

NYIMAK

Journal of Communication

Nyimak: Journal of Communication | Vol. 7 | No. 2 | Pages 131 - 320 | September 2023 | ISSN 2580-3808



Published By:
Department of Communication Science
Faculty of Social and Political Science
Universitas Muhammadiyah Tangerang

Journal Address

Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik

UNIVERSITAS MUHAMMADIYAH TANGERANG

Jl. Perintis Kemerdekaan I No. 33 Kota Tangerang, Banten 15118

Website : <http://jurnal.umt.ac.id/index.php/nyimak>

Email : journalnyimak@fisipumt.ac.id

NYIMAK

Journal of Communication

DAFTAR ISI (TABLE OF CONTENT)

The Government Communication Strategy through Social Media to Increase Public Awareness — Jamalullail, Fidan Safira, Hamdi —	131 – 146
Interpreting Meaning in Social Criticism through Murals in Indonesia — Rizaldi Parani, Samuel Aditya Darmawan, Herman Purba —	147 – 165
Public Controversy in Viewing Covid-19 Information on Instagram — Oktaviana Purnamasari, Puri Kusuma Dwi Putri, Riza Darmaputra, Norhayati Rafida Abdul Rahim —	167 – 187
Constructing Engagement Method of Attracting Viewers' Attention to Digital Advertisement — Agung Budi Kurniawan, Sri Wulandari —	189 – 220
Communication Strategy Through Traditional and Weaving Villages to Increase Cultural Promotion in East Sumba — Laely Indah Lestari, Evi Novianti, Yustikasari —	221 – 237
Social Media Instagram as a Tool to Build a Reputation for Disaster Care (Study on The PT Pertamina Disaster Management CSR Program) — Riski Apriliani, Adhianty Nurjanah —	239 – 256
Determinant Factors on Audience to Watch TV Station in Indonesia — Rendra Widyatama, Habil Polereczki Zsolt —	257 – 273

Semiotic Analysis of the Commodification of Islamic Teachings in
Sharia Bank Advertisements in Indonesia 275 – 296
—**Lazuardi El Ghiffary, Gusti Oka Widana**—

Are Audience Preferences for Electronic Cinema Affected by
Preferences in Indonesian Movie Choices? 297 – 320
—**Endik Hidayat, Daniel Susilo, Mujiono**—

Social Media Instagram as a Tool to Build a Reputation for Disaster Care (Study on The PT Pertamina Disaster Management CSR Program)

Riski Apriliani¹, Adhianty Nurjanah²

¹ Communication Science, Universitas Muhammadiyah Surakarta, Indonesia

² Communication Science, Universitas Muhammadiyah Yogyakarta, Indonesia

Email: ¹ra124@ums.ac.id, ²adhianty@umy.ac.id

ABSTRACT

Indonesia is a country with a high level of risk of natural disasters. During 2022, there were 3,531 disaster events which resulted in loss of life, damage to infrastructure, and material and immaterial losses. The high number of disaster cases requires the involvement of stakeholders to participate in disaster management. PT Pertamina is a state-owned company that has a CSR program related to disaster management with a disaster care program. In its implementation, Pertamina carries out disaster management programs as a form of Pertamina's responsibility in the economic, environmental, and social fields. Pertamina's Disaster Management CSR program is packaged with the hashtag #PetaminaPeduli which is massively posted on social media Instagram and websites to increase reputation. This study aims to examine how the implementation of the use of new media in an effort to build a reputation for caring for disasters in the Disaster Management CSR Program. The research method used is a case study with a focus on discussing handling the 2022 Cianjur Earthquake disaster, and reviewing Instagram media and websites to increase positive reputation through the hashtag #PertaminaPeduli. Primary data collection techniques were taken from Instagram media and websites, as well as secondary data obtained through document studies, literature studies, and related sources. Data analysis techniques were carried out simultaneously in the data collection process. To test the validity of the data, source triangulation was carried out to obtain accurate and accountable data. The results of this study indicate that Pertamina's Disaster Management CSR Program consists of basic food assistance, energy assistance for both oil and diesel, as well as assistance for post-disaster trauma healing. An Instagram feature that can publish photos, videos that can be seen by viewers, unlimited captions, as well as like and comment features that will show community engagement in assessing reputation as reflected in the Cianjur 2022 earthquake disaster management CSR program. However, researchers still found a number of comments negative that discusses outside the context of the implementation of CSR programs.

Keywords: Social media, reputation, Pertamina, disaster management, Pertamina Peduli

ABSTRAK

Indonesia merupakan negara dengan tingkat resiko bencana alam yang tinggi. Selama tahun 2022, telah terjadi 3.531 kejadian bencana yang mengakibatkan korban jiwa, kerusakan infrastruktur, serta kerugian materiil dan immateriil. Tingginya kasus bencana memerlukan keterlibatan pemangku kepentingan untuk berpartisipasi dalam penanggulangan bencana. PT Pertamina merupakan perusahaan milik negara yang memiliki program CSR terkait penanggulangan bencana dengan program peduli bencana. Dalam pelaksanaannya, Pertamina menjalankan program penanggulangan bencana sebagai bentuk tanggung jawab Pertamina di bidang ekonomi, lingkungan, dan sosial. Program CSR Penanggulangan Bencana Pertamina dikemas dengan tagar #PetaminaPeduli yang di-posting secara masif di media sosial Instagram dan website untuk meningkatkan reputasi. Penelitian ini bertujuan mengkaji bagaimana implementasi pemanfaatan media baru dalam upaya membangun reputasi peduli bencana dalam Program CSR Penanggulangan Bencana. Metode penelitian yang digunakan adalah studi kasus dengan fokus membahas penanganan bencana Gempa Cianjur 2022, serta meninjau media dan website Instagram untuk meningkatkan reputasi positif

Citation : Apriliani, R., & Nurjanah, A. (2023). Social Media Instagram as a Tool to Build a Reputation for Disaster Care (Study on The PT Pertamina Disaster Management CSR Program). *Nyimak Journal of Communication*, 7(2), 239–256.



