Environmental Communication through Corporate Social Responsibility in Overcoming Peatland Fire Problems

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A B S T R A K

Komunikasi perusahaan harus diintegrasikan dengan kampanye pelestarian lingkungan. Penelitian ini bertujuan untuk menggali peran CSR Pertamina dalam mengatasi permasalahan lingkungan terkait kebakaran lahan gambut di Kecamatan Bukit Batu, Kabupaten Bengkalis. Peneliti menggunakan metode kualitatif dengan pendekatan studi kasus. Subjek penelitian ini adalah praktisi CSR Pertamina dan masyarakat. Hasil penelitian menunjukkan bahwa CSR Pertamina berkontribusi dalam mengkampanyekan kelestarian lingkungan dan pencegahan kebakaran hutan melalui program "Kampung Gambut Berdikari". Komunikasi CSR dilakukan secara kelompok, yaitu Kelompok Tani Tunas Makmur dan forum Komunitas Peduli Api (MPA) untuk mengatasi dan mencegah kebakaran di lahan gambut. Kegiatan CSR ini meningkatkan kesadaran lingkungan dan meningkatkan kesejahteraan ekonomi masyarakat. Kegiatan tersebut didasarkan pada pengembangan arboretum gambut, ekowisata dan pengembangan perkebunan nanas. Ekowisata arboretum gambut ini menjadi media komunikasi penting untuk mengedukasi masyarakat petani, siswa sekolah, pemuda dan juga pengunjung. Kegiatan CSR seharusnya tidak hanya berorientasi pada citra perusahaan, tetapi keberhasilannya dapat ditiru, ditularkan dan dikembangkan di daerah lain yang rawan bencana kebakaran.

A B S T R A C T

Corporate communications should be integrated with environmental conservation campaigns. This research aims to explore the role of Pertamina's CSR in overcoming environmental problems related to peatland fires in Bukit Batu District, Bengkalis Regency. The researcher used a qualitative method with a case study approach. The subjects of this research are Pertamina's CSR practitioners and the community. The results show that Pertamina's CSR contributes in campaigning for environmental sustainability and preventing forest fires through the program of "Kampung Gambut Berdikari". CSR communication is carried out on a group basis, namely the Tunas Makmur Farmers Group and the Fire Care Community (MPA) forum to tackle and prevent fires on peatlands. These CSR activities increases environmental awareness and improves the economic welfare of the community. The activities are based on the development of peat arboretum ecotourism and the development of pineapple plantations. This peat arboretum ecotourism becomes an important communication medium to educate the farming community, school students, youth and also visitors. CSR activities should not only be oriented towards corporate image, but its success can be imitated, transmitted and developed in other areas prone to fire disasters.

1. INTRODUCTION

In recent decades, much of Indonesia's peatlands have been converted to agricultural, plantations and industrial forest areas for paper production (Uda et al., 2017). This conversion also occurred in Bukit Batu District Bengkalis Regency, Riau Province, where most of the area is peat which has a very high fire hazard (Putra et al., 2018). Land and forest fires in the last few decades have been a source of haze disasters not only in Indonesia, but even in Southeast Asia. Peatland fires in Bengkalis occur due to very complex problems, such as: land clearing by burning, land owners and workers living outside the area, and the conversion of crops from rubber plantations to oil palm (Arifudin et al., 2019). These problems cause land monitoring to be less than optimal, so that peatland fires often occur. Because fires can occur at any time, the local community involvement is very important for early prevention. Forest conversion is beneficial for

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the economy in the short term, but can damage the environment and the economy in the long term. This conversion causes land fires, loss of flora and fauna diversity, and land subsidence. Forest rehabilitation and conservation efforts based on local communities as the main actors are very important. In addition, CSR must contribute to overcome environmental problems related to forest and land fires.

Forest fires that often occur in Indonesia and Bengkalis in particular, have inspired the emergence of the Program "*Kampung Gambut Berdikari*" by Pertamina Sungai Pakning Rafinery Unit. This Corporate Social Responsibility (CSR) program focuses on handling forest and land fire disasters as well as community-based peatland management. This program is Pertamina's effort to overcome environmental problems and fire disasters that occurred in Bukit Batu District and its surroundings. Therefore, this paper focuses on the importance of the role of CSR-based environmental communication in unraveling the problem of forest and peatland fires in Bukit Batu District, Bengkalis Regency Riau Province.

