

Preparation Of Papers For International Journal Of Scientific & Technology Research Implementation Of CSR Indonesia Menari Program By PT.Djarum

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Abstract: This research aimed to identify the Public Relation strategy that is implemented by PT. Djarum and also to identify how conscientious this company in applying Indonesia Menari as CSR Program of PT. Djarum. This research used a qualitative method in which data collection technique is observation, semi-structured interview, and documentation, that is examined using a case study. The result of the research indicated that Bakti Budaya Djarum Foundation uses PR Pencils strategy in implementing their CSR program. The result of the research also showed that PT. Djarum is at the top in the pyramid of measurement of the seriousness of implementing company CSR by Archie B. Carroll, in which it signifies that PT. Djarum implements the CSR program generously.

Index Terms: Corporate Social Responsibility, Strategic of Public Relations.

1 Introduction

In the development of business practices, there is a term known as Corporate Social Responsibility (CSR). CSR is an organization's responsibility for the impact of decisions and activities of an organization for its community and environment, through transparent and ethical behavior that is consistent with sustainable development and community welfare. Paying attention to the expectation of stakeholders, in line with applicable law and attitudinal norms, and also integrated into the whole organization [1]. In Indonesia, the implementation of CSR has been regulated by the government in the regulation of law Act No. 40 of 2007 concerning limited liability companies (www.hukumonline.com). The implementation of CSR programs within a company can provide many benefits, which include maintaining or boosting the company's image, deserves social license to operate, reducing the company's business risk, expanding access to resources, expanding access to market, reducing cost, improving relation with stakeholders, improving relation with regulators, increasing employee morale and productivity, and opportunities to get award [2]. Therefore, CSR management should be done wisely. In 2016, Citra Forum Cipta Daya (CFCID) Consulting conducted a study of Indonesian CSR with 46 respondents in several professionals in companies operating in Indonesia. There are 34 CSR characteristic issues in Indonesia. Among these issues, the 5 most mentioned issues by respondents included social issues and poverty in the operating area (21.74%), education, health and community infrastructure development (19.57%), CSR is still considered as limited to community development (19.57%), the need for improved regulation of CSR (17.39%), and environmental management issues (13.04%) [3]. Besides, other studies by London School of Public Relations (LSPR) and Universiti

Sains Malaysia explained that the results of a survey about corporate leaders' perceptions toward social responsibility were carried out on 114 corporate leaders in Indonesia from 80% of lower middle class SMEs and the rest is the upper middle class SMEs. This research is carried out by distributing questionnaires to the leaders of companies incorporated in communities such as HIPMI, Tangan di Atas Community, as well as independent entrepreneurs aged 20-45 years. The results showed that the perception of corporate leaders on seven dimensions related to the implementation of CSR activities, namely understanding and regulation, community / environment, government, academic / consumer / NGO, market, employees, and policies were in a positive category. The findings of previous data indicate that Indonesia is still ranked lowest in the implementation of CSR from seven countries in Asia, but on the other hand, the data shows that the quantity and quality of CSR activities in Indonesia have experienced an increase and diversity (www.swa.co.id).

On the other hand, the Ministry of Education and Culture PDSPK in 2016 issued statistical data on Indonesian culture. These statistical data include tangible and intangible cultural heritage. Tangible cultural heritage is a museum and landscape heritage, and intangible cultural heritage is art, history, beliefs, and traditions, also regional languages. This statistical data is compiled based on data collected from 2009-2015 by the Secretariat and the Directorates in the Directorate General of Culture. This statistical data states that approximately Indonesia has 1,592 types of dance and 892 types of music. This statistical data also shows that 167 arts are almost extinct and 20 cultural artists who have died (www.publikasi.data.kemdikbud.go.id). PT. Djarum is one of the companies from Indonesia engaged in the tobacco industry. Since its inception until now, PT. Djarum has given birth to various types of tobacco products which became the top choices by the smokers in Indonesia. The most popular cigarette products processed by PT. Djarum are Djarum Black, Djarum Super, and L.A Ice. Until now, PT. Djarum was ranked 3rd out of the four biggest cigarette companies in Indonesia (www.beritagar.id). Smoking can damage human health, but in reality every day the number of smokers in the world is increasing, including in Indonesia. Until the middle of this year, 53.7 million Indonesian adults were active smokers, while 2.6

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million Indonesian youth have the same hobby (www.tobaccoatlas.org). The tobacco industry is one of the largest economic sectors in Indonesia because cigarette consumption in this country is very high. It is estimated that Indonesian smokers use 5-7 percent of their income each month to buy cigarettes or other products derived from tobacco. No wonder many cigarette factories operate in Indonesia (www.kompas.com).

