



The Strategy of Public Relations Through Corporate Social Responsibility Program to Build a Positive Corporate Image

Kurniawan^{1*}, Nisa Lathifah², Isti Halimah Rosanti³, Faisal Reza⁴

^{1,2,3,4}*Communication Studies Program, Faculty of Communication and Design, Indonesian University of Informatics and Business, Bandung, Indonesia*

**Corresponding author email: kurniawan.n@hotmail.com*

Abstract

Corporate Social Responsibility is one of the programs from Public Relations PT Samudera Indonesia Tbk as the social responsibility program for the impact of the environment. The target of this program is RW 11 Kampung Tanjung Priok. The research aims to find out the implementation of the concept of 3P profit, planet, and people, to find out the form of communication channels and communication barriers, and to find out the reason of PT. Samudera Indonesia Tbk chose Kampung Lestari Samudera Indonesia in Corporate Social Responsibility programs to build a positive corporate image. The method of the research was qualitative research with a case studies approach and used the concepts of CSR. The object of this research is PT. Samudera Indonesia Tbk. The technique used for this research are interviewing, observations, study literature, and documentation. Results of the research showed that at planning stage, Public Relations undertake socializing with RW 11 Kampung Tanjung Priok and making activity plans including make a vision, mission, goals, targets, formulating programs, determining human resources, and providing needs. At implementation stage, the company carried out several activities as installation of *Filter Udara*, *Bank Sampah*, and *Kebun Gizi*. At evaluation stage, Public Relations held an evaluation meeting with Ketua RW 11 and Karang Taruna RW 11 in Kampung Tanjung Priok for the sustainability program, and at the reporting stage, Public Relations make an LPJ report and Karang Taruna make a report of activities results. The communication channels that used by PT. Samudera Indonesia Tbk is a website channel, and the communications barriers that occur are mechanical noise and semantic noise and the company chosen this CSR program as a strategy to build a positive corporate image.

Keywords: Corporate Image, Corporate Social Responsibility, Kampung Lestari Samudera Indonesia, Public Relations, RW 11 Kampung Tanjung Priok.

1. Introduction

PT Samudera Indonesia Tbk is an integrated transportation and logistics company founded in 1964. The beginning started in the 1950s with the ship agency business, which was pioneered by the founder of the company, Mr. Soedarmo Sastrosatomo. With more than 50 years of experience, Samudera Indonesia has developed the well-recognized "Samudera Indonesia" brand. Samudera Indonesia has five business lines: Samudera Shipping, Samudera Logistics, Samudera Ports, Samudera Property, and Samudera Services to provide high-quality services to customers. Supported by 4,000 employees, more than 40 subsidiaries, and offices in various regions of Indonesia and Asia, Samudera Indonesia is committed to providing the best solutions in cargo transportation and logistics (Suroso et al., 2018; Risman 2021; Albana et al., 2021).

The image built by this company is to be a logistics transportation company that provides a global network or relationship that meets customer needs where PT Samudera Indonesia Tbk has agencies in almost all countries in the world, while the principal is in Hamburg, Germany. PT. Samudera Indonesia Tbk provides services in the form of Go Logistic, Go Regional, Go Liner, and Go Excellent, from these four programs PT. Samudera Indonesia Tbk creates a positive impression through them. In addition to providing the best service to customers, PT. Samudera Indonesia Tbk has created several Corporate Social Responsibility (CSR) programs such as the Repair and Development of Public Facilities, Environmental Conservation, Humanity, and Natural Disasters, Health and Sports, and Education and Religion.

Public Relations has a key role in creating public interest by attracting sympathy through an effective Public Relations strategy to create an attitude of public compassion for the company, in this case, Public Relations is required

to maintain good relations with the environment and society, one of which is by carrying out social responsibility company or sustainable Corporate Social Responsibility (CSR) for the continuity of good relations between the company and the social community. From several Corporate Social Responsibility (CSR) programs at PT. Samudera Indonesia Tbk, the company always provides improvements so we can improve its quality, sustainability, and the most important thing is the progress of the company itself. Development of Corporate Social Responsibility (CSR) at PT. Samudera Indonesia Tbk has progressed over time, and with these improvements, the company is planning to develop an even better program. Therefore PT. Samudera Indonesia Tbk continues to innovate thus Kampung Lestari Samudera Indonesia CSR program was made.