In the era of globalization, environmental destruction is global, so environmental protection has become the main concern of civilization in general (Kitic et al., 2015). Forest fires, pollution, climate change, and species extinction can impact on people's lives (Lodhia, 2014). Although the use of land for economic activities and protecting natural forests as heritage were initially contradictory, in fact a balance between the two was needed (Zeb et al., 2021). Therefore, environmental communication needs to be developed to improve the community's ability to manage the environment properly. Environmental communication through community-based conservation and restoration programs must continue to be developed by both government and non-government agencies, or even be implemented in an integrated way. Corporate communication through CSR can be a means to preserve the environment sustainable (Alexandro & Oktaria, 2020; Bickford et al., 2017; Dubravská et al., 2020). The programs of corporate social responsibility should not only be directed at creating a corporate image, but should also have an impact on increasing the consciousness of internal and external audiences about the environment (Dutta & Imeri, 2016). CSR programs can also campaign for and participate in overcoming environmental problems such as peat land fires, forest destruction, or climate change. Therefore, the environmental communication is important to use in solving environmental crises.

Several studies explain that the success of a company, especially in realizing its vision, is closely related to how well and professionally the company communicates with existing resources. Corporate communication as a strategic management function plays an important role in the development and maintenance of corporate image (Basri & Siam, 2019; Morsing & Spence, 2019; A. Siano et al., 2013). Corporate communication is usually more coordinated for both internal and external communication in order to achieve the goal of constructing and maintaining fame with stakeholder groups (Apolo et al., 2017; Pollach et al., 2012). The study of CSR communication pay more consideration to the effect of CSR on financial performance (Testarmata et al., 2018). Basically, corporate communication includes all forms of activities carried out by a company to achieve the corporate's vision (Mohammad & Bungin, 2020). In this case, corporate communications include public relations, advertising, media relations, crisis communications, reputation management, investor relations, employee relations, marketing, communications management, corporate branding, and image building (Saha, 2014).

In modern companies, there is interdependent communication created between individuals, groups, communities, companies and countries so that corporate communications must be connected with all stakeholders. Recently, corporations have generally relied more on CSR activities and publication channels through interactive social media. Social media is very helpful in interacting with stakeholders because they can actively participate in using social media. Basically, corporate communication is the effort of a corporate to communicate effectively and profitably to develop corporate values. This corporate communication also helps inform new values such as caring for the environment (Dutta & Imeri, 2016; A. Siano et al., 2013). In this case, corporate Communications contributes an important role in dealing with crises and disasters in oil and gas companies (Saha, 2014).

The other studies revealed that the application of management principles has a close relationship with the success of CSR program (Alexandro & Oktaria, 2020; Kirat, 2015; Morsing & Spence, 2019). The company will be successful if it implements CSR and integrates it into all company activities. Related to this, CSR activities must also be integrated with the company's long-term mission (Pollach et al., 2012; Alfonso Siano et al., 2016). In this case, the CSR theory of the Triple Bottom Line explains that the output of CSR programs must cover the economic, social, and environmental fields. This Triple Bottom Line concept can also be called: People, Planet, and Profit. First, economic responsibility relates to the company's contribution to the sustainability of the larger profit system. Second, social responsibility pays attention to the company's impact on the surrounding community where the company operates. Third, the dimension of environmental responsibility which emphasizes the influence of the corporate's existence on the earth (Testarmata et al., 2018). In addition, the term environmental CSR is divided into two aspects: corporate climate responsibility and sustainable use of natural resources (Christis & Wang, 2021).

CSR has an important role in realizing social action and changing people's behavior for the better. Stakeholders can pressure companies to make their implicit CSR communications more explicit (Morsing & Spence, 2019). In this case, corporate communications must emphasize the importance of campaigns and environmental concerns. Companies must integrate environmental communications into company goals. In addition, companies should also communicate information environmental concerns to all of the stakeholders. Stakeholders must be concerned with environmental management in terms of natural resource conservation efforts. Company involvement in CSR activities to achieve environmental performance goals will be effective if it is based on Environmental Resource Conservation Efforts (ERCE) (Kitic et al., 2015; Nassani et al., 2022). Community involvement is important so that people have a concern for the environment. Even the CSR program still ignores the socio-cultural conditions that exist in the community. In fact, the problem can be solved if the company understands the real needs of the community. Distrust of the CSR program occurs because the company puts too much emphasis on the company's interests, such as being oriented to the company's image, trading the public for media content, so that it does not solve the root matters faced by society (Dutta & Imeri, 2016; Widhagdha et al., 2019). Therefore, in stakeholder theory there must be four basic aspects, namely: normativity, sustainability, people, and cooperation (Freeman & Phillips, 2021).

