

Public Relations of Metro TV Strategy in Maintaining Image Through CSR (A Study on CSR “Metro TV Berbagi” Program to Muhammadiyah Boarding School Ki Bagus Hadikusumo)

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ABSTRACT

PT. Media Televisi Indonesia (Metro TV) is the first news TV in Indonesia which aired on November 25th, 2000. To maintain its image, Public Relations (PR) Metro TV keeps doing activities involving its stakeholders. One of those activities is Corporate Social Responsibility (CSR). As a form of concern to the people and its surroundings, CSR “Metro TV Berbagi” program has 3 pillars focusing on health, natural disasters, and education matters. Covid-19 that hit the entire world, including Indonesia, has made Metro TV strive to adapt with company activities. This pandemic has limited the ability of people to do activities, schools are also limited in teaching and learning activities. Therefore, Metro TV shares its CSR programs through various forms online, so the activity still goes on but also follow the health protocol. One of the activities is CSR “Metro TV Berbagi” to Muhammadiyah Boarding School Ki Bagus Hadikusumo in the form of online training. “Knowledge to Elevate”, which is Metro TV's tagline, is also a guide in implementing CSR in education. This research is conducted to find out how PR of Metro TV's strategy to maintain its image, especially in the midst of the Covid-19 pandemic, with a qualitative approach using in-depth interviews and collecting other documents.

Keywords: Public Relations Strategy, Image, CSR

1. INTRODUCTION

Television is a media to get information for the people. Speaking about media, it's correlated to the role of Public Relations (PR). Frank Jefkins [3] is all forms of planned, in and out communication. This communication happens between an organization and its audiences to reach certain goals based on mutual understanding between two parties. The existence of PR is needed in an organization because PR becomes the link between the organization and the stakeholders so a good image of the organization can be built.

In order to gain a positive image, PR strategy is needed. Building a company's image can be done in so many ways, one of them is through Corporate Social Responsibility (CSR), which to build public's opinion. CSR program is also carried out by PR through several stages, starting from fact finding, planning, action, communication, and evaluation. PR needs to know how public's attitude and point of view towards the company.

PT Media Televisi Indonesia (Metro TV) is the first news television that has been broadcasting since November 25, 2000. As a media company, Metro TV has a Corporate Communications division in which there is PR. PR aims to

establish good relations with internal and external audiences. According to Cutlip, Corporate Communications itself aims to foster a positive attitude and outlook in the eyes of the public towards its company. [1]

The first case of Covid-19 in Indonesia was announced on March 2, 2020 and the number of positive people continues to increase. This caused the government to take several steps for the safety of the Indonesian people. A number of health procedures such as wearing masks, washing hands, and isolation at home have been carried out. The isolation policy at home makes many companies also implement a Work From Home policy.

The Covid-19 pandemic also has made Metro TV strive to adapt and change some procedures in holding activities including PR activities. Metro TV tries to share its CSR programs through various forms online. One of the activities is held through online training by Metro TV to Muhammadiyah Boarding School (MBS) Ki Bagus Hadikusumo Jampang Bogor.

Apart from showing the company's concern, CSR activities can also be used as a program to build an image. A good image is the main goal of PR, as well as the reputation and achievements. This CSR program is also a

PR strategy that focuses on development, right on target, and also sustainable. This research was conducted to find out how PR of Metro TV's strategy in maintaining its image through CSR "Metro TV Berbagi" program to Muhammadiyah Boarding School Ki Bagus Hadikusumo.

1.1. Public Relations Strategy

In holding the activities, PR must have a strategy. PR strategy according to Ruslan [2] is:

- a. Publication: PR collaborates with the press to create a positive image for its institution
- b. Event: PR makes an activity so the company can be known to the public, which can influence public's opinion on the company's image.
- c. News: PR makes some news through press release for the publication
- d. Community Involvement: PR maintains a good relationship with the company through a social approach to certain communities in the society.
- e. Lobbying and Negotiation: In order to achieve an agreement with the stakeholders, PR can lobby and negotiate.
- f. Corporate Social Responsibility: By doing a CSR, PR shows the company's concern to the society.

From the statement above, it can be seen that one of the PR strategies is to carry out corporate social responsibility or CSR. Related to how PR of Metro TV implementing CSR will also be examined in this study.

