

# CYBER CSR COMMUNICATION STRATEGIC OF THE BODY SHOP INDONESIA

(Literature Study Through Official Website Of The Body Shop Indonesia)

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## I. INTRODUCTION

A company as a social system acts as an important part in creating sustainable development, there are at least three reason for why a company should focus on sustainable development, which are: 1) companies are a main "driver" in economic development; 2) companies are the source of finance, technological knowledge and institutional capacity in implementation ecological solutions; and 3) examining sustainable ecology on an organizational level analysis is the right mechanism to do (Rusdianto, 2014: 17). Companies continuously develop in order to continue sustainable development within the dynamic business movements. Within the developing business activities, there arises competition among companies as to create positive economic growth both internally and externally. Such business activities that has increased competition among companies has caused these said companies to seek for alternatives to increase the competitive advantage among other companies. Such alternatives comply to the technological growth and the internet which becomes a weapon for the companies.

The phenomenon of online media has kept on developing along with the development of Technology, Information and Communication (TIC). These developments have allowed companies to more easily conduct their business activities. With the ease provided from technology and internet, companies have an increased competitiveness in publishing activities that are done by the company itself. Internet users in Indonesia have proven that in the level of accessing internet, Indonesia has experienced annual growth. Due to the internet being considered as an effective media in delivering and processing information, several companies have shifted their focus towards online media or also known as cyber media to provide information regarding the programs that are being done by the said company. One of the main activities that

needs to be communicated by companies are their Corporate Social Responsibility (CSR).

Corporate Social Responsibility is a corporate or business world commitment to contribute to sustainable economic development by taking into account corporate social responsibility and focusing on the balance between attention to the economic, social and environmental aspects (Untung, 2008: 1). This definition shows that the understanding towards the concept of CSR activities conducted by institutions, companies or organizations is to give contribution towards the society and environment that is characterized as sustainable and can be continued. Within this era, it is no longer uncommon to hear the word CSR (Corporate Social Responsibility) as in recent years it has become a main concern.

One method of publication that is often used regarding CSR activities is through websites, websites have become a trend among companies to maximize their communication with all stakeholders. Websites have allowed the ease in providing a facility to distribute information of a company's activities, as an example; Corporate Social Responsibility (CSR) activities. Websites can also be used as an interactive platform when the company and the stakeholders can interact and share views regarding the company's activities. (Rusdianto, 2014: 79).

The importance of in communicating CSR activities is an action that shows the positioning of their brand that helps to boost sales and expand market share. Communicating CSR activities is also a form of the company's responsibility towards stakeholders in delivering ideas and constructive suggestions along with adaptive responses. Looking upon the importance in communicating CSR and media development, the researcher sees a phenomenon within a company which is The Body Shop Indonesia.

The Body Shop Indonesia is a company that sells beauty products that are created from natural ingredients that is aimed to giving high quality and good services towards their consumers, especially women.



**Figure 1.1 The Body Shop Logo**

The Body Shop Indonesia which will from now on be shortened as TBS Indonesia, already uses online media throughout their promotional activities to facilitate consumers in purchasing products from TBS Indonesia. The Body Shop Indonesia has already been using online media for 2 years which is written in an article found on the official website of The Body Shop Indonesia. The Body Shop Indonesia has already often conducted CSR activities as a way to build the company's commitment and to establish proper communication with the stakeholders. Some of the CSR activities that have been conducted by TBS Indonesia that has also been published through their website, among others are: first, Human Rights Education Program for Young Generation Indonesia (2015), second, *Gotong Royong Cleaning Jakarta* (2015), and third, The Body Shop Indonesia Encouraging Economic Independence and Strengthening the Role of Women in the Family (2014).

The Body Shop Indonesia is a company that has been intensively communicating their CSR activities through Cyber Media, in particular, websites. This has been proven from their website in the section "Our Values" there are several CSR programs that have been communicated to the stakeholders. CSR activities that have been cyber communicated are not done merely as a form of publication, but it is also aimed to touch the affective side of the stakeholder, unlike other companies, TBS Indonesia who has been awarded as a company with the best CSR program in 2014 is capable of conducting CSR programs that are sustainable and create elite CSR issues that are in line with the products that are owned by TBS Indonesia.

