THE ROLE OF COMMUNICATION IN CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT

Some research on communication of corporate social responsibility (CSR) has been done, but it did not study CSR comprehensively. The aims of this research are to analyze the role of communication in today's CSR and the role of communication in the CSR comprehensively. This research is using text study / library / literature. The result of the study shows that the study of communication on CSR has not been analyzed from various elements or components of communication comprehensively. Comprehensive communication includes a communicator, message, channel, receiver, effect, feedback and environment. The communication of CSR in a company comprehensively will result community empowerment. Then the company will get positive image.

Keywords: Role, Communications, Corporate Social Responsibility .

1. INTRODUCTION

Many experts consider that the communication is a fundamental requirement for a person in social life (Cangara 2012). The term of communication is derived from the Latin communicatio which means the exchange notification, the adjective is Communis which means common, together or building a unity between two people or more. (Effendy, 2003, Winranto 2005 Cangara 2013). Communication is also one of the areas studied in Corporate Social Responsibility (CSR).

Corporate Social Responsibility (CSR) has been divided into many components by many authors, each of them is with a different agenda. This includes inclusive terms such as corporate responsibility, corporate citizenship, sustainability, and corporate social performance (Freeman & Hasnaoui 2011).

The term Corporate Social Responsibility has been there more than 70 years (Freeman & Hasnaoui 2011). The term is used synonymously by many scholars. Some of the ideas are; corporate sustainability is a part of CSR (Agle et al, 1999;

Turban and Greening 1997), CSR is part of ethics (Argandona and von Weltzien Hoivik 2010; Weitzner and Darroch, 2009), Jain et al. (2011) defines CSR as a comprehensive concept which is intended as a promotional practice of responsible business which are closely associated with the company's strategy. *The World Business Council for suistanable Development* in Rahman (2009) defines CSR as "The commitment of business to contribute in sustainable economic development, working with the company's employees, their families, and local community and society as a whole in order to improve the quality of life."

Various studies related to communication in CSR have been done. However, those studies have not reviewed and analyzed communication comprehensively. The studies only review and analyze one or several aspects of communication. Finally the purpose of this article is to analyze the role of communication in companies that have implemented CSR and the role of communication of CSR in a company comprehensively.

2. METHOD

The study was conducted using the method of text study/ library/ literature. Text study/ library/ literature use library resources to acquire research. Text study/ library restrict the activities of research only on the materials of the library collection. Zed (2008) argues that library research or text is a series of activities related to data collection methods literature, read and record and process of materials of research. This study examines and analyzes communication in CSR from the literature. The literatures are international journals, dissertations and books.

3. DISCUSSION

Some recent researches have been done related to communication in CSR. However, these researches only discuss several elements of communication. The studies analyzed the problems of communication in the CSR in a simple way and ignore the other aspects, while other aspects may play an important role in maximizing the role of communication in CSR.

Communication of CSR in Recent Company

Communication is one tool that can play a key role in optimizing empowerment. Community development activities need to be communicated properly. Several studies of CSR program with the goal of empowerment are as follows; (1) The results of implementation of CSR (Corporate Social Responsibility) in empowering and improving the welfare of society: The case in Lampung province shows that the public perceived that CSR is a company's activity to help the community in the areas of physical, social, cultural, or economic in order to make the society more empowered and independent so that they are helped to improve their welfare (Sumaryo 2009). (2) Furthermore, Situmeang (2012) stated that there are very real correlation between the level of public perception and the level of community empowerment. (3) Hasbullah (2012) stated that the role of CSR of Pupuk Kaltim (PKT) in economic empowerment. Then, the analysis of the relationship between corporate social responsibility and the concept of economic empowerment in South Africa by Sharlene (2012) stated that the leaders of the company in South Africa are success to empower the economy through their commitment in implementing CSR.

There are various research related to communications, some of them are: Chaudhri and Wang (2007) analyzed the communication of CSR which are done by 100 information technology (IT) companies in India on the website of their company, the analysis focusing on the dimensions of the benefit of communication, information, and the style of presentation. Then, Birth et al. (2008) described the communication practice of CSR companies among the 300 companies in Switzerland. The communications of CSR in Switzerland seems to be progressing well, but it still has limits to develop. Furthermore, Ligety (2009) examined the communication of CSR, with the case of the reasons of the company in order to enhance their own image for marketing reasons.

Nielsen and Thomsen (2009) examined how CSR appeared and communicated in small and medium enterprises. Employee's commitment and the direct use of word-of-mouth, causing communication with internal and local stakeholders have a useful platform adopting strategic CSR communication. Moreno and Capriotti (2009) deepened the understanding of the company's web site which used corporate social responsibility, corporate citizenship and sustainable development (CSR/CC/SD). Verboven (2011) analyzed the communication of corporate social responsibility (CSR) and corporate image in the chemical industry through the slogan missions.