Kampung Lestari Samudera Indonesia CSR program was established in 2016 at Tayan, West Kalimantan. The reason for selecting Tayan for the Kampung Lestari Samudera Indonesia CSR Program is not without reason. The location of Tayan is quite far from the center of the Provincial Government, a 120-kilometer distance from the Capital City of West Kalimantan Province, and has several obstacles related to the socio-economic community and the environment. In addition, Samudera Indonesia has a business in the Tayan Location through PT. Maruzen Samudera Taiheiyo (MST) and sees this condition as an opportunity to play an active role in providing added value to the local community. Through the implementation of the Regional Survey in collaboration with Rumah Zakat Indonesia on 24 to 29 August 2015, it was identified that there were 7 community social and environmental problems in the Village of Interior, Tayan, West Kalimantan, waste and its management which became the main problem for the community.

Tanjung Priok District, especially Kebon Bawang Village, which is in the administrative area of North Jakarta City, DKI Jakarta Province, is one of the sub-districts that has experienced extraordinary changes since the construction of the Tangguh Samudera Jaya international terminal (TSJ) under the auspices of PT Samudera Indonesia Tbk. Conditions of air pollution, congestion, and noise caused by large ships landing at the port have become a new problem for residents in Tanjung Priok District. In this case, companies that are established in the sub-district area are required to increase their concern for the surrounding residents by carrying out corporate social responsibility/CSR.

PT. Samudera Indonesia Tbk has a routine program once a year in the form of community social activities or CSR which is carried out outside the company environment, the program is the company's commitment and responsibility for the impact caused by the company. Kampung Lestari Samudera Indonesia is one of the CSR programs that focuses on health and community activities, this program is a pilot project of the CSR program that has been carried out in Tayan West Kalimantan, but in this program, the company focuses on building air filters, and then the CSR program is divided into three program clusters such as creating a KLSI community, Bank Sampah, and Kebun Gizi.

Kampung Lestari Samudera Indonesia CSR program was carried out by Public Relations to enhance the positive image of the company PT. Samudera Indonesia Tbk is the focus of this research. The program attracts the attention of researchers to be studied internally and externally. From the internal side, the Kampung Lestari Samudera Indonesia program is more interesting due to the construction of air filters around Tanjung Priok District. In the Corporate Social Responsibility (CSR) program, there are also 3 program clusters to support the program's activities so that the Corporate Social Responsibility (CSR) program becomes more complex and complete to establish a Sustainable Village, that this program is a pilot project program from the previous program implemented in Tayan, West Kalimantan. Then from the external side, PT. Samudera Indonesia Tbk is the only logistics transportation company that makes the Kampung Lestari Samudera Indonesia CSR program in Tanjung Priok, while other logistics transportation companies such as PT. COSCO SHIPPING INDONESIA, PT. EVERGREEN SHIPPING INDONESIA and other logistics transportation companies focus on CSR programs that emphasize educational scholarships for students and fundraising campaigns for natural disasters.

This study uses a qualitative research method with a case study approach. "A case study is an intensive, detailed, and in-depth study of an organization, institution, or a particular symptom (Tetnowski, 2015). Based on the background of the problems described above, the researcher identified issues regarding the Public Relations strategy through the Corporate Social Responsibility (CSR) program using the case study method. The Corporate Social Responsibility of Kampung Lestari Samudera Indonesia in the Sector of Community Environmental Health in Building a Positive Company Image at PT Samudera Indonesia Tbk.

2. Literature Review

2.1. Public Relations

Public Relations according to the definition formulated by the IPR (Institute of Public Relations) is a public relations practice that is carried out in a planned and sustainable manner to create and maintain goodwill, as well as attitudes of mutual understanding that are reciprocal (mutual understanding) between an organization or companies with all audiences.

Public Relations has a reciprocal function, namely in and out. Inwardly, Public Relations functions to build and maintain a good working climate for people who sit in the corporate structure and are obliged to absorb the reactions, aspirations, and opinions of the audience. Which are harmonized with the interests of the institution and common goals, and try to recognize, identify things that can give rise to negative image in society before the company policy is implemented. While outwardly functions to seek the growth of positive public attitudes and opinions towards all

company policies which can further enhance the company image and maintain the company's image (Sommerfeldt, 2013; Fitzpatrick, 2007; Steyn, 2009).

