

TRASH BANK PROGRAM OF NGO HIJAU LESTARI BANDUNG THE APLICATION OF PUBLIC RELATIONS PROCCES AT CORPORATE SOCIAL RESPONSIBILITY OF PT. PLN (PERSERO) DJBB.

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ABSTRACT

Corporate Social Responsibility is assisting in developing and maintaining the flow of mutual communication, understanding, support and cooperation among the communities. The aim of this study is to examine the corporate social responsibility of PT. PLN (Persero) Distribusi Jawa Barat dan Banten (DJBB) through the trash bank program of NGO Hijau Lestari Bandung. The research method in this study is descriptive method with qualitative research data.

The results of this study shows steps being taken for the CSRt: 1) fact finding, the initial approach to the public is in the form of socialization. The socialization activities conducted by PT. PLN (Persero) DJBB with NGO Hijau Lestari Bandung are on the topics of how the waste can be recycled, how to deposit the garbage, what is the price of goods, how to access the online service and “bayar listrik dengan sampah”(or pay electricity with trash. 2) identification of problems and needs of the community from the aspects of economy and environment. At this stage of the Planning program, CSR Team of PT. PLN (Persero) DJBB is able to synergize the various aspects of the planning such as vision, mission, objectives, setting policies, designing organizational structures, and determination of the source of funds to carry out these CSR activities. 3) Action and Communicating, the implementation of CSR activities PT. PLN (Persero) DJBB is through NGO Trash Bank Program Hijau Lestari Bandung, which is a community based development and Tri-Sector Partnerships. 4) Evaluation, CSR Team PT. PLN (Persero) DJBB obtain some barriers, which is encountered in the implementation of the program. The results temporarily so far put PT. PLN (Persero) DJBB being awarded by Indonesia Green Awards with the highest grade of 84. In addition, another success is the number of units of trash banks continues to grow and eventually increase the turnover.

This study concludes that the CSR Team of PT. PLN (Persero) DJBB is performing well in the design of CSR activities for environmental and community empowerment. However, with the increase number of trash bank Hijau Lestari, PT. PLN (Persero) DJBB needs to design appropriate communication strategies in order to deliver effective information towards the public.

KEYWORDS : Corporate Social Responsibility, Fact Finding, Planning, Action and Communication, Evaluation, community empowerment, Garbage Bank.

INTRODUCTION

Background

Trash bank is a place that serves to accommodate or collect the garbage that has been sorted out from the supplier. Trash banks are managed like an ordinary bank by volunteers. Customers of trash banks are usually residents who live around the location of the bank, they have an account book just like any other customers of the bank.

The need for a trash bank arises when garbage problem is getting worse. There is a large amount of organic and inorganic garbage pile, which needs an applicable solution to minimize it. Waste management by using garbage bank system is expected to be able assist the government in handling waste as well as to improve the economic life of citizens / communities.

One challenge is the low level of public awareness on waste management and its utilization, which generally consider waste as a useless item. This affects people's behaviour on the waste itself. As a result, garbage piles are mounting and could not be accommodated either in Tempat Pembuangan Sementara (TPS or Temporary Garbage Disposal Site) or in Tempat Pembuangan Akhir (TPA or Final Garbage Disposal Site). Residents are complaining about unpleasant smells and other disturbances because of garbage being disposed in their neighbourhood.

As the problem increases, the need of efforts to develop public awareness on the benefits of waste is through the trash bank. Trash banks are introduced as a solution to waste problems, which turn waste into benefits for people and their environment. The right waste management system would be able to create a cleaner environment with garbage turned into high-value economic goods, as selling garbage could generate extra income.

One of the trash banks is the object of this study, the main trash bank in Ahmad Yani street, Bandung. This bank was established as a collaboration between LSM Hijau Lestari and PT.PLN DJBB. Non-organic household garbage being deposited by residents is valued in rupiah, then converted into a saving for the payment of electricity bills. This cooperation is one of

the implementation of Corporate Social Responsibility (Corporate Social Responsibility) by PT. PLN DJBB.

According to Wibisono (2007), there are three important reasons why company should implement CSR,: first, company is part of society and therefore it is common that company should pay attention on interests of the community; Second, business and society should have a symbiotic mutual relationship; Third, CSR activities is a way to reduce or even avoid social conflict.

PT.PLN DJBB has been conducting coaching and assistance for the continuity of Bank Hijau Lestari since 2014. One of the activities conducted is by providing one unit of three-wheeled motorcycle to transport garbage from the garbage bank unit to the main garbage bank. This CSR activity is further enhanced by providing leased land assistance and the development of infrastructure facilities for trash bank managerial and operational, such as office building, eco-mart and garbage processing warehouse.

