

PUBLIC RELATIONS COMMUNICATION MODEL THROUGH CSR PROGRAMS DURING THE COVID-19 PANDEMIC

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Abstract

The problem occurred when the Covid-19 pandemic hit the world so that communication to return used bottles of The Body Shop faltered, so it was necessary to do an effective way to keep it going. This is intended to encourage customers to return various empty bottles to The Body Shop outlets so that they can be reused and recycled. CSR during the Covid-19 pandemic. Previously, the activity called "Bring Back Our Bottle" (BBOB), has been implemented since 2008 and continues to this day. The concepts used in this study are the concept of communication, Public Relations, the Corporate Social Responsibility (CSR) communication model, the concept of CSR, the industrial revolution 4.0. This study uses a qualitative approach with a descriptive method. Data were obtained through in-depth interviews with informants, then observation, literature study, and documentation to obtain relevant research data such as journals and concepts. The results of this study indicate that the CSR communication model proposed by Anne Ellreuo Nielsen and Crista Thomson can be said to support this research. The findings in this study find a CSR communication model that can be used by Public Relations practitioners who have an important role that is fully carried out by Public Relations practitioners in implementing CSR programs which should have a CSR division.

Keywords: *Communications Model, Public Relations, Corporate Social Responsibility, Industrial Revolution 4.0*

1. INTRODUCTION

Public Relations is a process or activity that aims to foster effective communication between an organization or company and parties outside the organization or company. In this instance, The Body Shop, a public relations firm, has a Corporate Social Responsibility (CSR) program that has been operating continuously. However, we are currently confronted with the issue of how to run the CSR program, which has been in operation for a considerable amount of time, during the Covid-19 Pandemic and the era of industry 4.0.

Corporate Social Responsibility (CSR) is defined by Carroll in (Andriani, 2018) as a company's responsibility to the surrounding community, as well as a company's or organization's participation in eliminating hunger, poverty, and unemployment. The Body Shop is one of the first companies in Indonesia to receive environmental certification and has a high level of consistency with environmental values that involve many aspects of the business, particularly in product development, including energy and waste management, production, and consumer protection (Natalia et al., 2015).

The Body Shop has received various awards that can improve the company's image. Such as an award given by the Ministry of Environment & Forestry of the Republic of Indonesia to The Body Shop in 2017, to take the initiative to reduce waste (Waste Reduction

Initiative). Other awards were obtained from Indonesia's Best Corporate Social Initiative which won 2nd place, for the Corporate Social Marketing category (the body shop, 2020).

However, the Covid 19 Pandemic is currently a problem for The Body Shop. Where CSR activities with the "Bring Back Our Bottle (BBOB)" program, which have been ongoing since 2008, can be discontinued. It is necessary to consider how this program, which requires special handling, can run normally. How to convey this information to customers is hampered by the pandemic's restrictions on direct interaction. How to communicate so that the BBOB program can continue operating throughout the pandemic. This CSR activity aimed at encouraging customers to return empty bottles to The Body Shop stores (many of which are located in malls) should not be halted because of the pandemic and can continue to run. Bottles that are returned to the company's body shop can be recycled and reused (Rodhiah et al., 2021). Moreover, if this activity can continue during the pandemic, it can provide a positive image for the company, allowing The Body Shop to create a cosmetic brand image that has good ethics and a positive reputation in the business world and internationally.

Based on observations, it was determined that during the pandemic, consumers had difficulty exchanging used Body Shop bottles at mall outlets. Even though the spread of covid-19 is not as widespread as it once was, caution is still required when visiting malls to exchange used bottles. During the pandemic, The Body Shop stores in the mall were also closed, particularly as the transmission of Covid-19 soared and the Implementation of Community Activity Restrictions (abbreviated as PPKM) was implemented in mid to late 2021.

In addition to the plagued pandemic, on the other hand, the issue of the BBOB program not running smoothly, according to Public Relations (PR) of The Body Shop, stated that "The Body Shop continues to think of other ways to keep the BBOB program running. The sophistication of the latest technology colors an innovative strategy. Therefore, the Body Shop's CSR program continues to run as it should by using digital media. During the pandemic, customers as permanent members of The Body Shop, get information via Instagram, Twitter, Facebook, where The Body Shop management sends emails or SMS to customers. that way customers can get information to be able to return bottles. This way of communication is also related to the presence of the industrial revolution 4.0 which puts forward the latest technology, in this case the internet, known as the Internet of Things (IoT)."