1.2. Image

Katz [5] said that image is how others see a company, an activity, or someone. Image is also an impression that is obtained based on a person's knowledge and understanding of facts or reality.

There are some forms of image according to Frank Jefkins:

- a. Mirror Image: The corporate image contained within the organization's members. This image arises due to the lack of information held by internal organizations regarding external public views.
- b. Current Image: image or views held by outsiders regarding an organization.
- c. Wish Image: The image that the company wants to achieve.
- d. Corporate Image: Describing the corporate image of the organization as a whole, not only from the view of the products or services of a company.
- e. Multiple Image: Various kinds of views that arise on the organization because there are many parties, such as companies or other branches, that give rise to a different image.

From this definition, it can be seen that a good image is the goal that PR wants to achieve. The impression or image obtained from the various efforts made by a company can determine a company's image.

1.3. Corporate Social Responsibility

Corporate Social responsibility is the company's way of minimizing negative impacts and maximizing positive impacts on all stakeholders as a form of the company's contribution which aims for sustainable development [6]. CSR can be said to be a company action as a form of corporate responsibility to the environment around the company.

The goal of CSR is to strengthen the sustainability of the company through collaboration with stakeholders through programs designed to develop society. So, CSR can be said to be a program that can support the company in establishing good relationships with both internal and external audiences. Cutlip et al. [1] stated that CSR program will follow series of stages in PR process which will lead to four different stages:

- a. Fact / Problem Finding
There are so many problems in the society. In this early stage, PR can identify and analyze the problem from the surveyed field facts.
- b. Planning
PR designs plans about what should be done related to the problem based on facts that have been collected. PR designs CSR program plans which will be implemented to the society.
- c. Communication
PR did the action and communication which has been designed in the first place to achieve a certain goal. PR builds two ways communication which purpose was to build and maintain company's reputation and image in front of the stakeholders.
- d. Evaluation
The final stage is evaluation to know the effectiveness and efficiency of the following program. Evaluation is not only done to the program organizer, but also to the community's perspective towards the company. This evaluation needs to be done since it's a PR event and act as the organization's social responsibility.

This research about how PR of Metro TV maintain the company's image through CSR program will be referring to the four PR stages in implementing CSR.

2. METHODS

This research uses qualitative approach. Strauss and Corbin [7] also said that qualitative research hopefully can describe an event or phenomenon that's hard to be delivered using quantitative research. Qualitative research also used to obtain a point of view about everything. This research method is using a case study method. Case study was also done by collecting data through interview, observation, and also studying several documents related to the research topic [8].

In qualitative research, research subjects are called informants, because they can provide information about a particular group or entity. Informants are expected to provide information about the data needed by researchers.

To answer the problems in this research, informants who can answer these questions are needed. Researchers also need to consider informants with certain criteria. The informant must be related or have a role in the problem or research topic taken, so that they are expected to be able to answer the questions asked.

There are some informants that act as the research subject, such as CSR Officer Metro TV and PR Internal Metro TV as the key informant, also the representatives of MBS Ki Bagus Hadikusumo Jampang Bogor as additional informant.

For the research object is Metro TV's CSR. The research object is the target of a study. The target of this research does not depend on the research topic, but is reflected in the concrete research problem formulation.

Data collection is several ways that are used to collect and analyze data. Primary data in this research is in depth interview with the research subjects. For the interview, researchers need an interview question guide as a research instrument. Creswell stated that the interview guide contains a description of the research which is written in the form of a list of questions so that the interview process can run well. The content of the questions posed includes facts, data, opinions, concepts, perceptions and evaluations regarding the research focus or problem and the variables contained in the research. Secondary data in this research is literature review, such as books, journals, and previous related research for the references [10].

This research is using some stages to analyze the data, such as data reduction, data display, and conclusion drawing [9]. There are so many data obtained from the field. Therefore, it is necessary to reduce data. Reducing data is done by selecting the main things, summarizing, and focusing on the important things, so that it can make it easier for researchers to collect further data.

After that, it is necessary to present the data with narrative text. In addition, it can also be a graph or a matrix. Conclusions in qualitative research may or may not be able to answer the problem from the start, because these conclusions are still temporary and can develop after conducting research in the field.

Data validity was tested using triangulation technique. Triangulation is the way to verify the data validity using data clarification [4]. In this research, triangulation with data source was used by comparing and checking the reliability level of an information which was obtained through different time and methods.

