



CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF PT. ANGKASA PURA II HALIM PERDANA KUSUMA IN MAINTAINING THE COMPANY'S IMAGE

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Abstract

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Article History:
Received: 22 September 2022
Revised: 15 October 2022
Accepted: 15 November 2022
Published: 30 November 2022

Publisher:
LPPM Institut Bisnis
dan Informatika
Kwik Kian Gie

Selection and Peer-
review under the
responsibility of the
Editor Team of Jurnal
Komunikasi dan Bisnis.

Various efforts made by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch in improving the company's positive image in the eyes of the public. The concepts used in this study include the Concept of Marketing Communication, the Concept of Public Relations, the Concept of Corporate Social Responsibility, and the Concept of Corporate Image. The object of this study is PT. Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport. The results of the study found that pt. Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport in the field of education includes providing educational scholarships, library cars, lab construction. Computers, stationery provisions, as well as marching band tools. Meanwhile, free treatment, cleft lip surgery, cataract surgery and mass circumcision, are programs in the health sector. Furthermore, in the field of partnership in the form of business capital assistance and assistance for fostered partners as well as training / education. However, in image management, it can not only be done through CSR activities. Obtained from the results of interviews, the media also plays an important role in its influence on the formation of the company's image in the minds of the public. CSR programs that have been carried out are also not always able to fulfill the wishes of CSR recipients. Every CSR activity also always starts by looking at the feasibility of the proposal submitted to the company.

Keywords:

Corporate Social Responsibility, Public Relations, Corporate Image

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INTRODUCTION

The company as a structured relationship system, where each component that is included in it cooperates with each other to achieve certain goals. These objectives include efforts to foster good relations with stakeholders. According to Kasali (2009:63), stakeholders are any group inside and outside the company that has a role in determining the company. In the development of the business world, companies are no longer faced with responsibilities based on profit and economic aspects alone but must also pay attention to their social and environmental aspects. The emergence of awareness that the company's activities can indirectly cause negative impacts on the social environment and the physical environment around the company. This makes some companies feel it is important to carry out various activities of a social nature. This social activity or activity is finally used as a mandatory activity for a company called Corporate Social Responsibility (CSR).

According to Fauset (in Butterick, 2014:98), believing that CSR can help companies get a positive image and show that companies care about the environment. CSR can also show that the company is progressing. In Indonesia, the company's CSR activities have been stated in Law No. 40 of 2007 concerning Limited Liability Companies article 74 paragraph (1), which states that companies that carry out their business activities in the field of and / or related to natural resources are required to carry out Social and Environmental Responsibility. The purpose of CSR as stipulated in Law No. 40 of 2007 concerning Limited Liability Companies is to improve the quality of life and the environment that is beneficial to the Company itself, the local community, and the community in general.

As one of the state-owned companies (State-Owned Enterprises) PT. Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport is an important state asset that must be maintained. However, this guard is not only the duty and responsibility of PT Angkasa Pura II, but it must be done together with full awareness. PT Angkasa Pura II establishes communication with the surrounding community in order to foster good relations and as a form of corporate social responsibility. PT. Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport, as one of the companies that cannot be separated from the surrounding community.

As a leading service company in Indonesia, PT Angkasa Pura II has a direct relationship with the conditions of the Indonesian people, nation and state. However, the services managed concern the lives of the wider community and play an important role as an aviation service provider which is very important in national development.

According to Jalal, (2010) one of the guidelines that can be used by companies in carrying out CSR activities is ISO 26000: Guidance Standard on Social Responsibility which was launched by ISO (International Organization for Standardization) on November 1, 2010. The birth of guidelines and standardization for social responsibility named ISO 26000: Guidance Standard on Social Responsibility, due to the non-uniformity in the implementation of CSR in various countries which gave rise to different tendencies in the process of implementing CSR itself in society. The CSR principles in ISO 26000 are accountability, transparency, ethical conduct, respect for stakeholder interests, compliance with the law, respect for international norms of conduct, and enforcement of human rights. There are seven core subjects that need to be considered in implementing ISO 26000, namely organizational governance, human rights, labor practices, the environment, fair operating practices, consumers, and community engagement and development. (Jalal, 2010)

