Corporate Social Responsibility Communication through Website in the Telecommunication Industry: Analysis On Indonesia Telecommunication Companies

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The internet usage among the public, has also improved the usage of official websites as a means of media disclosure for the social responsibility held by corporations. One of the purposes of this study is to describe the nature of messages content in corporate social responsibility (CSR) communication published on official websites of companies in telecommunications in Indonesia. Involved in the case study chosen are the Indosat Ooredo <indosatooredoo.com> and Telkomsel <telkomsel.com>. Also, this study is conducted to analyze the level of interactivity of Indonesian telecommunication companies' websites. In this research, the content analysis method is used. Content analysis is employed to describe in detail a particular message or text. The result obtained showed that the two telecommunications companies studied have considered that CSR information is vital, as shown at the dedicated page made for CSR communication in the website. However, the interactivity level in each website is in medium level. They used social media such as YouTube, Instagram, Facebook and Twitter to build two ways of communication with the stakeholders.

Keywords: Corporate Social Responsibility, Two-way Communication, Online, Telecommunication, Indonesia

Introduction

The act of communicating Corporate Social Responsibility (CSR) programs conducted to stakeholders becomes an important part in the CSR implementation process (Ujang Rusdianto, 2013). The creation of websites is one of the new communication tools even as CSR has beome an increasingly important issue in the business world (Nurjannah, Suwatno and Welsi Damayanti, 2017).

Moreover, the demand to conduct businesses ethically is a stable challenge as companies are expected to show concern and help to resolve problems that bring a global impact such as climate change, poverty and the spread of the HIV/AIDS virus. A survey conducted by McKinsey has concluded that 95 percent of CEOs in the world believe that the public has greater expectations toward the social responsibility undertaken by

companies and that expectations will increase in the next five years (Frynas, 2009). A survey conducted by Cone Communications found that currently 86 percent of consumers are more trusting towards companies that carry out CSR reporting and as much as 82 percent prefer products maufactured by companies that carry out CSR initiatives ("Consumer demand more than CSR purpose", 2012). Thus, this proved that CSR is considered as an important issue in the era of consumer society.

Recently, consumers are becoming increasingly aware of the social aspects of products sold and the firms manufacturing it (Shah and Chen, 2010). Moreover, Lo and Sheu (2007) noted that the unethical actions taken by companies against stakeholders will affect the potential benefits that they will gain in the future. Besides, CSR is an important aspect to improve and maintain corporate reputation as it is a comprehensive strategy employed by companies that is seen to secure the interests of stakeholders (Silberhorn and Warren, 2007). Companies are not only expected to focus on their business development and business progress, but also to contribute in improving environmental sustainability as well as community welfare (Dermawan and Deitiana, 2014).

In Indonesia, CSR is regulated based on Law No. 40/2007 Article 74 on the subject of Limited Liability of Companies. Paragraph (1) of the law stressed that CSR is mandatory in Indonesia. In other words, it can be understood that CSR communication is an integral part of the CSR implementation process.

One of the new effective media in CSR Communication is official website. A website brings several advantages as a medium for CSR (Nurjannah, Suwatno and Welsi Damayanti, 2017).

A website is seen as a medium to transparently communicate all the CSR activities conducted by a company. Capriotti and Moreno (2007) opined that a company's website is an important tool for disseminating information about corporate CSR. Moreover, CSR disclosure is considered as part of a company's to ensure that their activities are not negatively impacting the environment. The global reach of the web allows information to be accessed by various stakeholders (Ati Harmoni, 2011). Moreover, a website is a form of communication channel that is easily accessible anytime and anywhere (Du et al., 2012). In addition, a company's website is designed to share information according to categories based on multiple sections that are tailored according to the stakeholder segmentation (Branco and Rodrigues, 2006).

This study explores the tendencies of messages in CSR communication through the corporate websites of the studied telecommunication companies in Indonesia, the Indosat Ooredo Tbk and Telkomsel. In Indonesia, the telecommunication industry has shown an average growth of eight to nine percent in 2017. The Indonesian telecommunication industry plays a strategic role and inadvertently, has a social responsibility as well as the

accountability of securing the interests of stakeholders.

