

CSR Communication of Petrogas (Basin) Ltd on Stunting Reduction in Arar Village - Sorong Regency

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ABSTRACT

Corporate Social Responsibility (CSR) is one of the strategies used by companies to support this effort. Communication plays an important role in the success of Corporate Social Responsibility (CSR) programs, especially in health issues such as stunting reduction. Stunting is a significant health problem in Indonesia, including in Southwest Papua, with long-term impacts on children's physical growth, cognitive development, and quality of life. The Indonesian government has issued various policies to accelerate the reduction of stunting, one of which is through nutritional interventions and cross-sector collaboration. This study aims to examine the communication of CSR programs carried out by Petrogas (Basin) Ltd. in an effort to reduce stunting in Arar Village, Sorong Regency. Through the program of providing additional food for toddlers and pregnant women. The research method used is a qualitative approach with in-depth interviews, observation and literature study. The results showed that effective communication in CSR programs plays an important role in the successful implementation of providing supplementary programs for toddlers and pregnant women. In addition, the active involvement of beneficiaries and stakeholders in the communication process increases the effectiveness of the program and strengthens the relationship between the company and the community. This research provides insight into how CSR communication can contribute to addressing public health issues and building a positive corporate image.

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1. Introduction

Communication plays a crucial role in the initial process of implementing a Corporate Social Responsibility (CSR) program. As an initial step, effective communication helps introduce the program to stakeholders and build trust between the company and the community (Bachtiar et al., 2024; Al-Obaydi et al., 2022; Ko et al., 2025). Referring to effective communication, companies can highlight the urgency of the stunting issue in the implementation of CSR programs, thereby raising public awareness and encouraging collective action to address it. Stunting is currently a major threat in realizing quality Indonesian human resources, not only affecting physical growth, but also cognitive development and learning ability of children, which can have a long-term impact on their productivity and quality of life in adulthood. The case of stunting is still an important and global issue that has become the focus of several countries in handling it.

Based on data from Asian Development Bank Prevalence of Stunting among Children under 5 Years of Age In 2020, Indonesia is one of the countries in Southeast Asia with stunting reaching 31,8% (Deviana, 2023), That is a fairly high percentage of this number including a fairly high number in the Southeast Asia region. This figure must be able to decrease as the WHO standard 20% (Rokom, 2023). Stunting is a condition of growth failure in children under five due to chronic malnutrition, especially in the first 1,000 days of life (Aurelia, 2024). The term 1,000 First Days of Life (1,000 HPK) is an important period since it involves the beginning of life which determines the quality of future life. Recognizing the urgency of this problem, the Indonesian government issued Presidential Regulation Number 72 of 2021 concerning the Acceleration of Stunting Reduction. This policy aims to coordinate various cross-sectoral efforts in improving community nutrition, increasing access to health services, and educating the public about the importance of early child care. Assistant Deputy for Nutrition Security and Health Promotion of the Deputy Coordinating Ministry for Human Development and Cultural Affairs Indonesia on Antara News Online said that stunting cases in Southwest Papua reached 31% in 2024 and is considered a high rate (Banafanu et al., 2024). Based on data from nutritional status survey of Indonesia (SSGI) on

Antara Papua Barat Online, the prevalence of stunting in Sorong Regency has fluctuated significantly. In 2021, the prevalence of stunting was recorded at 28.8%, then decreased to 23.8% in 2022 (Banafanu et al., 2024). Referring to the information described, a more strategic and sustainable intervention is needed in handling the stunting problem that occurs. One of the strategic steps is to involve the private sector to solve the problems that occur through CSR programs.