On April 30, 1986, PT. Djarum established the Djarum Foundation which is specifically focused on providing programs for the care of the social environment and the natural environment of Indonesia. Djarum Foundation is present as a form of service to the Republic of Indonesia where PT. Djarum runs and manages its business. Djarum Foundation has five devotional programs to the country, namely social service, sports service, environmental service, educational service, and cultural service (www.djarumfoundation.org).

Djarum Foundation through the Bakti Budaya program began to develop forms of concern for the results of national culture as proof of consistency in participating in developing Indonesia since 1992. This was done to realize a more dignified Indonesia. According to PT. Djarum, not only an economy that must be strengthened but also the wealth and preservation of national culture (www.djarumfoundation.org). One of the programs routinely carried out by Bakti Budaya Djarum Foundation is the Indonesia Menari Competition. Through the Indonesia Menari competition, PT. Djarum has hopes that the Indonesian people can be closer to Indonesian culture and also be able to empower artists in Indonesia. The Indonesia Menari Competition has been held since 2012 and in 2014. The competition received a MURI record because it managed to gather 1,200 participants who danced together in the Grand Indonesia Shopping Town (republika.co.id). Based on the background explanation, the focus of this research is the steps implemented by PT. Djarum in the Indonesia Menari CSR program.

1.1 Research Question

- (i) How is the implementation of the Indonesia Menari CSR program by PT. Djarum?
- (ii) What are the obstacles in implementing the Indonesia Menari CSR program by PT. Djarum?

2 RESEARCH METHODOLOGY

The type of this research is descriptive research. Descriptive research is a method used to describe or analyze the results of a study but is not used to make broader conclusions [4]. In descriptive research, the researchers are free to observe the object, explore, and find new insights throughout the study. The hypothesis in descriptive research does not appear before research, but only appears in research [5]. The research methodology in this study is qualitative research, Krik and Miller proposed that qualitative research is a particular tradition in social science which is fundamentally dependent on observations in humans both in the region and in its terminology. In addition, qualitative research can also be interpreted as a research method that intends to understand the phenomenon of what is experienced by research subjects holistically and by way of description in the form of word and language, in a particular natural context and by utilizing various scientific methods [6]. Similar with the opinion by Sugiyono, he explained that qualitative research method is based on the philosophy of postpositivism, which is used to

examine the condition of natural objects, where researcher as the key instrument and techniques of data collection are carried out in triangulation. Data analysis is inductive, and the results of qualitative research emphasize the meaning rather than generalization. Qualitative research aims to explain a phenomenon through deep data collection, not prioritizing population size or sampling. If the data collected can adequately explain the phenomenon under study, then there is no need to look for other samplings. In other words, it is emphasized more on the issue of data quality than the amount of data [7]. In this research, the techniques used to collect data include:

- (i) **Semi-structured interview:** This interview technique is included in the category of the in-depth interview because the researcher is freer to express questions than structured interview technique. The purpose of this interview technique is to find problems more openly, where the interviewee is asked for their opinions and ideas. In conducting the interview, the interviewer needs to listen carefully and take note of what was said by the informant [8].

In-depth interviews have several characteristics that are used for subjects that are few or even one person. Informants give reasons for specific answers, researchers not only pay attention to the informant's verbal answers but also non-verbal responses, used for a long time and many times, allowing different questions for one informant with another. In this study, in-depth interviews were conducted in a semi-structured manner, namely by giving questions that had been provided and did not rule out the possibility of giving questions outside the list of questions provided.