This research has two main objectives. First is to describe the contents of CSR communication on the official website of two telecommunication companies in Indonesia: Indosat Ooredo (https://indosatooredoo.com) and Telkomsel at https://www.telkomsel.com and second is to analyze the interactivity level of the CSR communication published in the telecommunications companies' official websites with their stakeholders.

Responsible for Whom

Over the years, the study of Corporate Social Responsibility (CSR) has increased significantly, resulting in an evolution of a large number of theories, approaches and terminologies, such as management of social issues, sustainable development of business ethics, environmental law (eco-justice), stakeholder management and CSR (Garriga and Mele, 2004). According to Daft (2012), CSR is a management obligation to make decisions and take actions that will contribute to the welfare and interests of stakeholders and organizations involved.

The concept of CSR is based on the idea that the existence of a company is not separate from their environment and surrounding communities. This idea implies that organisations are considered as social institutions that depend heavily on the society they are built in.

Moreover, according to Robbins and Coulter (2002), CSR is a business firm's obligation and aims to pursue the long-term goals that will be beneficial to society. Besides, Robbins and Coulter (2002) stated that companies have now played the role of moral agents in the societies that are in. In their effort to do good for society, they must differentiate between right and wrong. CSR has become a subject of debate due to the huge impact it has brought upon businesses and society alike. Corporate operational disasters like the Union Carbide gas leak in Bhopal in 1984 and BP's oil spill in the Gulf of Mexico in 2010, corporate fraud (e.g. Enron in 2001 and World Com in 2001), corporate collapse and failure (e.g. the failure of the US investment banks such as the Lehmann Brothers, Merryl Lynch and Bear Stearns in 2008) contributed to this problem. Social and moral values that are infused into business philosophies and values which are embedded in society are seen as the key components of CSR (Sun, et. al, 2010). Globalisation, expansion of stakeholders' activities and free flow of information are required for businesses to perform CSR practices more responsibly and with transparency (Amaladoss and Manohar, 2011).

Also, CSR reflects the socio-economic perspective or in other words, referring to the fact that businesses are not only concern about making profit but also their impact to the environment as well. CSR is intended to protect and improve the welfare of the society a business is built in. Businesses should not only focus on the interests of stakeholders but also the society, in general (Robbins and Coulture, 2010; Donaldson and

Preston, 1995; Freeman, 1984). According to Daft (2006), CSR implementation is under the responsibility of the management and it aims to contribute in improving the state of welfare of society. CSR is considered as an obligation that is beyond their legal and economic aims in order to achieve a set long termed objective which will benefit the surrounding community. Although the concept of CSR has become a followed trend among businesses, it is still being debated by scholars. One of the popular definitions of CSR is given by the International Standards Organization (ISO 26000):

> The responsibility of an organization is toward the impacts resulted from its decisions and activities that will affect society and the environment. Through transparency and ethical behaviour, a contribution can be made in order to achieve sustainable development, especially in ensuring the health and welfare of a society.

The definition given by ISO stresses that CSR is a firm's contribution to sustainable development, especially in ensuring the health and welfare of the society. CSR is modeled after business ethics (Hadi, 2014), wherein lies a critical view towards lessons or moral thoughts (Suseno, 1987). In the same vein, businesses result in relationships formed between individuals, from interactions, collaborations, joint investments, etcetera (Panuju, 1995). Ethical

business means honesty and transparency. This is important since people entrust all things such as reputation, family, future of employees and the future of the society through businesses (Keraf, 1998).

There are two ways for a person can make an ethical decision. The first way is through a prescriptive approach that provides tools to make decisions, and the second way is the psychological approach. The psychological approach relates to an individual ethical decision. Individual differences and the cognitive process create different ways of thinking and impacts the way a person think and act ethically.