Corporate Social Responsibility (CSR) itself is an obligation of every company in carrying out its activities. Indonesian Constitution law number 40 of 2007 regarding corporate social responsibility to the environment around the company's operations. CSR programs are implemented based on the problems or needs faced in the area (Budhaeri et al., 2024). In determining the program to be implemented, the company will communicate with the local government or directly to stakeholders to adjust the needs of the community. In its development, communication has become one of the success factors in implementing CSR programs (Nugroho, 2020). Effective communication can be the key for companies to convey the objectives and benefits of CSR programs clearly to stakeholders, thereby increasing participation and support from the community. Communication patterns in each place are different and are usually adjusted to the characteristics of the local community, this is done so that the messages shown can be conveyed properly. Every company has a CSR program with a different focus, but all share the same goal to improve the well-being of communities in the local area (Nugroho, 2020). Generally, CSR programs emphasize environmental sustainability, education, empowerment, and economic development. However, in this case, Petrogas (Basin) Ltd., an oil and gas company, focuses its CSR initiatives on the health sector, particularly addressing the issue of stunting. These programs are implemented within the company's Ring 1 area. CSR is regarded as a form of community relations, which is a crucial aspect of Public Relations (PR) activities aimed at building a positive corporate image (Intani, 2018).

Based on this background, Arar Village became one of the focuses in the implementation of Petrogas (Basin) Ltd.'s CSR program, which is within the company's Ring 1 Area. This area, which includes mangrove forests, white sands, and lowlands, is a strategic location for stunting prevention efforts through various health programs. The presence of Petrogas (Basin) Ltd. in this area has a direct impact on the surrounding community, in accordance with the main objective of the CSR program which aims to improve welfare and quality of life, especially in terms of child and maternal health in Arar Village. In carrying out its operations, the company has social responsibility or CSR According to Suharto 2008 In (Saleh et al, 2020), Corporate Social Responsibility (CSR) or corporate social responsibility is a company's commitment not only to increase financial profits, but also to social, economic development of the region in a holistic, institutionalized and sustainable manner. The company carries out its operations in accordance with the provisions stipulated in Regent Regulation No. 31/2020 regarding Corporate Social Responsibility and the Establishment of a CSR Forum, and refers to PTK-017/SKKO0000/2018/S0 which regulates Community Relations (Book Three: Community Development). In addition, the company is also guided by Article 15 letter b of the Investment Law (UUPTM) of 2007 which regulates Corporate Social Responsibility (CSR) (Ezrha et al., 2024). Petrogas' own social responsibility has 5 pillars including Health, Education, Environment, Infrastructure and Economy.

CSR is seen as a manifestation of community relations activities, which is one of the important aspects in Public Relations (PR) activities to build a positive image of the company (Intani, 2018). The company makes activities related to community relations (Negoro, 2014). The implementation of these CSR programs is prioritized in the ring 1 area, which is the area around the company's operations, in order to have a significant direct impact on the local community. The government's efforts to overcome the stunting problem are carried out by improving community nutrition, one of which is through the Providing Supplementary Food Program (PMT) to improve the nutritional status of children (Norsanti, 2021). The health sector program carried out is the provision of additional food not only for children but also for pregnant women. In the implementation of this program, it is not only the provision of additional food but also education and technical guidance on making nutritious food given to Integrated Service Post and prospective pregnant women. Training on optimal nutritional intake patterns for children is carried out as an effort to effectively prevent stunting (Munir, 2024). In addition, the company provides food assistance and cooking utensils to support the program.

Based on the description presented above, this research aims to examine the communication of the Corporate Social Responsibility (CSR) program run by Petrogas (Basin) Ltd., especially on the health pillar in Arar Village, Mayamuk District, Sorong Regency. in supporting the stunting reduction program through a providing supplementary food for toddlers and pregnant women. This research uses a qualitative approach by conducting observations, literature studies and interviews with the company, beneficiaries and the health department as a strategy to run this program. Although there are many studies that discuss the implementation of CSR programs in stunting prevention, there are still limited studies that examine in depth how communication between companies and their stakeholders, especially in areas with unique

characteristics such as Arar Village, affects the success of the program. This research aims to fill this gap by exploring the role of communication in the implementation of CSR programs for stunting reduction.