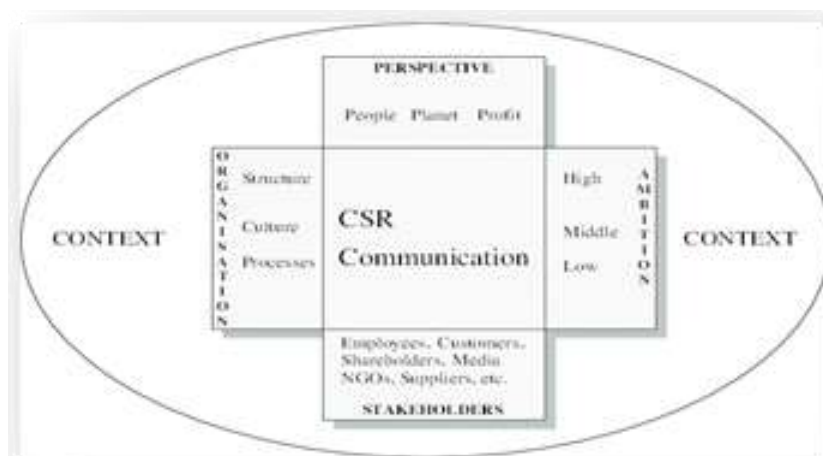
Based on the description above, there are several studies that have been done previously about the CSR Awards "CSR Communication Model in Facing Industry Revolution 4.0,. This study aims to find out through the CSR program in facing the industrial revolution 4.0. The basis for implementing CSR communication has an important role because it can provide information about the 3P principles, namely (Three Botton Line - people, Planet and Profit) from John Elkington which was developed by Carroll's and Anne Ellreuo Nielsen & Crista Thonson (2009). The results show that the CSR communication model in facing the industrial revolution 4.0 plays a very important role in the successful implementation of the CSR Awards conducted by MePRindo Communications (Andriani et al., 2020).

In his research entitled Communication Models in the CSR Program for Empowering Young Entrepreneurs, he stated that this study aims to analyze how the pattern/model of Public Relations communication in CSR programs is to empower the community. The

methodology in this research is descriptive qualitative. The results state that the participatory communication model that has been carried out by the company plays a very important role in achieving a goal in empowering young entrepreneurs who are their career choices (Hasan, 2018).

Another journal entitled, "*Model Komunikasi Korporat Sari Ater Hotel & Resort Dalam Menghadapi Revolusi Industri 4.0*" aims to find out the Sari Ater Hotel & Resort Corporate Public Relations communication model in facing the 4.0 industrial revolution. The methodology used is descriptive qualitative, data obtained by in-depth interviews and observations of informants. The result of this research is that Sari Ater's Corporate Public Relations is relevant to the research shown by the social media communication model (Ruliana et al., n.d.).

In this study, the researcher refers to the CSR communication model of Anne Ellreup Nielsen and Crista Thomson (2009) which consists of Context which includes source, structure and culture, 3P perspective (Planet, People and Profit), CSR Communication, high, middle, low is a dimension of ambition to be achieved and the goal is to find out what kind of communication model is used by The Body Shop in carrying out CSR activities during a pandemic (Andrini et al., 2020).



Source: Anne Ellreup Nielsen & Crista Thomson (2009) & Carroll in (Andrini et al., 2020)

Figure 1 CSR Communication

The author wishes to understand the PR communication model based on what The Body Shop has done in its PR program through CSR activities during the Covid-19 pandemic and the 4.0 industrial revolution. The objective of this study is to determine what The Body Shop's Public Relations communication model is doing through its CSR program during the Covid-19 pandemic. By utilizing the CSR communication model of Anne Ellreup Nielsen and Crista Thomson (2009) by employing a corporate communication-related communication strategy approach. In CSR communication, it is necessary to be able to differentiate between potential communication strategies that take into account both the context and the company's actual strategy, as well as the stakeholders who are interested in what type of information.

This research provides two practical and academic benefits. The practical benefit is as a meaningful input for The Body Shop company and other companies in establishing a PR communication model through CSR programs that can be run during this Covid-19 pandemic. Meanwhile, the academic benefits can be used as reference material for further research related to public relations in carrying out CSR programs.

