Management of Environmental Communication from the Perspective of Public Relations

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Corporate Social Responsibility (CSR) is an embodiment of a company's steps in dealing with issues that are developing in society about the company. One of them is the issue of environmental communication. State Owned Enterprises (SOEs) are obliged to implement CSR as stated in Law No. 40,2007, which is referred to as the Community Development Partnership Program (PKBL). Bank Negara Indonesia (BNI) is one of the SOEs that have implemented a program in the context of environmental communication called BNI Go Green. The focal point of CSR is dynamic and sustainable development. Environmental communication is an issue that must be seriously managed in a company. When it is not managed properly, it will cause a potential crisis in the company. The public relations department or public relations must have a good strategy in terms of environmental communication.

Key words: *Environmental Communication, Corporate Social Responsibility (CSR), Public Relations.*

Introduction

Environmental sustainability is an achievement in terms of industry. We cannot deny that there are many companies that are not aware of waste management or environmental sustainability of the company. Law No. 40,2007, which regulates Limited Liability Companies, requires all companies that carry out their business in or related to natural resources to conduct activities that include social and environmental responsibility. Article 1 paragraph 3 of the Limited Liability Company Law states that social and environmental responsibility is the company's commitment to play a role in sustainable economic development in order to improve the quality of life and the environment that benefits the company itself, the local community, and society in general (Trading, 2014).

It is clear that the environmental aspect is one of the important points in sustainable development efforts, bearing in mind that this is stated in the legal basis for the application of CSR. In Indonesia, there are several companies that have not implemented good environmental management. This is evident from local resident's demonstrations as they feel impacted by the companies' waste disposal and that it also has an impact on the preservation of local environment. Environmental communication strategies that are managed optimally will support the CSR program well.

Environmental communication is a planned strategy to utilise the communication processes and media products in order to support the effectiveness of policy making and public participation and how they are implemented in the environment (Oepen, 1999: p. 6). Based on Oepen's definition we find that environmental communication is an integrated policy component.

Cox (2010, p. 20) states that environmental communication is a constitutive means of pragmatic funding for human understanding of the environment and human relations with nature. This is a representation of media that is used to construct environmental problems and to negotiate different responses in the society (Dr Venrizal, M. Si, Preserving the earth with environmental communication, p. 9 ; CV Budi Utama Yogyakarta 2017; Dr Venrizal, 2017, p. 9).

If we examine further, environmental communication contained in CSR is not just a corporate obligation, but it leads to the companies' awareness of the importance of environmental management. The Public Relations (PR) division of a company oversees the Community Development division which has a major role in managing CSR implementation strategies properly by carrying out proper management of environmental communication in the form of appropriate policies.

In the industrial era 4.0, we cannot deny that social media is the most powerful media in the socialisation of company activities. For public information disclosure, in the millennial era, the speed of information dissemination to the public often causes hoaxes or reports whose truth cannot be ascertained. This is where it is important to have positive PR communication in publicity information about company activities, in the context of the application of environmental communication.

The slogan "Go Green" often colours the timeline in social media in terms of the environment. However, this is often not matched by concrete actions by companies. Now, people are more aware of environmental issues so that the right public relations strategy is needed in managing CSR in environmental aspects.

This is in accordance with the Triple Bottom Line Concept proposed by John Elkington regarding the 3P concept: people, planet and profit. These three aspects socialise an interconnected relationship that includes: contributions to the social life of the community; preserving the environment; and the company's efforts to obtain profits.

Profit (benefit) is the company's attention to each of their operational or business activities. The company's survival is influenced by the company's ability to obtain profits. We cannot deny that the greater the profit earned by the company, the more secure the survival of the company will be. Profit is more directed at economic motive. Nor (2014) explains increasing the welfare of personnel in the company, increasing the level of welfare of the owners (shareholders), increasing contributions to society through tax payments, business expansion and production capacity requires funding, which can be performed when supported by the ability to create profits (benefit) of the company.

