

PT Elnusa Tbk Community Relations' Communication Strategy in Providing Socialization of Seismic Survey Activities to the Community: A Case Study in Musi-Banyuasin Regency, South Sumatera

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ABSTRACT. The socialization of the seismic survey activities conducted by the Community Relations of PT Elnusa Tbk, the Geoscience Reservoir Services division, is aimed at stakeholders, especially residents whose land is crossed by seismic activities. Socialization is carried out to provide information to stakeholders about all information regarding land data collection activities, operations and compensation provided as a result of these activities, but sometimes there are some parties who do not understand the information provided and the importance of this activity for the benefit of many people. The purpose of conducting this research is to find out the level of success of the communication strategy carried out by community relations in providing socialization of seismic survey activities to the community, and the impact of the communication strategy carried out and the public's response to the socialization. This study uses a paradigm of constructivism, a method of case study research with the type of research conducted qualitatively descriptive. This research uses Miles and Huberman's interactive data analysis techniques related to communication strategies in socializing seismic survey activities provided by Community Relations of PT Elnusa Tbk. The impact of communication provided by Community Relations of PT Elnusa Tbk from the socialization of seismic survey activities, and responses from the community related to the communication provided regarding the socialization of seismic survey activities in Kepayang Village and Muara Medak Village Bayung Lencir District Musi Banyuasin-South Sumatra. The results and discussion of the research reveal that there are two techniques to conduct the socialization used during these activities, namely by open socialization and door to door socialization. Open socialization is a socialization that is carried out in a place (Village Hall, District Hall, and so on) by inviting land owners, community leaders, religious leaders, TRIPIKA, and devices that are crossed by activities, while door to door socialization is a direct socialization. to the land owner with the potential for problems or for which open socialization is not possible. The communication method used by PT Elnusa Tbk's community relations is interpersonal communication using several approaches in communication, namely persuasion, regulation, and argumentation.

Keywords: *Communication strategies, Community relations, Socialization, Seismic survey, and Society.*

1. INTRODUCTION

Knowledge about seismic surveys should be understood by its purpose, especially for someone who is interested or active in the world of petroleum. Seismic survey is part of the activity of searching for oil and gas reserves. Searching for reserves is classified as the first upstream oil and gas business activity and is also an important activity. The success of the seismic activity will determine what activities should be carried out next. In addition, the results of this underground mapping could be the start of production oil wells. However, the search for oil and gas reserves is not always followed by a discovery of reserves.

The role of community relations in the organization is very important in relation to supporting organizational performance both

internally and externally. Success in establishing external communication relationships will be felt both directly and indirectly for the continuity of the survey work carried out. The level of public trust can be seen from how big the role of community relations is in increasing public trust, which of course requires an appropriate community relations communication strategy.

Communication competence itself refers to a person's ability to communicate effectively in accordance with social situations which include knowledge, individual ability to act and motivation. In addition, it is also necessary to have the ability of community relations to communicate interpersonal with stakeholders to achieve the same understanding of the messages conveyed so that communication runs effectively. Not many community relations

have good communication competencies to build relationships with stakeholders.

One of them is the socialization of seismic survey activities conducted by the Community Relations of PT Elnusa Tbk, the Geoscience Reservoir Services division, aimed at stakeholders, especially residents whose land is crossed by seismic activities. Socialization is carried out to provide information to stakeholders about all information regarding land data collection activities, operations and compensation provided as a result of these activities, but sometimes there are some parties who do not understand the information provided and the importance of this activity for the benefit of many people. The purpose of conducting this research, the researcher wants to know the level of success of the communication strategy carried out by community relations in providing socialization of seismic survey activities to the community, the impact of the communication strategy carried out and the public's response to the socialization.

An important stage in the implementation of the seismic survey activities carried out is outreach to the public. This activity is very necessary because the seismic work crosses the gardens of community members whose areas are the target of the data search. Based on what has been described, the authors are interested in conducting more in-depth research on "PT Elnusa Tbk Community Relations Communication Strategy in Providing Socialization of Seismic Survey Activities to the Community (Case Study: Musi Banyuasin Regency-South Sumatra)."

Based on the background described above, the formulation of the problems to be examined in this study are: (1) what is the communication strategy of PT Elnusa Tbk community relations in providing socialization of seismic survey activities to the people of Musi Banyuasin Regency, South Sumatra?;(2) what is the impact of the communication strategy carried out by PT Elnusa Tbk community relations in providing socialization of seismic survey activities to the people of Musi Banyuasin Regency, South Sumatra?;(3) how do the people of Musi Banyuasin Regency-South Sumatra respond to the socialization of the seismic survey activities from the community relations of PT Elnusa Tbk?

Based on the formulation of the problem described, the research objectives to be examined in this study are: (1) to find out the communication strategy of PT Elnusa Tbk community relations in providing socialization of seismic survey activities to the people of Musi Banyuasin Regency, South

Sumatra; (2) to find out the impact of the communication strategy carried out by PT Elnusa Tbk's community relations in providing socialization of seismic survey activities to the people of Musi Banyuasin Regency, South Sumatra; 3) to find out the responses of the people of Musi Banyuasin Regency, South Sumatra regarding the socialization of seismic survey activities from the community relations of PT Elnusa Tbk.