In the context of Public Relations (PR), social responsibility or Corporate Social Responsibility (CSR) is an obligation that must be done by company for the surrounding community. CSR is a way for a company to prove its concern for community and creating an image of socially responsible company.

The success of CSR activities of PT.PLN DJBB is a result of the management of the company wholehearted CSR activities. One of them is by implementing the right steps starting from understanding the problems, planning, implementation until evaluation of activities. The implementation of CSR is inseparable with PR roles where CSR is the implementation of developing external (as well as internal) corporate relationships. CSR is a PR tools for the company, which is why this article applying PR process steps from Cutlip Center and Broom, consisting of Fact Finding, Planning, Communicating and Acting, and Evaluating.

Reza Rahman (2009: 13) suggests a number of elements that become a benchmark for CSR, namely: Continuity and Sustainability, where CSR is characterized by long term perspective instead of instant impact. The activities are planned systematically and would be able to be audited. Sustainability is a way to prevent the crisis through the improvement of corporate image.

Main trash bank is an establishment of Hijau Lestari Trash Bank Waste that conducting an effort to change people's mind-set about the utilization of household waste. PT.PLN DJBB develops a broaden community development program. People are driven by electricity payment mechanism through this waste, on top of that, being environmental friendly will also has a benefit for them. Through trash banks, they can either pay for electricity or provide their needs easily. Currently, the eco-mart is part of the main trash bank in providing a variety of basic needs that can be paid with the voucher from the waste.

Community Empowerment is what distinguishes CSR with other activities such as charity or philanthropy. According to Reza Rahman (2009), the acts of generosity to help the community without making themselves independent. One indication of the success of a CSR program is that there is more independence in the community, compared to CSR program is present. Through the existence of trash Bank communities are encouraged to be empowered and try to fulfil their needs independently through household waste.

Methodology

The method used in this study is a descriptive method with qualitative approach. Descriptive method according to Rachmat (1989: 34) only describes the situation or event, which makes this study focuses on application of PR process in CSR activities by PT.PLN DJBB of Main trash Hijau Lestari, by describing the situation or event to then analyze it.

Herdiansyah (2010: 116) states that in a qualitative study there are known data collection techniques used to include interviews, and documentation studies. In completing the analysis and discussion for this study, both documentation in the form of literature review, online data and related book. The results obtained from this study is a model of CSR application through a PR process by PT.PLN DJBB.

In carrying out the Public Relations activities to achieve an effective goal there are some stages of Public Relations process. The stages according to Cutlip and Center in Rachmadi (2001: 111) is divided into four stages, namely: fact finding, planning, communicating and acting, and evaluating.

Fact finding is a stage where the activity is more focused on to know whether the situation and opinion in society (public opinion), which enables the support or hamper the activities of the organization or the company. Data and facts can be obtained through opinion surveys, both internal and public, using several approaches.

Planning is an important part of the effort to gain a favourable public opinion. This planning is an important field for the Public Relations, because it is an important part of success in achieving organizational goals, especially the goal of Public Relations itself. The role of Public Relations is to connect the communication activities with the interests of the company.

Communicating is an important part this stage of communication, which is an active delivery of information towards the public, both internally and externally on what is being planned and also programmed.

Acting; at this stage, the implementation is conducted to deliver information. Public Relations using various forms, types, and also communication techniques in order to achieve certain effects as expected such as events, CSR etc.

Evaluation itself is the last stage of Public Relations activities. The main purpose of the evaluation is to find out whether the activities of Public Relations is really being implemented according to the researched plan. The evaluation stage is very important, as it will measure the outcome of Public Relations activities.

RESULT AND DISCUSSION

Bandung has a garbage problem that must be addressed seriously considering the period of TPA Sarimukti availability is coming to an end. The waste of Bandung City is growing rapidly, which per day is now equivalent to 25 times of the size of the football field. The main problem is the habit of citizens who relying their waste problem onto the cleaning department staffs. However, only 30 percent or about Rp. 14 billion of garbage retribution withdrawn from the residents. While the remaining Rp. 60 billion is still covered by Bandung City Municipal Government. The garbage transported by cleaning department is only about 700 tons out of the total 1800 tons of garbage in Bandung / day, which is also merely moving the garbage coming from the residents to TPS or to the landfill.

The amount of waste produced by citizens often creates problems as garbage piles cause unpleasant smells, along with limited carrying capacity and also the capacity of landfills, causing residents to throw garbage carelessly i.e. into the rivers or in vacant lands. PKBL Team / (Program Kemitraan Bina Lingkungan or Partnership Program of Community Development, a Division of PT. PLN (Persero) DJBB) wants to participate in maintaining cleanliness of the city of Bandung through a partnership with the Trash Bank Program by Hijau Lestari NGO.