TBS Indonesia alone has created a program that is different compared to other cosmetic companies, as the program is aimed towards the employees where based on the official website of TBS Indonesia "The Body Shop Indonesia encourages employees to learn new skills through the program Learning is of Value to Everyone (LOVE). By funding several training programs, bonding activities and health care, we aim to increase the welfare of our employees. To become a better person, it is very simple, which is by doing good. This too is one of the reasons for why we have a global policy for all our staff to spare a minimum of 3 days per year to do voluntary work. Great people from The Body Shop who are passionate and are tireless have taken an opportunity to create a

difference, working together with organizations such as The Aldingbourne Trust, who helps people who have difficulties in studying, and Children on the Edge, who supports children rights all over the world. Therefore, we make a difference not only from selling various beauty care products and cosmetics that are 100% organic. Yet also through various beneficial voluntary work. Let's spread the love with us!". That is the phrase that was written within TBS Indonesia's website. This matter is what becomes the foundation of the researcher to research the cyber communication strategy that is conducted by The Body Shop Indonesia. By looking at this phenomenon, the researcher aims to appoint the research title "**CYBER CSR COMMUNICATION STRATEGIC OF THE BODY SHOP INDONESIA**" (*Literature Study Through Official Website Of The Body Shop Indonesia*)

## II. RESEARCH METHODOLOGY

### 2.1 Corporate Social Responsibility

CSR is an ongoing commitment of the company or the business world to contribute more in sustainable economic development with due regard to corporate social responsibility and focuses on the balance between attention to the economic, social and environmental aspects quoted from the book written by Untung in his book titled Corporate Social Responsibility (2008: 1)

### 2.2 Stakeholder

Stakeholders are people who risk their lives on companies being groups who originate either internally or externally of the company, who also have a role in deciding the success of the company itself. In another understanding expressed by Jones in Indrawan (2011), that stakeholders are parties that can affect or be affected by several decisions and policies or operations within the company. Jones classified these stakeholders into 2 categories which are:

1. Inside Stakeholder, which is individuals who has an interest and demand towards the company's resources and is a part of the company organization. Such as stockholders, managers and employees.
2. Outside Stakeholders, which are individuals who are outside of the company organization but has an interest towards the company and can be affected by the policies and acts done by the company. Such as customers, suppliers, government, local society and society in general.

### 2.3 Cyber CSR

Adapted from the definition of cyber PR according to Hidayat in his book titled Media Public Relations (2013: 95), cyber CSR is defined as a communication strategy of a company in delivering information about their CSR towards the stakeholders through online technology such as the internet.

### 2.4 CSR Strategic Communication

An attempt in creating a positive image of the company by doing activities that are beneficial and good for stakeholders. Basically, if a CSR program is communicated through the

communication strategy of a company, it can be categorized into three forms as following:

1. Public Relation, an effort to implant a positive perception towards the community about the activities that are done by the company which is usually in the form of a campaign that has no connection with the product that is produced by the mentioned company.
2. Defensive Strategy, an effort done by a company that is aimed to fend off negative assumptions from the society/community which has already been embedded towards the company's business activities.
3. A sincere will to conduct good activities that truly originate from the company's vision, the company conducts a CSR program according to the needs of the society/community and does not take any material advantage. The CSR program that is conducted is done in a sincere matter which can be seen from how it is explained within the vision and mission of the company itself (Famiola and Rudito, 2007) in the journal Saputro (2010: 4-5).

#### **2.4.1 Communication Pattern**

The CSR communication pattern is adapted from the communication model from Grunig and Hunt within the practice of Public Relation. Within the development of Butterick, it is explained the four models of communication based on Grunig and Hunt, these four models are explained as following:

- 1) Publicity or Press Agency Model, this PR model creates a propaganda or campaign due to the information being delivered by a party that is possibly selective, distorted and biased. The flow of information used is a one-way process communication (one way process or one side).
- 2) Public Information Model, this PR model acts as a journalist in resident. Trying to build organizational trust through a unidirectional communication process that is not persuasive. This model uses a one-way communication process that is based on an authentic approach in communicating with elements of truth and objectivity being noticed.
- 3) Two Way Asymmetrical Model, within this PR model, the message conveyed uses an asymmetric communication process from the company towards the target audience and uses a persuasive communication strategy, yet this model bends towards a more scientific persuasion.
- 4) Two Way Symmetrical Model, is a communication model that is two-ways and balanced. Different with a linier communication model, this model uses two processes that are reciprocal where those who are involved has the same position in communicating. This two-symmetrical model is done by having an honest two-way communication, where there is mutual acceptance and giving, and mutual respect, focusing on the common understanding between the

parties involved in communicating, Butterick (2012: 30-34).