PT. Angkasa Pura II (Persero) realizes that the company's business continuity cannot be separated from community participation. Community participation and support for the achievement of the company's performance demands PT. Angkasa Pura II (Persero) to provide mutual benefits to the community as a form of social responsibility. As a State-Owned Enterprise, the implementation of corporate social responsibility is realized through the Partnership and Community Development Program (PKBL). According to Rahmatullah and Kurniati (2011:1) stated that PKBL is a program that is synonymous with corporate social responsibility or in other

words PKBL is a form of corporate social responsibility. Implementation of PKBL PT. Angkasa Pura II (Persero) started in 1991 which was formerly the unit that implemented it was called PUKK (Small Business and Cooperative Development) and since 2007 according to the Regulation of the Minister of State-Owned Enterprises Number: PER-05 / MBU / 2007 changed to a PKBL unit (Partnership and Community Development Program) and currently PKBL is regulated in the latest regulations, namely the Decree of the Minister of SOEs Number: PER-09 / MBU / 07/2015 dated July 3, 2015 concerning the BUMN Partnership Program with Small Businesses and the Community Development Program which regulates everything from the amount of funds to the way csr is implemented.

In addition, the implementation of the Partnership and Community Development Program is based on the Decree of the Board of Directors of PT Angkasa Pura II (Persero) Number: PD.05.08/09/2015/0059 dated September 7, 2015, concerning the System and Procedures of the Partnership Program and The Community Development Program of PT Angkasa Pura II (Persero). The scope of activities of the Angkasa Pura II Community Development Program includes the sector of assistance for natural disasters, education /training, health improvement, development of public facilities and infrastructure, development of worship facilities, nature conservation, poverty alleviation, Education / Training and Promotion for Fostered Partners. Based on 8 sectors of CSR programs, there are 3 sectors that were carried out in 2016, the education sector, the health sector, and partnerships.

CSR programs in the education sector to contribute to nation building carried out by PT. Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport is providing educational scholarships for outstanding students and students, library cars, providing school equipment and school uniforms for underprivileged students in elementary schools and junior high schools around the Halim Perdana Kusuma Airport area.

In order to care about the health of PT. Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport continues csr programs such as; free treatment, cataract surgery, assistance in providing glasses for the elderly, cleft lip surgery, mass circumcision where the circumcision participants also get help with books, stationery, sarongs, and compensation in the form of pocket money and establish posyandu for the community around Halim Perdana Kusuma Airport with the main goal is to strive to improve public health and also so that the community can always be positive towards the company.

Thus, the company can carry out its operational activities on an ongoing basis. CSR programs carried out by PT. Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport to improve the local economy is with its partnership program. This partnership program is a program that aims to make fostered partners independent and increase the scale of their business. The activities carried out in the partnership program are training of fostered partners, as well as exhibition / promotional activities that are attended by fostered partners not only domestically but also abroad such as the INACRAFT Exhibition, Indonesia Fashion & Craft Exhibition, Malaysia Intrade Exhibition, and Dubai Index Exhibition.

Based on the background that has been described above, the identification of research problems is:

1. How is the program carried out by PT. Angkasa Pura II (Persero) halim Perdana Kusuma Airport branch in the education sector?
2. How is the program carried out by PT. Angkasa Pura II (Persero) halim Perdana Kusuma Airport branch in the health sector?
3. How is the program carried out by PT. Angkasa Pura II (Persero) halim Perdana Kusuma Airport branch in the partnership sector?

LITERATURE REVIEW

Public Relations

Public Relations, consists of two words that have the meaning of society and relationship. Public Relations, (PR) has various definitions, mainly because this field has various aspects and affects various parts of life in society. The application of communication elements is used by public relations in communicating with company stakeholders both internally and externally with the aim of creating a positive image of the company in the eyes of the public which has an impact on the company's ease in achieving company goals.

The role of a PR is to provide information to the public, the purpose of which is to invite the public to want to change the actions and attitudes as desired by a PR. Based on the above definition submitted by experts, it can be concluded that PR has a role to carry out corporate or organizational activities, in building communication and good relations between the company and its public, so that the message to be conveyed can be received properly, as well as the achievement of the goals of a company.