melalui tagar #PertaminaPeduli. Teknik pengumpulan data primer diambil dari media dan website Instagram, serta data sekunder diperoleh melalui studi dokumen, studi literatur, dan sumber-sumber terkait. Teknik analisis data dilakukan secara bersamaan dalam proses pengumpulan data. Untuk menguji keabsahan data dilakukan triangulasi sumber untuk mendapatkan data yang akurat dan dapat dipertanggungjawabkan. Hasil penelitian ini menunjukkan bahwa Program CSR Penanggulangan Bencana Pertamina terdiri dari bantuan sembako, bantuan energi baik minyak maupun solar, serta bantuan trauma healing pascabencana. Fitur Instagram yang dapat mempublikasikan foto, video yang dapat dilihat penonton, caption tanpa batas, serta fitur like dan comment yang akan menunjukkan keterlibatan masyarakat dalam menilai reputasi yang tercermin dalam program CSR penanggulangan bencana gempa Cianjur 2022. Namun peneliti masih menemukan sejumlah komentar negatif yang membahas di luar konteks pelaksanaan program CSR.

Kata Kunci: Media sosial, reputasi, Pertamina, penanggulangan bencana, Pertamina Peduli

INTRODUCTION

Indonesia is a region with a high risk of natural disasters and should be balanced with a good level of disaster preparedness (Hafida, 2019). Geographically, Indonesia is an archipelagic country located between two oceans and two continents, namely the Indian Ocean and the Pacific Ocean and the Asian Continent and the Australian Continent (RI Maritime Security Coordinating Agency, 2009). Geologically, Indonesia is located between two geological area, namely the Alpine-Himalayan orogenic belt and the Circum-Pacific belt. Besides, it is also located on the three main plates of the world, namely the Pacific, Indo-Australian and Eurasian plates. Geological location is the location of an area as seen from the condition of the rocks on the earth's surface. This condition makes Indonesia often experience disasters. This has a negative impact on the social, economic, and environmental life of the community. According to UNESCO's International Strategy for Reduction 2006-2009 World Disaster Reduction Campaign in 2005, Indonesia ranks 7th in the world in terms of the level of damage and losses caused by natural disaster (BNPB, 2016). Therefore, Indonesia still needs structural and nonstructural efforts to improve its disaster communication system to reduce the impact of disasters (Sutikno, 2007).

During 2022, it was reported by the National Disaster Management Agency (BNPB) that there were 3,531 natural disaster events in Indonesia. The province that will experience the most frequent natural disasters in 2022 is West Java, with 823 incidents. Followed by Central Java and East Java with 486 and 400 incidents respectively. Cianjur is one of the names of areas in West Java, where on November 21 there was a large earthquake with a magnitude of 5.6 in the area. The estimated number of victims in the earthquake disaster was around 310 people who died, 1,000 people were injured, 20 were missing, and 58,000 people were displaced (Bahri, 2022).

The high number of disaster cases in Indonesia, especially in Cianjur Regency, results in the need for synergy and communication between stakeholders to jointly deal with disasters.

Regarding disaster, it is not only the responsibility of the National and Regional Disaster Management Agency, but the participation of the community, community, media, academics, and companies is needed or is called the pentahelix formula (Apriliani, 2021). This formula is a binding tool for the pentahelix framework which is able to connect various parties in working together (Akbar & Humaedi, 2020). Company involvement in disaster management is also regulated in Law No. 24 of 2007 concerning Disaster Management and Government Regulation No. 21 of 2008 concerning Implementation of Disaster Management. The role and potential of the Company is expected to provide emergency assistance and participation to increase national resilience in dealing with disasters (PUPR, 2017).

This regulation is well implemented by PT. Pertamina which is one of the Indonesian State-Owned Enterprises to participate in assisting disaster management. This is realized by the establishment of the CSR Management Disaster program which has a specificity in the implementation of disaster management in Indonesia. The business world plays a role as a driving force that helps with disaster management. The business world also applies standards to prevent disasters, provide CSR assistance, and improve the economy while still paying attention to the threat of surrounding disaster (Nurjanah, 2021). It is important for companies to play a role in helping people affected by disasters, because companies, especially Pertamina, take advantage of state revenues so they must contribute one of them during a disaster.

PT. Pertamina is one of the BUMNs in Indonesia that is adaptive to the development of using social media to enhance its reputation. As we know, changes and developments in communication technology not only have negative impacts but can also provide benefits for good purposes (Anjarwati et al., 2021). Like social media is an online social network that has social power and has a significant impact on public opinion to provide a representation to express something meaningful and describe it to others (Sanubari et al., 2023). This is in accordance with the use of social media which is able to build a company's reputation and become a tool to convey the performance of an organization. Based on Sagapova's research which examines marketing communication & reputation, every company is aware of the need to transform their business, turn to renewable and clean energy sources to build a positive image and reputation, and have the economic power to do so (Sagapova et al., 2022). Reputation can be positively influenced by positive reviews, awards, philanthropy, CSR, customer care, sponsorship, employee satisfaction, and by promoting tradition, quality, ecology, and innovative technologies (Tiong, 2022; Soviar et al., 2019). As this is implemented by PT Pertamina which builds its reputation through CSR activities and the use of innovative technology, one of which is the use of social media Instagram.

CSR Disaster Management Program PT. Pertamina is echoed through Instagram with the use of the hashtag #PertaminaPeduli to integrate every post that has been shared by Pertamina. Instagram media is the most massive platform used to post every aid and movement made by PT Pertamina. In particular, #SatgasBencanaBUMN on Instagram has reached 3,549 posts. This amount is a large amount to publicize Pertamina's CSR activities in handling the Cianjur Earthquake in 2022. This has received positive exposure where the community finally knows the activities and contributions of PT. Pertamina in disaster management.