1.1 Corporate Social Responsibility

Every company has a social responsibility that is carried out as a form of concern and commitment to the area around the company's operations. Many companies in Indonesia have implemented CSR activities, not only multinational companies, but also private companies and state-owned companies. In their implementation, some companies set specific CSR distribution targets in their partnerships. This aims to ensure that the CSR programs carried out can have a more targeted impact and in accordance with the needs of the community or the intended stakeholders (Rahmawati et al, 2022). In companies engaged in the oil and gas sector, especially under the auspices of SKK Migas (Special Task Force for Upstream Oil and Gas Business Activities), the term CSR is called the Community Development Program (PPM), a program that has a focus on 5 issues, namely education, health, economy, infrastructure and environment. The implementation of community development programs or CSR programs is usually only focused on the company's Ring-1 area, which is the social responsibility of companies operating in the area.

Corporate Social Responsibility (CSR) has become a major discussion in academia, and in organizations because of its potential impact on corporate reputation and overall company performance (Ajayi et al, 2020). Sankat, Clement K, 2002 revealed that corporate social responsibility is a business commitment to act ethically, operate legally and contribute to economic improvement along with improving the quality of life of employees and their families, local communities and society more broadly (Kholis, 2020). CSR is not just a concept displayed on the company's website but part of the company's management strategy that will ensure the company's existence in the future (Topor et al., 2022). CSR is carried out to improve living standards in a way that is better for business interests, development agendas, or society in general (Octaviani et al., 2022).

The company's commitment to contribute to national development by taking into account financial or economic, social, and environmental aspects is the main issue of the concept of corporate social responsibility (Marthin et al., 2017). In a previous study entitled "Implementation of the Corporate Social Responsibility Program in Arar Village, Sorong Regency, Southwest Papua Province" this study examines the implementation of CSR programs in the economic field by Petrogas (Basin) Ltd. The results show that the implementation of the Corporate Social Responsibility (CSR) Program in Arar Village, Mayamuk District, Sorong Regency, Southwest Papua Province has been running well and optimally (Ezrha et al., 2024). Based on these studies, researchers want to examine the implementation of CSR programs in Arar Village, Sorong Regency in the health sector on Providing Supplementary Food programs for toddlers and pregnant women by focusing on Corporate Social Responsibility communication carried out by Petrogas (Basin) Ltd.

1.2 CSR Communication

Corporate Social Responsibility (CSR) communication plays an important role in building a company's image and strengthening relationships with stakeholders. Various studies have examined how CSR communication strategies can increase program effectiveness and create a broader impact on society and companies. Communication is also one of the aspects analyzed in the implementation of Corporate Social Responsibility (CSR) (Rasyid et al., 2015). Communication in CSR should not only function to convey information, provide education, and influence the target audience. In addition, communication acts as a tool to build trust and understanding among stakeholders, which in turn can facilitate the formation of support and cooperation. However, the most important thing is to understand the expectations, wants, and needs of the stakeholders (Diansyah, 2023). As a result, in its implementation, community empowerment through CSR Programs often faces obstacles, mainly due to communication problems between activity managers and target communities.

These communication problems also vary in nature (Octaviani et al., 2022). One of them is in communicating CSR programs to stakeholders / audiences. in previous research conducted by Nurjannah in (2019) entitled "Corporate Social Responsibility Communication on the Official Website of State-Owned Enterprises" This research shows that the official website of BUMN companies has not optimized the advantages of official websites as a medium for CSR communication. In this study, it was also conveyed that CSR activities that have been implemented must be communicated properly as a form of responsibility to stakeholders. in another study conducted by Georgia Arum Yudarwati entitled CSR perspectives and motives and their implications for CSR communication: A literature review reveals the importance of the Corporate Social Responsibility (CSR) approach and CSR communication that focuses more on stakeholders, rather than just focusing on the company itself. This approach also highlights the role of locality as an important element, which can enrich multicultural studies in CSR communication practices (Yudarwati, 2023; Wicaksono et al., 2021; Weda et al., 202).