Trash Bank established by Hijau Lestari NGO is a Main Trash Bank as it collects garbage from all units around Bandung. The mechanism of this Trash Bank is generally the same as a place used to collect an already sorted waste. Trash banks are managed using a similar system as an ordinary bank. The customer who deposit its waste are resident who lives around the Bank location and receives a savings book similar to that in a Bank. Waste management with the trash bank system is expected to assist the Government in handling waste and improving the economy of the community.

PT. PLN DJBB supports the program Trash Bank of Hijau Lestari NGO by providing various facilities through CSR activities. PT. PLN cooperates with Hijau Lestari NGO in Bandung as Partner which will give awareness and awareness to society especially for waste related matter, as well as giving out more value for the society. Increasing the source of people's income and easier payment for electricity bill and purchase of electric tokens with their garbage savings. The main bank located in Ahmad Yani-Bandung is equipped with self-service that able to meet the needs of customers with purchases made using a voucher onsite.

This study uses several concept as an approach, namely the concept of Stakeholder Theory, CSR (Corporate Social Responsibility) and PR (Public Relations), especially basic process of CSR activities

Stakeholders are internal and external parties of the company, such as government, competitor, surrounding communities, the international environment, external agencies (NGOs and such), and minorities etc. (Hadi Nor, 2011). Principally, Stakeholder Theory, have an assumption that company would have relationships with many interest groups that influence and are influenced by company's decisions. This theory emphasizes on the nature of a relationship in process and output for the company and its stakeholders, (Ardianto, 2011: 76)

This study emphasises on stakeholder orientation, which practically is implemented by PT.PLN DJBB by focusing on stakeholder, especially PLN's consumers located in West Java and Banten. Thus, managers in managing and controlling the company's operations are not only focusing on economic motives, but also social motive. Motives to gain profit and motives to share are implemented simultaneously as attention for community would generate a positive company's reputation through corporate social activities.

CSR approach in this study is focusing on PT.PLN DJBB's social responsibility, which is a role that is not merely focusing on profit for the sake of management and investors. Companies also need to think about consumers who purchasing their products and the communities surrounding the company, which is directly or indirectly affected by the company.

PT.PLN DJBB CSR's commitment to contribute in a sustainable economic development and focuses on the balance between attention to economic, social and environmental aspects. Company is planning to implement programs that are needed by the community, as in Trash Bank program being carried out proactively in West Java Province.

The purpose of public relations in CSR program is to prove that the company to have a good will and carry out social support for the community in the region of where the company is operating, i.e. West Java, Especially the city of Bandung. The public relations objectives of corporate support according to Moore (2000: 267) are: to prove good corporate citizenship, to improve positive business climate, to introduce a free company, strengthening public freedom of citizenship, and meeting the funding needs that are no longer provided by individual humanitarian action.

Through Main Trash Bank of Hijau Lestari, PT. PLN DJBB communicates towards public by creating a harmonious relationship with the external public. PT.PLN DJBB utilizes Public Relations as one of the management functions to develop understanding, sympathy, and support from both internal and external publics for personal, institutional, and corporate purposes.

This study places the implementation of CSR PT.PLN DJBB in four public relations processes (Research, Planning, Action and Communication, and Evaluation). The process is a dynamic and sustainable one. The four processes are:

1. Research

PT.PLN DJBB at first analyse the symptoms and causes of waste problems in the city of Bandung. Public relations practitioners, on this matter, need to involve themselves in research to collect data and facts. They need to monitor and explore about the notions, opinions, attitudes, and behaviours of interested parties influenced by corporate actions. “What’s happening now?” are the words that explain this stage. Companies must observe carefully at data and facts that are closely related to the work. All information should be obtained in a complete form. At this stage PT.PLN DJBB processes existing factual data, developing comparisons, consideration, and generate an assessment, so conclusion and assessment on accuracy of factual data can be made. PR process is actually not as simple as merely collecting data and facts, but also has to emphasize on processing, research, classification, and compilation of data, in such a way that enabled them to facilitate the solution of the problem later on. Research in acquiring this data can be done in many ways such as: surveys and polls, interviews, focus group discussions, in-depth interviews, and walking around research.

Initial surveys and focus group discussions conducted by PT. PLN DJBB in collaboration with the Regional Environmental Management and Local Cleanliness Office of Bandung City, resulted in the mapping of garbage problems in the city of Bandung. Furthermore, PT. PLN DJBB’s CSR program including supporting community education for organic and inorganic waste sorting process, facilitates waste processing training that can be used to create handicrafts with economic value along with the distribution line, and lastly PLN donated Triseda, three-wheeler motorcycle, as a means of waste transportation.