2. RESEARCH METHOD

This research employs quantitative methods. This research is conducted using primary data collected via a pre-tested questionnaire. The questionnaire is then distributed to respondents via Google Forms with questions related to each indicator. The population used will consist of all 503 students at the Faculty of Economics, State University of Jakarta. Using a method of proportional random sampling, 205 students were collected.

This research employs a qualitative, descriptive methodology. Qualitative research also aims to collect descriptive data about verbal and written statements and explanations, as well as the observed behavior of the individual or society under study. Taylor and Bogdan within the (Rahmadani & Andriani, 2021).

The data collection technique uses the observation method, namely by observing CSR activities at The Body Shop Indonesia company in an effort to plan and implement the Body shop PR communication during the Covid-19 pandemic. Documentation studies and literature studies are also needed on documents related to various Public Relations communication programs during the Covid-19 pandemic. Literature analysis or the so-called literature study is used as a technique for data collection. According to (Rahmadani & Andriani, 2021), this method is a way to identify theories and previous research that already exists and can influence the choice of research topics and methods used.

The data collection technique is by conducting in-depth interviews focusing on four (4) resource persons consisting of one key informant for Public Relations of The Body Shop and three others as supporting informants in carrying out CSR in the midst of the Covid-19 pandemic and the industrial era 4.0. Even in this situation, The Body Shop still has to continue its CSR program, called “Bring Back Our Bottle,” as a form of implementing corporate social care contained in Law no. 40/2007 Article 74 (Irlane Maia De Oliveira, 2017).

Other data sources are taken from previous scientific studies that have been researched as well as communication books as support, or communication journals related to this research, as well as activity reports from companies and the internet which are certainly related to the Public Relations and corporate communication model during pandemic

The data analysis technique in this research is to use the pattern/model from Miles and Huberman, with the following stages: 1) data reduction, 2) data display, and 3) conclusion drawing (Faizti, 2021). As for the data sources in this study using primary data and secondary data. Primary data obtained from direct and in-depth interviews with 4 (four) informants. As a key informant represented by Ratu Maulia as Public Relations of The Body Shop, and the remaining 3 supporting informants consisting of Bella Gelshirani as Customer Relationship Management (CRM) of The Body Shop, and two other people as Customers of The Body Shop who from the beginning until currently still participating in the CSR program of The Body Shop Bring Back Our Bottle (BBOB), represented by Dea Wulan and Jimmy Koresy.

Meanwhile, secondary data comes from previous research data by reading, viewing, and citing data related to the topic of this research. Data analysis was carried out after in-depth interviews and observations of resource persons using the communication theory of Wiber Schram which was applied in the CSR communication model of Anne Ellreup Nielsen and Crista Thomson (2009) in (Andrini et al., 2020), which modeled that the implementation of CSR is very important. important, by distinguishing between various potential communication strategies that can be considered in terms of organizational structure, perspective, context, and stakeholders.

3. RESULT AND DISCUSSION

Answering the problems that exist in this research problem, namely; What is The Body Shop's Public Relations communication model like through CSR programs during the Covid-19 pandemic? BBOB's CSR program -- "Bring Back Our Bottles (BBOB)" which has been carried out continuously since 2008 is an activity intended to encourage customers to return various empty bottles to be reused and recycled. The existence of the Covid 19 pandemic which is an obstacle for consumers to exchange used bottles of the body shop to malls or at the nearest outlets The body shop in malls This is because some people are still worried about the Covid 19 pandemic that will spread the virus.

Therefore, The Body Shop company takes the initiative and innovates that industry 4.0 related to internet technology provides an accurate solution by utilizing Internet of Things (IoT) technology. At the beginning of the 18th century the industrial revolution 1.0 was marked by the growth of mechanization and energy based on steam and water power. The era of the Industrial revolution 2.0 was marked by the development of electrical energy and motor propulsion. The Industrial Revolution 3.0 was marked by the growth of electronics, information technology, and automation-based industries. The presence of the Industrial Revolution 4.0 is so rapidly marked by the development of the Internet of or for Things (IoT) which brings new businesses, new jobs, new professions that were never thought of before (Andrini et al., 2020).