Recently, the public has begun to realize how important social, humanitarian and environmental issues are that they have an impact on stakeholder expectations dealing with CSR practices (Testarmata et al., 2018). The demands of the community on the company are increasing to be met, in line with efforts to incorporate aspects of the business environment. This trend of increasing CSR should be followed by increased awareness accompanied by good communication. Environmentally based on performance indicators are very significant for a corporate (Semenova & Hassel, 2015). So, corporate environmental communication becomes a fundamental element to gain legitimacy from stakeholders.

CSR is considered committed if its activities have a good impact on changes in the communities and their environment. Corporate communication is ethical if it maintains and enhances the life of the business. In addition, CSR communication also contributes to the development of tourism and the community's economy. Some studies indicate that corporate CSR has contribution in development, but has not focused on community environmental education (Dutta & Imeri, 2016; Kirat, 2015). The contribution of corporate environmental communication has been developed through CSR research (Ramya et al., 2020). Although corporate environmental communication is commercial and political in nature, corporate environmental communication is basically a form of responsibility in society, especially those who are at risk of environmental damage (Lodhia, 2014). Corporate environmental communication through social activities, websites, social media, and releases, is often the main means of communication aimed at stakeholders and is also considered a reporting tool (Ramya et al., 2020). However, often what is presented in the media is not found to be in accordance with reality. Communication about environmental risks requires understanding the needs and perspectives of stakeholders (DeLorme et al., 2018).

In this case, environmental communication is defined as the process of exchanging messages that occur on, from, about, and for the natural environment around humans (Klöckner, 2015). Communication also refers to the use of communication perspectives, principles, strategies and techniques to regulate and preserve the natural environment (Flor & Cangara, 2018; Yasir, 2020). In addition, this environmental communication can act as a constitutive and pragmatic means. Pragmatically, communication activities function to: campaign, educate, convince, mobilize, and assist humans in overcoming environmental problems. While constitutively, environmental communication is used to organize, compile, and represent environmental problems (Cox, 2010).

Nowadays, environmental communication functions in environmental decision-making through public participation. This communication emphasizes dialogue, so that it can create awareness of concern for the environment (Ballantyne, 2016). Communication in the context of forest conservation requires the active participation of the local community as the main actor. Therefore, Community Based Tourism (CBT) is very important to be developed. CBT is an ecotourism management that prioritizes local communities as a form of redistribution of wealth, power and tourism resources (Giampiccoli & Glassom, 2020). Nature conservation and community-based ecotourism development can be an alternative to current tourism activities. In the era of a competitive tourism market, the tourism development based on local resources can improve the image of ecotourism and provide more opinions to attract or encourage people to visit (Boley & Green, 2016).

In this study, researchers consider CSR communication activities important to be studied and developed in solving environmental problems, both peat forest fires and social problems based on local communities. The existence of local people who live is often neglected in CSR programs, even though they are the main actors. In this case the researcher considers that local communities are not merely stakeholders, but they are targets, actors, messages and at the same time media in communicating and

campaigning messages in preserving peatlands so that they are not damaged and burned. This paper aims to explore the role of Pertamina's CSR in overcoming community-based peatland fires.

2. METHODS

This study used a qualitative research method with a case study approach. Case study research leads to exploring a complex phenomenon in order to develop a theory or evaluate program. Qualitative research methods have several benefits for developing environmental and risk communication projects (DeLorme et al., 2018). The emphasis of this study is the handling of environmental damage to peat by PT Pertamina's CSR through the development of ecotourism. Pertamina is an Indonesian state oil company that operates from upstream to downstream industries. CSR Pertamina Refinery Unit II Sei Pakning makes farmers the target of the program. This case is interesting to study because it can reduce the risk of fire in peatlands. The research was carried out in the range of 2020-2021. The location of this research is in Bukit Batu District, Bengkalis Regency, Riau-Indonesia, where Pertamina's oil refinery operates. Bengkalis Regency, where the company operates, has a large area of peat forest which is subject to frequent fires. The subjects of the research were the implementers of the CSR program or Community Development officer (CDO) of Pertamina Sei Pakning, members of the Tunas Makmur Farmer Group, members of the Community Concerned Fire (Masyarakat Peduli Api or MPA), and government employees who handle tourism and environmental issues. Subject informants were selected purposively according to the data needs of this study.

