

IMPLEMENTATION OF THE PARTNERSHIP PROGRAM AT PT. ANGKASA PURA II IN ITS EFFORTS TO MAINTAIN COMPANY IMAGE

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ABSTRACT

This Research is a study about Implementation of Partnership Program PT Angkasa Pura II to Maintain Corporate's Image. This research aims to find out Implementation of Partnership Program PT Angkasa Pura II to Maintain Corporate's Image. The theory used in his research is the concept of Implementation, Where the concept of this implementation explain right how have program program activities partnership. Paradigm is used Post-positivism. Data collection obtained through observation and in-depth interviews and acquired through study literature available from a source like the documents, book, and others. Informants obtained based on purposive sampling namely by choose informants having attachment with the theme research and compare the results of interviews with the situation environment, and secondary data from the literature, corporate's data, and corporate's documentary. The research are Key Informants and Informants which have responsibility with corporate social responsibility programs and the research object is PT Angkasa Pura II Corporate Social Responsibility activities. The research will show that Implementation of Partnership Program PT Angkasa Pura II to Maintain Corporate's Image well received by the community and can also maintain the image of company gives positive impact to PT Angkasa Pura II image. The conclusion of this research is to maintain PT Angkasa Pura II positive image, they use corporate social responsibility activities, use Corporate Social Responsibility activities gives benefit for society and has positive effect for corporate image. The advice be improved by making a new program.

Key words : Implementation, Corporate Social Responsibility, image, public relations

Introduction

The development of the industrial world, not just talking about profit and production activities only. Because gradually emerged the view that the social environment is an important part in the development of the industrial world for the company. The emergence of awareness that the production activities of a company indirectly have a negative impact on the social environment and physical environment around the company, making some companies feel important to conduct activities that are social. This social activity is then referred to as Corporate Social Responsibility (CSR) or corporate social responsibility.

Corporate Social Responsibility (CSR) in Indonesia has been regulated in the Law of the Republic of Indonesia Number 40 Year 2007 regarding Limited Liability Company Article 74 that the social and environmental responsibility must be budgeted (financed), thus obliging the company to perform corporate responsibility activities.

It was also done by PT Angkasa Pura II (Persero) which is one of the State-Owned Enterprises that manages airport services and air traffic services, the establishment of Angkasa Pura II aims to carry out management and exploitation in the field of airport services and services related to the airport by optimizing the empowerment of potential resources owned and in implementation of good corporate governance. The continuous improvement of the business of PT Angkasa Pura II (Persero), it involves many people from external PT Angkasa Pura II (Persero). Which is the program included in the Corporate Social Responsibility to enhance abilities of those who lives around their working complexes to upgrading Minister's Decree (BUMN) Number :PER.03/MBU/2015 and programs on social responsibility for State-Owned Enterprises (SOEs). The program is called Partnership and Community Development Program (PKB).

This Partnership and Community Development Program (PKBL) is a corporate social responsibility as a business entity to share the results of business success with communities and the environment surrounding Angkasa Pura II's business area is an integral essential for the company. So between the two must be established a harmonious relationship, and can also create a better community life climate.

In this research, the researcher focuses on Corporate Social Responsibility (CSR) program on Partnership Program, because there are problems that researchers find that need to be used as

scientific study, as actualization of corporate social responsibility program in State-Owned Enterprises (SOEs) such as Angkasa Pura II which has been going on for a long time and wants to show its commitment in its social responsibility to the surrounding community. Where Angkasa Pura II is located in Tangerang area, therefore Partnership and Community Development Program (PKBL) is done in Tangerang city, Tangerang Regency, and South Tangerang the target is people who have Small and Medium Enterprises (SMEs). Based on the background described above, formulation of the problem from the above research is: "how Partnership Program Implementation At PT. Angkasa Pura II (Persero) In Effort to Maintain Corporate Image? ", And with a view to know how the implementation of partnership program at PT. Angkasa Pura II (Persero) in an effort to maintain the company's image. The concept used in this research is, the concept of implementation.

Research Methodology

This research uses post-positivism paradigm as a tool for research ii, the reason researchers use post-positivism because researchers want to explain and redrawing observations through observation and interviews to the parties concerned. Namely by providing recommendations against the weaknesses contained in the object under study. Researchers use this qualitative approach because in accordance with the problems in this research is to know how the implementation of partnership program at PT. Angkasa Pura II in an effort to maintain the company image. Researchers use qualitative research that qualitative research is descriptive that researchers try to describe (describe) the results of this study thoroughly from a situation or symptoms that arise by using words written or spoken of the behavior of people who observed. Researchers use qualitative descriptive method with the aim to obtain a picture and find answers basically on the problems that occur according to circumstances which was actually at the time of the research.