People (community) refer to the social environment that is around the companies. Relationships that affect or are influenced by the company and the community occur directly or indirectly. A good relationship with the community will be valuable for the company in maintaining the sustainability of company activities. In Indonesia, several cases of boycotts carried out by the community have occurred and eventually they have greatly impacted the company's operational activities. This is proof that a strong relationship between the company's survival and support from the community is needed.

Planet (environment) refers to the natural environment. The environment supports all forms of company operations in terms of providing land, natural resources as raw materials, and other supporting materials such as water and clean air. The environment does not only have an impact on the company's operational activities, but can also affect the performance of its human resources. For instance, water and air pollution can interfere with the health of human resources which will also affect the performance and business activities of the company. One concept that cannot be endorsed is the company's relationship with nature that is causal. Sooner or later, environmental damage including exploitation without a balance limit will destroy companies and communities (Nor Hadi, 2014: p. 58).

Through attention from the company to profit, people and planet, the survival of a company can be maintained well. Through profit (benefit), the company can continue to operate, pay employee salaries, buy raw materials, and can also pay taxes and so forth. Attention to aspects of people (community) creates a good relationship with the community. Support from the community is valuable for the company. Attention to the planet (environment) helps to maintain an environmental balance that will have an impact on the availability of raw materials. In addition, a maintained environment will also have an impact on public health, especially employees' health as they play an important role in the company's operations.

Research Methodology

A. Research Type

This research related to environmental communication in the implementation of the Partnerships and Community Development Program (PKBL) by PT Bank Negara Indonesia 46 (Persero). It is qualitative descriptive research. This type of research opens opportunities to observe in-depth phenomena or problems. This provides space for writers to focus on one phenomenon and describe that phenomenon in more focused detail.

Social research through descriptive qualitative is conducted to describe and summarise various conditions, situations, or social reality phenomena existing in the community as the object of research, and attempt to take such reality to the surface as a feature, character, trait, model, sign or illustration about certain conditions, situations or phenomena (Burhan Bungin, 2009: p. 68).

The PKBL at BNI 46 is the focus of this research. This study attempts to describe environmental communication in the implementation of the PKBL in more depth, so that detailed and focused results are obtained on research problems related to environmental communication.

B. Data Collection Techniques

Interview

Interview is a way to obtain data by dealing directly and conversing, both between individuals and individuals and individuals with groups (Ratna, 2010: p. 222). In this study, the researcher used a structured interview technique, namely interviews based on a planned list of questions that have been prepared for data collection. In its implementation, it is possible for questions to develop in a deeper and broader direction.

Documentation

Documentation or a documentary data collection technique is a method used to trace historical data (Burhan Bungin, 2009: p. 121). Through a document search, facts will be known regarding a phenomenon that has occurred in the past. Data collection technique through documentation can be done by tracing the daily notes, activity reports, letters, photographs and other forms of documentation.
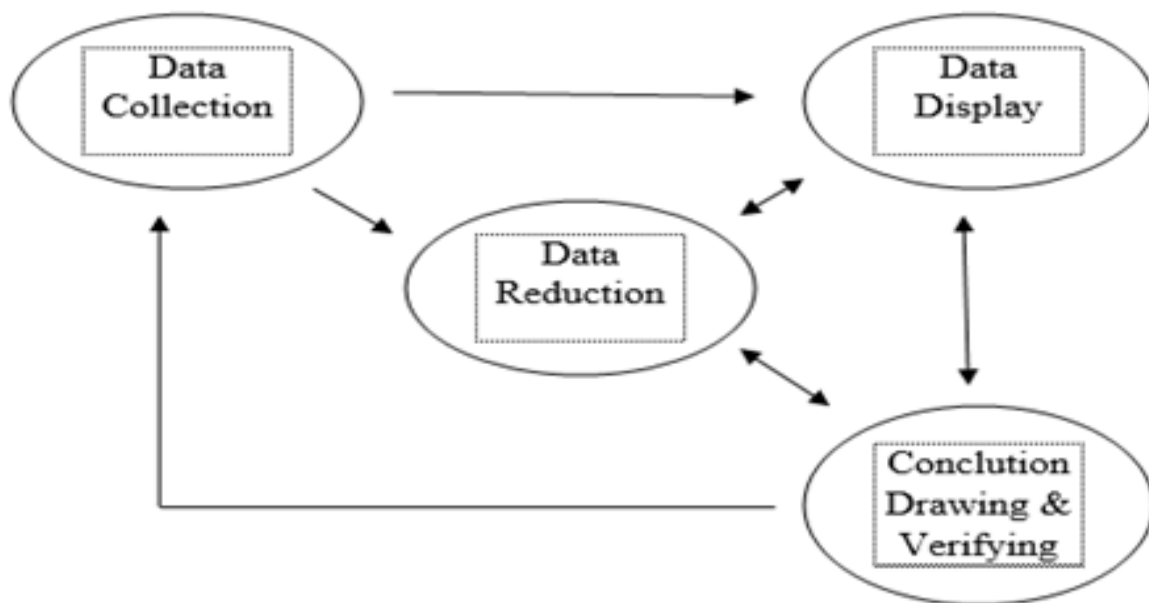
C. Data Validity