CSR is a corporate obligation that goes beyond the legal and economic limits in order, to obtain long-term goals that are beneficial to the stakeholders. According to the definition given by IBLF (2003), CSR is an open and transparent business practice that is based on ethical values and respect for the stakeholders, employees, surrounding society and the environment, which have a part in ensuring the success of a sustainable business. This definition emphasizes the importance of the role played by stakeholders in the aspects of socio-economy and the environment.

Meanwhile Berger, Cunningham and Drumwright (2007) noted that CSR is an important component of dialogue between companies and stakeholders such as consumers, employees and investors. The study conducted by Bhattacharya, Korschun and Shen (2009) found that the majority of

Fortune 500 companies not only engage in social responsibility (CSR) initiatives, but also devote sufficient resources to report CSR activities of various company stakeholders. Luu Trong Truan (2012) defined CSR as a "concern to treat the stakeholders of the firm ethically or in a responsible manner".

In other words, CSR practically refers to the way of treating stakeholders in accordance with the ethics or behavior accepted in society. Social in this context refers to businesses with economic and environmental responsibilities. The aim of CSR implementation is to create a better standard of living while maintaining the survival of the company by creating profitability for the life of the community, as a whole. CSR activities are carried out to preserve the sustainability of the natural environment campaign, education, training, forestation, establishment of green open spaces and parks, preservation of natural resources that are used in factories or stores as well as the application of recycled and reused products.

Communicating CSR

CSR Communication in the web has been a direct offshoot in the digital revolution. Esrock and Leichty (1999) noted that corporate websites allow companies to engage in multi-stakeholder dialogue sessions, a practical challenge of CSR Communication (Antal, Dierkies, MacMillan and Martz, 2002).

The role of CSR communication is to foster relationships and trust between the company and stakeholders. The rate of CSR strategy implementation will be reduced if the company does not include a clear communication component. Besides disseminating CSR-related information to stakeholders, CSR communication also aims to bring about a positive image. Communication is a two-way process of information that aims to reduce uncertainty and at the same time, achieve understanding between the two parties involved. Effective communication asserted the exchange of information at the right time that uses a combination of media and techniques (Jurisova and Durkova, 2012). Ujang Rusdianto (2013) added that CSR communication is a process of reciprocal communication (two-way), not one-way.

Effective communication strategy designed to reduce skepticism of stakeholders and convey corporate motives in the CSR activities implemented. Companies need to communicate when they involved stakeholders in their CSR activities. This communication is not limited to consumers but, also meant for employees, local communities and the general public. Moreover, it is constantly updated and always on-going through various media such as websites, corporate blogs, fan page on FB, Twitter accounts, brochures about companies, various events, websites, annual reports, and advertisements as well as press releases and press conferences, product labels and various packaging techniques (Kaid and Pfau, 2003; Drumwright, 1996).

The most important aspect of CSR implementation is the existence of external control on social and public responsibility behavior

(concerning the public). This can be achieved if the company publishes information that is high in quality and relevant activities. The company should provide detailed and transparent information for all of its activities that can bring an impact to both the environment and society (Jurisova and Durkova, 2012).

Meanwhile L' Tang (2006) argued that CSR is managed by the Public Relations (PR) department and all CSR activities implemented as a portfolio for public relations as well as techniques for building with certain groups (e.g. with local communities) and enhance reputation with stakeholders (in Sommerville and Wood, 2007). Chaudry and Wang (2007) argued that the need for transparency and proactive communication in CSR activities is one of the general concerns. Previously, companies used mass media in communicating to the public and there is a significant change in using the internet as a communication medium. The increased use of webpages is a 21st century phenomenon that crosses organizational boundaries. The internet also supports PR practitioners to disseminate information quickly and communicate with a larger audience (Zoch, et. Al, 2008). The internet is one of the most important communication channels and has a major role in CSR communication (in Gomez and Chalmeta, 2011). The internet facilitates the provision of fast and comprehensive information while allows companies to collect more from various stakeholders (Chaudri Wang, 2007).