An activity or program that put into action must have its own goals, as well as Public Relations. In carrying out activities there are goals, both in general and specifically, including growing a positive image and good opinion for the company, as well as what is done by Public Relations at PT. Samudera Indonesia Tbk activities carried out have a specific goal, namely to enhance the positive image of the company.

2.2. Public Relations Strategy

Strategy is one of the factors for achieving a goal, goals will not be easily achieved without a strategy, because basically all actions or actions cannot be separated from strategy. Public Relations functions to create a conducive climate in developing responsibility and participation between Public Relations officials and the public (audience as the target) to realize common goals. This function can be realized through several aspects of the Public Relations approach or strategy as follows:

1. Operational Strategy,
2. Persuasive and Educative Approach
3. Public Relations Social Responsibility Approach
4. Cooperation Approach

From the description above, it can be concluded that the strategy is very important to do in carrying out the tasks given by the company to Public Relations. Not only about the image that will grow but the strategy is the key to preparing and carrying out the agenda that will be made to achieve a goal to be achieved, with the strategy activities to be implemented to be more organized and directed.

2.3. Corporate Social Responsibility

Corporate Social Responsibility (CSR) is a concept and action taken by a company as a sense of social responsibility and the environment in which the company is located. The World Business Council for Sustainable Development (WBCSD) in its publication, defines CSR as: "Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large" (Jamali & Mirshak, 2007; Lougee & Wallace, 2008; Gjølborg, 2010). Corporate Social Responsibility (CSR) is a concept that an organization has various forms of responsibility towards all its stakeholders, which include consumers, employees, shareholders, communities, and the environment in all aspects of the company's operations which include economic, social, and environmental aspects.

Therefore, Corporate Social Responsibility (CSR) is closely related to "sustainable development", in which an organization, in carrying out its activities, must base its decisions not solely on the impact on the economic aspect, for example, the level of profits or dividends, but must also consider social and environmental impacts. arising from his decision, both for the short term and for the longer term. With this understanding, Corporate Social Responsibility (CSR) can be said to be the company's contribution to the goal of sustainable development by means of impact management (minimizing negative impacts and maximizing positive impacts) on all stakeholders. Based on the several definitions of Corporate Social Responsibility (CSR) above, it can be concluded that CSR is a series of activities carried out by companies as a sense of responsibility towards the surrounding environment and maintaining deep ties with the community around the company.

2.4. Basic Concept of Corporate Social Responsibility (CSR)

With the development of the concept of Corporate Social Responsibility (CSR), many theories have been developed and expressed by various parties dealing with CSR. One well-known theory is the concept of the "Triple Bottom Line" put forward by Elkington, (2006) which is published in the book "Canibalts with forks, the triple bottom of Twentieth Century Business". This concept recognizes that if a company wants to be sustainable, it needs to pay attention to the 3Ps, namely not only profit being pursued, but also making a positive contribution to society (people) and being active in preserving the environment (planet).

1. Profit is a form of responsibility that must be achieved by the company, the company must still be oriented to seek profit (profit) to continue to operate and develop.
2. People, the community environment where the company is located. They are parties who influence and are affected by the company. thus, the Community has a strong interrelation to create value for the company, it is almost impossible for a company to be able to run operations sustainably without the support of the surrounding community. Therein lies the most important of the company's will and ability to get closer to the community through a social responsibility strategy.
3. Planet is the physical environment (physical resources) of the company. The physical environment has significance for the existence of the company, considering that an environment is a place where the company supports itself.

2.5. Implementation of Corporate Social Responsibility (CSR)

Implementation of Corporate Social Responsibility (CSR) is a stage of the previously planned CSR program application. By generating strong motivation and commitment supported by the implementation of social responsibility that is mutually trusting. "Implementation of CSR is a form of commitment formed by the company to contribute to improving the quality of life". The implementation of the CSR program succeeds in achieving its goals and gains support from the community if it goes through several stages, including:

1. CSR Planning Stage

Weder et al. (2019) states that program planning is essential because it can be used as a direction for executing a program implementation. In addition, planning also determines a more effective strategy that can be implemented. There are several things to note, including Setting Vision and Mission, Setting Goals, Setting Targets, Consider Policy, Setting Strategy, Designing an Organizational Structure, setting up HR, Dividing Territories, Manage Funds, Design Implementation, and Evaluation.