This research was conducted in Muara Medak Village and Kepayang Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra. The research was started from from March until September 2020. The subjects of this research are the Party Chief of PT Elnusa Tbk, the Chief of Public Relations of PT Elnusa Tbk, and 2 (two) public figures, while the object of this research is the community relations strategy of PT Elnusa Tbk that is used as a source of collecting data about the communication used. in disseminating seismic survey activities to the public.

2. REVIEW OF LITERATURE

According to Moleong (2011), the research paradigm is a framework or mindset of how researchers perceive existing facts. According to Bogdan and Biklen (1982) a paradigm is a loose collection of a few held together assumptions, concepts or propositions that direct a way of thinking and research. Kuhn (1962) in *The Structure of Scientific Revolutions* defines the scientific paradigm as an accepted example of actual scientific practice which provides a model from which emerges a coherent tradition of scientific research. Research in which the implementation is based on a shared paradigm is committed to using the same scientific rules and standards of practice.

The constructivist paradigm comes from the view of Max Weber which was continued by Irwin Deutcher and who is better known as the phenomenologist in Moleong (2011), that phenomenologists try to understand human behavior in terms of the frame of mind and actions of those people who imagine or think about themselves. . The constructivism paradigm considers that reality can only be understood in a plural form, in the form of mental constructions that cannot be touched, are socially based, and experience that is local (ontology). Researchers and research subjects are closely related mutually, so that the findings are constructed as desired together by consensus (epistemology). According to Kasiram (2010), how to research it using hermeneutic and dialectical techniques or compared and contradicted by

exchanging regional languages, so that a clearer consensus construction (methodology) is obtained.

According to Kasiram (2010), in constructivism, what exists is our meaning of empiricism and that truth is built, it is pluralistic and plasticistic. Pluralistic, namely reality can be expressed with various symbols and various language systems. It is called plasticisation because the reality is scattered and formed according to the actions of human behavior with an interest.

The paradigm used in this research is the constructivism paradigm. The constructivism paradigm, which is a paradigm which is almost the antithesis of the understanding that places observation and objectivity in discovering a reality or science. This paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observation of the social behavior concerned with creating and maintaining or managing their social world.

It is hoped that by using this paradigm, researchers can find out the communication strategy of PT Elnusa Tbk community relations in providing socialization of seismic survey activities to the public with a case study: Musi Banyuasin Regency, South Sumatra.

3. METHOD

This research uses a case study approach that intends to describe the results of the study and tries to find a comprehensive picture of a situation. The choice of this methodology is because the phenomenon to be studied is a case that requires in-depth descriptive study, namely, to determine the communication strategy of community relations in disseminating seismic survey activities to the public.

One of the types of approach that Creswell proposes is a case study. This type of case study approach is a type of approach used to investigate and understand an event or problem that has occurred by gathering various kinds of information which are then processed to get a solution so that the problem revealed can be resolved. Susilo Rahardjo & Gudnanto (2011) also explained that a case study is a method for understanding individuals that is carried out integratively and comprehensively in order to obtain an in-depth understanding of the individual and the problems it faces with the aim that the problem can be resolved and obtain good personal development.

The definition of a case study according to Yin (2013:18) is an empirical inquiry that investigates phenomena in the context of real life, where the boundaries between the phenomenon and the context

are not clearly visible and where multiple sources of evidence are utilized. Yin (2013:1-12) further argues that the case study approach can be used for research in the form of planning both regional planning, general administration, general policy, management sciences, and education. Case studies allow researchers to maintain the holistic and meaningful characteristics of real-life events and the unique strength of case studies is their ability to fully relate to various types of evidence whether documents, tools, interviews, and observations.

Case studies are useful when a person / researcher wants to understand a problem or situation in great depth and where people can identify cases that are rich in information. Case studies generally attempt to describe individual differences or "unique" variations of a problem. A case can be a person, event, program, critical/unique incident or a community by trying to describe the unit in depth, detail, in context and holistically. For this reason, it can be said that in general, case studies are more appropriate for research concerning how and why.

There are three (3) types of case studies according to Basuki (2006) in Laksono (2013:24-25), which are as follows:

1. Intrinsic case study, if a case that is studied contains things that are interesting to learn from the case itself, or it can be said that it contains intrinsic interest.
2. Instrumental case study, if the case is studied in depth because the results will be used to improve or perfect an existing theory or to feed a new theory. This can be said to be an instrumental case study, an interest in learning to be outside the case or an external interest.
3. Collective case study, if the case studied in depth constitutes several (groups) of cases, even though each individual case in the group is studied, with the aim of obtaining general characteristics, because each case has its own varied characteristics.

From the above opinion, in this study the case study used is an intrinsic case study in which this research contains interesting things to learn from both the seismic survey activities carried out to the community and the communication strategies provided by community relations.

3.1 Type of Research

This research uses descriptive qualitative research methods. Lexy J. Moleong (2010:6) defines qualitative research as research that intends to understand the phenomena experienced by research

subjects, for example behavior, perception, motivation, action, holistically by means of descriptions in the form of words and language, in a special context that is natural by making use of various scientific methods.