The subjects of this study are the people who receive the assisted partners. The subjects consist of Key Informant, Informant 1, Informant 2, and Informant 3 that have been selected by the researcher. The object of this research is Implementation of Partnership Program of PT. Angkasa Pura II (Persero) as a strategy to Maintain Corporate Image. Researchers choose the object is to know how the community implements the partnership program of PT. Angkasa Pura II (Persero). The location of this research was conducted at PT Angkasa Pura (Persero) Main Branch Office Soekarno-Hatta International Airport building 601 Jakarta 19110. This study uses source triangulation because through interviews, observation to obtain an accurate data validity of interviews and observations directly in the object of research in accordance with the formulation of the problem has been determined.

RESEARCH AND DISCUSSION

Implementation is the set the activities and options required to carry out this implementation plan are nothing but the process of elaborating strategies and policies into action by developing programs, budgets and procedures.

1. Company's image is a picture of reality and not necessarily in accordance with reality. Image is the world according to our perceptions.
2. Corporate Social Responsibility "is an employer's obligation to formulate policies, make some important decision.

Results and Discussion

Implementation is the set of activities and options needed to run the plan this implementation is nothing but the process of elaborating strategies and policies into action with developing programs, budgets and procedures. Citra According Jalaluddin Rakhmat "Citra is a picture of reality and does not necessarily conform to reality. Image is the world according to our perception (Sivasankari 2014).Corporate Social

Responsibility "is the obligation of employers to formulate policies, make decisions, or follow the desired line of action goals and value society ". In the book Dissecting Concepts and Applications of CSR, Yusuf Wibisono describes 10 benefits of Corporate Social Responsibility function that can be obtained by the company if doing Corporate Social Responsibility, namely:

- a) **Maintain and boost the company's reputation and image**

Destructive deeds will undoubtedly degrade the company's reputation, preferably a positive contribution will definitely boost its reputation and positive corporate image. image / positive image is important to support the success of the company.

- b) Worthy of applying social license to operate.**
The surrounding community is the company's main community. When they benefit from the company, then by itself they will feel to have a company. So the rewards given to the company is the flexibility to run the business wheel in the region.
- c) Reduce business risk.** Managing risk in the midst of complex corporate problems is essential for successful business. Harmonious relationship between companies and stakeholders will disrupt the smoothness of business enterprise. If there is a problem, then the cost for recovery will be much doubled when compared with the budget to do 3 program *Corporate Social Responsibility*. Therefore CSR program as a Preventive step to prevent worsening relationship with stakeholders need to get the company.
- d) The widespread access to resources.** A good track record in the management of Corporate Social Responsibility is a competitive advantage for companies that can help smooth the way to the resources that companies treat.
- e) Opening market access.** Investments invested in Corporate Social Responsibility can be a ticket for companies to greater opportunities.
- f) Reducing cost.** Many examples of costs can be done by doing Corporate Social Responsibility. For example: by recycling factory waste in production process. In addition to saving on production costs, it also helps to make this waste more environmentally safe.
- g) Improving communication between stakeholders.** The implementation of *Corporate Social Responsibility* helps the frequency of communication between stakeholders and company.
- h) Improves the relationship between regulators.** Companies that implement Corporate Social Responsibility will help ease the burden on governments as regulators who are actually responsible for the welfare of the environment and society.
- i) Improves the motivation and productivity of the employees.** A positive company *Image in the eyes of the stakeholders and the contribution for society and the environment will be motivating and increase their productivity.*
- j) Many opportunities to receive awards.** ⁴ or rewards are given to companies who implement *Corporate Social Responsibility*

This Partnership Program is a program that provides loan funds as one of the activities of Corporate Social Responsibility PT. Angkasa Pura II (Persero) and also provide a coaching program that aims to increase knowledge and insight in the business run, so that they can further increase business productivity.

Angkasa Pura II is strongly committed to providing a wide range of benefits to its stakeholders. This philosophy is embraced so that in every activity carried out always can provide added value for the stakeholders, in the course, this concern has existed since the beginning of establishment, and as reinforced by the issuance of Law no. 40 of 2007 concerning Limited Liability Company and Corporate Social Responsibility (CSR) concept.

Angkasa Pura II is aware that its operational activities can have an impact on the community, especially around the airport location, both in the industrial, social and environmental sectors.

4. Yusuf Wibisono, *Membedah Konsep dan Aplikasi Corporate Social Responsibility*, Jatim: Fascho Publishing, 2007, Hlm. 78

Corporate Social Responsibility (CSR) activities carried out by Angkasa Pura II reflect the responsibility

the morals against the stakeholders, who will be upheld with or without the rule of law.

The partnership program is one of Corporate Social Responsibility (CSR) commitments from PT Angkasa Pura II (Persero) to be responsible to the public especially around the airport

soekarno-hatta is stipulated in the regulation of the Minister of SOE No. PER-09 / MBU / 07/2015 carried out in all airports through various programs, both internal and in the community. The environmental impacts arising from company operations must be kept as low as possible in order to achieve the sustainability of the social environment.