2. CSR Implementation Stage

Implementation of social responsibility (social responsibility) is the application stage of the social responsibility program as previously planned. The implementation of social responsibility requires an organizational climate that is mutually trusting and conducive, to generating the motivation and commitment of implementing employees.

3. CSR Evaluation Stage

As a program, social responsibility requires monitoring and evaluation in order to improve in the future, and at the same time determines the level of achievement of the performance of social activities that have been done. Evaluation and monitoring are also intended to determine the extent to which program objectives have been achieved and whether there are deviations that require corrective action. This evaluation phase needs to be carried out consistently and periodically to measure the effectiveness of CSR program implementation. Evaluation of the implementation of corporate social responsibility is carried out in order to achieve the following objectives:

- a. Obtain input findings for planning programs or activities implemented.
- b. Obtain various materials for consideration in order to support decision-making, whether the social responsibility program is appropriate or not feasible to continue.
- c. Obtain findings for input to improve programs or activities that are being implemented.
- d. Obtain the findings of program constraints that are being implemented.
- e. Obtain recommendations and report on funders.

4. Reporting stage

The reporting stage is carried out when all stages have been carried out starting from planning, implementing, and evaluating. This reporting is carried out as a record where the results of the program that has been made can become concrete evidence.

2.6. Corporate Image

Image is an impression that a person gets based on his knowledge and understanding of facts or reality. To find out a person's image of an object can be seen from his attitude toward the object. Image is formed based on knowledge and information received by someone. Communication does not directly cause certain behaviors but tends to influence the way we organize our image of the environment.

Image is the main goal as well as a reputation and achievement to be achieved for the world of Public Relations. The notion of the image is abstract and cannot be measured mathematically, but in the form, it can be felt from the results of good or bad judgments, such as positive or negative reception or responses which especially come from the public and the wider community in general.

According to (Jefkins, 2012) the types of images, among others:

1. The mirror image, namely how the management (image) estimates the external public in viewing the company.
2. The current image (image is still warm), namely the image contained in the external public, which is based on experience or concerns the poor information and understanding of the external public. This image may conflict with the mirror image.
3. The wish image, namely management wants certain achievements. This image is applied to something new before the external public obtains complete information.
4. The multiple images (layered images), namely a number of individuals, branch offices, or other company representatives can form a certain image that is not necessarily in accordance with the image uniformity of the entire organization or company.
5. Corporate Image, namely the image that is focused on the figure of the company as its main goal, how to create a positive corporate image, better known and accepted by the public, can go through its history, excellent service quality, success in the field of marketing, and up to related responsibilities social responsibility (social care).

From the various types of existing images, PT. Samudera Indonesia Tbk continues to strive to get a good image for the company. The corporate image generally describes in outline what is in the company, the company PT. Samudera Indonesia Tbk wants to build a positive image of the company, one of which is through its Corporate Social Responsibility (CSR) program.

3. Materials and Method

This study used a qualitative research method using a case study approach with a purposive sampling technique for determining informants. Data collection techniques were carried out in a primary manner, namely interviews, observation, and documentation, while secondary use of library research. Data analysis techniques in this study used data reduction, data presentation, and drawing conclusions. Data reduction by means of interviews, observations, and document studies carried out in agencies and in the field where the CSR Program of PT. Samudera Indonesia Tbk.

Then from these results, the researcher selects the main things that are in accordance with this research then the researcher collects data to complement and strengthen the required data. Presenting interview or observation data that has been analyzed in a descriptive narrative. As well as the conclusions put forward in the early stages and supported by interview or observational evidence and triangulation techniques that are made into conclusions with strong results. The data validity technique used in this study is the source triangulation technique by checking the results of observations from interviews with informants, comparing what is said in general and private, and comparing with existing documents, to parties who play a role in implementing the Greening Program and Community Waste Management About PT Samudera Indonesia Tbk by comparing the observed results with the views of the informants.