#### **2.5 Research Method**

The researcher uses a research method of content analysis. Content analysis is meant as a description, illustrating aspects and characteristics of the media content, mainly the content of a message. As for Krippendorff (2004: 18), content analysis is defined as "*a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use.*"

### **III. RESEARCH RESULTS AND DISCUSSION**

Research results regarding CSR cyber communication strategy on the official website of The Body Shop Indonesia consists of 2 categories which are, the result connected to the analysis of the CSR message content on the company's official website and the CSR communication pattern on the official website of The Body Shop Indonesia that is applied on the official website of The Body Shop Indonesia itself.

#### **3.1 Cyber CSR Communication Analysis of The Body Shop Indonesia**

The Body Shop Indonesia website is an official website that uses the domain "co.id". Through the CSR communication media of this official website, The Body Shop Indonesia socializes their CSR activities through the menu in the category of our values. Through the said menu, The Body Shop Indonesia attempts to deliver the CSR activities through the sub menu of stories. Within this menu, there are several coverages regarding the CSR activities that have been conducted by The Body Shop Indonesia. As following is the menu page CSR on the Sub Menu of Stories.

**Figure 3.1 Sub Menu Stories**



Source: The Body Shop website ([www.thebodyshop.co.id](http://www.thebodyshop.co.id))

The Sub menu of values is the location where The Body Shop Indonesia publishes information regarding the CSR activities that have been done. On other sub menu's such as Against Animal Testing, Community Fair Trade, Active Self Esteem, Defend Human Rights, Protect The Planet, Ethical Trade, The Body Shop Foundation are all sub menu's that explains about the respective sub menu as mentioned. The researcher in conducting a content analysis towards the CSR cyber communication strategy observes how The Body Shop Indonesia maximizes communication strategy model such as, Public Relation, Defensive Strategy and A sincere will to

conduct good activities that truly originate from the company's vision.

Based on the analysis results, it can be understood that The Body Shop Indonesia has designed a CSR message connected with 5 main values in applying the CSR itself by The Body Shop Indonesia which include Against Animal Testing, Community Fair Trade, Active Self Esteem, Defend Human Rights, Protect The Planet. In applying the 5 main values, TBS Indonesia has succeeded in conducting 4 (four) out of 5 (five) values, including:

**a. Protect The Planet:**

1. *Gotong Royong* clean Jakarta

**b. Defend Human Rights:**

1. Defend Human Rights by Supporting Sokola Rimba Movie
2. Collaboration of The Body Shop and Museum Omah Munir

**c. Activate Self Esteem:**

1. The Body Shop Indonesia Encouraging Economic Independence and Strengthening the Role of Women in the Family

**d. Community Fair Trade:**

1. Ramadhan Donations to Dompet Dhuafa

One of the values that have not been applied in the CSR cyber communication strategy on the official website of The Body Shop Indonesia is Against Animal Testing. This value that has been applied by the company, has not been done using a large campaign method, yet based on the official website, one can still find soft campaigns done by The Body Shop Indonesia as a Defensive Strategy to avoid negative issues regarding the matter.

**Table 3.1 Results of the Analysis towards CSR Cyber Communication Strategy**

| <b>Analysis 1</b>           |   |
|-----------------------------|---|
| <b>Date of CSR Activity</b> | October 18 <sup>th</sup> 2015   |
| <b>CSR Program Title</b>    | <i>Gotong Royong</i> Cleaning Jakarta   |
| <b>Message Category</b>     | Protect The Planet  |
| <b>Stakeholder</b>          | Government, Social Organization and Society   |
| <b>Fact Sheet</b>           | <p><b>"The action of cleaning Jakarta has become a point in which to increase the awareness regarding waste issues and how it is everybody's responsibility to start sorting waste – starting individually, within the household and office.</b> The Body Shop will not stop here as to keep educating all parties: starting from the staff and partners of The Body Shop, customers, and the public to act in reducing plastic bags and garbage while increasing the awareness of 3R: Reduce-Reuse-Recycle for a better Jakarta and an Indonesia Free of Waste 2020"</p> |

