

## Implementation of Bank Bengkulu's CSR Program in 2020 in Improving the Company's Image

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**Abstrak:** Penelitian ini dilakukan dengan tujuan untuk mengkaji lebih dalam mengenai pelaksanaan program CSR Bank Bengkulu pada tahun 2020. Di mana peneliti akan menganalisis menggunakan proses manajemen PR (Public Relations). Dalam proses manajemen PR terdapat empat tahapan yang digunakan, yaitu tahap pencarian data, perencanaan, pelaksanaan dan komunikasi serta evaluasi. Penelitian ini menggunakan metode kualitatif serta dianalisis menggunakan proses manajemen PR. Penentuan informan pada penelitian ini menggunakan teknik purposive sampling. Teknik pengumpulan data pada penelitian ini dilakukan dengan cara wawancara dan dokumentasi. Adapun Teknik analisis data yang digunakan model Miles dan Huberman yang terdiri dari reduksi data, penyajian data dan penarikan kesimpulan. Hasil yang didapatkan dari penelitian ini menunjukkan bahwa pelaksanaan program CSR di tahun 2020 berjalan dengan baik walaupun di masa pandemi Covid-19. CSR atau tanggung jawab sosial perusahaan merupakan salah satu bentuk perwujudan tanggung jawab perusahaan pada publik atas usaha yang dijalankannya. Tahun 2020 merupakan tahun pertama pelaksanaan CSR yang bersifat sustainable (berkelanjutan) sesuai dengan POJK 51 Tahun 2017 yang memang untuk Bank Buku 1 seperti Bank Bengkulu baru mulai diterapkan tahun 2020. Komunikasi lisan yang digunakan pihak Bank Bengkulu dengan masyarakat menjadikan penyelenggaraan program CSR ini semakin baik, selain itu semakin baik penyelenggaraan program CSR ini maka semakin bagus pula kepercayaan masyarakat terhadap Bank Bengkulu. Citra Bank Bengkulu menjadi positif dan baik. Selama pandemic covid-19 perbedaan pelaksanaan program CSR Bank Bengkulu hanya pada pelaksanaannya saja karena menyesuaikan kebutuhan di lapangan yang mana saat itu banyak fasilitas kesehatan membutuhkan bantuan alat pelindung diri. Sehingga dengan adanya program CSR ini memberikan keuntungan bagi perusahaan dalam hal membangun citra dan kepercayaan masyarakat. Meskipun pada dasarnya penyelenggaraan program CSR ini jauh dari keuntungan materi.

**Abstract:** This research was conducted with the aim of examining more deeply the implementation of Bank Bengkulu's CSR program in 2020. Where researchers will analyze using the PR (Public Relations) management process. In the PR management process there are four stages used, namely the data search, planning, implementation and communication and evaluation stages. This research uses qualitative methods and is analyzed using the PR management process. Determination of informants in this study using purposive sampling technique. Data collection techniques in this study were carried out by means of interviews and documentation. The data analysis technique used is the Miles and Huberman model which consists of data reduction, data presentation and conclusion drawing. The results obtained from this study indicate that the implementation of the CSR program in 2020 went well even during the Covid-19 pandemic. CSR or corporate social responsibility is one form of realization of the company's responsibility to the public for the business it runs. 2020 is the first



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year of CSR implementation that is sustainable in accordance with POJK 51 of 2017, which is indeed for Book 1 Banks such as Bank Bengkulu, which only began to be implemented in 2020 . The oral communication used by Bank Bengkulu with the community makes the implementation of this CSR program better, and the better the implementation of this CSR program, the better the public trust in Bank Bengkulu. Bank Bengkulu's image becomes positive and good. During the Covid-19 pandemic, the difference in the implementation of Bank Bengkulu's CSR program was only in its implementation because it adjusted the needs in the field, where at that time many health facilities needed personal protective equipment assistance. So that the existence of this CSR program provides benefits for the company in terms of building image and public trust. Although basically the implementation of this CSR program is far from material gain.