In addition to creating good relations with the public, PR also plans activities, makes observations, and conducts evaluations of the extent to which the strategies used are quite effective or not. PR is also a very important part of a company or organization to achieve goals that are in accordance with the vision, mission of the company or organization and get a good image in the eyes of the public.

Corporate Social Responsibility (CSR)

Every company has a strong commitment related to corporate social responsibility (CSR). The existence of good relations with the public makes the company safer in carrying out its company activities. The company is not only required to benefit from its business field, but is also asked to make a positive contribution to its social environment, especially in the environment around which the company operates. This is in line with Elkington's statement (in Susanto, 2009:11), suggesting that a company that shows its social responsibility will pay attention to improving the quality of the company (profit); community, especially the surrounding community (people) and the environment (planet).

According to Hadi (2011:48), CSR is a form of action that departs from the company's ethical considerations directed at improving the economy, accompanied by improving the quality of life for employees and their families, as well as improving the quality of life of the surrounding community and the wider community. Furthermore, according to Untung (2009: 1), states that Corporate Social Responsibility is the commitment of a company or the business world to contribute to sustainable economic development by paying attention to corporate social responsibility and focusing on sustainability between attention to economic, social and environmental aspects. CSR can more simply be said to be the company's reciprocity to the community and the surrounding environment because the company has taken advantage of the community and the surrounding environment.

Maignan & Ferrel (Susanto, 2009: 10), emphasizes that corporate social responsibility requires balanced attention to the interests of various diverse stakeholders in every decision and action taken by business people through socially responsible behavior. CSR allows businesses to claim progress when there is evidence of no positive developments. Since many business cases for CSR depend on companies that are considered socially responsible, CSR will be easier and cheaper to use to divert issues than to change a situation that is already bad. (Butterick 2014:98).

Furthermore, CSR according to the Limited Liability Company Law No.40 of 2007 article 1 paragraph 3:

"Social and Environmental Responsibility is the Company's commitment to participate in sustainable economic development in order to improve the quality of life and a beneficial environment, both for the Company itself, the local community, and the community in general". From the various definitions above, it can be said that corporate social responsibility is a company's obligation to comply with government regulations contained in the law and

provide a positive impact on the surrounding community both in terms of the environment and sustainable development.”

Thus, it can be said that corporate social responsibility is the company's obligation to comply with government regulations contained in the law and provide a positive impact on the surrounding community both in terms of the environment and sustainable development.

Benefits of Corporate Social Responsibility

Branco and Rodrigues (in Mursitama, Hasan, & Fakhruddin, 2011:27), divide the benefits of Corporate Social Responsibility into 2 (two) parts, namely internal and external benefits, here is the distribution of benefits:

1. Internal benefits of the company towards Corporate Social Responsibility:
 - a. Development of activities related to human resources.
 - b. Pollution prevention and reorganization of the management of production processes and raw material flows, as well as relationships with suppliers that are running well.
 - c. Creating a good corporate culture, human resource capabilities, and organization.
 - d. By implementing CSR, the company's financial performance becomes better.
2. The company's external benefits of Corporate Social Responsibility:
 - a. The implementation of CSR will improve the company's reputation as a body that carries out social responsibility well.
 - b. CSR is a form of good product differentiation.
 - c. Implementing CSR and opening CSR activities publicly is an instrument for good communication with the audience.

Principles of Corporate Social Responsibility

Every CSR activity of a company has specific guidelines in carrying out these CSR activities, one of the guidelines is to know the basic principles of CSR activities. The basic principles of a Corporate Social Responsibility (CSR) activity according to David Crwother (Hadi, 2014:59):

1. Sustainability, Corporate Social Responsibility (CSR) activities carried out by the company must be able to provide a long-term benefit for the target community of these activities. Then there is the involvement of the community itself in prospering its own life in the long term through CSR activities carried out by the company.
2. Accountability, The company's obligation to explain performance and convey accountability regarding Corporate Social Responsibility (CSR) activities that will or have been carried out to parties who have the right or authority to ask for information.
3. Transparency, Availability of information from the company and materials that are relevant and related to Corporate Social Responsibility (CSR) activities carried out. The information provided must be information that is easily understood by the authorities for the information, such as the public and shareholders. The Company must be able to disclose such information correctly, honestly, and accurately to the public concerned.