Public Relations of The Body Shop created a CSR program to invite consumers to care about the environment with the title "Bring Back Our Bottle (BBOB)" which has been carried out continuously since 2008. The goal is to create a cosmetic brand image that has good ethics in the business world and global. This CSR activity is intended to encourage customers to return various empty bottles to be used and recycled again

The Bring Back Our Bottle activity is one of The Body Shop's corporate social responsibility (CSR) initiatives. The Body Shop's Vision and Mission state that the business will not harm the environment, will meet the needs of the community for the time being, and will pay attention to and preserve life and environmental sustainability in the world. future. According to Bella, CRM at The Body Shop, a supporting source;

"The purpose of the CSR program is to recycle garbage and reduce plastic waste in the environment, by inviting customers to participate so they don't throw away trash but participate in recycling garbage and plastic bottles from The Body Shop products" (supporting informant, Bella March 13, 2022)

The goal is clearly not to pollute the environment which has been carried out by The Body Shop in the Public Relations program by carrying out CSR activities, called Bring

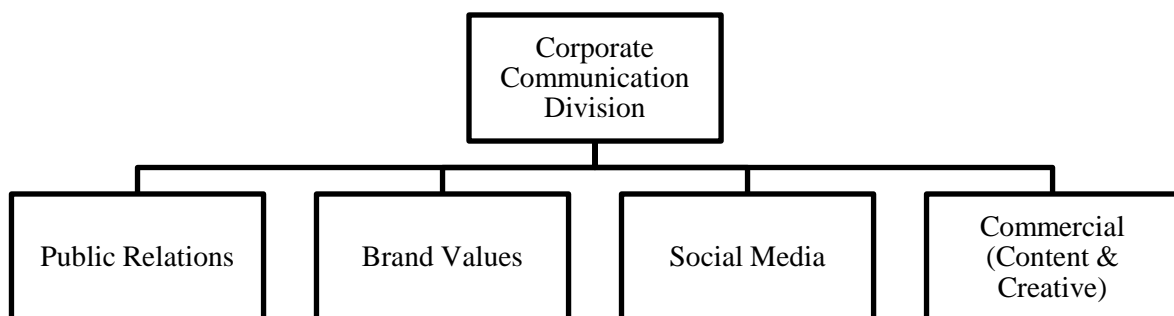
Back of Bottle, which have been carried out in a sustainable manner and always pay attention to environmentally friendly ones.

3.1. Context (Organization)

A good company must be able to effectively manage its activities and organization, as well as provide benefits for the community and not just for the company itself.

3.1.1. Structure

Organizational structure can also be a measure of the seriousness of a company in implementing CSR. In general, CSR has two different categories (Mardikanto, 2014), namely: 1.) CSR is part of the activities of other departments/divisions. In this category become part of other departments/divisions, where all types of responsibilities are held by the Department Manager. This category shows that a company's commitment to CSR programs is weak, because in this position other departments have the same position. 2.) CSR as an autonomous department or field. In this category, CSR is a department that runs alone, not part of other departments. Starting from budget planning, program planning, implementation, to evaluation are carried out independently (Rahmatullah, 2011).



Source: The Body Shop

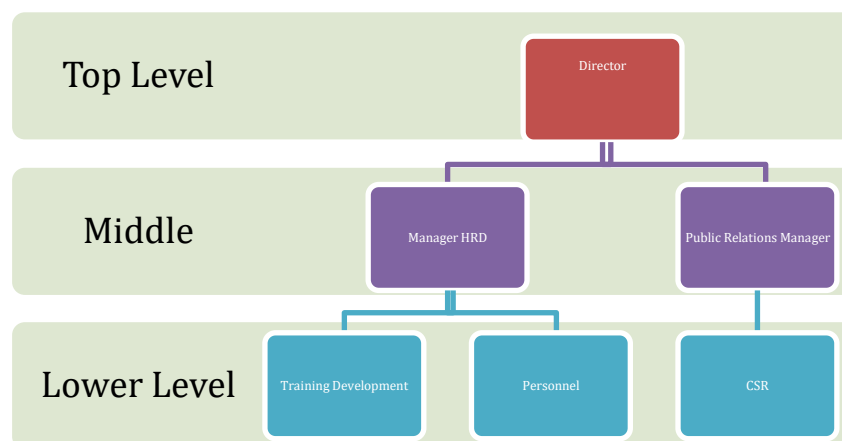
Figure 2 The Body Shop company structure