| <b>Communication Model Strategy</b> |                     |
|-------------------------------------|---------------------|
| <b>PR</b>                           | <b>Is Published</b> |
| <b>SD</b>                           | <b>NO</b>           |
| <b>V</b>                            | <b>Is Published</b> |

| <b>Analysis 2</b>                   |   |
|-------------------------------------|---|
| <b>Date of CSR Activity</b>         | September 3rd 2015  |
| <b>CSR Program Title</b>            | Collaboration of The Body Shop and Museum Omah Munir  |
| <b>Message Category</b>             | Defend Human Rights   |
| <b>Stakeholder</b>                  | Government, Social Organization and Society   |
| <b>Fact Sheet</b>                   | <p>The Body Shop for more than 20 years has consistently campaigned issues regarding human rights that are according the values of Defend Human Rights. <b>Due to TBS believing that every human being has the right to enjoy a peaceful life, without violence and discrimination as the dignity of a human being.</b></p> |
| <b>Communication Model Strategy</b> |   |
| <b>PR</b>                           | <b>Is Published</b>   |
| <b>SD</b>                           | <b>NO</b>   |
| <b>V</b>                            | <b>Is Published</b>   |

| <b>Analysis 3</b>           |   |
|-----------------------------|---|
| <b>Date of CSR Activity</b> | December 30 <sup>th</sup> 2014  |
| <b>CSR Program Title</b>    | The Body Shop Indonesia Encouraging Economic Independence and Strengthening the Role of Women in the Family   |
| <b>Message Category</b>     | Activate Self Esteem  |
| <b>Stakeholder</b>          | Government, Social Organization and Society   |
| <b>Fact Sheet</b>           | <p>Carrying the same spirit, from women, for women and by women, The Body Shop Indonesia is working together with The Wahid Institute to support family-based economic empowerment programs. <b>We realize that women play an important role within the family. Therefore, we are willing to help and support through empowerment activities for women who are developing small</b></p> |

|                                     |  |
|-------------------------------------|--|
|                                     | <b>businesses so women members of KOCIDA can facilitate their children to have an opportunity of getting higher education.</b> Since this program is in line with the Founder's spirit, The Body Shop, Anita Roddick, a mother with 2 sons when she started this beauty retail business. |
| <b>Communication Model Strategy</b> |  |
| <b>PR</b>                           | <b>Is Published</b>  |
| <b>SD</b>                           | <b>NO</b>  |
| <b>V</b>                            | <b>Is Published</b>  |

|                                     |  |
|-------------------------------------|--|
|                                     | <b>Analysis 4</b>  |
| <b>Date of CSR Activity</b>         | November 13 <sup>th</sup> 2013   |
| <b>CSR Program Title</b>            | Ramadhan Donations to Dompet Dhuafa  |
| <b>Message Category</b>             | Community Fair Trade   |
| <b>Stakeholder</b>                  | Government, Social Organization and Society  |
| <b>Fact Sheet</b>                   | Taking place at The Body Shop Pondok Indah Mall Jakarta, Wednesday November 13 <sup>th</sup> 2013, Dompet Dhuafa accepted a donation of Rp 425,254,688 to be distributed for two programs which are the provision of clean water in Nusa Tenggara Timur as much as Rp. 362,116,235 and for the earthquake disaster victims in Central Aceh as much as Rp. 63,138,453. The donation program from loyal customers of The Body Shop in Indonesia started from April 23 <sup>rd</sup> 2013 until August 14 <sup>th</sup> 2012 and all the donations were presented symbolically a representative of The Body Shop Indonesia and accepted by M. Thoriq Helmi, Director of Dompet Dhuafa Resource Handling. <b>The Body Shop Indonesia has been working together with Dompet Dhuafa since 2012 to raise funds during the Ramadhan month. This cooperation is a part of the spirit Beauty with Heart The Body Shop.</b> |
| <b>Communication Model Strategy</b> |  |
| <b>PR</b>                           | <b>Is Published</b>  |
| <b>SD</b>                           | <b>NO</b>  |
| <b>V</b>                            | <b>Is Published</b>  |