Through the fulfillment of responsibilities, it can control reputation, namely the motivation for implementing CSR to boost the company's image. Many corporations try to boost their image by taking advantage of natural disasters such as providing financial aid, groceries, medical supplies and so on, which companies then compete to inform their contributions through the mass media (Sitorus, 2020). The relationship between company reputation and companies to gain public trust is evidenced in a 2021 study by Yan Zhao et.al entitled Exploring the Relationship Between Corporate Social Responsibility, Trust, Corporate Reputation, and Brand Equity. The results of his research show that CSR has significance in gaining company reputation and gaining public trust, this is because CSR is a contributor in building a positive reputation and brand equity. Moreover, the CSR program is an initiative to gain large profits from gaining a positive reputation from consumer and stakeholder perceptions (Zhao et al., 2021). So Pertamina's program in communicating CSR Disaster Management is important to improve the company's reputation because it gets a good perception from consumers of Pertamina's concern in disaster management programs.

This research was born based on several previous studies that examined the use of new media in disaster management, collaboration in disaster management, and the role of companies in disaster management. The research from Subekti, Hafiar & Bakti (2020) entitled Use of Instagram by the Regional Disaster Management Agency to optimize Pangandaran's destination branding. The results show that BPBD Pangandaran Regency utilizes Instagram through the @pusdalospangandaran account as a medium of information about disasters to the wider community. Social media management carried out by BPBD has been quite effective in reaching the community, especially the Pangandaran community, but is constrained by a lack of human resources who can manage social media to keep it updated. Prabowo & Rusfian (2019) also conducted other research using Instagram social media with research related to Efforts to build the legitimacy and reputation of institutions through social media (study of instagram police public relations division). This research describes the efforts of the Indonesian National Police' Public Relations Division to improve the reputation and legitimacy of the Indonesian National Police through uploading contents on

Instagram @Divisihumaspolri. The results show the efforts of the Public Relations Division got good impressions from the public and increased the legitimacy and reputation of the organization of the National Police (Prabowo & Rusfian, 2019).

Furthermore, research written by Panorama, Nastiti, & Anfasa (2021) entitled *Cooperation in Disaster Risk Reduction between Indonesia and Australia 2016-2018*, shows the results that cooperation in disaster risk management makes both mutually beneficial. Indonesia receives assistance in the form of funds, goods, as well as transfer of knowledge to carry out various activities that can reduce future disaster risks, and on the other hand Australia also benefits because with the publication of this collaboration, its image in the eyes of the world becomes positive because it is considered as a country dedicated to helping other countries to eradicate humanitarian issues, one of which is the issue of disaster. Another study entitled *Analysis of the Implementation of Disaster Emergency Response to Support Business Continuity of Manufacturing Companies*, written by Sufa, Lestantyo, and Kurniawan (2020). The results of the study found that collaboration with companies still needs attention in terms of training, communication and organization regarding occupational safety and health in disaster emergency response. Collaboration with companies is a process to support planning implementation and business continuity. The training provided by the company is up to standard, but there is still a lack of management involvement (Sufa et al., 2020)

Based on several previous literatures, this research identifies gaps that will give rise to new findings in building a good reputation through social media for disaster communication in CSR programs. If previous research only discussed how disaster communication was carried out using a new media approach, this research will look more deeply at the relationship between disaster communication on Instagram social media and the implementation of CSR programs which have implications for a positive reputation. Therefore, this research will discuss communicating the CSR program being implemented, which is very important so that the public knows its performance and sympathizes with PT Pertamina. This research will focus on discussing how to implement the use of Instagram social media to build a reputation for disaster care in the #PertaminaPeduli CSR program? So that this research will provide novelty and fill a research gap in disaster communication studies which has not been discussed much about the attachment of CSR to disaster communication using social media. This novelty will contribute to filling the research gap in the field of communication that the use of social media is not only used as an entertainment medium but has other benefits including as a disaster communication tool and media to build a positive reputation based on the features supported on Instagram social media.

RESEARCH METHOD

This research is a type of qualitative descriptive research aimed at analyzing in depth and the output of the research results are in the form of words not numbers (Creswell, 2012). The research method used is a case study with a focus on discussing handling the Cianjur Earthquake disaster in 2022, as well as reviewing the social media Instagram as a tool for communicating the Pertamina Disaster Management CSR program. Case study research is a form of qualitative research based on human understanding and behavior based on human opinion (Polit & Beck, 2004). Subjects in research can be individuals, groups, agencies or even the community. In this case the research subject is PT Pertamina. Primary data collection techniques are taken from Instagram, and secondary data is obtained through websites, documents, literature studies, and related sources. Data analysis techniques in qualitative research are carried out when data collection takes place, and after completing data collection within a certain period (Miles & Huberman, 2014). At the time of the interview, the researcher had conducted an analysis of the answers of the interviewees. In order to examine the validity of the data, source triangulation was carried out to obtain accurate and accountable data.

DISCUSSION

Coordination in disaster management from pentahelix is very important. Not only the government must move to deal with disasters, but in the corporate sector it is very necessary to help meet the needs in order to continue and maintain life (Windiani, 2020). Damaged infrastructure, infrastructure and other public facilities will make it difficult for disaster victims to survive (Apriliani, 2021). So that assistance in meeting the needs of Corporate Institutions is also very necessary. Moreover, the company's involvement in helping disaster management will get a positive reputation because this activity is part of the company's responsibility to the surrounding area (Bahri, 2022). Therefore this study will examine how the company's role in disaster management must work and the use of media that supports increasing the company's reputation in disaster management (Gunawan, 2018). Therefore, this study will examine how the company's role in disaster management must work and the use of media that supports increasing the company's reputation in disaster management.

Pertamina Disaster Management CSR Program

The CSR program requires companies to pay attention to their environment. In implementing CSR, companies need to have social sensitivity as well as respond to social

problems that arise around them. In this context, natural disasters are the real field of CSR, even beyond the limited interests of CSR to maintain or enhance reputation, but rather for human values and the humanization of the business itself. Susanto (2016) states, CSR is a concept related to corporate responsibility towards employees and the environment. The definition of the environment can be very broad, ranging from the government to the community around the company's operations (Susanto, 2016). The form of CSR implementation responsibility can be in the form of economic empowerment, law, ethical behavior towards the surrounding community to philanthropic activities (Nabila et al., 2022).