Developing a Corporate Social Responsibility Strategy

According to Susanto (2009:51), CSR Strategy begins by establishing a long-term direction and scope with regard to CSR activities. A good CSR strategy must identify the overall direction that is intended by carrying out CSR activities and then take a fundamental approach to continue the activity. Next determines the specific priority areas, and the latter formulates the measures immediately pursued.

The following are the steps in developing a CSR strategy according to Susanto (2009:52-53):

1. Build support with senior management and employees

Without the support of company leaders, the chances of CSR success will be small. In addition, it is also important to continue to build support among employees, as they will play a key role in the implementation of CSR.

2. Observations of the other party

It is very beneficial to learn from the experience and expertise of the other party. The three sources of useful information are other companies, industry associations, and organizations specialized in CSR. Observing competitors' visions, values, and policy statements, as well as approaches related to CSR, as well as the initiatives and programs they participate in, can be very beneficial.

3. Preparing the proposed CSR activity matrix

The Company can plan CSR activities, both those that are being carried out at this time and those that may be carried out in the future, related to processes, programs, and influences that may arise.

4. Develop options for the continuation of CSR programs

Here there are two options, namely taking an approach that develops little by little on a regular basis or deciding on a more comprehensive change of direction. Making decisions in terms of direction, approach, and focus

5. Determining the direction means deciding on the main areas where attention is directed.

Approach refers to how a company plans to move in a predetermined direction. Meanwhile, the focus must be aligned with the company's business goals, and therefore should be a priority.

Linkage of PR with CSR

Many companies run their CSR programs through their PR or communication departments, thus allowing CSR critics to argue that if the program is run by the PR Department, then the program is carried out for utilitarian purposes and purposes-that is, to present the best performance of the company (Butterick, 2014:98). Fauset believes that CSR is:

"Helping to bring out the image that a company cares about the environment, to cover up negative impacts by filling the media with a positive image of the company's CSR mandate. CSR allows businesses to claim progress when there is evidence of no positive developments. Because the business case for CSR relies on companies being considered socially responsible, CSR will be better than PR as long as it is easier and cheaper to use to 'divert issues' rather than change an already bad situation."

According to Cutlip (in Butterick 2014:98), saying that who believes CSR is good for PR because there are many good things that can support ethical PR practices, and provide opportunities to serve the public interest. If the company is serious about running a CSR program and running it under the PR division, then PR will be able to provide strategic input for the company which is basically its role.

According to the Chartered Institute of Public Relations (in Butterick, 2014:98), PR practitioners responsible for CSR programs should be able to:

1. Understanding society
2. Building relationships
3. Questioning business (their own business)
4. Handling relationships with stakeholders
5. Contribute to creating a strategic vision for their company.
6. Furthermore, according to Butterick (2014:99), if the company is serious about running a CSR program and running it under the PR division, then PR will be able to provide strategic input for the company which is basically its role.

RESEARCH METHODS

The assessment method used in this study is a qualitative descriptive approach. According to Neuman (2016:197), states that the qualitative approach is an approach that looks at social life from various points of view and explains how society forms a social construction. According to Denzin and Lincoln (Moleong, 2012:5), qualitative research is research that uses a natural setting, with the intention of interpreting phenomena that occur and are carried out through roads that involve various existing methods.

Moleong (2012:11), with a qualitative research approach is research intended to understand phenomena descriptively through words and language in a special context scientifically. Descriptively, it means that the data collected is in the form of words, pictures and not numbers. The research report will contain data excerpts to give an overview of the presentation of the report, through interview manuscripts, field notes, photos, videotapes, personal documents, notes/memos, or other official documents.

The nature of this study is descriptive according to Kriyantono (2010:87), aiming to make a systematic, factual and accurate description of the facts and properties of a particular population or object. Descriptive research does not seek or explain a relationship, does not test hypotheses, or make predictions. (Rakhmat, 2014:24).

The reason why researchers use this approach is because it can help researchers describe systematically, factually and accurately and explain how corporate social responsibility (CSR) strategies in helping to improve the company's image in the form of descriptions, speech, data, writings and other descriptive data.