This type of research is qualitative. According to Sugiyono (2014:9) the qualitative research method is a research method based on the philosophy of postpositivism, used to examine the conditions of natural objects, (as opposed to experiments) where the researcher is a key instrument, data collection techniques are carried out in combination, data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization.

According to Suharsaputra (2012:182), the purpose of this statement is that in qualitative research there are many confusions that cannot be investigated using only numbers, there is another side to the research object being researched. Therefore, the selection of a case study approach using qualitative research is used to dig deeper into the "what or how" side of the research problem and in this study, the researcher wants to explore in depth how the communication strategy of PT Elnusa Tbk community relations in providing socialization of survey activities Seismic to the people of Musi Banyuasin Regency-South Sumatra, how is the impact of the communication strategy carried out by PT Elnusa Tbk community relations in providing socialization of seismic survey activities to the people of Musi Banyuasin Regency - South Sumatra, and how is the response of the people of Musi Banyuasin Regency - South Sumatra regarding the socialization of activities seismic survey from PT Elnusa Tbk community relations, qualitative research emphasizes dynamics and processes.

In this study the researcher will describe how the communication strategy of PT Elnusa Tbk community relations in providing socialization of seismic survey activities to the people of Musi Banyuasin Regency, South Sumatra, how is the impact of the communication strategy carried out by PT Elnusa Tbk community relations in providing socialization of seismic survey activities to the people of the Regency Musi Banyuasin - South Sumatra, and how the response of the people of Musi Banyuasin Regency - South Sumatra regarding the socialization of seismic survey activities from PT Elnusa Tbk community relations which will be analyzed using interactive models from Miles and Huberman, and data triangulation is also used to test the validity of the data. true objective truth. This method is very appropriate for analyzing certain

events in a certain place and at a certain time.

3.2 Data Collection Techniques

There are several techniques that can be used for the data collection process. In this study, the data collection techniques used were:

3.2.1 Interview

Interviews are a way of collecting data through direct question and answer with personnel and to obtain data in accordance with research. The first key informant from PT Elnusa Tbk community relations, namely Mr. Erwan Cahya Dewa, who is the Party Chief of PT Elnusa Tbk who has full responsibility for the socialization of the seismic survey activities carried out by PT Elnusa Tbk community relations to the public, Mr. Sutardi Nasution as Chief Public Relations of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, in this case as the Public Relations Chief who is directly responsible for disseminating seismic survey activities to the community in Musi Banyuasin Regency, South Sumatra, so that he is used as the second key informant, and Mr. Prabowo Cahyo Hendro as the Public Relations staff of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, he immediately provided outreach to the community in seismic survey activities in Musi Banyuasin Regency, South Sumatra, was used as the third key informant, while for informants from the community there were 2 (two) representatives, namely Mr. Darmadi as representative community leaders from Keapayang Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra and Mr. Marsam as representative community leaders from Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra.

The researcher used the guided and in-depth interview technique, where the researcher asked several questions that the researcher had prepared, then after that the key informants and informants answered them clearly and openly, the tool used for the interview guide was a tape recorder.

3.2.2 Observation

According to Bungin, (2011:121) defines observation as a process of selecting, modifying, recording, and coding a series of behaviors and atmosphere with respect to the organization, in accordance with empirical goals, while what will be observed is the communication strategy of PT Elnusa Tbk community relations. in providing socialization of seismic survey activities to the community (case study: Musi Banyuasin Regency, South Sumatra).

3.2.3 Documentation

According to Bungin (2011:124), is a technique used to trace historical data, with this technique researchers will collect data and information that is stored or documented. As for documentation materials that can be research data, namely: documents, photographs, letters, notes, flash drives, and data stored on the website. The data to be searched for with documentation techniques is to find out the communication strategy of PT Elnusa Tbk community relations in socializing seismic survey activities to the people of Musi Banyuasin Regency, South Sumatra.

Literature Study To support and strengthen this research, researchers collect written data, theories, opinions, and research results that are considered to be related or relevant to this research. These sources can be obtained through various literatures, including books, journals, articles, and trusted web sources.

From the literature study, researchers can compare the results of research obtained in the field with reference to information obtained in the results of research or observations of previous experts. The data from this literature study also serves to support research results that researchers did not get through access to interviews or direct observation.

3.3 Data Analysis Techniques

In this study, researchers used interactive data analysis techniques by Miles and Huberman, so that the research can run well and effectively so that in the research process there are no errors. The method used in data analysis according to Miles and Huberman in their book *Qualitative Data Analysis: An Expanded Sourcebook* (3rd ed.), Which includes data condensation, data presentation, and drawing and verification of conclusions.

3.3.1 Data Condensation

Condensation data refers to the process of selecting or selecting, focusing, simplifying and changing the data contained in field notes, interview transcripts, documents and empirical data that have been obtained. The qualitative data can be changed by means of selection, summary, or description using one's own words and others. Based on the data they have, the researcher will look for which data, themes, and patterns are important, while data that is deemed unimportant will be discarded.