4. Result and Discussion

Based on the results of research conducted by researchers in the form of observations and interviews, the CSR program of Kampung Lestari Samudera Indonesia uses the concept of implementation CSR by Weder et al. (2019) which consists of planning, implementing, evaluating, and reporting. The results obtained by researchers in the field that the activities of the CSR program of Kampung Lestari Samudera Indonesia are considered to be beneficial for the environment of RW 11 Tanjung Priok Village. At the planning stage, the implementation of CSR program of Kampung Lestari Samudera Indonesia was carried out in early 2017, due in 2016 this program was implemented in Tayan, West Kalimantan then became a pilot project and implemented in Tanjung Priok, North Jakarta. The first step is planning related the activities of the Kampung Lestari Samudera Indonesia program and was included in the annual plan by the Public Relations of PT. Samudera Indonesia Tbk.

After planning CSR program of Kampung Lestari Samudera Indonesia, then communication was carried out with the management of RW 11 and Karang Taruna Tanjung Priok village, and the party from PT. Samudera Indonesia Tbk conducted a direct survey of the field by observing what is needed by the residents of RW 11 Tanjung Priok Village and seeing the potential by PT. Samudera Indonesia Tbk. Samudera Indonesia Tbk to fulfill the needs of the residents of RW 11 Tanjung Priok Village. Public Relations PT. Samudera Indonesia Tbk also conducts socialization related to the planning of the Kampung Lestari Samudera Indonesia program.

At the planning stage, researchers see that the activities of Kampung Lestari Samudera Indonesia has careful planning in terms of the time in implementation that has been planned before the implementation time, and even the plan planning related to this CSR activity. Then, good communication was carried out in planning between PT. Samudera Indonesia Tbk with RW 11 Kampung Tanjung Priok and Karang Taruna RW 11. This is called external communication, according to (Stocklmayer et al., 2001) External communication is communication between the leader of the organization and audiences outside the organization. Communication was carried out by the Public Relations team of PT. Samudera Indonesia Tbk with the Chairman of RW 11 and the management of Karang Taruna Kampung Tanjung Priok in conducting surveys that are carried out repeatedly so that planning for Kampung Lestari Samudera Indonesia CSR program could run smoothly and maturely.

At the implementation of Kampung Lestari Samudera Indonesia's CSR activities, researchers see that PT Samudera Indonesia Tbk involves the management of Karang Taruna and the management of RW 11 Kampung Tanjung Priok as partners to work together to run the Kampung Lestari Samudera Indonesia Program as well. Not only the management of RW and Karang Taruna, all residents of RW 11 Tanjung Priok Village were also involved in its implementation. PT. Samudera Indonesia Tbk establishes a stakeholder engagement approach with the residents of RW 11 by collaborating through this CSR program, in accordance with what is done by the company of PT. Samudera Indonesia Tbk which embraces its stakeholders to achieve common goals through Kampung Lestari Samudera Indonesia CSR program is closely related to the 3P concept, namely about people. PT. Samudera Indonesia Tbk involves residents of RW 11 Kampung Tanjung Priok as company stakeholders, due to the geographical area of RW 11 Kampung Tanjung Priok is adjoining with Tangguh Samudera Jaya (TSJ) terminal under the auspices of PT. Samudera Indonesia Tbk. Samudera Indonesia Tbk. Kampung Tanjung Priok is a community where the company is located.

At the evaluation stage in this activity, the evaluation is carried out by the company, namely PT. Samudera Indonesia Tbk involves the management of RW11 and Karang Taruna RW 11 Kampung Tanjung Priok as managers in the field. The evaluation was carried out by parties from PT. Samudera Indonesia Tbk with the management of RW

11 and Karang Taruna RW 11 Kampung Tanjung Priok, which is one week after this activity was carried out, as for the discussion of the evaluation of the shortcomings in the activities of Kampung Lestari Samudera Indonesia Program in 2017, there were several shortcomings. First, in this activity is that waiting for an air filter device imported from China takes approximately 10 days. Second, the open land for filtering garbage is less extensive. Third, there are some vegetables that die during nutrition garden activities due to a lack of control in watering these vegetables or fertilizers that are overused. Fourth, not all residents participate in this CSR activity. Meanwhile, the benefits of carrying out this activity are making RW 11 Tanjung Priok Village more refreshing and reducing air pollution entering the village due to the construction of air filters.