Ralph Tench et al. introduced a theoretical model that identifies key factors in CSR communication from a corporate perspective, aimed at improving the effectiveness of CSR communication (Littlejohn et al., 2017), this model includes 4 (Four) main elements described as follows: 1). Communication, Emphasizing the importance of a two-way communication process to reflect the various meanings of CSR. 2). Subject of Communication: Involves both stakeholders (receivers) and companies (senders). The right message must be delivered to the appropriate stakeholders. 3). Form of Communication: Includes various media such as CSR reports, social media, advertisements, and direct dialog. It is important to ensure the form of communication used is appropriate for the message and the intended stakeholders. 4). Communication Content: in Corporate the company's CSR perspective (its values and beliefs), CSR program objectives, evaluation of results, and how to address stakeholder issues. This research will examine how Ralph Tench's approach is applied in Petrogas (Basin) Ltd.'s CSR communication on stunting reduction program in Arar Village, Sorong Regency. This approach is used to understand purposeful communication to create effective engagement with stakeholders.

2. Methodology

This research uses a qualitative method with a case study approach to examine Petrogas (Basin) Ltd's CSR communication in efforts to reduce stunting in Arar Village. Qualitative research itself collects data through examining documents, observing behavior, or interviewing participants (Cresswell et al., 2018). This approach allows researchers to explore the perceptions, experiences, and perspectives of local communities, companies and strategic partners. CSR programs, especially related to stunting reduction efforts. while the case study method to deeply understand the implementation of Petrogas (Basin) Ltd.'s CSR program in Arar Village, Sorong Regency, with a focus on the communication process carried out. Case studies are able to reveal specific things and study the subject in depth, so as to explore details that are often not revealed through other methods (Adiwijaya et al., 2023). This method was chosen because it is effective for investigating and understanding certain phenomena in a real-life context (Cahyanto et al., 2024). The case study method not only helps to understand the communication process between companies and local communities, but also provides insight into how such communication affects the effectiveness of CSR programs. Through this combination of methods, the research is expected to provide a more holistic picture of the role of communication in supporting the success of the stunting reduction program in Arar Village.

3. Result and Discussion

Based on the research data, there are several findings that provide an overview of the role of Petrogas (Basin) Ltd. in supporting the stunting reduction program in Sorong Regency. These findings are outlined in several discussion points as follows:

3.1 Implementation of CSR Through Providing Supplementary Food Program

Providing Supplementary Food (PMT) to pregnant women and toddlers is one of the strategic efforts through the CSR program carried out by Petrogas (Basin) Ltd. in supporting the national program to reduce stunting, especially in Sorong Regency, with the main focus in Arar Village. This program is the result of collaboration between the company and the Sorong Regency Health Office, aiming to ensure that vulnerable groups, such as pregnant women and toddlers, get adequate nutrition to support their growth and development. The researcher has conducted an interview with Mr. CAN who is the Sr. Supervisor of Relation & Communication of Petrogas (Basin) Ltd. he said:

“This Program is a continuation of the previous program, Si Sagu (Sayang Ibu Sayang Anak Gizi Utama)- Dear Mother Dear Children Primary Nutrition, which has a wider scope by targeting not only toddlers and pregnant women, but also children to teenage girls”

In line to the SiSaGu program, the Providing Supplementary Food (PMT) aims to ensure that toddlers get adequate nutritional intake according to their needs (Rosyida et al., 2024). Considering that this group has very important nutritional needs in the growth phase. Through this program, Petrogas seeks to provide support in meeting nutritional needs to prevent and overcome malnutrition and reduce stunting in the target area. The interventions include providing nutritious food with nutritional content that meets health standards, educating pregnant women about the importance of balanced nutritional intake, and health monitoring for beneficiaries. It is hoped that, with this program, the stunting rate in Sorong Regency can continue to decline, and the quality of maternal and child health can improve sustainably.