## INTRODUCTION

Competition between banks in Bengkulu is getting tighter. This can be seen from the emergence of many banks, both BUMN, BUMD and private, which provide facilities and many conveniences to customers in the form of banking products aimed at convincing customers to entrust their funds to be managed by banks. This encourages Bank Bengkulu to be able to compete with other banks to maintain the existence of their company. One of Bank Bengkulu's strategies is to prioritize the implementation of Corporate Social Responsibility (CSR) programs effectively. According to Law No. 40 of 2007 article 1(3) states that CSR is a company's commitment to play a role in building a sustainable economy in order to improve the quality of life and the environment. which is beneficial, both for companies, communities and society in general, apart from that in article 74 it is explained that companies that carry out business activities in the field and/or related to natural resources are obliged to carry out Social and Environmental Responsibility. As a form of concern for the community and environment around the company. However, implementing CSR programs is not only the responsibility of companies that have direct contact with Natural Resources (SDA), banking is also one of the sectors that has an obligation to implement CSR programs because banks serve as intermediary institutions to receive and redistribute public funds. Banks are trusted institutions, where the image in the eyes of the public must be positive. Image is the public's view of the company in terms of service, quality, company culture, company

behavior and even the behavior of the company's individuals. Because assessments from the public greatly influence their attitudes towards the company. So, to implement its functions, banking must observe the interests (stakeholders). If ignored, it will result in a downturn in the banking business due to a lack of trust and an impact on the decline in the company's image. So it can be said that banks are not only responsible for monetary economics and channeling public funds, beyond that there are also ethical and moral responsibilities. (Putranto and Kewal, 2014: 476)

If the implementation of the CSR program runs smoothly and effectively, Bank Bengkulu's image will be good, thereby gaining more trust in the eyes of the public and ensuring the company's sustainability. In 2020, Bank Bengkulu received the TOP Leader on CSR Commitment 2020 #Star 3 award by TopBusiness Magazine in collaboration with KNKT & the Nawacita Study Institute and supported by the Financial Services Authority on a national scale. This award proves Bank Bengkulu's compliance with social responsibility. So far, Bank Bengkulu has continued to distribute annual profits to the people of Bengkulu for various purposes. Starting from improving the economy, social to the environment. In implementing Bank Bengkulu's CSR program, public relations has an important role, both internally and externally. In the context of forming and improving a company's image, PR is involved in fact finding, planning, taking action-communicating, and evaluating. This research aims to determine the series of

implementation of Bank Bengkulu's CSR program in 2020 through the public relations management process, namely, collecting information and listening (fact finding), planning, then communicating and implementing (taking action-communicating) until the end at the stage of evaluating (evaluating) the message or program as well as the company image produced by the implementation of the CSR program. Based on the background of the problem that the author has described above, the problem formulation that the author can formulate in this research is "how is the Bank Bengkulu CSR Program implemented in 2020 in improving the company's image through the public relations management process?" The aim of this research is to determine the implementation of the 2020 CSR Program implemented by Bank Bengkulu through the public relations management process.

## **METHODS**

### **Research Approach**

Basically, a research approach is a method that researchers can use to carry out research. The approach used in this research is a qualitative approach. According to (Sugiyono, 2016) a qualitative approach is used to obtain in-depth data. This research aims to dig deeper into how the Bank Bengkulu CSR Program is implemented in 2020.

### **Object of research**

The object of research in this study is the 2020 Bank Bengkulu CSR Program.

### **Data collection technique**

Data collection techniques are the most strategic step in research, because the main aim of research is to obtain data (Sugiyono, 2016: 62).

#### **- Primary data**

Primary data is a data source that directly provides data to data collectors (Sugiyono, 2016: 62).

##### **1. Observation**

Nasution in Sugiyono (2016: 64) states that observation is the basis of all science. Observation is a research activity in order to observe and collect data directly in the field. In this research, the researcher made direct observations on the research object, namely, observing the CSR program of Bank Bengkulu in 2020.