RESULTS AND DISCUSSION

First, Corporate Social Responsibility (CSR) Program carried out by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch in the education sector. Based on data collection from observations and interviews, researchers found that the information received by the three informants was quite satisfactory and answered the questions that the researcher had given. The three informants almost always have the same views and judgments on each question.

The researchers' findings that CSR programs have been carried out well are even able to improve the company's image. The strategy is also able to overcome every problem that occurs in the company environment. The three informants gave the same opinion regarding the results of the CSR activities carried out, namely image improvement.

This is in accordance with Fauset's opinion (in Butterick, 2014:98), namely CSR helps to bring out the image that a company cares about the environment, to cover up negative impacts by filling the media with a positive image of the company's CSR message. CSR allows businesses to claim progress when there is evidence of no positive developments.

Fauset (in Butterick, 2014:98) also argues that, since many business cases for CSR depend on companies that are considered socially responsible, CSR will be easier and cheaper to use to divert issues than to change a situation that is already bad. But this opinion contradicts the results of interviews that researchers have obtained from informants. The first and second informants gave statements that CSR is not easy and cheap, even to divert issues. The media itself is one of the factors that can actually help or complicate the diversion of issues.

CSR in the education sector run by PT Angkasa Pura II (Persero) Halim Perdana Kusuma branch includes the distribution of uniforms and stationery, scholarships, library cars, and so on. This is included in one of the CSR categories, namely Corporate Philanthropy. Companies make direct contributions to a charitable activity by making direct donations usually in the form of cash, gifts / aid packages or services for free for certain circles of society and are usually related to various social activities that are a priority for the company's attention (Nova, 2012: 320).

Related to image problems, there are several problems that can interfere with the image of PT Angkasa Pura II (Persero) Halim Perdana Kusuma branch, including; cleanliness of toilets, uncomfortable waiting rooms, congestion when entering the airport due to narrow parking lots,

etc. These complaints occur based on the experiences of the visitors themselves and ultimately form an image of the company.

This is in accordance with expert opinions that say that an image / view can be formed when parties outside the organization give a view to the company. The image is formed from the limited experience or knowledge of outsiders. This image belongs to the current image type (Jefkins in Nova, 2011:219).

Another finding was that CSR should be implemented voluntarily even though there are no regulations governing the obligation to carry out CSR. But in practice, CSR requires a lot of funds. This encourages companies to use CSR as a tool to promote the company. In other words, the implementation of CSR is carried out to seek the company's profit. The implementation of CSR is not an easy matter, even for the transfer of issues.

According to the expert opinion stating that CSR activities are solely a voluntary commitment of the company to contribute to improving the welfare of the community and are not business activities required by laws and regulations such as the obligation to pay taxes or the company's compliance with labor laws (Kotler and Lee, Solihin 2009:5).

The CSR program of PT Angkasa Pura II Halim Perdana Kusuma branch in the education sector has been implemented in accordance with the SOP of BUMN. Each program has gone through various survey and evaluation processes before being run. Education is one of the effective sectors to improve the company's image and is also one of the sectors that is being carried out.

CSR programs in the education sector include educational scholarships, lab development. Computers, the provision of uniforms and stationery and marching band tools. The problem of the economic status of the lower middle class around Halim Perdana Kusuma Airport is one of the reasons the company has made the education sector the main focus. To encourage the creation of a smart and qualified young generation.

The distribution of scholarships is an effort by PT Angkasa Pura II (Persero) Halim Perdana Kusuma branch to contribute to building education, especially for students who are smart and potential, but are financially constrained. And PKBL is an assessment of the Ministry of SOEs as an indicator of whether the company is healthy or not and becomes a means of communication between the company and the community.

Survey activities before the implementation of CSR activities are carried out are mandatory so that the assistance distributed is right on target and determine whether or not it is feasible to get the assistance. The planning of CSR activities at PT Angkasa Pura II (Persero) Halim Perdana Kusuma branch starts from the beginning of the year to the end of the year, and the programs carried out must be in accordance with the approval of the head office in Cengkareng.