Tewari and Dave (2012) analyzed the communication of Corporate Social Responsibility (CSR) which is done through the use of sustainability reporting and to compare the communication of CSR undertaken by Indian companies and Multinational Corporations (MNC) through the medium of a sustainability report. Study related to CSR communication, Takano (2013) examined the Japanese food industry in response to law of food education in 2005 through CSR communication. Chaudhri (2014) examined the importance of communication for corporate social responsibility (CSR). The findings show the important role and multi-dimensional communication, emphasizing the need of subtlety and balance in communicating CSR, and direct the role of media as a potential enabler to "get the word out."

Finally, from a variety of studies on empowerment Sumaryo (2009), Situmeang (2012), Hasbullah (2012) and Sharlene (2012) have not led to communication as one component in CSR programs in community empowerment. Furthermore, Chaudhri and Wang (2007), Nielsen and Thomsen (2009), Moreno and Capriotti (2009), Chaudhri (2014) only discussed the elements of media / channel. Birth et al. (2008)

examined the communication in general; he did not lead to specific communication components. Ligety (2009) and Verboven (2011) only focused on the response or feedback communication. Meanwhile, Tewari and Dave (2012), Takano (2013) discussed the program or message of communication.

Comprehensive Role of Communication in CSR

Some studies have been analyzed and showed that the components or elements of communication which have been studied are still partial and general. Therefore it is necessary to analyze the study of communication from the various elements or components comprehensively.

Communication scholars give various concepts from various elements or aspects of communication. According to Harold D. Laswell "Communication is the process of delivering a message by the communicator to communicant through media which cause specific effects (Effendy, 2003)." Lasswell 's paradigm stated: *who, says what, in the which channel, to Whom with, what effect.* it shows that communication includes five elements: (1) Communicators, the person delivering the message; (2) Message, statement which is supported by symbols, ideas, opinions, information, and so forth; (3) communicant, those who receive the message; (4) Channels, which is a tool used by the communicator to convey a message; (5). effect, the effect or influence of communication activities which are conducted by communicator to the communicant.

Previously David K. Berlo (1960) in Cangara (2012), Lubis (2010) made communication simpler. The formula is known as "SMCR," Source (sender), Message, Channel and Receiver. Besides Shannon and Berlo, there are also Charles Osgood, Gerald Miller and Melvin L. De Fleur who added effects and feedback as complements to establish a perfect communication. The definition of communication elements include:

1. Sources often called, communicators, sender, or encoder is a person or group of people or an organization or institution that take the initiative to convey the message
2. Message in the process of communication is something that is conveyed by the sender to the recipient. Messages can be a symbol or a sign like written words or oral, images, numbers, gesture. In English can be content or information
3. Channels or media is something that is used as a tool to transfer or to convey a message from the

source to the receiver. For example in the context of interpersonal communication are using face-to-face, the five senses and the airwaves. Furthermore, printed media and electronic media are always used such as telephone, radio, mail, newspapers, magazines, TV, Internet and others.

4. The receiver is the target of the message sent by the source. Recipients can be one person or more, could be in the form of a group, party or country. Recipients are usually called by various terms, such as audience, objectives, communicant, or in English called the audience or receiver.
5. Effect is the result that occurs in the receiver or communicants.
6. Feedback is the response from the receiver or communicant on the message received.
7. Environment or circumstances are determining factors that can influence communication. These factors can be classified into four kinds, namely physical environment, socio-cultural, psychological environment, and time dimension.

From various literatures above show that there are seven elements which become aspects of communication activity. With these seven elements communication in CSR will be discussed. In the side of communicator things that need to be analyzed according to Aristotle is the character of communicator as *ethos* which consists of good sense, good moral character, and good will. Then, Hovland and Weiss call this ethos as credibility which consists of two elements, expertise and trustworthiness. There are at least three characteristics of communicator that should be noticed: 1. Credibility 2. Attractiveness 3. Power (Sendjaya 2008, Cangara 2012). Related to the communicator Hamidi (2007) divided it into three: ethos of communicator, communicator credibility, and effectiveness of communicators.