In this study, the technique used to develop the validity of research data was source triangulation. H.B Sutopo (2002: p. 79) explains that source triangulation utilises different types of data sources to explore similar data. Here, the emphasis is on differences in data sources, not on data collection or other techniques.

D. Data Analysis Technique

The analysis process in qualitative research is that its activities are carried out simultaneously with the process of implementing data collection (H.B Sutopo, 2002: p. 94). In this study, the data analysis technique used was the cycle described by Miles and Huberman (Burhan Bungin, 2008: p. 69) as shown below:

Figure 1: Interactive Model Data Analysis Component of Miles and Huberman.

Discussion

a) Community Development Program

In implementing Law No. 40, 2007, concerning SOEs which are obliged to organise a CSR program, the emphasis of this program is the PKBL. BNI is one of the Badan Usaha Milik Negara (BUMNs) that have implemented the program. Related to environmental communication, BNI has implemented a program called BNI Go Green. This is included in the annual program as follows:

Partnership and Community Development Program

a) Community Development Program
•   Organisation of Green Open Space (RTH).
•   Procurement of flower pots in schools, universities and agencies.
•   Disaster relief.
•   Provision of green facilities in the community (BNI, 2019).

b) Partnership Program
•   Partnership program run by PT BNI (Persero)TBK.

•   In the field of health, partnerships where established by building infrastructure in hospitals such as rooms for underprivileged people. One hospital that collaborates with BNI, for instance, is Aisyiyah Ponorogo Hospital.
•   In the field of education, partnerships where established through the provision of educational supporting facilities and infrastructure such as the procurement of communication science laboratory equipment for Muhammadiyah and Ponorogo University, amounting to 130 million rupiah.

Blueprints regarding SOE companies' obligations in carrying out CSR programs are clearly stated. BNI in this context tries to enter more optimally in the program with the concept of BNI Go Green.

BNI Go Green Program

The BNI Go Green program is one of BNI's missions in increasing awareness and responsibility for the environment and social care for BNI for environmental issues. As an organisation, BNI requires a maintained environment for life's survival and business continuity.

To actualise this mission, BNI uses the four compasses of sustainability approach, to be applied in corporate sustainability practices by considering sustainability through: nature, social society, human resources/well-being and economy. The four points of sustainability are internalised in business and supporting units which are then used as a reference in producing environmentally friendly banking products and services.

Internally, BNI has increased the employee knowledge capacity ranging from employee green attitude and energy saving actions, to training on environmental and social risks in credit worthiness analysis. BNI also provides retail products and services that encourage green lifestyles such as Green KPR (Home Ownership Credit), BNI-WWF (Bank Negara

Indonesia - World Wildlife Foundation) credit card, Orangutan Adoption and Tree Planting Adoption features, and paperless banking services (e-billing, form-less transfer).

Meanwhile, at the external level, BNI consistently implements forestry and non-forestry environmental preservation programs including the use of renewable energy. These programs are implemented through CSR schemes and commercial credit. BNI funds environmentally friendly projects run by BNI clients such as geothermal power plants, biomass, biogas, hydro and waste management. BNI also established a million Nursery Centres in Sentul, Bogor and built forests and city parks in several cities in Indonesia.