In addition to the evaluation at the time of implementation of activities, the company PT. Samudera Indonesia Tbk also monitors once a year, because basically the air filter tool is used continuously and the company needs to carry out maintenance of the air filter tool, such as replacing damaged item components, checking whether the tool is still functioning or not and other things related to the maintenance of the tool. During the evaluation activity, the researcher concluded that the CSR activities carried out by PT. Samudera Indonesia Tbk has a tremendous impact related to public health in the RW 11 environment of Tanjung Priok Village. In this case, the environmental aspect (planet) is very influential. An environment is a place where the company supports, PT. Samudera Indonesia Tbk carries out Kampung Lestari Samudera Indonesia CSR program with the theme of health and community, health here is closely related to the environment, since the construction of the Tangguh Samudera Jaya (TSJ) terminal, the environmental conditions around the terminal have changed with air pollution caused by large ships leaning on the terminal. One of the company's steps to preserve the environment is to implement Kampung Lestari Samudera Indonesia CSR program at RW 11 Kampung Tanjung Priok.

In addition to protecting the environment around RW 11 Tanjung Priok Village, this program is carried out as one of PT. Samudera Indonesia Tbk to bridge the development of a positive image of the company, PT. Samudera Indonesia Tbk seeks to profit by carrying out the Kampung Lestari Samudera Indonesia CSR program, a company that has a positive image and a good reputation its quality will not be doubted by stakeholders, the customers, and other matters related to the company itself.

The profit itself is essentially an additional income that could be used to ensure the survival of the company. Meanwhile, the activities that could be taken to boost profits are by increasing company productivity, one of which is by carrying out Corporate Social Responsibility or CSR program activities, as well as those carried out by PT. Samudera Indonesia Tbk. It is undeniable that positive CSR activities will shape the company's image, where currently the company's positive image will have a good impact in the form of excess profit for the company. In addition to gaining profits through a positive image, another advantage is to increase the trust of stakeholders, trust from stakeholders is a foundation for their support in building the sustainability of the company. After the planning stage, implementation, evaluation, and the next stage is the reporting stage, terms of reporting, reporting is made into two forms, namely in the form of an Activity Result Report to be reported to the management of RW 11 Kampung Tanjung Priok, also in the form of an LPJ Report reported to the management of PT Samudera Indonesia Tbk as a report on the Public Relations work program.

Communication channels used by PT. Samudera Indonesia Tbk in informing the activities carried out by the company is to use online media, online media has an extensive network and is easy to access, the company chooses online media as one of the platforms used to disseminate information related to the activities that have been carried out, especially in Kampung Lestari Samudera Indonesia CSR program. The company provides information that can be accessed on the samudera peduli and samudera media pages. Then the communication barriers are mechanical noise and semantic noise.

Kampung Lestari Samudera Indonesia program produces impacts that are felt directly and indirectly by residents of RW 11 Kampung Tanjung Priok and PT. Samudera Indonesia Tbk as the agency that runs the Kampung Lestari Samudera Indonesia Program as its CSR program. The impact felt by residents is the environment of RW 11 residents becomes healthier and reduces air pollution caused. Meanwhile, the impact felt by PT. Samudera Indonesia Tbk, which includes a positive image and good reputation as well as the trust of the residents of RW 11 Kampung Tanjung Priok towards PT. Samudera Indonesia Tbk, that PT. Samudera Indonesia Tbk is present in the Tanjung Priok Village environment not to damage the environment. Then there is comfort for residents and for companies that include health and environmental cleanliness, this is the goal of PT. Samudera Indonesia Tbk to build mutual benefits from both parties concerned.

As for PT. Samudera Indonesia Tbk measures success in carrying out CSR, namely the absence of complaints from the environment around the company, and the absence of complaints that can be alleged to the company. In terms of the reasons that make the basis and motivation of PT. Samudera Indonesia Tbk in carrying out the Kampung Lestari Samudera Indonesia CSR program which is carried out in the RW 11 Tanjung Priok Village environment is due to various factors. The main reason is based on the geographical location of Tanjung Priok Village which is adjoining the Tangguh Jaya Terminal (TSJ) terminal area under the auspices of PT. Samudera Indonesia Tbk, moves PT. Samudera Indonesia Tbk to make Tanjung Priok Village a healthy village. Another reason, seen from the aspect of legal entities and compliance with applicable laws, is the management of PT. Samudera Indonesia Tbk requires to carry out this CSR activity even though basically this CSR activity is voluntary, but the management of PT. Samudera Indonesia Tbk made a treatment that CSR is the company's commitment to the environment that must be carried out its obligations.