In this research, data collection was carried out by interview and direct observation at the Party Chief of PT Elnusa Tbk, the Chief of Public Relations of PT Elnusa Tbk, the Public Relations Staff of PT Elnusa Tbk, and 2 representative community leaders

from Kepayang Village and Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency. - South Sumatra regarding the communication strategy in the socialization of seismic survey activities provided by PT Elnusa Tbk community relations, the impact of communication provided by PT Elnusa Tbk community relations from the socialization of seismic survey activities, and responses from the community regarding communications given regarding the socialization of seismic survey activities.

3.3.2 Data Display

Furthermore, the researcher presented the data. The data displayed has passed the reduction stage. Display of data is done with the aim of making it easier for the author to understand the problems associated with the research and to be able to continue with the next step. In general, presentation is an arrangement, a collection of information that has been narrowed down so that a conclusion can be drawn.

Data display can be done with charts, brief descriptions, schemes and others. After collecting data related to communication strategies in the socialization of seismic survey activities provided by PT Elnusa Tbk community relations, the impact of communication provided by PT Elnusa Tbk community relations from the socialization of seismic survey activities, and responses from the community regarding the communication given regarding the socialization of seismic survey activities In Kepayang Village and Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra, the next step was for the researcher to classify the results of observations and interviews to be presented and discussed in more detail.

3.3.3 Conclusion Drawing/Verification

If the condensation stage and data presentation have been carried out, the last step taken is to draw conclusions. Conclusion drawing is a process in which the researcher interprets the data from the beginning of the collection accompanied by making patterns and descriptions or explanations.

Drawing conclusions is evidence of the research being carried out. After presenting data related to communication strategies in the socialization of seismic survey activities provided by PT Elnusa Tbk community relations, the impact of communication provided by PT Elnusa Tbk community relations from the socialization of seismic survey activities, and responses from the community regarding communications given regarding the socialization of seismic survey

activities in Kepayang Village and Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra, the researchers drew conclusions about the communication strategy, the impact of the communication strategy, and community responses regarding the socialization of seismic survey activities in Musi Banyuasin Regency, South Sumatra.

By looking at the explanation above, it can be concluded that data analysis consists of several stages. These stages are carried out in the research process. This stage is described as follows:

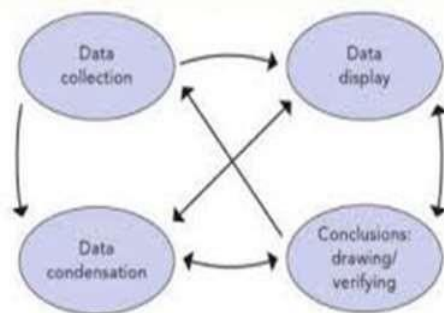


FIGURE 1. Analysis Stage Miles and Huberman
Source: Miles, M.B., and Huberman, A.M (2014)

3.3.4 Data Validity Check Techniques

According to Sugiyono (2017:270), testing the validity of data in qualitative research includes testing for internal validity, external validity, reliability, and objectivity. In this study, researchers used a credibility test to test the validity of the data. The data credibility test was done by triangulation. Triangulation is checking data from various sources in various ways, and at various times.

According to Sugiyono (2017:73), there are 3 (three) triangulations in the validity of the data, namely triangulation of sources, triangulation of data collection and triangulation of time. Triangulation in credibility testing is defined as checking data from various sources in various ways, and over time. Thus, there is source triangulation, technique triangulation, and time triangulation.

3.4 Triangulation of Sources

Source triangulation to test the credibility of the data is done by checking the data that has been obtained from several sources. Data from these sources, cannot be averaged as in quantitative research, but can be described, categorized, which are the same views, which are different, and which are specific from the data sources. The data that has been analyzed by the researcher to produce a

conclusion is then asked for an agreement (member check) with the data source.

Technique Triangulation

Technique triangulation to test the credibility of the data is done by checking the data to the same source with different techniques. If the data credibility testing technique results in different data, the researcher conducts further discussion with the relevant data source or another, to ascertain which data is considered correct, or maybe all of them are correct, because of their different points of view.

3.5 Time Triangulation

Time also often affects the credibility of the data. The data collected using interview techniques in the morning when the interviewees are still fresh, there are not many problems, will provide more valid data so that it is more credible. For this reason, in the context of testing the credibility of the data, it can be done by checking it by interview, observation, or other techniques in different times or situations. If the test results produce different data, it is carried out repeatedly so that data certainty is found.

The credibility test in this study was carried out by using triangulation of sources to compare the observed data with the interview data and comparing the results of the interview with the contents of a related document, namely PT Elnusa Tbk community relations communication strategy in providing socialization of seismic survey activities to the people of Musi Banyuasin Regency, Sumatra. Selatan with the results of interviews from the Party Chief, Chief Public Relations, and Public Relations Staff of PT Elnusa Tbk as key informants in the study and also compared the results of interviews with additional informants, namely community leaders as community representatives from Kepayang Dang Village, Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency-South Sumatra, along with data related to the socialization of seismic survey activities.