This discussion is related in the research result of the partnership program given by PT Angkasa Pura II and the commitment and the policy of Angkasa Pura II to the society, regarding social and environmental responsibility which aims to empower the social condition of the community, the establishment of harmonious, environment, values, norms, and local communities.

Based on the results of research conducted by researchers on March 14, 2017 - March 30, 2017. In maintaining the image of the company, almost all companies have to do some process to support the success itself so as to maintain the image amid the tight competition of the industry, obtained from interviews with some source from Key Informant, Informant 1, Informant 2, and Informant 3 and observation result during conducting research and other data obtained at the time of research can give description about Implementation of Partnership Program of PT. AngkasaPura II (Persero) In Effort to Maintain Corporate Image.

Partnership Implementation Program PT. Angkasa Pura II

One of the targets of corporate social responsibility concept in partnership program and environment development (PKBL) is prosperity. the concept of corporate social responsibility is implemented in the form of partnership programs through the development and economic development of the community with the help of capital, increased competence, and generate entrepreneurial spirit.

This is in line with the basic objective of implementing corporate social responsibility that Angkasa Pura II as a business entity needs to contribute to sustainable economic development by helping to improve and empower communities to become economically self-sufficient communities. To build a conducive relationship with the community around the operational area. Angkasa Pura II realizes various economic development activities of the community with one goal, to increase small and medium enterprises (SMEs) in order to grow and develop into a strong and independent business. The use of funds in the Partnership Program is intended for distribution to the assisted partners, grants and operational costs. The realization of funds available for Partnership Program in 2015 amounted to Rp. 51.432.915.867,87 or 11.06% above the Budget Work Plan Budget (RKA) Angkasa Pura II. From the amount of funds available has been channeled to the partners built around the Company's working area of Rp. 45.240.000.000,00

Based on the results of the researcher obtained from in-depth interviews with several sources of key informants and 3 informants and the results of observations during the research, the researchers found some interesting discussion related to the implementation of partnership program in PT AngkasaPura II (Persero) In Effort to Maintain Imagery Positive Company in this research. This discussion is related in the research results of the partnership program provided by PT Angkasa Pura II. As well as Angkasa Pura II's commitment and policy towards the community, on social and environmental responsibility that aims to empower the social condition of the community, establishing a harmonious, balanced and appropriate corporate relationship with the environment, values, norms and local communities.

Based on the interviews from the key informants and informants, the researcher concludes that the corporate social responsibility through partnership program conducted by PT Angkasa Pura II can form the society experience to the company, thus PT Angkasa Pura II can get closer to the society, in the sense of response community to PT Angkasa Pura II through corporate social responsibility through partnership program, and positive impact for the company that portrays the image of PT AngkasaPura II.

The result of this program is the partnership program to help people who have small and medium enterprises (SMEs) from different sectors such as trade, industry, agriculture, plantation, fishery, livestock, services, and others. Communities who have submitted proposals will be assisted according to their individual needs, the community is also satisfied with this partnership program, because this program can help people who want to develop their business.

CONCLUSION AND SUGGESTION

Based on the results of research that researchers have done about the implementation of partnership programs in an effort to maintain a positive image of the company. In running the program, the Partnership and Community Development have little difference although the focus is on providing assistance. Partnership program is done by providing assistance in the form of loan will be returned to provide assistance to other party. In contrast to the voluntary environmental cultivation so that PT AngkasaPura II does not get anything in this activity. Corporate Social Responsibility activities through partnership program is a form of corporate responsibility of PT AngkasaPura II (Persero) to the surrounding community which aims to help the community empowerment to become strong and independent. Through its corporate social responsibility activities, AngkasaPura II established a perception that PT AngkasaPura II is concerned about the surrounding community with this partnership program.

Corporate social responsibility activities in the partnership program each year and focus on the annual theme. Implementation of partnership programs can be done throughout Indonesia but PT Angkasa Pura II focuses on the region around the company. PT Angkasa Pura II is a state-owned enterprise that performs its social responsibility well. The community and the institution are aware of any assistance that Angkasa Pura II can receive which receives proposals for receipt of partnership program funds.

Theoretical Suggestion

This research is expected to contribute knowledge, especially in the field of communication science that is related to corporate social responsibility. This research is expected to be a useful reference for further research. This research has discussed the Implementation of Corporate Social Responsibility of PT AngkasaPura II (Persero) in maintaining the company image through Partnership Program. This research is expected to provide benefits to PT AngkasaPura II.

Suggestion

Based on the results of interviews that there is less satisfaction with this partnership program, because many requests for the form of the program more varied. Based on the results of the interviews there is a lack of communication between the implementing party and the program notification, as initially not knowing the corporate social responsibility program. Based on the results of the interview that the partnership program conducted by PT Angkasa Pura II should be further enhanced by creating a new program.

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