3. FINDINGS AND DISCUSSIONS

PR strategy is an optimal alternative to achieve the goal of forming a positive image for the organization and stakeholders. To achieve this, the strategy should be directed at finding out the attitudes, actions and perceptions of stakeholders. CSR activities as one of Metro TV's strategies are also based on the goal of establishing good relationships with stakeholders and this CSR activity is expected to be sustainable.

CSR is an act that the company takes as a form of company responsibility to the environment. PR does the social responsibility to show its concern to the society. It is also can create positive image in the public eyes. [2] CSR Metro TV is done to show a concern to the society. The company image is formed as a result of publication that Metro TV did.

In carrying out the CSR activity, Metro TV has three pillars which are health, education, and natural disaster supports.

a. Health

Metro TV has CSR activities in the health sector which are usually carried out routinely, for example, blood donation which is conducted three times a year. Metro TV has also held free cataract and cleft lip surgery in Jakarta and various cities. Metro TV also provides free cervical cancer early detection and free breast cancer early detection for the internal parties of Media Group.

b. Education

In the field of education, Metro TV conducts routine monthly training to various high schools, madrasahs, Islamic boarding schools, and universities. In 2019, Metro TV also distributed a thousand free glasses to Islamic boarding schools in Cirebon. Metro TV has also provided a digital screen-printing machine to West Jakarta 5 Special School for the 18th anniversary of Metro TV. Metro TV has also received a vocational partner award as a token of gratitude for Metro TV's support in providing studios for the University of Indonesia's Vocational education process.

c. Natural disasters

In disaster management, Metro TV broadcasts live and continuously the situation at the scene which in turn arouses the hearts of the Indonesian people to donate funds.

In choosing the place to hold an event, especially CSR, Metro TV has its own criteria. Metro TV usually do a survey to decide the place or location. It can be done online, offline, or from the company's internal. As time goes by, many institutes ask Metro TV to hold CSR in their places. Initially, Metro TV still choose a location that's not too far to make it easier to implement the CSR.

Cutlip et al. [1] said that CSR program follows the stages in the PR process which refers to the discovery stages of fact finding, planning, communication, and evaluation. In implementing CSR, PR Metro TV looks for some facts or problems in the community or society through surveys, both online and offline. Then after the data is collected, they will analyze the problem. After being analyzed, the CSR & Community Relations Officer will submit it to internal parties first. After the proposal got an approval, they will set the time to implement the CSR. The next stage is communication, where Metro TV will deliver why this CSR is being carried out. It's to answer the needs of organization that will later accept the CSR. After CSR is done, the next stage is to evaluate by looking at the

feedback from related community or organization that receive CSR from Metro TV.

The goal of CSR is to strengthen the sustainability of the company by building cooperation with stakeholders through the preparation of development programs for the surrounding community. It is hoped that a sustainable CSR program can help create a life in a more prosperous and independent society. Each of these activities will involve the spirit of synergy from all parties to continuously build and create prosperity and in the end will create the independence of the people involved in the program, according to their abilities. Even after the CSR is already done, Metro TV is also still open to the possibility of continued collaboration. In addition, publication is essential in public relations activities. PR carries out publications in collaboration with the press which aims to create a positive image for the represented institution. Metro TV as a media company certainly publishes its various activities, including CSR activities. Metro TV usually send press releases or invite other media companies, as well as publishing activities to existing social media to introduce CSR activities of Metro TV.

Because of the Covid-19 pandemic, many companies have to adapt to carry out activities according to health protocols. Activities that have involved many people should be reduced or even eliminated. However, it does not stop Metro TV from doing CSR activities. Metro TV has to adjust to the current situation. Metro TV still hold some activities like online CSR, for example like webinars (web seminars). In the midst of this pandemic, CSR must be done by following health protocols to minimize the risk of Covid-19 transmission and prevent crowds. CSR activities that were originally offline and could contain many people, now should be done online. Of course there are some changes and considerations that need to be considered. Metro TV's number one consideration is health, because of the pandemic situation. Metro TV aims to make activities that don't pose a high risk of becoming a Covid-19 spread cluster. Metro TV also is planning to cooperate with other parties to carry out CSR.