Triangulation with techniques to check the degree of confidence in the findings of research with several data collection techniques, namely direct observation methods and in-depth interviews which will be conducted are interviews with the Party Chief, Chief of Public Relations, Public Relations Staff of PT Elnusa Tbk, and figures. community as community representatives from Kepayang dang village, Muara Medak village, Bayung Lencir sub-district, Musi Banyuasin regency, South Sumatra, in the interview itself it will be carried out with certain points guidelines but it is possible to add questions as widely as possible, and direct observation will record during socialization seismic survey activities

to the public regarding the communication strategy provided by the community relations of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, while triangulation of research time should be carried out if the situation and conditions allow for the informant if the interview is want to go well. Therefore, triangulation is the best way to take different data sources, with different ways to get clarity about a certain thing.

4. RESULTS AND DISCUSSION

4.1 PT Elnusa Tbk Community Relations Communication Strategy in Providing Socialization of Seismic Survey Activities to the Community of Musi Banyuasin Regency-South Sumatra

From the results of interviews related to the socialization of seismic survey activities conducted by PT Elnusa Tbk Community Relations, it was stated as key informants as follows:

"... So to continue, we have some sort of monthly coordination with the village head, we also have to report to the village head, cadus, RT, like that. At the beginning we also carried out the socialization, so we would protect and implement those relationships. Yes, of course, if the socialization is very important, we will gather it at the sub-district level, then village, village to summon seven elder figures. "

(Key informant interview results, March 13, 2020)

Based on the results of interviews with the key informant of PT Elnusa Tbk, Musi Banyuasin Regency, South Sumatra, Mr. Erwan Cahya Dewa as the Party Chief of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, good communication with the community is needed in providing socialization of seismic survey activities. Socialization is a communication strategy for the Community Relations of PT Elnusa Tbk. Socialization is carried out prior to carrying out seismic survey activities by gathering people at the sub-district, village level and calling respected figures in the village. The communication strategy serves as a way for effective communication, its purpose is to inform, motivate and disseminate information. (Liliweri, 2011:248).



FIGURE 2. Documentation of the Interview Socialization by Community Relations PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra

This is also supported by other key informant statements.

"... So there are actually two socializations. Open and closed socialization. Depends on the level. In this case the socialization was carried out at the district, subdistrict and village levels. If the district level is attended by Musdika, the Regent and his staff, then the Head of the State Prosecutor's Office and his staff, Kodim and his staff. And also the camat at the district or city level. Community leaders in the area. If the kecamatan is attended by Musdika, Camat, Kapolsek, Ramil and their staff as well as village heads where this activity passes through their villages or sub-districts. As well as community leaders, religious youths in the area and also community members whose gardens are crossed by this seismic survey activity, therefore they must convey the vision and mission of the activity, so it requires things that cannot be separated from the technique and art of delivery.

If he closes it if someone doesn't come, or he comes because of his personality. We have to go not only door to door, to these figures. We can do it before socialization opens. We talk first. We have a figure whose name is the pastor and founder of the village. I came to him I called Amang uda. He said he begged his help for the country. Their helpful socialization time. So no hesitation got down to the Chief PR. If it is disbursed, it could be a good report, but back again there is no problem there, if there is a lot of condensation, a lot of garbage, a lot of the reflection is not achieved, if someone says the area is sloping, not only South Sumatra in Java, now that cannot be taken lightly. Mr. Firman knows. In fact, South Sumatra used to specialize with Pak Hamidin. Including Jambi recently. Including the problem on the occart. My hometown of Pak Gandhi was brought in before Pak Firman became the leader of the TNI.

(Key informant interview results, March 11, 2020)

Based on the results of interviews with key

informants, Mr. Sutardi Nasution as Chief Public Relations of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, in this case is the Chief of Public Relations who is directly responsible for providing socialization of seismic survey activities to the community in Musi Banyuasin Regency, South Sumatra. PT Elnusa Tbk Community Relations Team, there are two types of socialization, namely open and closed. Open socialization is carried out at the district, sub- district and village levels. At the district level attended by the Musdika, the Regent and his staff, the Head of the State Prosecutor's Office and his staff, the Kodim and his staff. And also the Camat at the Regency or City level as well as community leaders in the area.

The subdistrict level was attended by the Musdika, Camat, Kapolsek, Ramil and their staff as well as the Village Head, where this activity passed through the resident villages or sub-districts. Along with community leaders, religious youths in the area and also community members whose gardens are crossed by this seismic survey activity, therefore PT Elnusa Tbk Community Relations, must convey the vision and mission of the activities in the socialization. Meanwhile, closed socialization includes closed discussions with influential parties in the area that will be carried out by seismic survey activities by visiting these parties directly before carrying out open socialization.

Another key informant statement that supports the above statement.

"... Firstly, socialization in the district, in the district inviting subdistricts, inviting villages, the village usually has community leaders who are invited too. About like that, then socialization was carried out in the District. In the sub-district we present villages as well as community leaders, religious leaders, youth leaders.

Of course I know the business process, seismic survey first. So in public relations activities, maybe in terms of conveying to the community, how to communicate, that must be mastered by friends. What are our activities, he explained. Then what are the two steps or stages of a seismic survey. The stages were from the socialization, then topography and recording, after that it was closed with compensation for the residents who were hit by the route. That's roughly the order. "

(Key informant interview results, March 11, 2020)

Based on the results of interviews with key informants, Mr. Prabowo Cahyo Hendro as the Public Relations staff of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, he immediately

provided socialization to the community in seismic survey activities in Musi Banyuasin Regency, South Sumatra. The socialization was carried out in the Regency, District, Village and invited several influential community leaders, religious leaders and youth leaders from the Village. Then it explains the activities to be carried out, up to the seismic stages that will be carried out, namely from topography to recording, the last is to provide compensation to residents affected by the survey trajectory.