One of the representatives interviewed by the researcher from this division was Ratu Maulia Ommaya, who served as Public Relations & Community Manager. The brand communication division oversees several departments such as Public Relations, Brand Values, Social Media, and Commercial. Public Relations is responsible for external relations, media partners, and the community (Supada, 2020). PR The Body Shop is also thinking about a strategy for how the message can be conveyed to the public properly. Awareness stage, using which influencer, and what kind of communication to the media. Brand and Values is responsible for processing values, ideas, and data related to issues that will be carried out into CSR or corporate campaigns. Social Media is tasked with uploading content, tidying up feeds, interacting with Instagram, Facebook, and Youtube followers. The commercial department works on content production, pricing, and sales-related data.

Each company has a vision and mission to approach the community with their own corporate culture amid Indonesian culture which has various tribes and cultures (Pramaditia & Paramita, 2020). A good communication approach is really needed, to get a common

perception so that the desired goal is achieved, an intercultural communication approach is needed (Andrini, 2018).

The organizational structure listed in The Body Shop's corporate ambition dimension, CSR is still under Public Relations/Public Relations as shown in the chart below:



Source: (Rahmatullah, 2011)

Figure 3 The Body Shop Organizational Structure

3.1.2. Culture

In implementing CSR, the corporate culture factor is also considered because the culture in CSR activities is related to the corporate environment in which CSR communication occurs, such as The Body Shop's company culture. The Body Shop inculcates a culture in which employees are accustomed to sorting trash for disposal. This waste is separated into organic and non-organic components. Non-organic waste cannot undergo decomposition, whereas organic waste can. As stated by a key informant: "The company always urges employees not to bring plastic waste, and we also organize events about the environment, in the office we are taught to sort waste, in which non-organic plastic waste is separated from organic waste disposal." (Key informant, Ratu, 25 April 2022)

Similarly, other statements confirm key informant assertions that The Body Shop employees are also encouraged to maintain the environment and join volunteers in protecting the environment: "Corporate culture is mandatory for volunteer programs where employees carry out CSR itself, so not only building this program, but also taking part in activities." (Supporting informant, Bella March 13, 2022)

3.2. Perspective (People, Profit, Planet)

So far, the increase in the quality of life of the community is due to the awareness of the community themselves about environmental sustainability, as well as what the community does in carrying out the Bring Back Our Bottle program, collecting plastic waste which will later be recycled by the recycling center and will be resold, and reducing plastic waste. in the environment, as well as statements made by informants: "If you are used to doing small things, such as in the BBOB program and want to return it to the Body Shop to be recycled back into an item (recycle), it will affect itself to be able to do other good things, so you can create something to sell again, starting from business opportunities and opportunities for

environmental health so that it will create a better order in people's lives.” (Supporting informant, Jimmy March 16, 2022)

Meanwhile, with profits such as what The Body Shop has done in the Bring Back Our Bottle program, it is very beneficial for all parties and for the survival of living things, both animals, plants, the environment, and humans. The Bring Back Our Bottle program has communication aimed at soft selling which is a strategy to create brand products, so that customers can have loyalty to The Body Shop products which is an advantage for the company. Likewise with statements submitted by supporting informants, namely: “With Bring Back Our Bottle, people are more familiar with The Body Shop with this program, this is because there are not many brands that want to make activities like this, and this activity makes people happy to do it and want to donate bottles again.” (Supporting informant, Jimmy March 16, 2022)

Meanwhile, from the planetary perspective, the researcher considers that The Body Shop's CSR program is not merely to implement the applicable law, but is part of The Body Shop's efforts to build a good business for the surrounding environment, as stated by a key informant, Ratu: “The Body Shop itself has carried out the campaign so far not because of the applicable regulations, but because it is part of the The Body Shop brand.” (Key informant, Ratu 25 April 2022)

However, The Body Shop still follows the rules where the products issued by the company will never harm the animals and plants around them and are good for the surrounding environment. This is like the statement said by the Queen as a key informant: “So far, in carrying out all activities and products of The Body Shop, they are always friendly and protect the environment, so that all products from The Body Shop still have their own unique values or values in protecting the environment and the natural surroundings.” (Key informant, Ratu 25 April 2022)