3.2 CSR Communication

Communication carried out by Petrogas (Basin) Ltd. in the implementation of CSR programs in Arar village which aims to understand how communication is applied in efforts to reduce stunting. Researchers conducted an interview with CAN as Sr. Supervisor of Relations & Communication Petrogas (Basin) Ltd. in the interview Mr. CAN revealed that:

“Petrogas (Basin) Ltd. in supporting the stunting reduction program is carried out through a CSR approach that focuses on efforts that can be companies in collaboration with local governments.”

This is shown by the company's commitment that has been established with the local government of Sorong Regency since 2018 which still focuses on stunting prevention. Meanwhile, Mrs. MA as the Section Head of Family Health and Nutrition of the Sorong District Health Office highlighted:

“To reduce stunting, we must converge, one of which involves the private sector.”

This highlights the importance of synergy between the private sector and health agencies in ensuring the sustainability of nutrition interventions for pregnant women and children under five to prevent stunting. From the perspective of the implementers in the field, Ibu NR as the Integrated Service Post of Kampung Arar revealed how the PMT program was implemented and the challenges faced. According to the book Theories of Human Communication Eleventh Edition (Littlejohn et al., 2017) Ralph Tench revealed there are 4 (Four) elements in CSR communication in this case to examine the communication of Petrogas (Basin) Ltd. in efforts to reduce stunting in Arar Village, as follows:

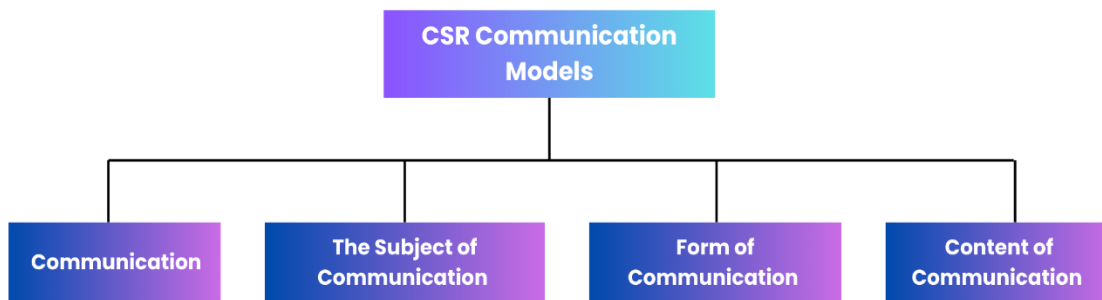


Figure 1. Ralph Tench's approach to CSR communication

3.2.1 Communication

The element discussed by Raphl Tench in the CSR communication approach refers to the communication carried out by the company with its stakeholders. Based on the interview conducted with Mr. CAN (Sr. Supervisor Relation & Communication Petrogas (Basin) Ltd.) regarding this element, he said:

“The flow of communication carried out by the company initially starts at the local government level first.”

This explanation refers to the initial communication carried out by the company to build a good relationship with the local government through the implemented CSR program. Communication is a tool used to build good relationships with local governments. Good communication can strengthen relationships (Sari et al., 2024). Continuing what was conveyed by Mr. CAN, Mrs. MA said that Petrogas (Basin) Ltd. always communicates with us (Sorong District Health Office) for program plans every year,

“They (Petrogas (Basin) Ltd.) always come to us.”

One form of communication carried out by the company is direct or face-to-face communication. This is related to what Mr. CAN said about communication carried out in eastern Indonesia will be much more fluid when using direct communication. This communication approach emphasizes the importance of face-to-face interaction to build trust and closeness with stakeholders, so that the messages conveyed can be better received and effective in establishing cooperation. Mrs. NR said:

“First we were contacted by the health department about the Providing Supplementary Food program over the phone by Mrs. MA which will be implemented in Arar village”.