Qualitative research requires the researcher as the main instrument of data collection and analysis of the data. In this case the researcher also uses primary data and secondary data for analysis. The data were collected through interview techniques with CDO and several community leaders. There are informants from CDO, Miftah Farid and Wahyu as implementers of the CSR program. Meanwhile, there were four informants from the local community, namely Samsul as the head of the farmer group and Sadikin as the head of the MPA, one of the informants came from a government official, namely Agus Susanto. The number of informants is eight people. In addition, researchers also collect data through observation and documentation. Observations are made by observing directly the object under study, which is related to CSR activities and communication in the success of the company's program or policy. Researchers also collect data using documentation techniques, namely collecting records of communication activities, posting activities on social media, news releases, Pertamina's internal regulations, and related government policies. Researchers analyzed these data with an interactive model developed by Miles and Huberman (Moleong, 2010). In addition, the researcher also used a technique to check the validity of the data, namely by using triangulation through various sources and using an extension of the research time.

3. RESULTS AND DISCUSSIONS

Results

The Role of CSR Pertamina in Overcoming Peat Forest Fires

As one of the State-Owned Enterprises (BUMN) that mines and distributes oil in Indonesia, Pertamina is required by the government to have a concern for the environment through its CSR program. Pertamina's CSR activities focus on Pertamina Green (Environment), Pertamina Berdikari (Community Empowerment), Pertamina Smart (Education), and Pertamina Sehat (Health). This CSR program is carried out always adjusting to the needs of each operational area. In this case, the Government of Indonesia through Law Number 40 of 2007 concerning Limited Liability Companies and Government Regulation Number 47 of 2012 concerning Social and Environmental Responsibility has regulated how CSR activities should be carried out.

CSR communication has a function to stimulate better social action, not implicitly but more explicitly (Morsing and Spence, 2019). Even the company's success will be seen in the achievement of sustainable development through community involvement (Dubravská et al., 2020). In this case, Pertamina Rafinery Unit (RU) II Sei Pakning through CDO carried out social mapping, made work plans to strategic plans to produce outputs, namely the Berdikari Peat Village program. Pertamina's CSR activities create the Berdikari Peat Village program which aims to overcome problems that are always experienced by the community, namely land and forest fires. This program provides assistance with extinguishing equipment, fire fight training, disaster mitigation and land management development by cultivating pineapples. To conserve and raise awareness of local and general communities, the facilities used are to develop communities in managing peat ecotourism based on peat arboretums and peat love schools. The choice of this program is based on problem mapping and analysis. The CDO determines the target audience for this program by referring to the community affiliated with the Tunas Makmur Farmer Group in Kampung Jawa,

Sei Pakning Village, Bukit Batu District. This group is a community that is very affected because they live in peatland areas that are often burned.

In carrying out the CSR programs, the CDOs of this company are very concerned about good relations with the target audience. This community relationship is carried out to maintain and strengthen the cohesiveness of the internal group of farmers and to bridge external relations to cooperate with other parties. This form of social responsibility with an environmental communication perspective has an important impact on the implementation of CSR programs. This participatory communication activity is able to create social relationships that can build environmental awareness. This social relationship between the company and the community has increased the community's skills to control fires, preserve the environment and improve the community's economy.

These forest and peatland fires are a common problem for both the community and the Pertamina company. The CSR program focuses on dealing with peatland fires in Bukit Batu District by providing assistance to the community through entrepreneurship training, utilization of burnt land as pineapple farming areas, and training on processing pineapple products as presented in Figure 1 and Figure 2 to increase community income. The implementation of the CSR program in Berdikari Gambut Village was developed by carrying out community development focused on Java Village in Sei Pakning Village which developed peat arboretum-based ecotourism. This assistance and guidance were carried out due to the rampant forest and land fires from 2013 to 2016. In 2017, Pertamina through CSR began to focus more on developing community groups in Kampung Jawa Village with the "Berdikari Peat Village" program by empowering farmer group communities.

