association and their environment, which cannot be separated from one another".

The phenomenon of excessive use and management of forests will have a negative impact on the environment and forest ecosystems, resulting in forests being neglected and land being left bare. and animals that have lost their natural habitat. It is clarified by article 7 paragraph 1 of government regulation no. 72 of 2010 concerning Perum Perhutani "companies carry out forest management activities as ecosystems in accordance with regional characteristics to obtain optimal benefits from an ecological, social and economic perspective, for companies and communities, in line with national and regional objectives as outlined in the Forest Sustainability Regulatory Plan. (RPKH) prepared by the company and approved. by the technical minister or appointed official".

Involvement Management of land and trees by irresponsible or unclear people and communities around the forest who do not understand the management and technical aspects, will create problems regarding poor forest management. The destruction of the forest makes it difficult to cultivate and the forest is easily burned and cannot hold water due to aridity. Then it is clarified by article 47 paragraph 1 in Law no. 41 of 1999 concerning Forestry "protection of forests and forest areas is an effort to: a). prevent and limit damage to forests, forest areas and forest products caused by human actions, livestock, fires, natural resources, pests and diseases and b). maintain and safeguard the rights of the State, communities and individuals to forests, forest areas, forest products, investments and instruments related to forest management".

For this reason, the Perum Perhutani organization cooperates with the village community around the forest to manage the forest together, the organization is expected to be a balancer and giver of light to all parties with direction and supervision in accordance with government policies. With the presence of public relations, it has a very important position in the organization, especially if the organization often interacts with the wider community, to establish relationships, create understanding between the organization and the community to become a bridge. liaison between the institution and its public. With the form of Perum Perhutani's concern for forest village communities, the Partnership and Community Development Program (PKBL) is the basis for providing capital assistance and grant funds to the community, organizations and communities cooperate in managing and maintaining the forest together.

Article 1 Paragraph 1 Government Regulation no. 72 of 2010 concerning Perum Perhutani in this Government Regulation what is meant by: "State Forestry Public Company (Perum) hereinafter referred to as a company, is a State-Owned Enterprise whose entire capital is owned by the State in the form of State assets which are separated and not divided into shares. Perum Perhutani KPH Majalengka is a company engaged in forestry to manage forest resources, Perum Perhutani is under the coordination of the Ministry of SOEs (State-owned enterprises) and the Ministry of Environment and Forestry (KLHK).

Apart from that, as a conservationist of the forest environment, in its field Perhutani also plays a role as foreign exchange for the State, in addition to wood products, latex and also the use of its land for agriculture and there are artificial and original natural tourist areas made by nature itself which are presented in each area seen from the potential of the forest. directly, either managed or maintained as income for the region. With the management of diverse forest resources in accordance with the right rules will help provide great benefits to people's lives from the economic development sector, which harmonizes regional development activities according to the conditions and social dynamics of the community, with the synergy between the community and local governments and stakeholders, harmonious relationships will be established and built that will support the creation of sustainable forests as a joint success. in regional development. It is hoped that this research will be useful for the benefit of scientific development that is beneficial to all parties, providing a broader understanding and input for organizations to be better in the future as well as clear directions to the community in managing forests properly and well.

METHOD

Public relations strategy is part of the process of change and problem solving in organizations that is carried out scientifically. With a four-step process troubleshooting (Catlip 2016, 230-321):

1. Define the problem (Defining the Problem or opportunity).
   This first step involves investigating and monitoring the knowledge, opinions, attitudes and behavior of those associated with, and influenced by, the actions and policies of the organization. Basically, this is a function of organizational intelligence.
2. Planning and programming.
   The information collected in the first step is used to make decisions about public programs, objectives, strategies, actions and communications, tactics, and goals. This step will consider the findings from the steps in making the organization's policies and programs.
3. Take action and communicate.
   The third step is to implement an action and communication program designed to achieve specific goals for each public in order to achieve the program objectives.
4. Evaluate the Program.
   The final step in this process is to assess the preparation, implementation, and outcomes of the program. Adjustments will be made as the program is implemented, and are based on evaluation of feedback on how the program was successful or not.

RESULTS AND DISCUSSION

In conducting research, researchers refer to the theory used in conducting research from Scott M. Cutlip, Allen H. Center and Glen M, Broom (2006: 199) in their book Effective Public Relations, namely by using the four steps of the public relations process (Catlip 2016 , 320):

The first step of the public relations strategy in the four-step process of public relations used is to define the problem, namely this first step involves investigating and monitoring knowledge through the opinions, attitudes and behavior of the parties involved and influenced by the actions and policies of the organization or company. (Catlip 2016, 320). In essence, this first step is an intelligent activity to collect information or data, a public relations practitioner needs to be directly involved in research to collect data from research results which form the basis of a public relations practitioner to take the next step or action. At this stage, public relations practitioners prepare facts from research data to determine problems and investigate internal and external situations. So that data or information can be explained, understood and understood. As for defining the problem in research can be categorized as follows:

Finding a problem can be revealed through the form of a written problem statement. This statement serves to explain the problem in question, by conducting observations and investigations to analyze the problem based on field facts. Situation analysis is a collection of things that are known about a situation/situation to be described, which begins with collecting all data and information about the problem at hand, such as the background (history), the forces that influence it and the parties involved and externally affected. and internally, a situation analysis contains all the background information needed to explain and illustrate in detail the meaning of a problem statement. (Morissan, Public Relations Management 2020, 144).