That the communication carried out by the company to the beneficiaries was bridged by the health office. In this case, the 2-way communication carried out by the company has been running by involving the health department as a

stakeholder to communicate directly with beneficiaries as well as program implementers. The symmetrical two-way communication model emphasizes a balanced and interactive relationship between the organization and the public, where both stakeholders can communicate with each other equally which plays a role in building mutually beneficial relationships and increasing stakeholder participation (Agustini et al., 2024).

Good communication between the company and its stakeholders greatly affects the sustainability of the cooperative relationship. In its implementation, the company often communicates with the health department and Integrated Service Post to always know the updates of the interventions carried out, Mr. CAN explained that this program was implemented for 1 year with an intervention period of 3 months. communication carried out by the company with stakeholders besides being done directly (face to face) is also done indirectly. Mrs. MA conveyed that:

“Because the location does not allow for direct communication, a WhatsApp group is created in which there is the company, the Health Office and the Integrated Service Post cadres, that’s where we communicate”.

3.2.2 Subject of Communication

The subject of communication refers to the individuals, groups, or organizations involved in the communication process, which includes the sender and receiver of the message, in this element Ralph Tench suggests about who is involved in the CSR communication process carried out. based on interviews that have been carried out, Mr. CAN said that the company conducted stakeholder mapping to determine who was involved in a company’s CSR program will be seen from the stakeholder mapping carried out. the company analyzes the results of social mapping that has been done to determine the right stakeholders to collaborate with. Based on this, who is involved in this program, Mrs. MA said that:

“The company owns the program, the health office is responsible, then the Mayamuk health center as the owner of the target area for program implementation, village officials, and Integrated Service Post”

Collaboration between these various parties is expected to ensure that the program runs effectively, is right on target, and has a sustainable positive impact on the community as beneficiaries. Referring to the beneficiaries, Mrs. NR said that in the implementation of this program there were 15 toddlers and 2 pregnant women who were the targets of the Providing Supplementary Food program intervention. These beneficiaries were selected based on certain predetermined criteria to ensure that the intervention provided was truly targeted.

3.2.3 Form of Communication

In the implementation of CSR programs, the communication strategy used by the company plays an important role in ensuring that the message is well received by the target community. This refers to the form of communication used by the company in conveying messages in the implementation of CSR programs. During the interview, Mr. CAN said:

“The form of communication used by the company is only 2 and will differ according to its objectives, namely on smooth operations and positive image, specifically in this PMT program focused on obtaining a positive image of the company.”

Each program has a different message in terms of its delivery so that the right form of communication is needed. Mr. CAN added that the form of communication carried out is verbal because it follows the culture of eastern Indonesia. In the application of communication, each region has its own characteristics in communication. Referring to the implementation of the PMT program to deliver the program to the community as beneficiaries, Mrs. MA said that:

“We are not there directly at all times, so we deliver information in the form of education and socialization every month during the monitoring and evaluation agenda.”

Effective information delivery is tailored to the culture and language of the communicants (Homsah et al., 2024). Based on this explanation, Mrs. NR added that the delivery of information about this program was carried out directly to parents of toddlers and pregnant women as well as technical guidance training to Integrated Service Post mothers. This approach is considered effective because it allows direct interaction between program implementers and beneficiaries, so that the messages conveyed can be better understood. Thus, communication in the PMT program does not only function as the delivery of information, but also as an effort to build community involvement and trust.

3.2.4 Content of Communication

In CSR communication, communication content is a key element that determines how messages are organized and delivered to stakeholders. Ralph Tench emphasizes that communication content in CSR must be tailored to the values, needs, and characteristics of the target community so that the messages conveyed are not only informative but also build public involvement and trust in the company. In an interview conducted by the researcher, Mr. CAN conveyed that communication is important, but what is more important is what will be communicated. This emphasizes that in addition to building good communication, the content of the communication itself must have value and relevance for the parties involved. He added that:

“When talking about the object of communication, we (the company) and the local government have the same vision, mission, and goal, namely to reduce the stunting rate in Sorong Regency. With the same goal and vision, trust will be built between the company and the government in solving one problem.”