The implementation of CSR for natural disasters currently has at least some background. The first is the existence of companies that depend on their customers. This factor is the reason why the company's existence requires involvement in emergency situations. BUMN as one of the government-owned enterprises has the same role as private companies to provide the best service to the community because it has an impact on social image. Because of social assessment, it can bring social effects that are far greater than material losses, such as public distrust, that people don't comply. The second is related to the spirit of performance. Performance is needed to produce customer satisfaction and loyalty. Everything that is done for customers is an effort to increase and strengthen the company's brand value. CSR has become an important part of providing brand value to an organization. Budiarsi (2005) states, companies that pay attention to corporate reputation, CSR and sustainability in their business strategy will have more advantages and better positions for long-term results.

Ernst and Young, in Anatan (2009) argue that companies have four main responsibilities, namely towards employees, consumers, society and the environment including disaster. These four things can be a basis for consideration for companies to determine core programs in implementing Corporate Social Responsibility (CSR) specifically. This has been done by PT. Pertamina has implemented CSR commitments in the form of sustainability, accountability, and transparency (David, in Surhayanti, 2018). The implementation of sustainability is carried out by PT Pertamina to carry out activities (actions) that still to consider the sustainability of resources in the future. Sustainability also provides direction on how the company uses current and permanent resources to pay attention to and account for the capabilities of future generations. Thus, sustainability revolves around resources in order to keep an eye on how the PT Pertamina will move in the long term. The principle of accountability implemented by PT Pertamina is an effort to be responsible for the activities that have been carried out. According to PT Pertamina accountability is needed, when all company activities can affect and be influenced by the external environment and gain public trust. The form of

accountability carried out is that PT Pertamina actively conveys the amount of the budget to provide CSR assistance for the Cianjur disaster. Furthermore, it is an important principle for external parties, namely transparency. Transparency intersects with the reporting of company activities and transparency is a very important thing for external parties, its role is to reduce information asymmetry, misunderstanding, especially information, and accountability for various environmental impacts. The use of Instagram is the clearest form of transparency to show how the 2022 Cianjur disaster care CSR program is being implemented, as well as being able to see the community's response to the program that has been implemented.

CSR Disaster Management Program PT. Pertamina is a program that is realized as a form of Pertamina's quick response related to the occurrence of disaster incidents. When examined on the three principles of CSR implementation, this Disaster Management program has implemented the principles of sustainability by helping disaster-affected communities by providing assistance for safety and future survival. Disaster Management implementation activities include; Human Touch/Interaction, Quick Response, Delivery of Assistance and Surveys, Medical Services - Health Examination & Trauma Healing and Community Involvement in Public Kitchens.



Figure 1. Infographic of PT. Disaster Management Activities. Pertamina
 Source: pertamina.com/id/disaster-management

Based on its implementation, PT Pertamina has tried to apply the principles of CSR, namely between people, profit, and planet (Nurjanah, 2021). PT Pertamina has a people program to save people from the effects of disasters. The value of people attached to the implementation of CSR is helping people affected by disasters to recover through the Human Touch, Quick Response and Medical Services programs. Human Touch, which is held by

Pertamina by deploying a team that builds interaction with many parties, especially in disaster-affected areas and there are refugees/victims. This concept is a form of saving people and empowering people affected by disasters. Conducting Quick Responses in the form of handing over assistance and meeting the needs of victims/refugees. This program includes efforts to quickly find problems in the field, and the third is medical services as a form of prevention and detection of health complaints that are investigated by victims/refugees.

The Disaster Management CSR program has carried out the Community support dimension, namely providing sponsorship support and forms of charitable activities to provide assistance with food, gas, oil, clothing, as well as handling trauma healing to eliminate traumatic events during a disaster. The implementation of PT Pertamina's CSR regarding disaster management focuses on three things including, first developing and repairing public infrastructure according to their designation and needs, especially the community around the company's operational work area and the wider community selectively. Handling emergency response incidents both to the community around the company's work area and the wider community. Second, reducing the adverse effects of natural disasters, by identifying problems in a quick response, and third rehabilitating areas affected by natural disasters in the form of building public infrastructure for both the community around the company's work area and the wider community. For the community around the company's work area and the general public on a selective basis. This form of rehabilitation is implemented through the Trauma Healing program and invites comedians or someone who is competent to entertain disaster victims, especially children.

According to researchers, the CSR Disaster Management program by PT Pertamina has adjusted the indicators for the needs of disaster-affected communities. Not only providing material assistance. But also providing immaterial assistance in the form of health and comfort to heal trauma healing. This statement of a lot of assistance from PT Pertamina also received a positive response from the people interviewed by Pertamina.

“We are very grateful to PT Pertamina for the assistance provided. Indeed, a lot of assistance has come from several parties, but PT Pertamina is the one that has provided the most assistance to us.” (Heri Khoerurizal (46). Cugenang Community, Cianjur. Instagram documentation @Pertamina post on 25 November 2023).

Based on the results of this statement, it seems that the community responds positively to what Pertamina provides. And this has a good influence on increasing Pertamina's positive reputation. Pertamina is considered to have high concern for the community, especially

during a disaster, Pertamina is alert with complex programs to solve problems from upstream to downstream.

Social Media Instagram as a Communication Tool to Build a Reputation for Disaster Care

CSR communication is very important for implementing the principle of transparency and being a support for the company's reputation. CSR communication at this time prioritizes the use of social media because it does not need to incur large costs and all regions can access the information (Subekti et al., 2020). Communicating CSR properly will have an impact on effectiveness and success in enhancing the company's reputation (Nugroho, 2020). Social media as a hi-tech communication medium will make the dissemination of information more efficient. Strengthening the existence of information with the existence of hi-tech communication media, we can make information or messages more powerfully memorable to the audience (Syuderajat, 2017). As for the implementation of CSR communication by PT Pertamina in the Disaster Management program, especially in the Cianjur earthquake, it uses social media Instagram that are very close to the community and are a complete source of information.