To determine the informants in this study is by using a purposive procedure. Purposive procedure is one of the most common strategies for determining informants in qualitative research, namely determining groups of participants who become informants according to selected criteria that are relevant to a particular research problem. The size of the individual informant, which may or may not be appointed, has been determined before data collection, depending on the resources and time available, also the purpose of the study. In qualitative research, the selection of informants with the intention of not always being representative of all objects of research, but the important thing is that the informant has sufficient knowledge and can explain the actual situation about the object of research [9]. The informants in this study have the following criteria:

- Internal Parties: Have knowledge and views related to the program being undertaken, understand the activities of the company's programs, also engaged in programs from planning to implementing the program.
- External Parties: Have knowledge related to programs carried out by the company and are involved or get the impact of the program

From the criteria mentioned above, one key informant was chosen, one informant, and one expert informant. The key informant in this research was Mr. Billy Gamaliel as Head Deputy Program of the Djarum Foundation Cultural Service Program. Then the informant from this study was Ms. Pinky Vitiffany as the

winner of the individual category from the Indonesia Menari Competition 2017. And for expert informant from this study was Mr. Asmi Pamungkas as CSR officer from Kompas Gramedia Group.

- (ii) **Field observation:** Kriyantono expresses that field observation is the activity carried out at any time, with the completeness of the senses they have. In addition to reading newspapers, listening to the radio, watching television or talking to other people is one of the activities to understand the environment. However, not all observations can be called a research method because the method of collecting data through observation requires certain conditions to be useful for data collection activities [5].
- (iii) **Documentation:** The technique of collecting data with documentation is a technique used in the methodology of social researchers to trace historical data. Most of the available data are letter, diary, memento, and report. The main nature of these data is not limited to space and time so that it allows researchers to know past things. Data collected in written form are called a document in the broadest sense including monument, artifact, photograph, tape, microfilm, CD and hard drive [5].

3 RESULTS AND DISCUSSION

The main goal of every business sector is to get profit. To achieve this, each company must be able to produce distinctive and quality products, so that it can be a differentiator from the competitors' products. The company must also have the ability to make prospective customers interested and ultimately decide to buy these products. To survive in competition, the company must make itself trustworthy by consumers and also by a broad audience. To be trusted by the community, of course, companies must be able to mingle and participate in helping people face the existing social and natural problems.

One way to make this happen is to implement a CSR (Corporate Social Responsibility) program to balance the economic activities of the company and also to achieve sustainability efforts. In 1986, PT. Djarum established a foundation called Djarum Foundation as a form of awareness of everything they have gotten in business and everything they have taken from Indonesia. Starting from Indonesian crop yields, human resources in Indonesia and other things. Therefore, PT. Djarum offers its service to Indonesia. PT. Djarum hopes to empower Indonesia so that it can become a fully empowered country through 5 Djarum Foundation devoted programs, namely social service, sports service, education service, environment service, and cultural service.

PT. Djarum through the Bakti Budaya Djarum Foundation (BBDF) program since 1992 has consistently helped sponsor Indonesian artists in their work. In addition, BBDF has always held Indonesian cultural activities to date. Since its inception, BBDF has focused on Indonesian cultural performances. The primary objective is for Indonesian artists to continue working to preserve Indonesian culture both within the country and abroad. Therefore, to achieve this, the team from BBDF never ran out of ideas to create innovations. One of them is by building the Galeri Indonesia Kaya and organizing an Indonesia Menari Competition.

Galeri Indonesia Kaya (GIK) is an education and entertainment space that has operated since 2013 and is located at Grand Indonesia Shopping Town. GIK is open for public and with no charge. In GIK there is an auditorium that can also be used freely by young artists to hold their performing arts. The auditorium can be used from Monday to Friday. Because on Saturday and Sunday the BBDF team presents cultural performances performed by senior artists they have chosen to collaborate with. Besides that, in GIK there are also digital applications related to Indonesian culture. All of these applications can also be accessed for free.

In addition, the BBDF team every year since 2012 has consistently held the Indonesia Menari Competition. At first, Indonesia Menari has a flash-mob concept and took place at the HI roundabout. Then in 2013 Indonesia Menari changed the concept to a mass dance competition and moved into Grand Indonesia Shopping Town and at the same time became a promotion breakthrough during the opening of GIK. Indonesia Menari was followed by more than 1,000 participants both from individual and group categories. Indonesia Menari also actively engages dance communities and other communities such as Abang & None Jakarta and others. In 2014 Indonesia Menari won a MURI record for the archipelago dance parade category within the mall with the most dancers totaling 1,200 dance participants. Through Indonesia Menari, it is expected to empower young Indonesian choreographers and make people aware that dancing is easy. Like the slogan of the Bakti Budaya Djarum Foundation namely Love Culture, Love Indonesia.