In order for the government to meet national targets for stunting reduction and the company to fulfill its social responsibility, it is important to see how the key messages conveyed in the CSR program play a role in supporting these goals.

The key messages delivered by the company emphasize the collaboration between Petrogas (Basin) Ltd. and the Sorong Regency Government in addressing the national issue of stunting reduction. This shows that the company does not only act as a business entity but also as a part of society that is responsible for social issues. As stated by MA, the involvement of Petrogas (Basin) Ltd. in this program reflects

“the company's seriousness, participation, and concern in supporting community service efforts.”

Although synergies between companies and the government have been formed to support the stunting prevention program, its implementation in the field still faces various obstacles. Various factors must be considered in the implementation of this program. As stated by Mr. CAN, the obstacles in the implementation of this program lie in the condition of the remote village location and the inadequate network problem.

According to Mrs. MA, the obstacle faced in the implementation of this program is the high mobility of parents, so that children or toddlers who are the target of Providing Supplementary Food interventions do not effectively get the intervention according to the specified time. Meanwhile, Mrs. NR added that one of the challenges faced is food ingredients that spoil faster than the time of delivery, such as vegetables and fruits. Although there are various obstacles in the implementation of the program, the synergy between the company, government, and community continues to be pursued so that the intervention can run optimally. Therefore, it is necessary to understand how long this program can continue and how its impact in reducing the stunting rate in Arar Village.

Mr. CAN said that after the intervention, the Providing Supplementary Food program in Arar Village will continue with evaluation and monitoring. He also added that communication will continue until the final stage, namely monitoring and evaluation, which is a way out of the PMT program implementation. This shows that effective and continuous communication is essential to ensure every intervention goes according to plan and achieves optimal results.

3.3 Discussion

Providing Supplementary Food (PMT) as a form of company effort in collaboration with the local government in stunting prevention, this initiation program focuses on nutritional interventions for toddlers and pregnant women who are indicated to be malnourished. In the implementation of the PMT program in Arar Village, based on the results of observations and interviews conducted, researchers analyzed the CSR communication carried out by the company in running the PMT program.

In the implementation of the CSR Providing Supplementary Food program (PMT), it begins with social mapping conducted by the company. Social mapping is a strategic approach to explore and analyze social dynamics in a community, including interactions between individuals and relationships between institutions that form the social ecosystem in the region (Wiyanto et al., 2019). Social mapping was conducted in the company's Ring 1 area. The results of social mapping will be used as a reference in the implementation of CSR programs for the next 5 years. Social mapping is expected to function as a means of overcoming social problems in the community by designing programs that are prepared and implemented by the company (Abidin et al., 2022).

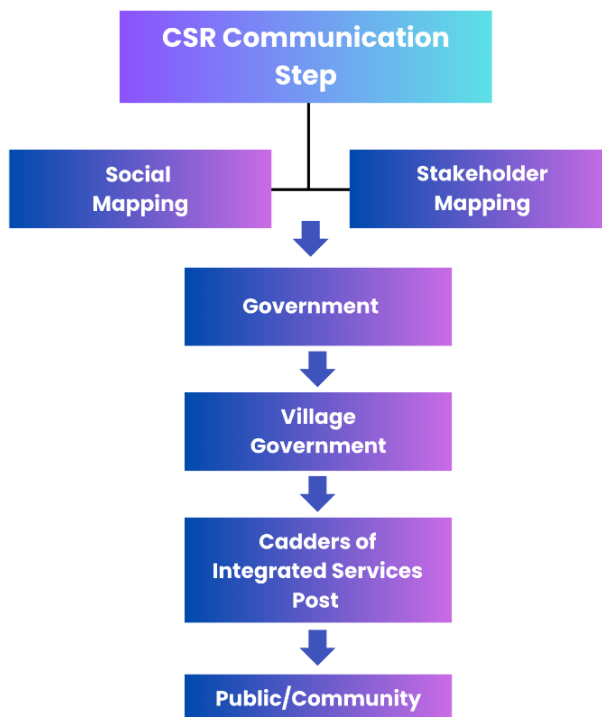


Figure 2. Communication flow of PMT Petrogas (Basin) Ltd CSR program (Personal document)