Public Relations (PR) professionals believe there is a strong connection between public relations and CSR, with public relations playing a big role in making this a priority in business organisations. Benneth Freeman, former US deputy assistant secretary of the state for democracy, human rights and labour, claimed that in this era of scrutiny, corporate reputation and responsibility are inseparable. Bennet and Rentschler (2003) emphasised that the company's reputation is a concept that relates to public appraisal of company's quality, trust and reliability.

Reputation plays an important role in ensuring success of an organisation. Esen (2013) added that the reputation of meaningful competitive advantage and is regarded as an important asset to the company. Moreover, subtle elements such as the investigation and development of intellectual property rights, convenience, employees, consumers and reputation itself build a reputation.

Methodology
This research primarily employed content analysis in examining the trends of messages in CSR communication carried out on their official websites. According to Eriyanto (2011), content analysis is intended to describe in detail a particular message or text. Content analysis is a research technique that draws conclusions by identifying the specific characteristics of a message objectively and systematically (Holsti, 1969). The two subjects studied in this study were Indonesia's Indosat Ooredo and Telkomsel.

For the data analysis technique, the research looked at the tendencies of the message content in the official website regarding CSR communication, including the CSR focus and the tendencies of the messages contained in their CSR communication. It also examined the interactivity of the official website for each company.

Indosat Ooredo communicates its corporate identity through their company profile on the main page of its website <indosatooredoo.com>. In the company profile page, the firm communicates the history of the company from the time it was founded in 1967 as the first foreign investment company in Indonesia to provide telecommunications services through international satellite. Currently, the Indosat is officially renamed as Indosat Ooredo. Its business strategy is providing a customer-oriented service. In its vision, Indosat Ooredo strives to become the "Leading Digital Telecommunication Company in Indonesia".

On the other hand, Telkomsel has consistently launched the latest cellular technology and is the first to commercially launch the 4G LTE mobile service in Indonesia. Entering the digital era, Telkomsel continues to develop digital businesses, including Digital Advertising, Digital Lifestyle, Mobile Financial Services, and the Internet of Things. To serve customer needs, Telkomsel holds a 24-hour call center and GraPARI services are available throughout Indonesia.

In order to provide excellent service to the community in enjoying a digital lifestyle, Telkomsel helped in building a digital ecosystem in the country through various DNA development efforts (Device, Network and Applications) that are expected to accelerate the formation of an Indonesian digital society. In addition, Telkomsel is also actively encouraging young people to use technology positively. Telkomsel focused on its CSR programs related to Community Empowerment, Education and Digital Citizenship which later on are the core for the "Baktiku Negeriku" CSR program development.

This program is a community assistance program with a focus on improving the quality of life in various remote areas in Indonesia through technology, community empowerment and education. Telkomsel developed Digital Citizenship (a cyberwellness socialisation and education on internet utilisation in a responsible, safe, creative and inspiring (GOOD) manner which includes a series of workshop activities that aimed to a segment of children and adolescents as entry level internet users, as well as parents and teachers who acts as supervisor and guardian. Telkomsel also informed about its IndonesiaNEXT, a certification program that aims to increase capacity and prepare professional expertise for students in the face of a competitive global competition. In these activities, participants who are students from various departments and levels of tertiary education can participate in inspiring seminars and creative sessions.

Findings and Discussion

The CSR Messenging of Indosat Ooredo

The Indosat ooredo has a dedicated website for CSR. The link for CSR is in minor headings, under the sub menu "About Indosat Ooredo". The website also includes multimedia, mainly in the form of photos, to show its current CSR activities. When audience visitor clicks a photo, it will give him or her further information about the activity. This website is available in Indonesian and English versions that support its accessibility to non-Indonesian speaking visitors. CSR information is found on the main website in the form of HTML. At the Indosat Ooredo website, the sustainable development activities is reported in the Annual Report saved in the Portable Document file (PDF) format. The information about CSR can be found below the "Business" menu. Indosat Ooredo uses the term 'corporate social responsibility' rather than the term CSR. The CSR activities implemented focus on Indosat Ooredo's three sectors; Woman Empowerment, Education and Health. The information included in the website is the background of the program and the objectives of each Indosat Ooredo CSR pillars.