On July 23, 2020, Metro TV held a CSR activity in the form of online training via Zoom application for the first time to the Muhammadiyah Boarding School KI Bagus Hadikusumo Jampang Bogor. The activity was attended by 57 students who have been quarantined before. In this activity, Fifi Aleyda Yahya as the Head of Corporate Communication of Metro TV presented material about confidence in public speaking.

Muhammadiyah Boarding School was also quite open to the training, so Metro TV finally decided to conduct research at the school. CSR & Community Relations Officer said that Metro TV had previously conducted a survey to the Muhammadiyah Boarding School in February or March, but had to be delayed due to the Covid-19 pandemic.



Figure 1 Online Training at MBS Ki Bagus Hadikusumo through Zoom (Source: Instagram.com/Metrotvtoday)

During the CSR, there were some technical obstacles, although not that fatal. This CSR activity is also the first online CSR activity by Metro TV, so there were many things that must be prepared because online activities are different from offline activities.

There needs to be an adaptation from both parties, considering that in the midst of the Covid-19 pandemic there are many things that need to be considered, especially the strength of the internet network. Apart from online training, the next activity is organizing a da'wah competition which is a continuation of the online training that has been held. This da'wah competition is also an application of the training that has been delivered so that the knowledge received by the students did not just pass, but can be put into actual practice in life.

There was a response or feedback regarding the training that had been held. In the CSR implementation stage, PR needs to conduct an evaluation. Evaluation is carried out to determine the strengths and weaknesses, as well as to find out whether activities can be continued or not. Evaluation is also carried out based on the feedback that has been received. The evaluation will also determine how the image is formed against Metro TV based on the attitudes, actions and views of stakeholders as well as from the publications that have been done. Ustadz H. Ahsin, as a representative from the Muhammadiyah Boarding School, said that the students were happy with the online training held by Metro TV.

Although it may not be as effective as the offline training, this CSR activity received a positive response from the Muhammadiyah Boarding School, especially from the students who participated in the training and da'wah competition. They said the activities were so useful and they got some good insights. Metro TV is also not only congratulating, but also giving appreciation through gifts in the form of merchandise for students who have participated in da'wah competitions.



Figure 2 MBS Ki Bagus Hadikusumo Students Received Merchandises from Metro TV (Source: Documents of MBS Ki Bagus Hadikusumo)

Metro TV Berbagi CSR activities have been right on target, especially in the education pillar which aims to provide insight. Metro TV said that in the implementation of CSR at Muhammadiyah Boarding School, the evaluation seemed to have some technical issues, because this was the first online activity in the midst of a pandemic. Metro TV as a subsidiary of the Media Group has a CSR program (Metro TV Berbagi) which originally started from the tsunami disaster relief activities in Aceh in 2004.

It can be seen that Metro TV has been running CSR for a long time. CSR activities as one of Metro TV's strategies are definitely also based on the goal of establishing good relationships with stakeholders and this CSR activity is expected to be sustainable. PR of Metro TV's strategy in carrying out CSR so far includes various considerations from planning to evaluation. The evaluation that has been carried out will determine how the image is formed against Metro TV based on the attitudes, actions and views of stakeholders as well as from the publications that have been done.

4. CONCLUSION

From this research on PR of Metro TV's strategy in maintaining its image through CSR to Muhammadiyah Boarding School, the conclusion is in maintaining the company's image, PR of Metro TV has some strategies, one of which is through the Metro TV Berbagi CSR program which departs from a sense of concern from

Metro TV for the community. The CSR program is based on three pillars, such as health, education, and natural disasters. In carrying out CSR activities, Metro TV also always follows the PR stages starting from finding facts or problems in the field, planning, communication, to evaluation.

PR of Metro TV always publishes its activities to social media as well as CSR activities that have been implemented. Evaluation is always done to find out the response from those who have received CSR by Metro TV. CSR activities that have been implemented so far have been going well and with minimal obstacles such as technical problems and so on. The responses given so far are also quite good, so it can be concluded that the image formed by Metro TV is also positive.

CSR activities to the MBS Ki Bagus Hadikusumo were following the initial stages of fact finding to evaluation. Metro TV tried to carry out CSR to the school even though it must be done online. MBS Ki Bagus Hadikusumo and the students were very welcomed to the CSR activities from Metro TV. The image of Metro TV as a media company can be said to be positive, which seen from the feedback given by MBS Ki Bagus Hadikusumo.

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