The implementation of CSR programs has stages or flows in each process. One of them is communication, effective communication is an important element at every stage, especially in establishing and strengthening relationships with stakeholders, such as local governments (Putra, 2017), in this case the company builds good communication with local governments through CSR programs. good relationships and trust will be built between companies and local governments, this will refer to the success of the program to be implemented (Bachtiar et al., 2024).

Communication is a tool used to build good relationships, so a communication strategy is needed that is in accordance with the characteristics of the communicator. then after the local government continues communication with the head of the midwife who takes care of the related field. In this program, the collaboration partner is the health department. Communication is continued to the village government and Integrated Service Post cadres and up to the program beneficiaries. communication carried out in each place will vary based on the characteristics of the region, in Eastern Indonesia communication will be more effective when communication is done directly (Face to Face). Direct communication opens up space for a more interactive and in-depth exchange of ideas, thoughts, and ideas (Sari et al., 2024). This is closely related to the culture of Eastern Indonesia, with direct communication the interactions carried out can build trust and strengthen social ties.

The implementation of communication is inseparable from the subject of communication that will be part of the implementation of communication in the implementation of the program carried out, in determining who will be involved in the implementation of this program, the company uses an analysis with stakeholder mapping. This refers to the mapping of stakeholders who will become cooperation partners, program implementers to beneficiaries, the PMT CSR program carried out by Petrogas (Basin) Ltd. the local government has a very strategic role in its implementation. the initial communication carried out by the company to the local government as a strategic collaboration partner so that this will greatly help in improving communication in the implementation of CSR programs implemented in Arar Village.

The delivery of information about the PMT program is done directly, education and socialization are methods used by program implementers in delivering information. In the communication process, what is communicated is very important. This refers to the message conveyed in this providing supplementary program. The company's message to be conveyed is involvement in tackling stunting which is a national issue at this time, with the efforts made by the company can get a positive image with its involvement. Based on the results of observations and interviews that researchers conducted as many as 17 recipients described above, 14 out of 15 toddlers experienced an increase in nutritional status to good, as well as pregnant women. This program is effective in improving the quality of nutrition for vulnerable groups such as toddlers and pregnant women who require special attention.

4. Conclusion

Based on previous results, it can be highlight that the implementation of CSR through the Providing Supplementary Program (PMT) initiated by Petrogas (Basin) Ltd. in collaboration with the Sorong Regency Health Office is a strategic effort to support the national program to reduce stunting rates and to gain a positive image, especially in Arar Village. This program focuses on fulfilling the nutrition of pregnant women and toddlers through interventions for three months in one year of implementation, with the hope of improving the quality of health and optimal growth for vulnerable groups. In addition to providing nutritious food, the program also includes nutrition education and health monitoring for beneficiaries. The sustainability of this program is supported by an effective communication approach between the company, local government, and Integrated Service Post, who act as a bridge of information to the community.

In its implementation, social mapping becomes a reference in running the Company's CSR program. In addition, stakeholder mapping has an important role in determining who is involved in the CSR program. The implementation of this CSR program faces challenges such as area accessibility, logistics distribution, and community social dynamics that affect the effectiveness of the intervention. However, through Ralph Tench's CSR communication analysis of two-way communication involving various stakeholders, the program continues to run with synergy between the private sector, government, and community. The communication applied is not only direct but also uses digital media to improve coordination. In its implementation, social mapping becomes a reference in running the Company's CSR program. With a systematic and collaborative approach, the PMT program is expected to be a sustainable solution in an effort to reduce stunting rates and improve the welfare of mothers and children in Arar Village.

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