|                                     |   |
|-------------------------------------|---|
| <b>V</b>                            | <b>Is Published</b>   |
| <b>Analysis 5</b>                   |   |
| <b>Date of CSR Activity</b>         | January 3 <sup>rd</sup> 2013 and November 14 <sup>th</sup> until December 4 <sup>th</sup> 2013  |
| <b>CSR Program Title</b>            | Defend Human Rights by Supporting Sokola Rimba Movie  |
| <b>Message Category</b>             | Defend Human Rights   |
| <b>Stakeholder</b>                  | Government, Social Organization and Society   |
| <b>Fact Sheet</b>                   | As a form of application regarding one of the values of The Body Shop Indonesia which is "Defend Human Rights", this year The Body Shop Indonesia supports the movie Sokola Rimba and the Sokola Institute that is organizing education in 8 remote areas within Indonesia. The movie Sokola Rimba itself is a movie that tells the story of a struggling activist who pioneered education for children of the Rimba tribe in Jambi. Another form of support that The Body Shop Indonesia has done is by creating a cashier donation program which was conducted from November 14 <sup>th</sup> until December 4 <sup>th</sup> 2013, donations were also done from the Schoolbox Gift and Dragon Fruit Lip Butter until January 3 <sup>rd</sup> 2013 where Rp. 5000 was allocated as a donation. Apart from this, store employees, Home Office of The Body Shop Indonesia, LSM partners, also Love Your Body Members held a movie screening for the movie Sokola Rimba. |
| <b>Communication Model Strategy</b> |   |
| <b>PR</b>                           | <b>Is Published</b>   |
| <b>SD</b>                           | <b>NO</b>   |
| <b>V</b>                            | <b>Is Published</b>   |

**Information:**

2. **PR: Public Relations**
3. **SD: Defensive Strategy**
4. **V: A Sincere Will to Conduct Good Activities that Truly Originate from the Company's Vision.**

**Source: Researcher Analysis Result 2016**

It can be seen that from the news regarding the CSR that has been analyzed from the website TBS Indonesia that, The

Body Shop in conducting the CSR cyber communication strategy has applied 2 methods which are Public Relation and A Sincere Will to Conduct Good Activities that Truly Originate from the Company's Vision. While the Defensive Strategy has still not been applied. Thereafter it can be seen that from the communication pattern that is done by The Body Shop Indonesia in their official website can be seen on the tables below:

**Table 3.2 Analysis Results of Cyber CSR Communication Pattern based on CSR News**

| Date       | Title  | Value               | Analysis Result  |
|------------|--|---------------------|--|
| 18/10/2015 | Gotong Royong clean Jakarta                          | Protect The Planet  | Within the news, TBS Indonesia explained that the company had an important role in preserving the environment, one of them being in Jakarta. It is stated that there is a moral implementation towards the stakeholders to keep on taking care of the environment around us. The aim of this activity is to prove that Indonesia can be free from garbage. The concept of this activity was themed as fun that is interspersed with games to attract volunteers to keep their spirit within this activity, from this news it also shows that TBS Indonesia encourages their employees to actively participate in doing this cleaning activity. Based on the news given, it can be seen that the message is delivered to the Government, Social Communities and the Society. Through this news, it can also be assumed that TBS Indonesia cares about the environment's sustainability which is one of the government's programs. |
| 03/09/2015 | Collaboration of The Body Shop and Museum Omah Munir | Defend Human Rights | Within this news, TBS Indonesia delivers a message that The Body Shop Indonesia participates in defending human rights. TBS Indonesia has worked together with Omah Munir to handle this in order to create a better young generation that respects and defends Human Rights. Based on the content of this news, it can be seen that the message is delivered towards the government,  |