The budget for the CSR activity program was Rp 1,600,000,000, (one billion six hundred million rupiah) and for PKBL and Budget Work Plan (RKA) as much as Rp 1,300,000,000, (one billion three hundred million rupiah) the distribution of funds for CSR activities as much as 2% for partnerships and 2% for community development.

The data obtained through the Senior Staff of PKBL, namely Mrs. Nurul Endang Octaviani, the transfer of issues through CSR is not easy and cheap to implement. This contradicts Fauset's statement (in Butterick, 2014:98). However, in terms of CSR programs at PT Angkasa Pura II (Persero) Halim Perdana Kusuma branch, the education, health and partnership sectors became the focus.

The field of education is one of the choices of CSR programs that also get the attention of companies, in the form of assistance in the education sector scholarship programs, school equipment assistance, library cars. This is in line with Elkington's statement (Susanto, 2009:11) suggesting that a company that shows its social responsibility will pay attention to improving the quality of the company (profit); community, especially the surrounding community (people) and the environment (planet).

Second, Corporate Social Responsibility (CSR) program carried out by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch in the health sector. The CSR program of PT

Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch has been around for a long time. The term PKBL PT Angkasa Pura II (Persero) started in 1991 which was formerly the unit that implemented it was called PUKK (Small Business and Cooperative Development) and since 2007 according to the Regulation of the Minister of State-Owned Enterprises Number: PER-05 / MBU / 2007 changed to a PKBL unit (Partnership and Community Development Program).

In order to care about the health of PT Angkasa Pura II (Persero), the Halim Perdana Kusuma Airport branch continues to continue CSR programs such as free treatment, cataract surgery, assistance in providing glasses for the elderly, cleft lip surgery, mass circumcision and establishing posyandu for the community around Halim Perdana Kusuma Airport with the main goal being to strive to improve public health and also so that the public can always be positive towards the company.

Based on the category of CSR programs that have been implemented by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch can be categorized into Corporate Social Marketing, according to Nova (2012:320), the company helps develop and carry out campaigns with a focus on changing certain behaviors that have a negative impact with the aim of improving public health and safety, preserving the environment, and improving community welfare. From the results of interviews with the three informants in the analysis and discussion, the three informants almost always have the same assessment of the importance of CSR activities in PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch.

Researchers found information that CSR activities are considered important, one of which is that the company's image will be better in the eyes of the public if the company can show our responsibility and concern for the external environment. This is in accordance with the factors that influence the company's success in creating a good corporate image, according to Rosady (2012:325).

The community around PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch as one of the external publics has also played an important role in the development of the company. PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch also always tries to maintain good relations with the community around the airport. The CSR program in the health sector implemented by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch became an agenda implemented which was realized in the form of light surgery or treatment activities.

The CSR implementation of PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch was broadly focused on three sectors, namely education, health, and partnerships. By paying attention to the surrounding community, the company contributes to improving the quality of life of the people in the environment around the company. The economic level of the surrounding community is low, while the high health needs make PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch contribute to the health sector, including cataract surgery for residents of the surrounding community involving officials in the East Jakarta area.

Other activities include free treatment, cleft lip surgery, free distribution of glasses, and mass circumcision. Mass circumcision activities are carried out during school holidays in conjunction with school equipment distribution activities located in the courtyard of the mosque in the Halim Perdana Kusuma Airport environment. Through the implementation of CSR activities, it is hoped that it will be able to improve the company's image and help improve the health of residents.

The CSR activities of PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch are carried out in such a systematic, structured, and periodic manner. Activities carried out in the health sector, prioritize improving welfare and improving public health around the company. These various activities are carried out with clear and targeted strategies, policies, and programs in their implementation.

Third, Corporate Social Responsibility (CSR) program carried out by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch in the partnership sector. According to Untung

(2009:1), Corporate Social Responsibility is the commitment of a company or business world to contribute to sustainable economic development by paying attention to corporate social responsibility and focusing on sustainability between attention to economic, social and environmental aspects. Therefore, the presence of Indonesian State-Owned Enterprises (BUMN) participates as one of the economic actors in Indonesia. As a state-owned enterprise in addition to trying to make an optimal contribution to the country, PT. Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport also has a social responsibility and concern to develop the environment where this company is located.