##### **2. Interview**

During the interview process, the researcher will use a *voice recorder* to help the interview run smoothly. In the process, the researcher will make an appointment before conducting the interview, this is useful for adjusting the time so that the data obtained is more complete and valid. This interview will also focus on the issue of how to implement Bank Bengkulu's CSR program in 2020.

##### **c. Documentation**

In this study, researchers used data collection techniques with documentation techniques. Documentation is a record of past events, which can be in the form of writing, drawings or someone's monumental works. The documentation method in question is all types of recordings or data recording tools related to the research problem that the researcher is conducting.

#### **- Secondary Data**

As a support to the previous primary data, secondary data is a source of data obtained from sources that do not directly provide data to data collectors. In this research, researchers will collect secondary data through documentation studies, journals, books, newspapers, papers, archives and other documents related to the research.

### **Data analysis technique**

In data analysis activities, there are three main things that researchers will use in conducting research. The three main things

are data reduction, data presentation and drawing conclusions. The data that researchers obtain from the field will be recorded carefully and in detail. The researcher will then categorize which data will be used as basic data and considered important and conversely which data will be deemed unnecessary and discarded. The data that has been reduced will then be carried out in the following steps, namely

## RESULTS AND DISCUSSION

CSR is an abbreviation of *Corporate Social Responsibility*. The word "*Corporate*" means company, "*Social*" means social and "*Responsibility*" means responsibility. If defined, *corporate social responsibility* is a business activity in which the company is socially responsible to stakeholders and the wider community as a form of attention to improving welfare and having a positive impact on the environment. As we know, a large company will pose various potential risks of damaging the environment. It is hoped that the existence of corporate CSR can help reduce or even reduce this risk to zero. CSR is a form of responsibility that a company must carry out to all parties within it by implementing a program that has benefits.

In reality, there are still various technical and social obstacles in managing CSR, which makes Bengkulu Bank have to be careful in planning, implementing, supervising and managing CSR programs so that these CSR programs can be sustainable, managed by the community independently, and can create employment opportunities and improving community welfare. One of the dilemmas in implementing community empowerment is measuring its success in a technical or *substantive context*. Evaluation is always carried out by measuring how a program is implemented and how the budget is planned and implemented but often fails to see the substantial side of the empowerment goal itself. Apart from that,

displaying the data or what is usually called data presentation. In this case, the data will be presented and arranged so that it can be easily understood. The third step in qualitative data analysis according to Miles and Huberman is drawing conclusions and verifying. At this stage the researcher will draw conclusions or verify implementation Bank Bengkulu's CSR program in 2020 .

according to researchers' observations, the community has high hopes for this CSR program, especially in helping to reduce problems in society. Implementation of the *Corporate Social Responsibility* (CSR) program should create changes in terms of independence in society and is expected to build a positive image as a company that cares about social or environmental problems. Improving the company's image will increase trust from both consumers and the company's business partners. Therefore, whether a CSR initiative is effective must be seen from whether the initiative impacts positive change in society or not.

The existence of Bank Bengkulu is committed to community empowerment through CSR programs, has positive values that are able to design and make a plan a success so that it can be used as support and hope for all levels of society. Welfare and improving the standard of living of the community must be prioritized considering that the community is the impact of the company's activities. According to researchers, the implementation of CSR by Bank Bengkulu will actually benefit the bank, this is because the growth of good human resources will support the survival of Bank Bengkulu .

## CONCLUSION

Consistent implementation of CSR is part of efforts to maximize company value.

One of the values in question is improving the company's image. Apart from that, the effectiveness of implementing CSR by Bank Bengkulu is quite good, but it still requires other supporting media, for example cooperation with the government, apart from that, it can choose the right targets. The communication that exists between Bank Bengkulu and the community is quite good, the communication used is direct communication or verbal communication, thereby minimizing existing misunderstandings. The Bank explains the implementation procedures and benefits of the program to recipients well.

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