The results of interviews with Mr. Darmadi and Mr. Marsam as community leaders representing Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra as informants in this study support the above statement.

"... There is a ma'am like this, every time before the seismic survey project activity, this is an experience, we, the community here, have the second one, right? "Seismic survey is likely to be held later on when the date of the month is certain."

(Informant interview results, March 12, 2020)

According to Mr. Darmadi, as a representative community leader from Keapayang Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra. PT Elnusa Tbk Community Relations communication strategy, namely the implementation of socialization before the organization does work. Approach the community regarding the dates and types of activities to be carried out.

This supports the statements of other informants.

"... Because before this project was entered there were certain stages, the first was socialization first. Yes, that's right, as if this word existed before entering the house, he had knocked on the door first. "

Meanwhile, according to Mr. Marsam as a representative community leader from Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra, socialization is a communication strategy carried out by Community Relations PT Elnusa Tbk. The socialization was carried out before the PT Elnusa community relations team carried out the activity.

4.2 Impact of PT Elnusa Tbk's Community Relations Communication Strategy in Providing Socialization of Seismic Survey Activities to the Community of Musi Banyuasin Regency-South Sumatra

From the results of interviews related to the impact of PT Elnusa Tbk's Community Relations communication strategy in providing socialization of

seismic survey activities carried out to the public, it is stated as key informants as follows:

"... Because we have a community development system. Digging clean water wells near the mosque, and we don't distinguish, sometimes we build churches too.

In this case we also involve the kodim, so through his babinsanya he also certainly controls the area more. Like yesterday, after certain months on August 17, we sometimes help with volleyball like that, so the residents feel comfortable with our arrival. One more thing that is no less important is that we have made road repairs in these villages so the people are happy. Socialization is very important, so with the socialization, residents are not surprised by our activities, like that.

(Key informant interview results, March 13, 2020)

Based on the results of interviews with the key informant of PT Elnusa Tbk, Musi Banyuasin Regency, South Sumatra, Mr. Erwan Cahya Dewa as the Party Chief of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, the socialization was carried out before starting the activity with the aim of not being surprised by the activities that were going to be implemented. PT Elnusa Tbk community relations conveyed the community development system, which is digging clean water wells around houses of worship in the community. In addition, the PT Elnusa Tbk Community Relations team is also involved in residents' activities as well as making road repairs to local residents which impact residents feel comfortable with the presence of PT Elnusa Tbk's Community Relations so that it helps the work to be carried out effectively.

This is also supported by other key informant statements.

"... Socialization is to inform technical and non-technical matters that we will do, technically the stages of our work, starting from topography, drill drilling, recording or recording, so that later non-technical activities will be carried out. The weakness of what we do, such as the completeness of permits or regulations like that that we have so that we want to work in their territory. And things that are beneficial for them, the existence of compensation, compensation is a substitute for profit but that is not what we want but it is according to the company's progress. The compensation itself has a reference that has been issued by the local government.

... Then we first identify the items that we will convey knowledge of the goods regarding seismic products we must memorize by heart and also in terms of delivery there must be skills and art in conveying. We also do not allow in this case, for example, there

is seismic knowledge, but in conveying that there is no skill and art that will not be achieved nor will the goal of us organize the socialization. This person may be trembling too stiffly or maybe he is more eccentric."

(Key informant interview results, March 11, 2020)

Based on the results of interviews with key informants, Mr. Sutardi Nasution as Chief Public Relations of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, in this case is the Chief of Public Relations who is directly responsible for providing socialization of seismic survey activities to the community in Musi Banyuasin Regency, South Sumatra. PT Elnusa Tbk Community Relations must have effective communication skills in socializing to the public to convey information in order to achieve the socialization objectives related to activities that will be carried out from technical work, licensing or regulation, and compensation. In the socialization of how to communicate, it really must be mastered so that it can be clearly conveyed to the community the activities that will be carried out by the organization up to information about the compensation that will be received by the community, so that it has a positive impact on society. The community will be able to know clearly the activities that will be carried out by the organization, starting from the technicalities to the compensation that the community receives. As according to Liliweri (2011: 256), to achieve effective communication it is necessary to pay attention to several things, namely, adaptive innovation to improve the quality of communication by making a change, unity of voice and discipline in dialogue.

Other key informant statements support the above statements.

"... That the provisions of this compensation are not from the company, we convey it like that (during the socialization) that this compensation is from the local government and even then there is data, because it contains the value of compensation for, for example, growing planting has a value, aged rubber trees of that amount palm oil too, like that. They also will not be able to attack us because yes there is data, if you want to protest not to seismics but to the local government that has issued it."