Planning and programming in the second step includes actions to include the findings of the problems that have been defined in the first step. These will be used as considerations in making organizational policies and programs in the form of program objectives, actions, programming, tactics and targets. (Morissan, Public Relations Management 2020, 108)

To achieve an expected result contained in the goals and objectives that have been set as a form of achieving a final result in the strategic step. The purpose of the PKBL activity program is to help improve and revive the community's economy as well as improve the welfare of the underprivileged communities

around the forest and provide capital for small entrepreneurs who have difficulty advancing their business in the form of low interest loans.

Program planners should research the public in order to develop the strategic objectives and tactics needed to implement a program. Establishing general categories of potential stakeholder groups will provide little information about how people in each category contribute independently to or are affected by the problem situation and the organization. cutlip 2006 : 366).

The third step is to implement an action and communication program designed to achieve specific goals for each public in order to achieve program goals. This third stage is the stage of information relating to the steps to be taken so that it can create an impression that can effectively influence parties who are considered important and have the potential to provide full support (Cutlip 2006: 285).

After planning the programs that have been predetermined by the financial staff together with public relations, they enter the stage of implementing the programs that have been implemented. Determining Who, Where, When the Program will be Implemented From each program that is carried out, of course, you must determine who will be involved in the program, then where the program will be carried out and when. The final step in this process is to assess the preparation, implementation and outcomes of the program. Adjustments will be made as the program is implemented and are based on evaluation of feedback on how the program was successful or not. In the fourth stage, the public relations party conducts an assessment of the results and programs or activities that have been carried out including evaluating of the communication techniques that have been used adjustments will be made as the program is implemented and based on evaluation of feedback on how the program was successful or not.

Regarding the final results of the program that has been implemented, it is the final stage of implementation. Factors that hinder the Public Relations Strategy in the Partnership and Community Development Program (PKBL) at Perum Perhutani KPH Majalengka. The Public Relations Strategy in the Partnership and Community Development Program at Perum Perhutani KPH Majalengka is certainly not free from obstacles, as well as Public Relations in the Partnership and Community Development Program at Perum Perhutani Kph Majalengka also has obstacles, Based on the description above, the researchers above can also conclude that there are several obstacles to the public relations strategy in the PKBL program for the community, namely:
1. Minimal level of concern in handling problems in the field
2. Submission of data on problems that are not responded to and lack of action from slow handling

Efforts were made to address the Barriers to the Public Relations Strategy in the Partnership and Community Development Program (PKBL) at Perum Perhutani KPH Majalengka. Effort is an attempt to find a way out to solve a problem, in implementing the Public Relations Strategy certainly has obstacles in its implementation, obstacles in implementation are handled by Public Relations as an effort so that the problems that occur can be overcome. Based on the description above, the researcher also concludes that there are several Public Relations Strategy efforts in the Partnership and Community Development Program, namely:
1. Making agendas and disseminating information about news through the web site
2. Have social media accounts that are managed by the PR team, namely Instagram and Facebook
3. Conducting outreach and socialization of introduction to the community directly

CONCLUSIONS

Based on the research and analysis that has been carried out by researchers at Perum Perhutani KPH Majalengka, especially in the corporate communication section about the condition of the Pkbl Program in the community and managers, this research can be concluded as follows:
1. Public relations strategy carried out by Public Relations of Perum Perhutani KPH Majalengka through CSR in partnership and environmental development programs, including:
   a. Identification of problems

Perhutani provides a complaint service to find out what problems are happening to the PkBL recipients, namely verbally and in writing (reporting letters in the form of minutes, and direct telephone calls) which aims to find out the condition of the program. pkbl given by Perhutani for the recipients

b. Planning and programming

In the context of planning the pkbl program at Perhutani, it is realized through several strategies or activities carried out, namely internal public relations strategies, external public relations strategies and in holding direct service activities or direct field visits. 1. program objectives, before setting public relations goals first make a program or activity plan. Aiming to be mutually sustainable between activities and aims with what is expected by the PKBL program in accordance with the provisions

2. The public is the target of the public relations strategy in the pkbl program aimed at the internal and external environment

a. Take action and communicate

The strategy carried out by Perhutani's public relations in the pkbl program among potential public relations partners takes action internally and externally, the public relations strategy in the pkbl program is by direct service through direct field supervision with direct visits by the Perhutani supervisory team.

b. Evaluating the program

After the public relations strategy in the pkbl program has been carried out, the state of Perhutani has been running through the service activities provided by Perhutani for the pkbl recipients with various parties regarding feedback on the implementation of the pkbl program that has been well implemented.

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