PT Pertamina uses social media to communicate the CSR Disaster Management program. Of the many social media platforms that exist today, such as Youtube, Twitter, Facebook, and Instagram, which are included in the media that are widely used in Indonesia. Social media such as Instagram now act as information disseminators which are widely used by government agencies (Fahriyani & Harmaningsih, 2020). With an official account that has been verified, information about anything can be found on social media (Wahyuningsih & Suswanta, 2018).

Social media provides a platform for rapid detection of natural disaster response and situational awareness, as well as for relief coordination (Landwehr & Carley, 2014). Social media is one type of technology that has the potential to facilitate rapid and effective disaster response (Holderness & Turpin, 2015). Popular new media platforms can assist in monitoring and assessing damage and aid in disaster relief. Social media is a powerful and promising tool for disaster response management, including increasing situational awareness, promoting the flow of emergency information, predicting disasters and coordinating rescue efforts (Shan et al., 2019).

The benefits of Instagram for communicating CSR are being able to communicate quickly, directly, interactively with followers and being able to increase a positive reputation because a positive public response will help in a positive image and assessment of the company. The

strategy of using Instagram media is very appropriate for communicating CSR programs related to disasters, this is because massive Instagram users can also increase public awareness of the importance of jointly handling disasters, and reminding people interactively that the importance of cooperation for disaster management. The Instagram content compiled by PT Pertamina is as follows.

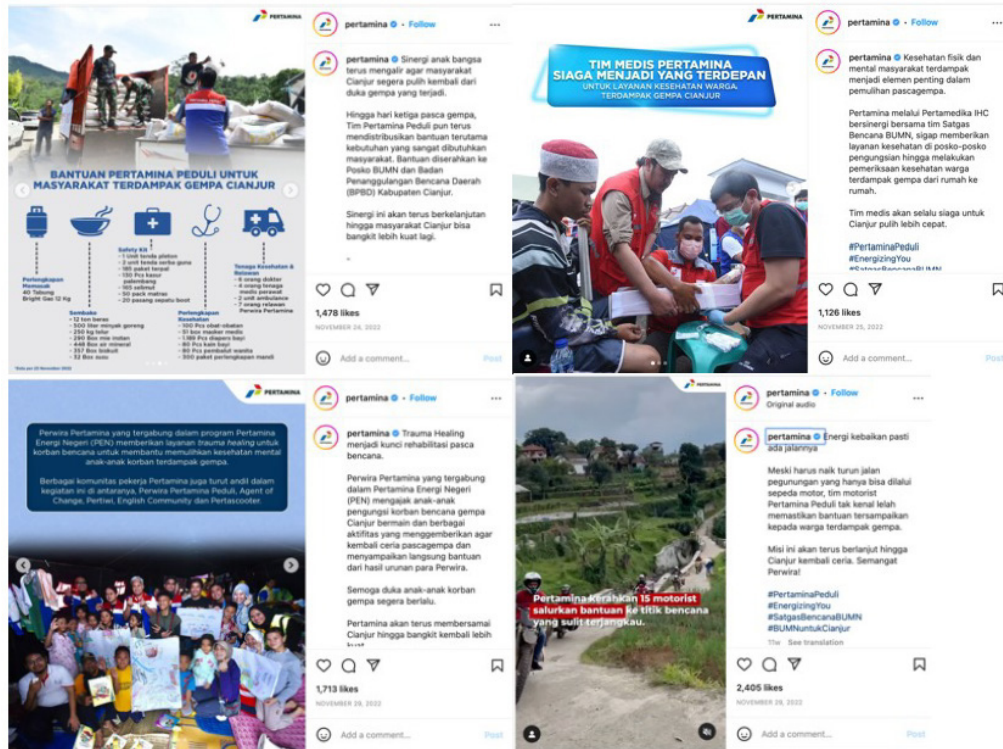


Figure 2. Documentation of CSR Communication via Instagram
Source: Instagram @Pertamina

Based on the researcher’s observation data through Instagram media, there are 15 posts from PT Pertamina’s Official Account to communicate the CSR disaster management program specifically for the Cianjur Earthquake disaster. This amount is quite a lot with a period of two weeks, namely between 22 November 2022 – 6 December 2022. In each post, PT Pertamina arranges a different language from the press release content on the website. This shows that there is information that is diverse and not monotonous, as well as being creative in composing messages according to the audience of media users. As according to Nugroho on the message content dimension, company managers also need to pay attention to the media or message channels in designing an effective CSR communication strategy (Nugroho, 2020).