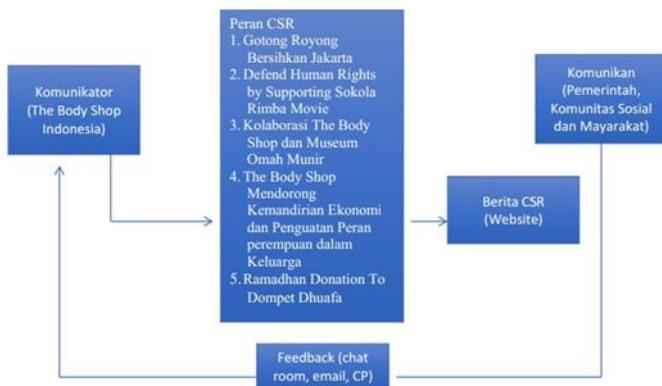
|                          |   |                      |  |
|--------------------------|---|----------------------|--|
|                          |   |                      | Social Community and the Society. Through this news, it can be assumed that TBS Indonesia cares about Human Rights.  |
| 03/09/2015<br>30/12/2014 | The Body Shop Indonesia Encouraging Economic Independence and Strengthening the Role of Women in the Family | Activate Self Esteem | In this news, TBS Indonesia delivered a message where TBS Indonesia played an active role in improving the quality of women themselves in order to help the family's economy. The impact of this event is hoped to be that Indonesian women can develop themselves and can send their children to school. The contents of the news are addressed towards the government, Social Community, and the Society in particular women to continue to learn and work better.   |
| 23/04/2013               | Ramadhan Donations to Dompet Dhuafa   | Community Fair Trade | In the short CSR news published by the official Indonesian TBS website gives the view that TBS Indonesia is participating in helping to contribute clean water in East Nusa Tenggara and assisting victims of the Earthquake in Aceh. Furthermore, in the news written, TBS Indonesia has always worked with Dompet Dhuafa to donate every month of Ramadan, whereas this relationship became established since 2012. This cooperation is a part of the spirit from Beauty with Heart The Body Shop. Based on the contents of this news, it can be seen that the message is conveyed towards the Government, Social Communities, and the Society as a whole. Through this news, it also gives an assumption that TBS Indonesia cares about the society as a whole, specifically those who have experienced a natural disaster. |
| 14/11/2013               | Defend Human Rights by Supporting Sokola Rimba Movie  | Defend Human Rights  | In the short CSR news published through the official website TBS Indonesia gives the view that TBS Indonesia participated in helping the film Sokola Rimba and Sokola institutions that have organized education in 8 remote areas within Indonesia. Thus, proves that TBS   |

|  |  |   |
|--|--|---|
|  |  | Indonesia cares for the success of education in Indonesia. Based on the contents of the news, it is seen that the message is conveyed to the Government, Social Community and the whole Society. Through this news it also gives the assumption that TBS Indonesia cares about the quality of education within Indonesia. |
|--|--|---|

Source: Researcher Analysis Result 2016

Seen from the analysis table regarding the CSR message communicated on the official website of TBS Indonesia is aimed upon stakeholders that include the government, social communities and other parts of society. As following, the researcher provides a figure regarding the CSR communication pattern of The Body Shop Indonesia that is analyzed based on the CSR news on the official website as below.

**Figure 3.2 Website Communication Pattern of The Body Shop Indonesia**



Source: Researcher Analysis Result 2016

Based on the data above, the researcher sees that the website The Body Shop Indonesia uses the model two way symmetrical. This model is different from other communication models, this model builds a balanced two-way communication, different from the linear or one-way communication model. Based on the findings obtained by the researcher, the researcher sees The Body Shop Indonesia strives to build good communication with stakeholders. Proven by how they provide a chat room menu, Email that is available and Contact Person that is available as well. This is a good communication strategy in dealing with consumers or stakeholders and provides a good perception in the communication services of The Body Shop Indonesia.

In this study, the researcher refers to the exposure of communication strategies that can be conducted by the company The Body Shop Indonesia. The researcher has conducted an analysis towards the CSR news that was published by The Body Shop Indonesia through the

company's website which is [www.thebodyshop.co.id](http://www.thebodyshop.co.id) by using the communication strategy method Public Relation, Defensive Strategy and A Sincere Will to Conduct Good Activities that Truly Originate from the Company's Vision.

First, the researcher looks at the fact sheet that the researcher obtained from the analysis on the CSR news that is on the official website of The Body Shop Indonesia, in which The Body Shop Indonesia uses these three methods in conducting CSR cyber communication strategy to make an effort in communicating CSR activities through online media that has been researched by the researcher on the official website of The Body Shop Indonesia.