PT. Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport as a State-Owned Enterprise (BUMN) is of course also required to carry out a Partnership Program as stipulated in the Decree of the Minister of SOEs Number: PER-09 / MBU / 07/2015 it is stated that every SOE has an obligation to distribute Partnership Program funds to Foster Partners and Funds of the Community Development Program to the community.

The PKBL program of PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch consists of Partnerships and Community Development. Through the Partnership Program, PT Angkasa Pura II (Persero) branch of Halim Perdana Kusuma Airport has the responsibility to guide and foster small businesses of its partners. The form of cooperation carried out by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch with fostered partners aims to further empower small businesses so that they can grow and develop and build communities around the airport.

With the help of business capital, it is hoped that it can advance independent businesses and create jobs from the community so that it becomes better. The partnership program also aims to improve the ability of small and medium-sized businesses to become resilient and independent. The partnership program targets small and medium-sized businesses around the company's location that have carried out business activities for at least one year and have prospects for development.

PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch also prioritizes individual small businesses that do not or do not have sufficient guarantees to obtain credit from banks (bankable) and have a maximum net worth of Rp. 200,000,000, (two hundred million rupiah). Small businesses that receive partnership program assistance are called fostered partners.

The Partnership Program is implemented as a form of the Company's concern for the community and the surrounding environment and in this Partnership Program small businesses are aligned as partners; therefore they are called Fostered Partners. The fostered partners of PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch will then take part in the training. If the development of their business gets better, they will be included in trade and industrial exhibitions which are certainly very profitable for the marketing process of their products. Furthermore, monitoring starts from distribution to repayment of loans.

Monitoring the business development of the fostered partners of PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch can also be used as a material for company consideration for the selection of fostered partners so that they can participate in various trade and industrial exhibitions at home and abroad. The fostered partners who participated in trade and industrial exhibition activities have indirectly carried the name of the company which also improves the company's image.

CONCLUSION

Based on the results of the analysis and discussion that has been carried out by the researcher, the researchers draw the conclusion that for the CSR program at PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch, three of the eight PKBL sectors are the most effective, including; education, health, and partnerships. CSR activities are always carried out every year until the end of the year.

However, in image management, it can not only be done through CSR activities. Obtained from the results of interviews, the media also plays an important role in its influence on the formation of the company's image in the minds of the public. CSR programs that have been carried out are also not always able to fulfill the wishes of CSR recipients.

Often the people around the airport feel lacking in the assistance provided by the company. Every CSR activity always starts by looking at the feasibility of the proposal submitted to the company. The budget to run PKBL was Rp 1,600,000,000 (one billion six hundred million rupiah) on 2016.

CSR programs in the field of education that have been carried out by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch include providing educational scholarships, library cars, lab construction. Computers, stationery provisions, as well as marching band tools. This program is run at least once every year. The background of the implementation of this program is because of the education that is still difficult to obtain by families who have middle and lower economic status (underprivileged families). Assistance in the form of educational scholarships applies from elementary school to college. CSR in the field of education is important considering that education is one of the keys to development, and any assistance can improve the good relationship between the company and the environment.

CSR programs in the health sector that have been carried out by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch include free treatment, cleft lip surgery, cataract surgery and mass circumcision. The health sector is one of the sectors implemented in addition to improving the image of the sector is very close and related to common problems that occur in the community. The background of this strategy is that PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch wants to improve the quality of vision which is very beneficial for residents around the airport, as well as a form of the company's concern for the surrounding environment considering that many residents around the airport experience cataracts. CSR in the health sector is assistance provided in order to improve the quality of public health.

CSR programs in the field of partnerships that have been carried out by PT Angkasa Pura II (Persero) Halim Perdana Kusuma Airport branch in the form of business capital assistance and assistance for fostered partners and training / education through the Partnership Program, the company provides training in accordance with its business field that is run. The background of the implementation of this strategy is that PT Angkasa Pura II contributes to building the community around the airport and with the help of business capital to advance independent businesses and create jobs from these communities so that they become better. CSR in the partnership sector seeks to encourage people's economic growth as well as the creation of equity and empowerment through the expansion of employment opportunities.

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