3.3. CSR Communication

As from Body Shop parties has tried various ways to invite the public to participate in the Bring Back Our Bottle program, as well as various kinds of social media to send messages/information that have been used so that people can join in the program. In a matter of fact, The Body Shop company even seeks influencers as a benchmark so that people want to take part in these activities. With social media, people can communicate back to The Body Shop admin, this way is what makes reciprocal communication from the company to the community, as said by Public Relations of The Body Shop: “Cooperation with influencers is currently being intensively carried out, in the digital era the current generation rarely reads, but uses social media more. So, in this case The Body Shop also follows its era to promote and provide information through social media. In order for our social media to be seen by many people, The Body Shop is taking steps to use the services and work with popular influencers, even top artists, so that The Body Shop's products are recognized and can boost sales.” (Key informant, Ratu 25 April 2022)



Source: Instagram account of The Body Shop (Screenshot)

Figure 4 The Body Shop Instagram Account

Likewise, what was conveyed by other informants, that they have used many communication channels to attract customers' interest in carrying out the program, but they cannot ensure that all communities participate in the Bring Back Our Bottle program, because the community itself must have awareness in protecting the environment: "There have been many communication channels that The Body Shop has carried out, from various social media, but not all of them and 100% of them may participate in this activity, but CRM has tried to get them to join BBOB activities." (Supporting informant, Bella, March 13, 2022)

3.4. Ambition

The Body Shop is a pioneer of CSR and the first global business to practice fair trade and conduct social and environmental campaigns. (Hardhiyanti & Rasyid 2018) Likewise with the statement made by Bella as a supporting informant: "In accordance with the concept of The Body Shop at the beginning, the Bring Back Our Bottle Program in returning used bottles of The Body Shop is to invite people to return used bottles not only with bottles from The Body Shop products, but also with products that are not used. from The Body Shop" (supporting informant, Bella 13 March 2022)

Good communication is a responsibility in carrying out CSR activities. In this study, researchers received statements that the public could understand how this program took

place even during a pandemic, such as a statement from Bella, CRM The Body Shop, as a key informant: “So far, customers have received the information they get, even with the information provided, customers can understand how this program works.” (Supporting informant, Bella March 13, 2022)

The Body Shop continues to provide good information in the form of program reports that they convey on social media, this is a plus for The Body Shop to increase public confidence in the programs they are undergoing, as conveyed by The Body Shop customers themselves: “The communication conveyed so far has been good starting from the implementation to the program report, The Body Shop communicates more that it is not only the body shop bottles, but other bottles that are not The Body Shop bottles.” (Supporting informant, Jimmy March 16, 2022)

3.5. Stakeholder

Stakeholders according to Anne Ellreup Nielsen and Crista Thomson include workers, employees, media, NGOs, suppliers etc. So it can be said that the stakeholders included are all parties in the community, be it individuals, communities or community groups, who have relationships and interests in a company / organization / company (stakeholders or interested parties (Andriani et al., 2020) Stakeholders are owners/investors as capital holders who also play a role in maintaining the company and the performance of employees as well as the financial condition of the company Employees/employees have a direct role in the process of carrying out Bring Back Our Bottle activities.

In this program, not only customers who benefit, but also from other parties such as the community (community) that recycles the waste. As stated by Bella, CRM The Body Shop, as a supporting informant; “There are several Communities / MSMEs as (impact partners) for the Body Shop, in this case managing factory waste from The Body Shop. These wastes are processed by our partners to be recycled back into glass or combs which will be given to the body shop customers as a bonus, while partners in processing this waste/community/MSME will benefit in the form of money from the body shop itself. So that this becomes a positive thing or a symbiotic mutualism where everyone feels happy and benefits.” (Supporting informant, Bella, March 13, 2022)

Likewise, the statement confirmed by The Body Shop customer that many MSMEs (Micro, Small and Medium Enterprises) or Recycling Centers are starting to help their economy: “Such as MSMEs from this program itself can create jobs for the community.” (Supporting informant, Dea 16 March 2022)

From this description, it can be explained that The Body Shop's Public Relations communication model through this CSR activity during the covid-19 pandemic and industry 4.0 era as follows