Figure 1. Farmers and Their Pineapple Plants

Figure 2. Female farmers and Their Pineapple Products

The land that was once prone to fires and abandoned due to fires has now become a pineapple plantation area with high economic value and part of it has become a conservation area. The guidance for the Tunas Makmur farmer group is also directed at managing peat forests whose land belongs to the community to be used as a Peat Arboretum. The peat arboretum area is expected to have high learning value for local communities, students, students and even visitors or the general public in managing and maintaining the peat environment. The purpose of environmental campaign through the "*Kampung Gambut Berdikari*" program is not only to establish good relations between Pertamina and the community, but also to provide awareness to the community to care and have the ability to manage the peat environment. In this case, environmental communication is needed to increase consciousness, motivation, and awareness of the community, government and companies in conserving and using nature responsibly (Yasir et al., 2020).

Through the Berdikari Peat Village program, Pertamina seeks to restore the peat environment as well as empower the community, especially in Pertamina's operational areas. Pertamina through this CSR Communication program can change people's mindsets about peatlands which previously only considered them as a source of fire and smoke disasters. CSR programs like this have a limited range of influence, but they play a role in creating a society that is able to conserve natural resources. Even tourism objects that are developed have an impact on environmental education for school children and the wider community through social media and news in the mass media. The point is that CSR programs can not only improve welfare in terms of economic, social and public health, but also raise awareness for the environment. Environmental communication through this CSR program will not succeed without working with existing stakeholders, especially local communities as the main target. All stakeholder groups are at the same level regarding the importance of protecting the environment. This coordination makes discussions on solving environmental problems and tourism development easier with local communities because all groups are connected with interests to solve common problems (Lundberg, 2017).

Communication between companies, farmer groups and the Fire Care Community group plays a role in fire control. Pertamina even bridges the MPA between villages. This collection of villages MPA groups is known as the Fire Care Community Communication Forum, which consists of five villages that are prone to fire disasters. This effort is to coordinate and mitigate fires in the land around them. This MPA communication forum succeeded in developing the Hydrant well innovation that allows people to seek water sources without having to use a fire engine. People only make instant wells when they want to extinguish fires by sticking a stick of wood into peat soil which has a lot of water reserves. Next, the water is sucked in using a hose with a pump type machine. To facilitate the activities of the MPA communication forum, Pertamina provided five pumping machines and other Hydrant well equipment. Pertamina's CSR environmental communication model by fostering and connecting with several other groups in its operational area becomes effective in controlling land fires.

Environmental Communication by CSR based on Peat Ecotourism Development

Pertamina's CSR communication contributes to changing people's views on the environment through tourism development. This peat tourism development activity is also able to preserve the environment of the peat ecosystem. Biodiversity in the Peat Arboretum as part of peatland conservation is an attraction for tourists to visit. This peat arboretum tourism provides environmental education and insight to the public about the natural wealth of the peat ecosystem. Endemic plant species to the island of Sumatra include those that are almost extinct and tropical pitcher plants such as: Nepenthes Rafflesiana, Nepenthes Mirabilis, Nepenthes Ampullaria Jack, Nepenthes Gracilis Korth and Nepenthes Spectabilis. In essence, this CSR program based on peat tourism development seeks to make the community the manager and protector of their peatland. This activity is an education not only for managers but also for the community and school children as presented in Figure 3. Environmental conservation-based tourism management by local communities can effectively reduce fires in this area.

CSR communication by developing group-based tourism begins with Pertamina's CDO steps to get closer to each member of Tunas Makmur. This group is then connected with other stakeholders by discussing to find solutions to environmental problems. The group became the target of Pertamina's CSR to develop peat arboretum tourism.

The development of ecotourism by the community under the guidance of CDO Pertamina can increase public awareness and participation in peatland conservation activities. In addition, several rides and supporting facilities were also built to support tourism activities in this area. However, as a tourist attraction, the peat arboretum still needs to be developed.