In order for the public or society to agree with the company, appropriate steps are needed in implementing a CSR program. Therefore, to run a CSR program, the company is required to prepare the strategy and capital as well as possible. This CSR activity also concerns the interests of many parties and that the desired goals from the CSR programs will be achieved.

Public Relations is an art to create a better public understanding, which can deepen public trust in an individual or organization/company [10]. In his book entitled *Komunikasi dan Public Relations*, [11] cites the definition of PR according to Harlow. He has read the definition of PR from simple to complex, so he has several conclusions. Some of the more concise definitions according to Harlow are:

- Good appearance, valued by society;
- PR stands for Performance and Recognition;
- Works well, so it gets praise;
- Actions taken to support beneficial relations with the general public;
- Organizational efforts to get cooperation from a group of people

The growing world of Public Relations certainly adds a variety of understanding or interpretation of the meaning of Public Relations. However, seeing some of the many similarities found in each definition given by experts, it can be concluded that Public Relations is a whole practice of planned communication carried out by an organization to internal and external parties to reach a positive image. In running a business, a strategy is needed. Every division in a company has its strategy, including the public relations division. As previously explained, the task and role of public relations in the organizational structure of PT. Djarum is run by the corporate communications & corporate development division,

to communicate the message that the company wants to convey to internal and external parties, the company needs a public relations strategy. Several steps are set as a Public Relations strategy or according to [12]:

- (i) Publications

Every function and task of Public Relations is to carry out publications or disseminate information through various media about the activities of companies or organizations that deserve to be known by the public. In Indonesia Menari, one of the publication activities is a press conference. This results in news or information for the community regarding Indonesia Menari. Besides, Indonesia Menari also uses publications through social media and the website of the Galeri Indonesia Kaya. Bakti Budaya Djarum Foundation also collaborates with influencers who help to promote Indonesia Menari.
- (ii) Event

Designing an event that aims to introduce the company's products and services, get closer to the public and can further influence public opinion. One of the ways is by carrying out this Indonesia Menari event. In the Indonesia Menari competition, there was an event which was held a week before the competition, which was a dance workshop with Indonesia Menari's choreographer. The event aims to provide opportunities for participants to learn and ask questions directly related to the choreography that will be competed in Indonesia Menari.
- (iii) News

Try to create news through a press release, news, letters, bulletins, and others. For this reason, PR must have the ability to write and create publicity. In running Indonesia Menari, Bakti Budaya Djarum Foundation collaborates with the PR Agency to make coverage of the activities.
- (iv) Community Involvement

Daily tasks of a public relations is to hold social contacts with certain community groups to maintain good relations (community relations and humanity relations) with the organization or institution they represent. In Indonesia Menari, Bakti Budaya Djarum Foundation invites dance communities as well as young communities such as Abang & None DKI Jakarta, CIOFF Indonesia and the Damn I Love Indonesia community and other communities. These communities are the choreographer during the competition.
- (v) Media Identity

All stationery is used, ranging from business card, paper, and envelope, must be made in such a way that can enhance the image of a company. Besides, identity media can also be applied to other facilities and infrastructure, such as building, goods transporting car, and so on. There is identity media in Indonesia Menari, but what is displayed is not the logo of PT. Djarum but the logo of Djarum Foundation and Galeri Indonesia Kaya because based on the interview results with Key Informants he stated that all the activities by Bakti Budaya Djarum Foundation and other services in

Djarum Foundation focused on their respective content or service area not for soft selling of company's product.