The researcher looks upon the evidence based on the analysis that has been obtained that The Body Shop Indonesia in applying the communication strategy using the Public Relation method in an attempt to build and maintain the company's reputation in order to stay competitive within the industry business, specifically in cosmetics. The Body Shop Indonesia within their communication activities constantly applied a positive perception towards the stakeholders. It is known that the public relation communication strategy is a form of communication strategy where the company puts more emphasis on perceptions about the company by conducting social activities in which profits from the product being sold is set aside in the form of CSR activities (Famiola and Rudito, 2007) in the journal Saputro (2010: 5).

Furthermore, in applying the Strategic Defensive where it is said by Famiola and Rudito (2007) in Saputro's journal (2010: 4-5) is the attempt that is done by the company with an aim to fend off negative assumptions of the society/broad community which is embedded upon the business activities. CSR activities are a form of resistance towards negative perceptions of the society/negative in which the company tries to change that perception into becoming positive. This communication strategy is one type of CSR cyber communication on the official website of the company that is an attempt to be communicated towards the public. The researcher has analyzed the efforts made by The Body Shop Indonesia to fend off negative assumptions about their products through publications of the CSR activities through the official website of The Body Shop Indonesia researchers yet it is not certain, but researchers have been looking at other additional data. It is known that more or less, ingredients for cosmetics are tested on animals. Within the CSR news that has been published on the company's website of The Body Shop Indonesia, the researcher has only seen news regarding The Body Shop Indonesia's care towards animals or exploitation of animals.

Additionally, in applying the communication strategy "A Sincere Will to Conduct Good Activities that Truly Originate from the Company's Vision" that has an understanding on how a company conducts CSR programs according to the needs of society/community and does not take any material advantage. The CSR program that is being conducted is a sincere will from the company, this can be seen from the company's commitment towards the CSR programs by stating it within the CSR vision and mission. By looking on the website of The Body Shop Indonesia, the have succeeded in

applying the said strategy. It is known that the theory of CSR communication strategy, The Body Shop Indonesia succeeded in conducting this communication strategy activity because in its CSR news it is contained activities in accordance with the vision of The Body Shop company in its application which refers to the five values already set by The Body Shop.

The company conducts CSR activities or programs for the needs of society or the community and does not take any material profit. The CSR program that has been conducted are a sincere will from the company that is applied through their vision referring to stated five values. Viewed from the five values that became the main vision in carrying out CSR activities from The Body Shop Indonesia, The Body Shop Indonesia focuses on the sustainability of the earth and environment as the main priority of the company. With the guidance on the vision and mission set by The Body Shop Indonesia, this cosmetic company is obliged to conduct CSR activities as one of their sincere communication strategy to do good activities and become useful for the broad society.

From the results of research regarding CSR cyber communication strategy on the official website of The Body Shop Indonesia, the researcher assesses the cosmetics franchise company is less in giving exposure related to the CSR communication strategy conducted through the official website owned. In its activities, CSR activities are published through the official website using communication strategy, the researcher has not seen any CSR activities done related to their value being Against Animal Testing. The researcher has only found campaigns and statements on the official website of The Body Shop Indonesia. One form of support conducted by The Body Shop Indonesia in support of the Against Animal Testing campaign that is listed on the news published on its website with the title "Handover of 1 Million Cruelty Free Pledges" in the news, The Body Shop Indonesia who came with The Body Shop International Global Campaign Manager, Jessie Macneil-Brown supports to oppose cosmetic products that is still tested on animals, because beauty should be generated by not harming other living beings.

In addition, in the implementation of communication strategies undertaken, and then published through the official website, the researcher sees that The Body Shop Indonesia has not properly enriched the data (image) as evidence in the CSR news. CSR news that is laden on the official website of The Body Shop Indonesia has been in accordance to the CSR communication strategy, yet the content was very minimal, especially the CSR news that was written in 2013. The Body Shop began to make progress in publishing in detailed and clear explanations regarding the communication strategy used for their CSR on CSR issues from 2014 until 2015. Moreover, the researcher has assessed, there is lack of stakeholder access to see the communication strategy that is done by The Body Shop Indonesia in their website.

Secondly, the researcher has observed the communication pattern that is implied following the CSR cyber communication strategy on the official website of The Body Shop Indonesia. Within the theory, it is stated that within a CSR program, every company needs to pay attention to the aspects to plan a design which the CSR message is

communicated in the company's website for stakeholders. CSR cyber communication strategy is done by a company to maintain the company's reputation to avoid negative assumptions of stakeholders. Companies also have to pay attention to the expectations of stakeholders in communicating the CSR activities for it to be delivered properly using online media or cyber in this research being the official website of The Body Shop Indonesia, in order for there to be a good relationship among the company and stakeholders.