The development of the Peat Arboretum tourism is to campaign for public awareness of peat and its habitat. Pertamina's CSR communication in developing this peat arboretum has not received support, especially from the local government. Whereas tourism development requires collaboration between other stakeholders. in addition, sustainable tourism development requires a comprehensive, coordinated and integrated tourism communication policy and planning (Yasir, 2020). Therefore, the tourism development strategy should not be oriented to the economic approach alone but must be directed at the environmental, cultural and community empowerment approaches. This empowerment approach is measured by the ability to explore the unique potential, wisdom, values and culture of the local community.

Pertamina's CSR has changed the mindset of the community, which originally saw peatlands as a carrier of disaster, now people see it as a blessing. This area has started to become an ecotourism area and tourism-based tourism managed by the Tunas Makmur Farmer group. Pertamina RU II Sungai Pakning's commitment to preserve peat forests and empower communities by developing tourist destinations is an effective environmental communication. The Peat Arboretum area is a medium of education and tourism, especially for the young generation. Education-based tourism plays a role in introducing the function of peatlands as the main buffer for the ecosystem.

Pertamina's CSR activities in overcoming the peat problem based on tourism development are exaggerated by the media. The scope of success of the development of the Tunas Makmur Farmer Group consists of 47 people, 18 of whom are housewives. There are three activities developed to make the *Kampung Gambut Berdikari* program a success, namely: pineapple cultivation, peat arboretum area, and development of pineapple processed products. This activity received attention from the community, government and became widely spread news material. Therefore, Pertamina through this CSR program has received awards from various national institutions and events such as Nusantara Award, PROPER, Indonesian Sustainable Development Goals Award (ISDA), and other awards.

Intensive communication with an interpersonal approach is the hallmark of Pertamina's CDO. Peatland conservation for ecotourism is a joint initiative as a result of regular meetings. The development of peat arboretums and pineapple plantations is also a joint effort to combat fires on peatlands. The community realized that switching from planting oil palm to pineapple was the right choice to avoid

repeated peatland fires. Mitigation of fire disasters is carried out by fostering MPA and creating land conservation areas as ecotourism. Pertamina's CSR uses the perspective of community-based tourism (CBT) in solving environmental problems. The CBT approach is a form of tourism that is managed based on the needs, economic, cultural, and environmental characteristics of the local people that prioritizes the principle of sustainability (Giampiccoli & Glassom, 2020).

The environmental communication requires understanding stakeholder needs, perspectives, and appropriate use of media. Long-term communication between CDOs and stakeholders can be facilitated by stakeholder focus groups. The target group of this program can be used effectively in the development of communication media, messages or content in reaching a wider public in spreading environmental messages (DeLorme et al., 2018). As Pertamina's CSR implementer, CDO together with other stakeholders, such as the society, officials of village government, and local governments held a meeting (FGD) to map problems and to find out the solutions of forest fires. As the main target audience, Tunas Makmur Farmers have strong social cohesion. Most of this group still has family ties. Most of them are of Javanese descent who came in the 1950-1960s period. The similarity of kinship and ethnicity makes communication and coordination easier. This farmer group has a tradition of helping each other with the work of other members, such as party activities or calamities. In this context, this habit greatly affects social cohesion at the internal level of farmer groups. The similarity of environmental issues and cultural characteristics makes this group the right target for Pertamina's CSR program.

This cohesive group is not only the main target audience, but also as a message, public relations content, and an effective communication channel in influencing the wider community through peat arboretum ecotourism. Diver's forms of communication, messages, publicity, and reporting as well as the use of social media are used by Pertamina's PR to obtain a good corporate image. Environmental communication is carried out by making the Tunas Makmur Farmer Group as material or content, a communication channel as well as the main target of ecotourism management. As a result, this communication model is quite effective in changing the knowledge, views and behavior of the community, especially the farmer groups themselves. This group has even become a role model for other groups.

The next group is the Community Concerned Fire (*Masyarakat Peduli Api*/MPA) which the members of the MPA group come from the farmer group of Tunas Makmur. Even Sadikin, as the head of the peat arboretum ecotourism manager, is also a member of a farmer's group as well as the head of the village MPA. This group, which is almost in every village, has an association called the Inter-Fire Village Communication Community Communication Forum. Meetings between Fire Care Community groups are often met at the Peat Arboretum tourist location. The meeting between groups originating from various surrounding villages is a form of communication to bridge and connect friendships initiated by Pertamina's CSR to coordinate in monitoring the presence of hotspots. Through this, Pertamina also connects all existing community groups and stakeholders to overcome the problem of peatland fires. On the other hand, there is a view that Pertamina's CSR program has not contributed much to advancing the surrounding community, but only for the company's image.