Corporate sustainability practices bring value to BNI in terms of positioning and corporate identity. Through the value of corporate sustainability, BNI creates long-term, sustainable values that are beneficial to the interests of stakeholders while still taking into account the sustainability of nature and society. Moreover, since the 2009 financial year, BNI has published a Sustainability Report that reports the efforts that they have made in applying the principles of sustainability (bni.co.id, 2019).

The issue of environmental management is closely related to corporate social responsibility, especially in the aspect of Planet. Wibisono in Nor Hadi (2014: p. 126) mentions various forms of policies undertaken by companies in carrying out corporate social responsibility activities as follows:
a. Corporate social responsibility is considered as corporate social investment.
b. Corporate social responsibility is considered a corporate business strategy.
c. Corporate social responsibility is considered as an effort to obtain a license to operate the company from the community.
d. Corporate social responsibility is considered as part of risk management.

The four points above are a basic set of implementations of corporate social responsibility, all of which aim at sustainable corporate development. Public relations must be able to realise the follow-up through a series of public relations activities. According to Nor Hadi (2014: p. 129), the right Public Relations Strategy is one way to manage good corporate environment communication. In some cases, corporate social responsibility is conducted by referring to:
1. Public Relations Strategy: this strategy is expected to build and instil public perceptions about the company (building image).
2. Defensive Strategy: this effort is made to deflect or alter negative assumptions embedded in the community against the company.
3. Community Development: this program is for communities around the company or company activities consisting of community relations, community service, and community empowering.

In the aspect of managing environmental communication, community development is the right division to manage this program. Through good community relations with stakeholders, the company expects to have a good image in the eyes of society in general. The environment is a sensitive issue if it is not managed properly. Through the use of social media, the public will voice their aspirations in terms of demonstrations regarding waste management or corporate waste that is not well managed.

Similarly, good community service and empowering will complement good environmental communication management strategies. Some companies that implement good community empowerment will get positive feedback about the company. Community empowerment through partnership programs established by the company is a form of service to the community.

One of the homework assignments is to recognise the publicity of various activities in community development. The use of active social media and providing feedback on community responses will certainly form a positive image of a company; considering that well-managed issue management is a strategy used by public relations before conflicts occur. The industrial era 4.0 is an information-free era that is prone to hoaxes. The issue of environmental sustainability is one of the sensitive issues that must be managed appropriately in the company's internal and external application; one of them is about controlling social media appropriately.

Public relations in industry 4.0 emphasises the distribution of digital delivery of messages. We cannot deny that hoaxes are a disruption in digital communication that causes different meanings in a message. In this case, the reception of information by the public will experience interference (noise). In daily activities, public relations practitioners must have different strategies for dealing with the industrial era 4.0, including the following:
1. Managing external communications strategies to shape public opinion and preference on the brand across various communications activities including media relations, event, CSR, sustainability campaign and key opinion leader's engagement.
2. Managing internal communications strategies to strengthen employee engagement.
3. Develop and sustain corporate image while minimising the potential business risk and manage the Crisis Communications Plan.

Conclusion

Management of environmental communication is one of the activities of the Community Development division which is overseen by Public Relations. This program will run well if it is performed by doing appropriate community empowering programs. Communities will be very sensitive to environmental issues if they, as stakeholders, are not involved. Conflicts will

occur if environmental issues are not managed properly. Public relations require good maintenance, one of which is by managing the company's social media well.

The explanation above has explained that public relations activities related to the public include managing external communication strategies to shape public opinion and preference on the brand across various communications activities including media relations, events, CSR, sustainability campaign and key opinion leader's engagement. The emphasis of the above strategy is the management of good communication between the community and the company itself. The pattern of communication in industry 4.0 is no longer one step communications but now it is multi step communications. Social media has a big role as a medium of communication and management of corporate issues.

One issue that is no less important is environmental communication. Well-managed environmental communication is a valuable asset for the company's sustainability. Public relations are expected to be able to manage this issue well for the long-term investment of the company since its success depends on their strategy.

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