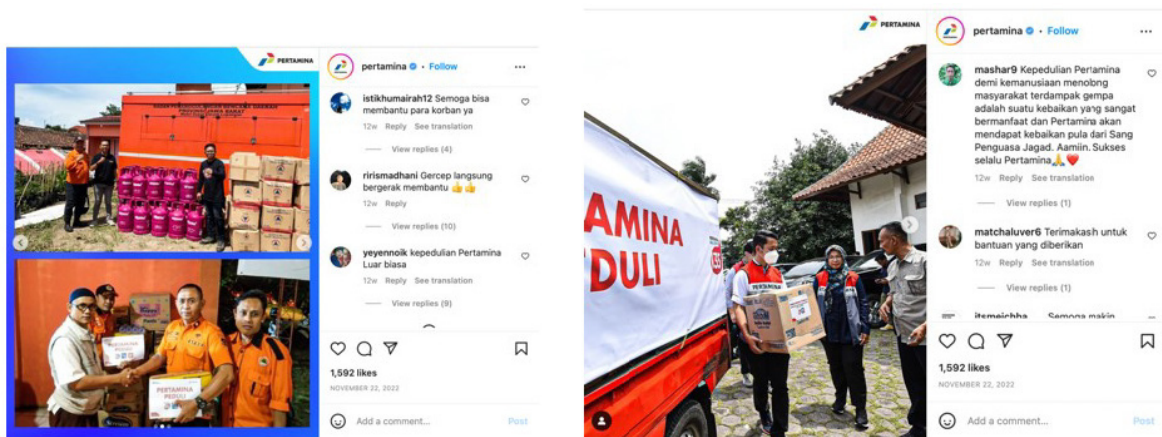


Figure 3. Documentation of positive comments on Instagram @Pertamina

Source: Instagram @Pertamina

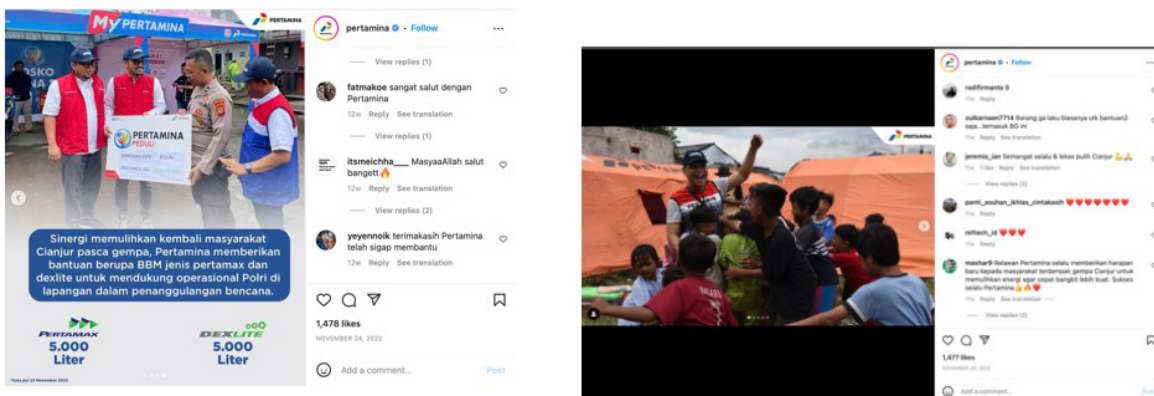


Figure 4. Documentation of positive comments on Instagram @Pertamina

Source: Instagram @Pertamina

Apart from that, every Instagram post found more positive responses from the public. Whether it's related to statements supporting Pertamina's program, statements of prayer and support for Pertamina and earthquake victims, as well as expressing gratitude to PT Pertamina for helping disaster victims. Like the data found by researchers in the comments section of PT Pertamina's post which stated the following things.

"@fatmakoe : Salute to Pertamina"

"@itsmeichha__ : MashaAllah, really salute you"

"@mashar9: Pertamina Volunteers always give new hope to the people affected by the Cianjur earthquake to restore energy so they can quickly rise stronger. "Always success Pertamina"

The statement data shows that there is a sense of respect from followers for Pertamina to carry out CSR programs in disaster care activities. This interaction shows a positive response which has a good impact on the reputation of the PT Pertamina company. As according to Rosidah (Herwin & Abadi, 2018) that company reputation is the consumer's perception of the company's ability to provide the best service. McKnight also added that reputation gives confidence to other parties regarding ability, integrity, and goodwill. "Confidence helps to increase trust, especially when the parties have never interacted before, so they don't have knowledge about each party" (Sugiharto & Nurhayati, 2021).

Whether it's related to statements supporting Pertamina's program, statements of prayer and support for Pertamina and earthquake victims, as well as expressing gratitude to PT Pertamina for helping disaster victims. This interaction shows the closeness between the company and its followers. Even so, researchers still find some negative comments that discuss out of context the implementation of CSR programs. Social media can be considered as a tool to improve reputation and increase community involvement through communication, discussion, and coordination through social media. The use of social media Instagram in disaster management makes a positive contribution to companies, especially in getting a positive reputation and response to involvement in disaster management quickly and precisely (Kim, Bae & Hastak, 2018).

This strategy can be realized in a way, the admin of the official account who has succeeded in understanding and mapping the main target audience and how to arrange messages that can live up interaction and respond quickly to comments from other Instagram users. By understanding the target audience and being able to interact with followers, it has implications for increasing engagement which leads to an increase in reputation, both public trust and increased sales (Rohadian, 2019). This strategy of using Instagram can increase engagement between PT Pertamina's Instagram accounts and Instagram users so that it will lead to positive relationships and reputations.

CONCLUSION

CSR communication is very important for implementing the principle of transparency and being a support for the company's reputation. Communicating CSR properly will have an impact on effectiveness and success in enhancing the company's reputation. Disclosure of corporate CSR through social media is carried out as a form of accountability to stakeholders and to maintain reputation. On PT Pertamina's instagram, it can be seen that PT Pertamina is very active in communicating CSR programs related to disaster management. Both in the

assistance program for the necessities of life for people affected by the disaster, energy needs for food and transportation, as well as assistance for dealing with physical and non-physical health in the form of trauma healing which helps the children of the Cianjur Earthquake victims remain cheerful and not afraid during the evacuation period. For the implementation of CSR communication by PT Pertamina in the Disaster Management program, especially in the Cianjur earthquake, it uses social media that are very close to the community and are a complete source of information. PT Pertamina uses social media Instagram to communicate the CSR Disaster Management program. The benefits of Instagram for communicating CSR are being able to communicate quickly, directly, interactively with followers and being able to increase a positive reputation because a positive public response will help in a positive image and assessment of the company. This shows that there is information that is diverse and not monotonous, as well as being creative in composing messages according to the audience of media users. In Pertamina's Instagram post, we can find more positive responses from the public. Whether it's related to statements supporting Pertamina's program, statements of prayer and support for Pertamina and earthquake victims, as well as expressing gratitude to PT Pertamina for helping disaster victims. This interaction shows the closeness between the company and its followers and give a good reputation. PT. Pertamina has high engagement, which is evidenced by the number of likes, comments, and video views on each Instagram content post with the hashtag #PertaminaPeduli. Instagram as a medium that makes it easy to increase awareness and reputation will help increase a positive reputation for the company.