(Key informant interview results, March 11, 2020)

Based on the results of interviews with key informants, Mr. Prabowo Cahyo Hendro as the Public Relations staff of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, he immediately provided socialization to the community in seismic survey activities in Musi Banyuasin Regency, South

Sumatra, during the socialization all the information needed by the community, it must be clearly conveyed the aim is to inform and disseminate information (Liliwari, 2011: 248), from the types of activities to be carried out to the compensation that the residents will receive. So that there are no longer residents who object to hampering organizational activities. For example the compensation received by residents is based on data from the local government. So that all types of compensation assessments have a measure which results in residents being unable to protest or hinder the work of PT Elnusa Tbk's Community Relations.

The results of interviews with Mr. Darmadi and Mr. Marsam as community leaders representing Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra as informants in this study support the above statement.

"... Yes, so they convey this term in a language that is responsive, quickly understood by the public. Yes, maybe it was released because it involved us as community leaders. Alhamdulillah, I really respect them ma'am. "

(Informant interview results, March 12, 2020)

According to Mr. Darmadi, as a representative community leader from Keapayang Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra. The socialization carried out by PT Elnusa Tbk's Community Relations has been delivered in good and polite language that can be understood by the community so that the community feels respected, which has a positive impact on the seismic survey activities.

This supports the statements of other informants.

"... so the community understands that there is a seismic survey activity from Pertamina Ph Jambi-Merang, so for the core community there is no point in pointing to the cons, if for all, Alhamdulillah everyone supports this activity."

(Informant interview results, March 12, 2020)

Meanwhile, according to Mr. Marsam as a representative community leader from Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra, the socialization had a positive impact. The public understands that there are seismic survey activities from the Community Relations of PT Elnusa Tbk.

4.3 Responses from the Community of Musi Banyuasin Regency, South Sumatra regarding the Socialization of Seismic Survey Activities from

Community Relations of PT Elnusa Tbk

From the results of interviews related to the responses of the people of Musi Banyuasin Regency, South Sumatra regarding the Socialization of the Seismic Survey Activities from Community Relations of PT Elnusa Tbk, it was stated as the key informant as follows:

"... Yes, the community's support is very enthusiastic. So if there is a problem there are only a few, but many are okay.

Yes, actually the community relations team can provide breakthroughs, just as these residents will be remembered by our activities, given some kind of explanation.

Then we also have a recruitment of about 10% of our total crew. We are from the village, meaning that the residents are also involved there, like that. "

(Key informant interview results, March 13, 2020)

Based on the results of interviews with key informants of PT Elnusa Tbk, Musi Banyuasin Regency, South Sumatra, Mr. Erwan Cahya Dewa as the Party Chief of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, the public's response to the socialization of seismic survey activities from PT Elnusa Tbk's Community Relations is very enthusiastic. Because the information was conveyed well and could be accepted by the community and PT Elnusa Tbk Community Relations also provided innovations such as recruiting the community to participate in activities, the community was very impressed with these activities. The results of the interview are in accordance with Karyaningsih's (2018: 19) statement, communication is an effort that aims to share to achieve togetherness. If two people communicate, the same understanding of the messages that are exchanged is the goal desired by both.



FIGURE 3. Interview Documentation with Key Informants, Mr. Erwan Cahya Dewan as Party Chief of PT Elnusa Tbk at Musi Banyuasin Regency, South Sumatra

This supports other key informant statements:
 "... *Communication is an important thing, so this socialization actually communicates work programs, techniques, vision, mission to the community in terms of open communication.*

It does need support (from the community), how to speak from the heart, not only because there are interests. We are from the heart. Everything will be reflected that we are talking to a person, pretending to be friendly will be caught."

(Key informant interview results, March 11, 2020)

Based on the results of interviews with key informants, Mr. Sutardi Nasution as the Chief Public Relations of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, in this case as the Chief of Public Relations who is directly responsible for disseminating seismic survey activities to the community in Musi Banyuasin Regency, South Sumatra, The community is very supportive of the seismic survey activities of PT Elnusa Tbk Community Relations, because the information needed by the community has been conveyed in the previous socialization regarding work programs, vision and mission as well as other information. In accordance with the statement of Priansa (2017: 7), one of which is that organizations need to select and design messages properly so that they get a good response from consumers.



FIGURE 4. Interview Documentation with Key Informants, Mr. Sutardi Nasution as Chief Public Relations of PT Elnusa Tbk at Musi Banyuasin Regency, South Sumatra

Another key informant statement supports the above statement.

"... Oh, they are happy, surely they will help in our activities, for example that person wants to take precautions so that the place is not recorded because we have already done CSR earlier."

(Key informant interview results, March 11, 2020)

Based on the results of interviews with key informants, Mr. Prabowo Cahyo Hendro as the

Public Relations staff of PT Elnusa Tbk in Musi Banyuasin Regency, South Sumatra, he immediately provided socialization to the community in seismic survey activities in Musi Banyuasin Regency, South Sumatra, the response of the local community was very happy, socialization In addition to providing information related to activities to be carried out, compensation, also conveying other activities such as corporate CSR to repair roads for local residents so that residents feel also helped by seismic survey activities by the Community Relations of PT Elnusa Tbk.



FIGURE 5. Documentation of Interviews with Key Informants,

Mr. Prabowo Cahyo Hendro as Public Relations Officer of PT Elnusa Tbk at Musi Banyuasin Regency, South Sumatra

The results of interviews with Mr. Darmadi and Mr. Marsam as community leaders representing Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra as informants in this study support the above statement.