- (vi) Lobbying and Negotiating

The skills to lobby through a personal approach and the ability to negotiate are very necessary for PR. The purpose of lobbying is to reach a deal or obtain support from individual and institution that affect the company's business sustainability. Lobbying and negotiating activities in organizing Indonesia Menari were carried out with many parties, one of which was Grand Indonesia as the venue for the event, with choreographers, with music arrangements, with the media, event organizers, PR Agency and other parties.
- (vii) Social Responsibility

Having social responsibility in public relations activities shows that the company has a concern for the community. This enhances the company's image in the public eye. Today, many companies make social activities as a must do activity. The forms are varied, such as caring for flood, giving a scholarship, donation for orphans, free medical treatment, and many other activities. By organizing Indonesia Menari as a CSR program, PT. Djarum shows the company's responsibility towards the community through the form of donations given to the winners and also through the empowerment of young Indonesian choreographers who were given the opportunity to expand their careers.

At least there are four models of CSR that are generally applied by companies in Indonesia, namely [13]:

 - (i) Direct involvement, the Company runs a CSR program directly by organizing its social activities or submitting donations to the community without intermediaries. To carry out this task, a company usually assigns one of its senior officials, such as a corporate secretary or public affair manager or becomes part of the duties of public relations officials.
 - (ii) Through corporate social organization. The company establishes its foundation under the company or its group. This model is the adoption of a model that is commonly applied in companies in developed countries. Usually, companies provide initial fund, routine fund or endowment that can be used regularly for the activities of the foundation. Some foundations established by the company include the Coca Cola Company Foundation, the Rio Tinto Foundation (mining company), the Dharma Bhakti Astra Foundation, the Sahabat Aqua Foundation, and the GE Fund.
 - (iii) Partnering with other parties. The company organizes CSR through collaboration with social institutions/non-governmental organizations (NGOs). Government agencies, universities or mass media, both in managing funds and in carrying out their social activities. Some social institutions / NGOs that collaborate with companies in carrying out CSR including Indonesian Red Cross (PMI), Indonesian Child Welfare Foundation (YKAI), Dompot Dhuafa; government agencies (Indonesian Institute of

Sciences / LIPI, Ministry of National Education, Ministry of Health, Ministry of Social Affairs); Universities (UI, ITB, IPB); mass media (Kompas Humanitarian Fund, We Care program of Indosiar).

- (iv) Support or join a council. The company also establishes, becomes a member or supports a social institution established for specific social goals. Compared to other models, this pattern is more oriented towards giving corporate development grants. The consortium or similar institution that is trusted by companies that support it, pro-actively seeks cooperation partners from the operational institution and then develops a mutually agreed program.

Based on the study results, PT. Djarum is classified as a company that has a CSR model by establishing a company foundation or social organization, namely Djarum Foundation.

Indonesia Menari is a CSR activity carried out voluntarily by PT. Djarum. With the existence of Indonesia Menari, it is hoped that this competition can strengthen the sense of love and caring of the community, especially the Indonesian youth towards its culture through dance and empower young choreographers to work better and go to higher career paths. As explained earlier, based on its nature, the CSR Program can be divided into two, namely (Rahmatullah, 2017):

- Community Development Program (CD);
- Relations Development (RD).

The objectives of the CSR program (CD & RD) are:

- (1) empowerment of local human resources (youth and students); (2) economic empowerment of communities around the operating area; (3) construction of social / public facilities; (4) development of public health; (5) social culture, and others.

As explained in the journal "SWOT Analysis of Indonesian Cultural Diversity" by [14], the results of this journal explained that there are more than 1,128 ethnic groups in Indonesia. This certainly raises cultural diversity among Indonesian people. This cultural diversity simultaneously has the potential to be a strength and also a weakness for Indonesia depending on how the utilization and management are applied. This journal also explains that there are negative impacts on the community, especially the younger generation, who begin to forget local culture because they are considered ancient and not following the development of modern times.

Therefore, deservedly there is a company that pays attention to Indonesian culture so that the younger generation can still embrace the culture as well as appreciating the young generations who still care and do works related to Indonesian culture, just like the purpose of Indonesia Menari. So that Indonesian culture can still follow today's lifestyle and not eroded by the presence of foreign cultures.