ACKNOWLEDGEMENT

Thank you to the Muhammadiyah University of Surakarta and Universitas Muhammadiyah Yogyakarta for supporting the research process and publication

REFERENCES

- Akbar, U R., Humaedi, S. (2020). Peran CSR dalam Upaya Mengatasi Pandemi Covid-19. *Prosiding Penelitian & Pengabdian Kepada Masyarakat*, 7(2), 341-347
- Anatan, Lia. (2009). Corporate Social Responsibility (CSR) : Tinjauan Teoritis dan Praktik di Indonesia. *Jurnal Manajemen*, 8 (2).
- Anjarwati, L., Pratiwi, D.R., & Rizaldy, D.R. (2021). Implementasi Literasi Digital dalam Upaya Memperkuat Pendidikan Karakter Siswa. *Buletin: Pengembangan Perangkat Pembelajaran*, 3(2), 87-92. <https://journals.ums.ac.id/index.php/bppp/article/view/19420>

- Apriliani, R. (2021). *Membangun Kepercayaan Publik dalam Komunikasi Bencana (Studi Kasus Upaya Membangun Kepercayaan Publik Humas Pemerintah Kabupaten Sleman pada Bencana Erupsi Gunung Merapi 2020-2021)*. Universitas Gadjah Mada.
- Bahri, S. (2022). Pemenuhan Kebutuhan Bagi Korban Gempa Cianjur Dari Pemerintah, Lembaga Badan Swasta Dan Masyarakat Indonesia. *Jurnal Ekonomi Dan Akuntansi* 2, 2(2), 236–240. <https://journal.unusia.ac.id/index.php/MIZANIA/article/download/590/321>
- Bhattacharya, CB & Sen, Sankar & Korschun, Daniel. (2011). *Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value*. Cambridge Inggris : University Press. 10.1017/CBO9780511920684.
- BNPB. (2016). Disasters Risk of Indonesia. In *International Journal of Disaster Risk Science*. BNPB Indonesia. <https://doi.org/10.1007/s13753-018-0186-5>
- Budiarsi, S. Y. (2005). Corporate Sustainability: Melalui Pendekatan Corporate Social Responsibility. *Majalah Ekonomi*, 18(2) 115-133
- Creswell, J. (2012). *Research Design Pendekatan Kualitatif, Kuantitatif dan Mixed*. Pustaka Pelajar.
- Fahriyani, S., & Harmaningsih, D. (2020). PENGGUNAAN MEDIA SOSIAL TWITTER UNTUK. 4(2), 56–65.
- Gunawan, J. (2018). Tanggung Jawab Sosial, Lingkungan Dan Reputasi. *Media Riset Akuntansi, Auditing & Informasi*, 18(1), 49–74.
- Hafida, S.H.N. (2019). Perubahan Kesiapan Masyarakat dalam Menghadapi Bencana Erupsi Gunung Merapi. *JUPIIS: Jurnal Pendidikan Ilmu-Ilmu Sosial*: 11 (2) 396-407. <https://jurnal.unimed.ac.id/2012/index.php/jupiis/article/view/13955/12350>
- Herwin, H., & Abadi, F. (2018). Pengaruh Reputasi Perusahaan Dan Reputasi Vendor Terhadap Keputusan Pembelian Secara Online Dengan Kepercayaan Konsumen Sebagai Variabel Antara. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 3(3), 353–364. <https://doi.org/10.36226/jrmb.v3i3.161>
- Hidayat, D. (2014). *Media Public Relations Pendekatan Studi Kasus Cyber Public Relations sebagai Metode Kerja PR Digital*. Graha Ilmu.
- Holderness, T & E. Turpin. (2015). “From Social Media to GeoSocial Intelligence: Crowdsourcing Civic Co- management for Flood Response in Jakarta, Indonesia”, In *Social media for government services*. Social Media for Government Services, Springer International Publishing, 2015, 115–133. <https://doi.org/10.1109/ICT-DM.2017.8275672>
- Kim, J., Bae, J., & Hastak, M. (2018). Emergency Information Diffusion on Online Social Media During Strom Cinty in U.S

- Landwehr, P., & Carley, K. (2014). Social Media in Disaster Relief Usage Patterns, Data Mining Tools, and Current Research Directions. *Data Mining and Knowledge Discovery for Big Data Studies in Big Data*, Volume 1, 225–257. <https://doi.org/10.1007/978-3-642-40837-3>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis, A Methods Sourcebook*, Edition 3. JSA: Sage Publications
- Nabila, N. I., Raharjo, S. T., & Resnawaty, R. (2022). Penerapan Program Corporate Social Responsibility (Csr) Melalui Lembaga Filantropi Media Di Indonesia. *Focus/ : Jurnal Pekerjaan Sosial*, 4(2), 125. <https://doi.org/10.24198/focus.v4i2.37055>
- Nugroho, A. W. (2020). Komunikasi Csr Perusahaan-Perusahaan Di Indonesia Tahun 2017. *Scriptura*, 9(2), 51–58. <https://doi.org/10.9744/scriptura.9.2.51-58>
- Nurjanah, A. (2021). *Komunikasi CSR & Cyber PR*. Yogyakarta : Samudra Biru.
- Nwaghara, U., & Reid, P. (2013). Corporate Social Responsibility Communication in the Age of New Media: Towards the Logic of Sustainability Cmmunication. *Review of International Comparative Management*, 14(3), 400–414.
- Panorama, A. D., Nastiti, N. N., & Anfasa, F. A. (2021). Kerja Sama Pengurangan Risiko Bencana Indonesia Australia 2016-2018. *Jurnal Academia Praja*, 4(1), 223–243. <https://doi.org/10.36859/jap.v4i1.290>
- Polit, D. & Beck, C. (2004). *Nursing research: Principle and methods*. (7th edition). Philadelphia: J.B. Lippincott Company.
- Prabowo, T. L., Rusfian, E.Z. (2019). Efforts to build the legitimacy and reputation of institutions through social media (study of instagram police public relations division). *International Journal of Scientific and Technology Research*, 8(9), 1331-1338. <https://scholar.ui.ac.id/en/publications/efforts-to-build-the-legitimacy-and-reputation-of-institutions-th>
- Prihandoko, D., & Fitriyah, H. (2021). The Effectiveness Of The Official Website As A Disclosure Of Corporate Social Responsibility. *Academia Open*, 4(1), 1–14. <https://doi.org/10.21070/acopen.4.2021.1964>
- Pusdiklat Sumber Daya Air dan Konstruksi. (2017). *Modul Penanggulangan Bencana*. In kementerian PUPR. Kementrian PUPR. https://simantu.pu.go.id/epel/edok/c8fb5_MDL_Penanggulangan_Bencana.pdf
- Rohadian, S. (2019). Upaya Membangun Customer Engagement Melalui Media Sosial Instagram. *Journal of Entrepreneurship, Management, and Industry (JEMI)*, (2) 4, 179-187