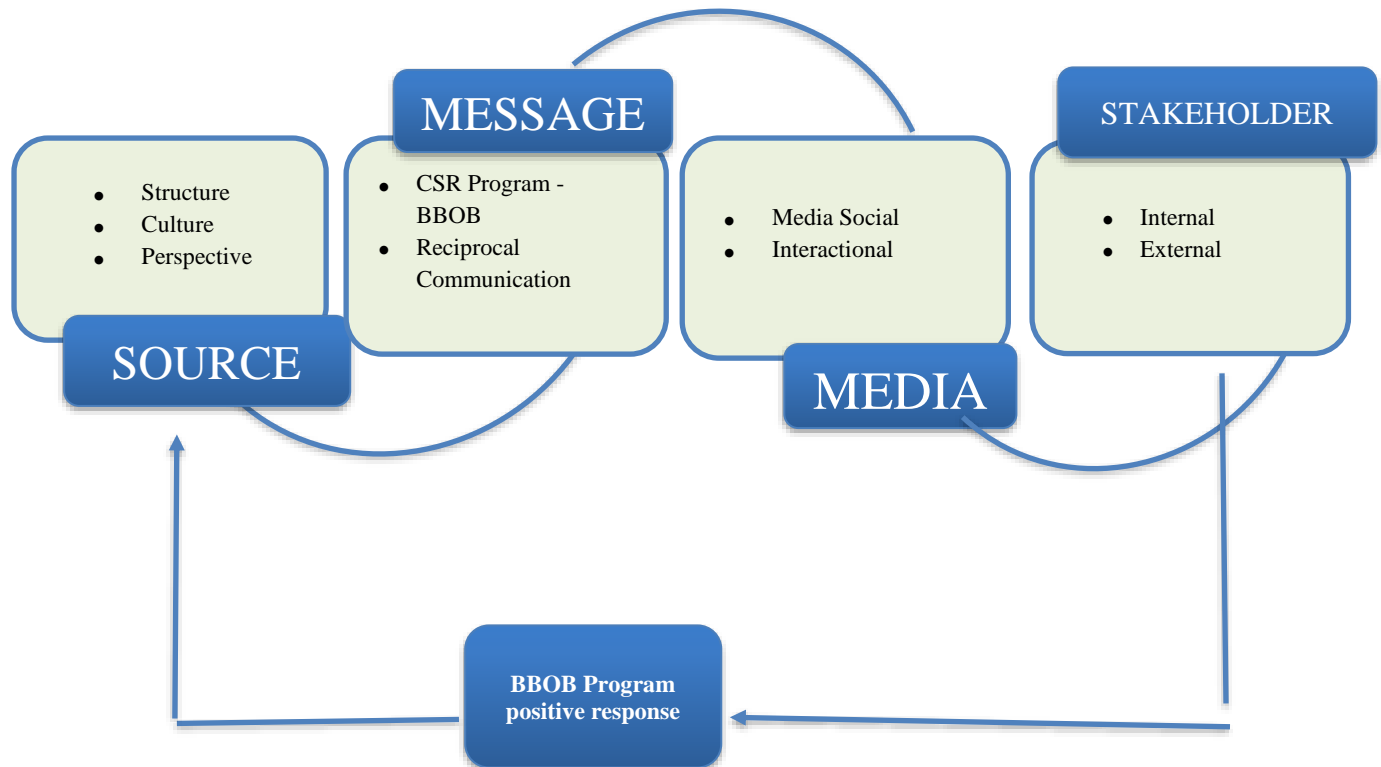


Figure 5 Communication Model Public Relations of The Body Shop

4. CONCLUSION

Based on the results of the research "The Communication Model of Public Relations through Corporate Social Responsibility Programs During the Covid-19 Pandemic, it can be concluded as follows: Economic Responsibility, The Body Shop in the Bring Back Our Bottle (BBOB) program is very beneficial for all parties and in this program not only from the customers who benefit, but also from other parties such as the community that recycles the waste. Back Our Bottle" (BBOB), can be implemented well, and the communication that occurs between companies and customers is very relevant to the reality, that the internet and digital media in the industrial era 4.0 have a big influence/role on the implementation of CSR programs during the pandemic. this. The use of social media is a medium for interacting with the public, both internal public (management) and external public (customers). The research findings are a combination of one-way and two-way communication models through linear and circular interpersonal communication with feedback.

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