2. Planning

After the research and fact-finding phase, PT.PLN DJBB started the planning stage. At this stage, the company is formulating the problem. The planning is well thought out as it also determines the success of PT.PLN’s work as a whole. Planning is prepared based on data and facts that have been obtained, not merely to the purpose of PT.PLN. Based on the formulation of the problem, a strategy is made in planning and decision making to create workable programs referred to institutional policies that are also tailored to the public interest. The key word of this stage is, “What should we do and why?”

Then in 2016, PLN provides lease and fund for renovation of PLN assets for the development of Trash Bank operations, located in Bandung Municipal Trash Bank occupying a new place located in Jalan Jend. Ahmad Yani No.752 Bandung. According to Elis Solihat chairman of the Trash Bank, “With the help of the construction of facilities and infrastructure provided by PLN, it is certainly creating a positive energy for us to continue to spread the news on the existence of Trash Bank as one solution on environmental problems”.

3. Action and Communication

This stage is done to get some answers from the question of “How do we do it and say it”. Specific objectives and objectives must be linked to achieve the action and communication that the company will undertake. PT.PLN DJBB must be able to communicate the implementation of the program, which would be able to affect public attitudes, which then encourage them to support the implementation of the program. Communication is also conducted to find the right partner in the field for their CSR program. PKBL Team / Partnership Program of Community Development of Communication Division of PT. PLN (Persero) DJBB performs a partnership with the Trash Bank Hijau Lestari NGO Program.

In addition, the company must also establish a communication activity in order to publish the program to be publicly known by the community, either through group communication or mass communication. One of them is to have a socialization on waste management system of Trash Bank, that is focusing on how to sort plastic, iron and carton type of waste, which is then would able to be given to the trash bank after. The bank then will measure the weight of the garbage and put the value for them in the form of money. From the sale of those waste, it can be used to pay the electricity bill or electricity token. The payment of electricity bills using waste as an exchange is expected to encourage citizens to be more active and care in collecting garbage for the sake of environment.

The next action is providing a grant of Rp 500 million for the construction of an office that was once an empty space owned by PLN into eco-mart as well as warehouse waste processing, also strengthening operational management.

Eco-mart is a minimarket owned by Hijau Lestari where garbage can be used as a means of payment to purchase household needs, especially Nine Basic Foods (or Sembako). So the purpose of the existence of Eco-mart is to motivate people to use waste as shopping vouchers. The procedure is as follow: buyer brings plastic waste to be weighed in the weighing section (at garbage warehouse), then given the voucher for the garbage they carry, then the voucher can be used for the purchase of groceries at Eco-mart Hijau Lestari.

4. Evaluation

The main purpose of the evaluation by PT. PLN DJBB is to measure the effectiveness of the whole process. At this stage, CSR activities through the Trash Bank Hijau Lestari, are thoroughly researched for the accuracy of data and facts. However, since the Trash Bank which is located in Jl. Ahmad Yani only occupied the place less than a year, the evaluation activity cannot be done optimally. Nevertheless, the company has conducted an evaluation on past CSR activities in cooperation with Trash Bank Hijau Lestari for several years back. Any inefficiency occurs has to be improved and refined in the following years. Thus, this stage is also a reference for future planning. In short, “How did we do?” Became the reference at this stage.

The Bandung Trash Bank itself is a development of a Trash Bank Hijau Lestari a voluntary NGO and aims to change people’s mind-set about a proper waste utilization. Trash Bank Hijau Lestari already has 131 units of trash bank in 54 urban villages in Bandung, with the number of customers up to 3000 people. The Trash Bank has succeeded in reducing significantly the volume of garbage received by Final Waste Disposal Site (TPSA), as some of the waste still has economic value. Trash Bank is the first waste bank that uses online applications to be used as a payment of electricity bills.

CONCLUSION

The results show that CSR model steps in PT.PLN DJBB in the trash bank of Hijau Lestari is being done as follows:

1. Initial surveys and focus group discussions conducted by PLN in collaboration with the Regional Environmental Management and Local Cleanliness Office of Bandung City to work in mapping in garbage problems in the city of Bandung.
2. PLN’s CSR program facilitates community education for organic and inorganic waste sorting process,
3. Facilitate waste processing training that can be utilized, resulting in creating handicrafts to have economic value to the customers of Trash Bank, as well as to assist the distribution process.
4. PLN provides Triseda three-wheeled motorcycle as a mean of waste transportation.
5. PLN provides leased land and funds for renovation of PLN assets for the development of Trash Bank operations.

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