PT. Djarum has proven its existence by continuing to create not only products that produce profits in terms of the company's economy but also by continuing to create and organize CSR programs that empower Indonesia. So it can be concluded that PT. Djarum has fulfilled its obligations in

conducting business in Indonesia. Encouraged by the indicator pyramid by Archie B. Carroll as described as follows:



- (i) Economic Responsibility

Make a profit. PT. Djarum is ranked 3rd out of the four biggest cigarette companies in Indonesia (www.beritagar.id). There are also other quotes which state that as of December 2017 PT. Djarum produces 5.4 million cigarettes per day (www.liputan6.com). In other words, since its inception, PT. Djarum is still able to generate profit and improve its business economy.

- (ii) Legal Liability

Obey the law. Company must obey the law in the process of seeking profit because profit is the foundation of the company. One of them can be proven through the Indonesia Menari CSR program, because by organizing it, PT. Djarum as a company classified as a company that has complied with legal regulations. As described in the regulation of the Limited Liability Company (PT) which manages or operates related to Natural Resources, it is required to implement a CSR program, because it has been regulated in Limited Liability Company Law Number 40 of 2007 in article 74. This means that the company must carry out its social and environmental responsibilities. These obligations must be budgeted and calculated as the company's costs in which the implementation is carried out by paying attention to propriety and fairness, and for companies that do not implement it will be subject to sanctions.

- (iii) Ethical Responsibility

Be ethical. Ethical responsibility relates to the ways or steps of a company in doing business. Covers all aspects related to individual, company, industry, and society. With the existence of ethical responsibility, the company must be able to consider the direct and indirect impacts of the activities carried out including the decisions taken. Company is required to carry out their business practices properly, and fairly. This is reflected in running the Indonesia Menari there is a dance workshop for Indonesia Menari's choreography so that all participants get equal opportunities to study directly with the choreographers a few days before the competition. This competition also has a regulation where if the participant wins for the group category or individual category then the participant is prohibited from participating in Indonesia Menari in the following year period. The aim is to provide opportunities for other participants to win this competition. The selection of participants who will be competed in the semi-finals

is also the winner of each location point in Indonesia Menari so that each location point feels fair. Moreover, there are also rules in the form of FAQs on the website of the GIK as a sign that all participants are treated fairly. This applies in each city carried out Indonesia Menari namely Jakarta, Bandung, and Solo.

(iv) **Philanthropic Responsibilities**

Be a good citizen. In addition to companies having to earn profits, obey the law, and behave ethically, the company is also required to make contributions that can be felt directly by the community. The aim is to improve the quality of life. In this case, with the existence of Indonesia Menari, PT. Djarum donated cash voluntarily to the winners of the group category. In reality, the winners of this group category use it to do a cultural mission to bring Indonesian art to foreign countries, build or renovate dance studio, and others that are useful for matters related to the empowerment of Indonesian cultural arts. Moreover, this event is held every year so that according to what was described in the previous point, there will be different winners of the group category and individual category each year who receive the donation.

As is known that obstacles will always be there. Based on the results of interviews with key informants, the obstacles contained in Indonesia Menari are misunderstandings between the participants regarding regulations and aspects of assessment. So to overcome this, parties from the Bakti Budaya Djarum Foundation created FAQ a month before the event either on the website or other social media. In addition, during the event, there were technical obstacles.

4 CONCLUSION AND SUGGESTIONS

- Empowerment of young Indonesian choreographers who were given the opportunity to expand their careers by becoming Indonesia Menari choreographers.
- The obstacles in Indonesia Menari are related to technical matters. One of them is the problem of misunderstandings the info regarding the rules of the event and the rating system. The solution to prevent this is to provide a FAQ on the Galeri Indonesia Kaya's website.

4.1 Suggestion

(i) **Academic Suggestion**

This research is expected to be a reference for other researchers who want to examine the implementation of a CSR program. For further research, it can use quantitative research method to measure how much influence the implementation of CSR program on corporate image of a company, so this topic can have two types of research with different methods and get different results.

(ii) **Practical Advice**

PT. Djarum is expected to continue to carry out all CSR programs on an ongoing basis and hold competitions like this in other arts such as Indonesian music, in order to increase people's knowledge of Indonesian musical

instruments and empower Indonesian musician for their careers.

(iii) **General advice**

With this research, the community is expected to contribute more in response to CSR. The public is more aware of the company's CSR programs. And can be a guide if there is a CSR program that is not in accordance with the norms or regulations.

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