In this study, there are the wish image and corporate image. The wish image is the management of PT. Samudera Indonesia Tbk wants certain achievements to be seen because it has very careful preparation starting from the initial stage of planning, there is socialization, implementation, evaluation to the final stage, namely reporting, and making improvements to activities carried out through CSR programs, then based on a track record companies that have a good reputation and comply with applicable laws. Next is the corporate image, which is an image that is focused on the figure of the company as its main goal, how to create a positive corporate image, better known and accepted by the public, related to social responsibility (social care).

The results obtained by researchers in the field that the activities of the Kampung Lestari Samudera Indonesia CSR Program are considered to be beneficial for the environment of the residents of RW 11 Tanjung Priok Village. The Kampung Lestari Samudera Indonesia program is a form of CSR program carried out by PT. Samudera Indonesia Tbk as one of the strategies carried out by the company to build a positive image of the company and the company's concern for its environment. This is an advantage of PT. Samudera Indonesia Tbk, because of other logistics transportation companies such as PT. Cosco Shipping Indonesia, PT. Evergreen Shipping Indonesia, no one has made a CSR program as Kampung Lestari Samudera Indonesia and this is what makes it unique.

5. Conclusion

This study resulted in the following conclusions:

1. Planning for the activities of Kampung Lestari Samudera Indonesia Program includes setting the vision, mission, goals, and targets, as well as program formulation including socialization of CSR programs, surveying the needs of residents, determining the implementation of activities, determining the human resources involved. The implementation of Kampung Lestari Samudera Indonesia Program is divided into three activities, namely Air Filter Development Activities, Bank Sampah Activities, and Kebun Gizi Activities. Air Filter Construction activities include Gathering several representatives of residents, Preparing the necessary equipment, and Installing air filter devices at a number of predetermined points. Bank Sampah activities include collecting residents and managers, preparing open land for Bank Sampah, running mechanisms/flow of activity stages, providing results from waste weighing. Meanwhile, Kebun Gizi's activities include collecting residents, preparing equipment for community service activities, planting vegetable seedlings, caring for vegetable seedlings carried out by the cadet coral management. Evaluation of the activities of the Kampung Lestari Samudera Indonesia Program includes the Implementation of an Evaluation Meeting with the Karang Taruna management and RW 11 management then an Explanation of the Evaluation, reporting on the Activities of the Kampung Lestari Samudera Indonesia Program produces two reports, namely the Responsible Insurer Report (LPJ) and the Activity Results Report.
2. Communication Channels used in the Kampung Lestari Samudera Indonesia program are using online website media that can be accessed on the website of the company samudera media and samudera peduli, this communication channel is considered effective by the company judging from the results of visitors on the company's website page, visitor results reported by the company's IT team to the Public Relations team Day by day always increases and another level of effectiveness is in terms of fund income obtained from donors then informed through the website page.
3. Communication Barriers in Kampung Lestari Samudera Indonesia program have two obstacles, namely mechanical (Mechanical, channel noise) caused by noise during the implementation of the activity, this noise is caused by crowds of enthusiastic residents in carrying out this activity and semantic noise, namely a change in the meaning of the message conveyed due to differences in educational background so that the people of RW 11 Tanjung Priok Village do not understand that meaning.
4. Reasons for PT. Samudera Indonesia Tbk carries out Kampung Lestari Samudera Indonesia Program activities in RW 11 Kampung Tanjung Priok environment, namely because of the management of the company PT. Samudera Indonesia Tbk looks at the aspect of legal entities and complies with applicable laws, based on the geographical location of the RW 11 Tanjung Priok Village environment side by side with the Tangguh Samudera Jaya (TSJ) terminal under the auspices of PT. Samudera Indonesia Tbk. Samudera Indonesia Tbk and as a form of corporate concern PT. Samudera Indonesia Tbk to stakeholders.

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