Although Pertamina's CSR activities seem to be for imaging, the existence of these activities and communication can be beneficial and change the physical environment and society. In addition, the communication pattern through bringing together various stakeholder groups such as the community, local government, TNI, Polri, and Pertamina's own CDO facilitates coordination to overcome fire, environmental and other social problems. Not only bringing together, Pertamina's CSR also connects the community with groups that have power such as local governments and universities. T   This form of communication by strengthening ties, holding various meetings, and establishing relationships between stakeholders is important to do. Moreover, the communication is carried out through regular, open, and participatory communication to create healthy and sustainable social relationships as presented in Figure 3.
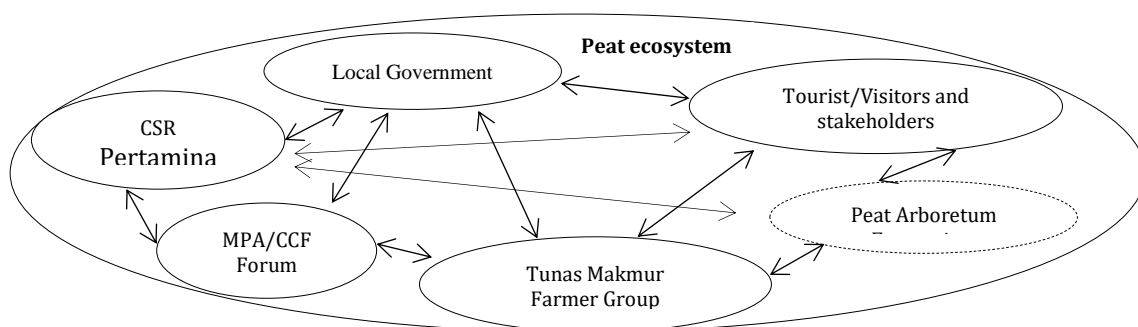
Figure 3. CSR Communication Model in Handling and Preventing Peatland Fires

Discussion

CSR in recent decades has come under pressure from environmental organizations, stakeholders, and the possibility of long-term profitability in CSR for business. Successful CSR can not only benefit environmental sustainability but also positively influence public perception on a large scale (Christis & Wang, 2021). Pertamina's CSR environmental communication method emphasizes on farmer groups and the MPA Forum group as the main targets for overcoming the problem of forest and peat fires. Strengthening the capacity of local communities in environmental welfare and management as a form of CSR commitment (Alexandro & Oktaria, 2020; Vlibeigi et al., 2020). The findings of this study are in line with the need to prioritize environmental issues in implementing CSR environmental management initiatives by conserving natural resources. In this case, the role of CSR as a mediator to achieve environmental performance becomes very important (Nassani et al., 2022). CSR practitioners through CDO communicate intensively using interpersonal communication channels, then the method is continued by strengthening the group's communication channels. Group coaching is the best choice, because environmental communication must be institutionalized by involving all group members. However, the CSR communication based on the society needs to be integrated with the use of multiple communication channels. In addition, effective environmental CSR communication is related to a variety of communications, message styles and corporate motives that are always associated (Christis & Wang, 2021; Pollach et al., 2012).

In this case, CSR activities also use a mix of communication channels for internet-based publications, this is not only because it targets a wide audience, but the cost is also cheaper (Lyon & Montgomery, 2013; Schaper et al., 2017). The group communication channel through the MPA forum with a larger number of members is certainly effective because it is able to influence an audience that has a wide reach, but its existence is not sustainable. Group and interpersonal communication channels are not widely used face-to-face, but mostly use social media. Social media can even be used to send and receive information to strengthen relationships and social bonds between them, so this communication plays an important role, especially the breadth and speed in spreading the message of developing tourist destinations (Bakti et al., 2017).