"... In the sense that our opinion is from the public, we respond once with public relations deliveries from Elnusa, yes, ma'am. So with the language of public relations, they conveyed what Elnusa would do here, what form of work would it take, so please help us as community leaders involved here, ma'am. Delivering the term conveyed to the community could not be separated from one village. If like us here, our neighboring Kepayang Village is also Muara Medak Village, so we also communicate with each other so that the term is just one word. So what they say from the start is no different. "

(Informant interview results, March 12, 2020)

According to Mr. Darmadi, as a representative community leader from Keapayang Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra, responded well to the socialization carried out by the Community Relations team of PT Elnusa Tbk, because PT Elnusa Tbk Community Relations conveyed socialization in a good language that could

be understood by everyone. layers of society, as well as consistent information conveyed from start to finish.



FIGURE 6. Documentation of Interviews with Informants, Mr. Darmadi and Mr. Marsam as Community Representative Figures from Kepayang Village and Muara Medak Village, Bayung Lencir District Musi Banyuasin Regency, South Sumatra

This supports the statements of other informants.
"... From my own observation, it seems like it is pretty good, I say, because they are the first to be at the top level, what they do first. Namely starting from the village head, going down to the cadres like that, later when it comes to the cadus, then the RT village apparatus is the term, the last one is RT, later the RT will help go to the fields. So when something is needed, we just have to ask Pak RT, who is this RT, who is this guy we live in, ooh they have the address there, so it's very easy for them to come, so the cooperation between them and our side is solid, solid like that ."
 (Informant interview results, March 12, 2020)

Meanwhile, according to Mr. Marsam, as a representative community leader from Muara Medak Village, Bayung Lencir District, Musi Banyuasin Regency, South Sumatra. The socialization carried out by PT Elnusa Tbk Community Relations has been good. The information obtained can be conveyed by every level of society, so that the community can also play a role in the organization's activities. This is in accordance with the statement of Carl I Hovland according to Martono in the office communication ethics book (2017: 154), which states that the process of communication occurs with the aim of changing the behavior of individuals or groups of individuals.

5. CONCLUSIONS

Here, the researcher provides conclusions about the communication strategy of PT Elnusa, Tbk's Community Relations in providing socialization of seismic survey activities to the public. As well as providing advice that is expected to be useful for the company concerned.

5.1 Conclusion

Based on the overall results of the research, it can be said that the strategy refers to the basis of a directed decision in order to achieve goals and missions. Strategy consists of the essential actions needed to realize the direction to be achieved. Communication strategy as a design designed to change human behavior on a larger scale through the transfer of new ideas. Community Relations PT Elnusa Tbk carries out a communication strategy in which the entire communication process must be understood as a process of transforming messages between the two parties, namely the organization and the community. Both parties have an interest in this process and have knowledge that is exchanged with each other, therefore the communication strategy must consider all parties involved in the communication process.

To carry out the socialization used during these activities, namely by open socialization and door to door socialization. Open socialization is a socialization that is carried out in a place (Village Hall, District Hall, and so on) by inviting land owners, community leaders, religious leaders, TRIPIKA, and devices that are crossed by activities, while door to door socialization is a direct socialization. to landowners who have the potential for problems or for which open socialization is not possible. The communication method used by PT Elnusa Tbk's community relations is interpersonal communication using several approaches in communication, namely persuasion, regulation, and argumentation.

Socialization that involves various levels of society is one of PT Elnusa Tbk's Community Relations communication strategies, before conducting seismic survey activities. In the socialization of how to communicate, it must be mastered so that it can be clearly conveyed to the public, the activities to be carried out by the organization, up to information about the compensation that will be received by the community, so that it has a positive impact on society. The community will be able to know clearly the activities that will be carried out by the organization.

The delivery of clear information during the socialization carried out by PT Elnusa Tbk's Community Relations to every level of society will have a positive impact for both parties. Where the community will support activities to be carried out by the organization so that the work carried out by the organization will also be more effective because of the support from the community.

The socialization that was held before the organization did work, received positive responses from the community. Because the community can know what activities the organization will carry out and the community can also be involved in these activities.

5.2 Suggestions

Based on the research results and conclusions, here are some suggestions put forward by the researcher, which are tailored to the identification of the problem at the beginning of the study, namely socialization as a form of communication strategy for the PT Elnusa Tbk Community Relations team has been implemented quite well. Socialization can be carried out regularly and consistently so that people who were not present at the start of the socialization can receive information related to the seismic survey activities that will be carried out. The researcher wants to provide suggestions for the PT Elnusa Tbk community relations team regarding the socialization of the seismic survey in Musi Banyuasin Regency, South Sumatra, namely:

- Conducting several collaborations with the media in order to improve the reputation or image of PT Elnusa Tbk's Community Relations, because the form of socialization is a positive activity carried out openly to the public so as not to harm society in the future so that the media is a means of bridging between the two parties.
- Identify problems and facts in the field even better and document them in an archive so that they can be accounted for when making a program because it is based on facts and designs solutions to several possible problems that occur when activities are carried out, as well as making benchmarks and achievements the success of PT Elnusa Tbk's community relations both in terms of targets and facilities.

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