- Sagapova, N., Dusek, R., Pařrtlova, P. (2022). Marketing Communication and Reputation Building of Leading European Oil and Gas Companies on Instagram. *Energies*, 15(8683), 1-14
- Santoso, S. (2016). Konsep Corporate Social Responsibility Dalam Perspektif Konvensional Dan Fiqh Sosial. *Ahkam: Jurnal Hukum Islam*, 4(1), 81–104. <https://doi.org/10.21274/ahkam.2016.4.1.81-104>
- Sanubari, F.D., Surahman, S., Poetra, Y.A. (2023). Self-concept on @Nge.review Instagram Account as a Representation of User Character. *Nyimak: Journal of Communication*, 7(1), 39-53. <https://jurnal.umt.ac.id/index.php/nyimak/article/view/6813/4086>
- Shan, S., Zhao, F., Wei, Y., & Liu, M. (2019). Disaster management 2.0: A real-time disaster damage assessment model based on mobile social media data—A case study of Weibo (Chinese Twitter). *Safety Science*, 115(August 2018), 393–413. <https://doi.org/10.1016/j.ssci.2019.02.029>
- Sitorus, T. I. H. (2020). Corporate Social Responsibility (CSR) Sebagai Alternatif Sumber Dana Penanggulangan Bencana Alam. *Jurnal Dialog Penanggulangan Bencana*, 11(2), 103–116. <https://jdpb.bnpb.go.id/index.php/jurnal/article/view/167>
- Soviar, J.; Holubciik, M.; Vodaik, J.; Rechteriik, M.; Pollaik, G. (2019). The Presentation of Automotive Brands in the On-Line Environment—The Perspective of KIA, Peugeot, Toyota and VW in the Slovak Republic. *Sustainability* 2019, 11, 2132.
- Subekti, P., Hafiar, H., & Bakti, I. (2020). Penggunaan Instagram oleh Badan Penanggulangan Bencana Daerah untuk mengoptimalkan destination branding Pangandaran. *PRofesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 4(2), 174. <https://doi.org/10.24198/prh.v4i2.23545>
- Sufa, K. I., Lestantyo, D., & Kurniawan, B. (2020). Analisis Implementasi Tanggap Darurat Bencana untuk menunjang Business Continuity Perusahaan Manufaktur. *Jurnal Kesehatan Masyarakat (e-Journal)*, 8(5), 1–6. <http://ejournal3.undip.ac.id/index.php/jkm>
- Sugihato, N. A & Nurhayati, N. (2021). Pengaruh Reputasi Dan Online Customer Review Terhadap Proses Keputusan Pembelian Konsumen (Survey Pengunjung Tokopedia). *Jurnal Bisnis dan Pemasaran*, 11(2), 1-13
- Surhayanti. (2018). Urgensi Penerapan Corporate Social Responsibility Dalam Meningkatkan Komitmen Organisasi. *Journal Communication Spectrum : Capturing New Perspectives in Communication*, 7 (2), 106-130
- Susanto, A. (2016). CSR dalam Perspektif Ganda. *Jurnal CSR Indonesia Newsletter*, 1(37), 11–19.

- Sutikno. (2007). Earthquake Disaster of Yogyakarta and Central Java, and Disaster Reduction, Indonesia. *Jurnal Geografi*, 21(1), <https://journals.ums.ac.id/index.php/fg/article/view/1823>
- Syuderajat, Fajar. (2017). Pengelolaan Media Sosial Oleh Unit Corporate Communication PT GMF Aeroasia. *Komuniti: 9(2)*, 81-97. <https://journals.ums.ac.id/index.php/komuniti/article/view/4173>
- Tiong, A.C. (2022) Corporate Reputation: Building and Maintaining. *J. Digit. Mark. Commun*, 2(2), 25–29.
- Wahyuningsih, D., & Suswanta. (2018). Analysis Of The Use Of Social Media In The Mitigation Of Flood Disaster In DKI Jakarta In 2020. *JPPUMA: Jurnal Ilmu Pemerintahan Dan Sosial Politik UMA*, 6(2), 106–111.
- Windiani. (2020). Pentahelix Collaboration Approach in Disaster Management: Case Study on Disaster Risk Reduction Forum-East Java. *The 2nd International Conference on Global Development - ICODEV. 7*, pp. 71-77. *IPTEK Journal of Proceedings*.
- Zhao, Y., Abbas, M., Samma, M., Ozkut, T., Munir, M., & Rasool, S. F. (2021). Exploring the Relationship Between Corporate Social Responsibility, Trust, Corporate Reputation, and Brand Equity. *Frontiers in Psychology*, 12(November), 1–10. <https://doi.org/10.3389/fpsyg.2021.766422>