In terms of the message or information submitted by the source or communicator,   it should be is easy to understand by the communicant or receiver. This will create equality of meaning and understanding among parties to exchange messages. Usually, the parties that exchange messages will consider the message whether it is useful or not. A useful message will be used as a reference, while that is not will disappear. Hamidi (2007) stated that the communication could be said to be effective if: (1) a message is understood by the communicant; (2) communicant act and behave as desired by communicator; (3) there is a match between components. Sperber and Wilson (1986) in Situmeang (2012) stated that the quality of the information is the

material of information which is suitable with the needs, clear and understandable by the recipient, trustworthy and has attractiveness. Sperber and Wilson (1986) in Situmeang (2012) argued that there are five aspects related to the quality of messages that can be considered by the recipient, (1) the message is appropriate or relevant to the needs of the recipient, relevant to the context and the culture of the users, (2) there is novelty in content of the message, (3) trustworthy (4) understandable, and (5) able to solve the problem of the users.

In terms of channel of communication, it is a tool which is used by source of the message in delivering the message from the sender to the recipient. This channel is regarded as tool conveying information from the source to the recipient of information with various types of communication channels that can be used and suitable with the information submitted. Rogers (2003) says that there are two kinds of communication channels that can convey messages of agricultural development or agricultural information; they are mass media channels and interpersonal channels. A similar idea also expressed by Sendjaya (2008) he stated that in general there are two communication channels in disseminating the message: personal channels and non-personal channels or commonly known as the channel of communication through the mass media. Meanwhile, Cangara (2012) divided communication media into four groups. They are: interpersonal media, media groups, public media and the mass media.

In the terms of the receiver, it is the party to whom the message is sent by the source or communicator. Receiver can also refer to audiences, objectives, readers, listeners, viewers, decoder or communicant. Message recipient can determine whether the process of communication is success or not. The recipients in the communication can be individuals, groups, and communities. The duty of a communicator is to find who will be the audience before the communication process takes place so that the process of communication can run properly and communication messages can be conveyed. The message recipient has the physical and psychological characteristics that make it unique. The physical and psychological characteristics of the recipient will affect the reception, interpretation and evaluation of the messages. The characteristics of the message recipient are the demographic characteristics, psychological, and behavioral characteristics.

In the term of effect, it is the result that occurs in the receiver or communicants. In CSR program the desired effect is community empowerment. Therefore, aspects which are the purpose of CSR programs to empower the community need to be considered properly. Effect or the final result of a communication is the attitude and behavior of individuals, whether it is suitable or not with the needs of the communicator. If the attitude and behavior of the individual is fit, then the communication is successful, and vice versa. (Hamidi, 2007; Sendjaya 2008; Cangara 2012; Muhammad, 2009; Adler and Rodman 2006).

In the term of feedback, it is the response from the receiver or communicant on the message received. One of the benefits of the CSR program is a positive image from the community as communicant. Therefore, impression, perception, assessment, response, opinion and public trust must be maintained as good as possible (Hamidi, 2007; Sendjaya 2008; Cangara 2012; Muhammad, 2009; Adler and Rodman 2006).

In terms of the environment or circumstances, these are determining factors that can influence the process of communication. These factors can be classified into four kinds; they are physical environment, socio-cultural, psychological environment, and time dimension. Physical environment shows that a process of communication can happen only if there are no physical barriers, such as geographical factors. Long distance communication will be difficult if it is not supported by the availability of the tools of communication. The tools of long distance communication are like telephone, handpone, post office or the highway. Furthermore, the social environment shows that socio-cultural factors, economics and politics can be obstacles of communication, for example, language, beliefs, cultures and social status. Psychological dimension is the psychological considerations that are used in communication for example, avoiding criticism that offends the feelings of others, presenting materials that are appropriate with the age of the audience. This psychological dimension is commonly known as internal dimension. While the dimensions of time shows the right situation to do the activities of communication. Many communication processes are delayed because of time considerations, for example because of the season. (Cangara, 2012; Muhammad 2009; Mulyana 2007; Adler and Rodman 2006).

Communication should become an important concern in the CSR. CSR programs will be able to empower the people when considering the elements or components of the communication. It will be better if all the elements are planned to be used and concerned in order to get the maximum effect. Furthermore, evaluating also involves all the elements or components. It aims to understand the weaknesses and strengths of the communication process in a comprehensively. Effective and efficient communication on CSR program will be able to empower the community. The empowerment which is on target will be able to build a positive image of the company.

4. CONCLUSION

Based on the discussion that has been analyzed, the communication in CSR can be summarized as follows:

1. Research of communication on CSR program has not been analyzed from various elements or components of a communication comprehensively.
2. A comprehensive communication in CSR discusses seven elements such as, communicator, message, communicant, channel, effects, feedback, and environment.
3. Communication in CSR comprehensively will produce a good effect that is the empowerment of community. Then the company will get positive image.

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