CDO in carrying out CSR activities always decides its policies in the perspective of community needs. CSR managers also map out problems and establish good relationships with target groups in order to get a good image (Dewi & Davianti, 2019). Then CDO fosters target groups, develops tourism facilities, and helps manage peat areas into tourist destinations. This CDO communication is able to help overcome social and environmental problems of farmer groups. The community even has expertise in managing peat arboretums and pineapple cultivation. It is not surprising that Pertamina Public Relations utilizes these farmer groups as communicators, content, media, target audiences, and also as a communication channel to spread messages of environmental awareness. With this activity the corporate gains a positive reputation and good image. Corporate communication by merging into the community as a spreader of environmental information on social media is able to facilitate interaction with many stakeholders (Cho et al., 2017; Santoso et al., 2020; Testarmata et al., 2018). Even through social media and other internet-based media, corporates can reinforce CSR campaign by immediately implicating the wider public (Lyon & Montgomery, 2013; Schaper et al., 2017). Internet-based communications and interactions can directly influence stakeholder interest in engaging in corporate social and environmental performance (Alfonso Siano et al., 2016).

The existence of the Marsawa Peat Arboretum has fascinated public fun to visit. It's just that it's currently constrained by the COVID-19 disease outbreak, so it was once closed, and recently reopened. People come from all walks of life, especially students and college students. As an educational tour, this Peat Arboretum has a message that Pertamina wants to campaign, namely "Sekolah Cinta Gambut" or "Youth Love Peat". Tourism communication planning that emphasizes tourism is focused on tourists' desires for education, silence, comfort, adventure, and their attention in environmental issues. In this case, school children and teenagers as the main target can savor time in the natural environment to be alone, enjoy the silence and serenity (Cini et al., 2012). The CSR program has a role and responsibility in assisting the sustainable development of ecotourism (Bickford et al., 2017). Ecotourism refers to nature-based tourism by incorporating elements of education and concern for the natural environment for the management of ecological sustainability (Strydom et al., 2019). Communication is carried out by Pertamina's CDO by going to schools and gathering with government agencies, mass media or online media with an integrated marketing communication approach. Public interest in visiting is expected to increase awareness of the environment. The peat arboretum is a harmonious idea, purpose, message whose existence has a stronger resonance to be interpreted and disseminated. Word of mouth communication strategies, especially social media, sharing experiences while visiting, this can help build a virtual experience before someone visits, and help shape the image of a tourism destination (Boley & Green, 2016).

Empowerment of local communities by CSR to manage ecotourism and the environment so that it remains sustainable is not only used as a natural tourist destination, but also as a means of educating the peat ecosystem. This tourism development is in line with the Home Affairs Minister Regulation number 33 of 2009 about Guidelines for Regional Ecotourism Development. The regulation stipulates that development of ecotourism must be able to empower the local communities. Therefore, environmental communication through CSR programs by empowering farming communities not only builds harmonious social relations between the company and the community, but can also protect the environment. CSR has become an important concept where corporates integrate social, environmental, human rights, ethics and consumer concerns into their business activities (Testarmata et al., 2018). In other hand, environmental responsibility belongs to everyone, of course this is contradictory relying on environmental quality only through CSR (Shao et al., 2021).

The findings indicate that corporate communication contributes to increasing target group participation and increasing public awareness so as to reduce forest and peatland fires. Practically CSR communication by establishing relationships and developing community-based peat ecotourism can be used as a reference for other regions that have similar problems. In this case, environmental communication plays a role in motivating and altering people's behavior in managing the environment responsibly. This CSR communication model can be a solution in overcoming the problem of peat fires and in particular how to empower people who live in fire-prone lands. Communities become aware of protecting, managing and utilizing peatlands without relying on oil palm plantations. Peatlands can be an alternative to pineapple plantations, create pineapple processed products and develop peat arboretum tourism areas that are integrated with pineapple agro-tourism. Thus, environmental CSR communication activities can be integrated and contribute to the achievement of sustainable development goals.

4. CONCLUSION

Environmental communication based on Corporate social responsibility (CSR) Pertamina programs contributes to resolving the peatland fires problems. This program has made the community aware and capable of managing peatlands. This success can be achieved by building a good relation between community groups and companies through CSR programs. This program was originally intended to assist the community in dealing with peatland fires that are very common in this area. To prevent the recurrence of disasters, intensive communication was built by establishing a Community Care for Fire (MPA) in Sungai Pakning and connecting with MPA in other villages. After establishing a good relationship, the community is invited to manage the environment by planting plants according to the characteristics of the soil, namely pineapple. In addition, the community is equipped with expertise in managing education-based ecotourism, namely peat arboretum. This CSR communication can increase the economic welfare of the society.

5. ACKNOWLEDGEMENT

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