In this study, it is known that the communication media – the official website – used by The Body Shop Indonesia attempts to gain the trust of the stakeholders as well as understand the expectations of stakeholders regarding the information that is being delivered through online media (official website of The Body Shop Indonesia). As to what has been stated by Harmoni (2009: 58) that to gain legitimacy from stakeholders, the company is required to build CSR communication by involving stakeholders by listening to their expectation regarding the conducted CSR activities.

The researcher obtained a fact from the company's website, The Body Shop Indonesia has always strived to give good services towards the consumers or stakeholders so that a good relationship can be built. With the existence of services that is given to the stakeholders including, chat room, Email, and contact person where communication can take place on Monday – Friday (09.00 – 21.00) and Saturday (09.00 – 18.00). These facts are relevant to the understanding on the theory about the process of communication stated in (Rusdianto, 2013: 30-31) that the CSR communication process is a communication process done two-ways, the company and the stakeholders are both seen upon as communicators. This is due to both parties having the same potential in sources of information. In relation to this, companies deliver information regarding CSR activities that have been conducted, while stakeholders may give feedback to the company about the information that has been given by the company itself. The Body Shop Indonesia has also stated that *it is their responsibility to provide good service or performance to all customers* (official website of The Body Shop Indonesia). The researcher has observed that the communication pattern of CSR on the official website of The Body Shop Indonesia applies the communication pattern that uses the two-way symmetrical mode for the communication model by Grunig and Hunt in their practice of public relation. The two-way symmetrical understanding based on Butterick (2012: 30-34) is a balanced two-way communication. Different with the one-way linear model communication, this model performs two reciprocal processes in which those involved in it have the same position when communicating.

Seen based on the target CSR communication strategy that was published on the official website of The Body Shop Indonesia, the researcher observed that The Body Shop Indonesia has attempted to communicate this to a wide audience of stakeholders. Stakeholders are people who risk their lives in companies both inside and outside the company, who have a role in determining the success of the company. In this understanding that has been stated by Jones in Indrawan (2011) that stakeholders are parties who can affect or be affected by various decisions, policies and even operations

conducted by the company. Jones classified stakeholders into 2 categories which are, Inside Stakeholders who are people that have interests and demands on the resources of the company and as well as being within the organization of the company. Such as shareholders, managers and staff. Outside Stakeholders, are individuals who are outside of the company yet still has an interest towards the company and can be affected by the decisions and acts that are done by the company. Such as consumers, suppliers, government, local society and the society as a whole.

Results of the study suggests that the CSR cyber communication strategy by The Body Shop Indonesia is addressed towards both Inside and Outside Stakeholders. The CSR cyber communication strategy that is addressed towards inside stakeholders include the CSR activity *Gotong Royong* cleaning Jakarta. Furthermore, CSR cyber communication strategy that is addressed for outside stakeholders include Collaboration of The Body Shop and Museum Omah Munir, The Body Shop Indonesia Encouraging Economic Independence and Strengthening the Role of Women in the Family, Ramadhan Donations to Dompet Dhuafa, and Defend Human Rights by Supporting Sokola Rimba Movie.

#### IV. CONCLUSION

Based on the research and analysis that has been done by the researcher above, it can be concluded that the CSR cyber communication strategy on the official website of The Body Shop has been done according to the CSR communication strategy method, yet there has still not been optimization regarding the defensive strategy in applying the CSR communication strategy. The Body Shop has also done positive campaigns that are in accordance to their vision and mission as a cosmetic company that uses vegetarian based ingredients. The Body Shop Indonesia is rated as capable of focusing their attention regarding CSR information that is in line with the values of The Body Shop Indonesia and have

communicated these matters using a CSR communication strategy on their official website. The Body Shop Indonesia is also assessed as capable of conducting CSR cyber communication strategy on their official website because they are able to build good communication and has attempted to provide good services in communicating with the stakeholder by providing a menu on the website to communicate, this proves that the communication pattern is built to create a good relationship. This communication pattern is done by using a two-way symmetrical model where its nature is to be based on honesty and truth where the parties have mutual respect for one another so that there is no harm caused between those involved.

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