In programs for woman empowerment, Indosat Ooredo focuses their CSR programs for women entrepreneurs in rural areas of Indonesia. The program also offer training through mobile technology, including mentoring and loan provisions. The programs organised also provides business training to Indonesian women order to gain financial independence. They also strengthen the company's commitment in their CSR programs that aim to increase the number of women connected to internet in Indonesia from 40 per cent to 43 per cent by 2020 (more than seven million women).

The Indosat Ooredo also provides information about the Woman Masterclass that has taught participants to look for opportunities available in the technology and the digital world. It communicates the goal of each CSR pillar: For the education and innovation, it develops the IWIC (Indosat Ooredoo Wireless Innovation Contest). It encourages and educates young people to innovate in the field of wireless digital applications as well as to promote and develop these innovations into successful and promising businesses. For health programs, Indosat shared their commitment to the health sector by promising to improve the health of Indonesians, especially children through the launch of 16 Indosat Ooredoo Mobile Clinic cars that will be dispatched to rural areas as well as victims of natural disasters. Indosat claimed success with the program based on the type of assistance provided and support, parties that formed cooperation with it, awards received by the company and CSR awards received.

The CSR Messenging of Telkomsel

Telkomsel has a dedicated website for CSR. The link for CSR is in minor headings, under the "About Telkomsel" submenu. The website also includes multimedia, mainly in the form of photos, to show its current CSR activities. When

audience visitor clicks a photo, it will give him or her further information about the activity. This website also has both Indonesian and English versions as to make it accessible to non-Indonesian speaking visitors CSR information is found on the main website in the form of HTML. Telkomsel uses the term 'corporate social responsibility' rather than the term CSR.

In its website, Telkomsel communicates the goals and background of the program why they chose the program. In the Telkomsel CSR website, it is divided into two parts, the current Telkomsel Initiative and Telkomsel CSR Pillar. In the current Telkomsel Initiative page there are several programs that are Telkomsel's main focus, namely The NextDev program: The Work of the Nation's Children for Indonesia's Solution and Creating a Safer Internet. Furthermore, in the CSR Pillar, Telkomsel places more emphasis on describing the focus of the programs implemented by Telkomsel, including program descriptions, program objectives, and program background. There are four CSR programs in Telkomsel's CSR Pillar webpage, namely: Education, Digital Citizenship, Community Empowerment, and Philanthropy.

Each CSR program has its own web page. Furthermore, under the web page there are several additional service menus such as the social media follow-up menu, contact us and some features offered by Telkomsel. Whereas the Community Empowerment CSR program "Baktiku Negeriku" on March 23, 2018 won the title "Champion" in the Information and Communication Technology Competition 2018 which was organized by the United Nations in Geneva, Switzerland. "Baktiku Negeriku" is a CSR program in the form of contributions and collaboration of the Telkomsel Workers' Union which focuses on improving the quality of life of people in various remote areas in Indonesia through technology, community empowerment, and education.

Telkomsel in this case is already very good at implementing CSR communication on their official website because the packaging of the messages provided is very good and neatly arranged to group each sub-chapter of the CSR program they run. This research shows that Telkomsel's CSR website has been implemented well and neatly and it can be concluded that Telkomsel makes their official website as a strategic media in delivering their CSR communication messages.

Analysis

Research showed that company data on Indosat Ooredo and Telkomsel websites are easy to access. This is indicated through annual reports and sustainability reports that are archived from year to year (in Indonesian and English). Thus, all stakeholders can access in-depth information about the company. The firms also allocate a separate menu on the official website based on the principles of transparency and communication. As regards to CSR communication, both firms provide information and images that can be easily understood and at the same time, build a strong positive image. The data also indicated that the CSR

managed is to build the company's reputation by directing stakeholders to provide a good assessment of the company.

Both companies likewise communicated their CSR issues. The focus of CSR from Indosat Ooredo is Woman Empowerment, Health and Education while the focus of Telkomsel's CSR is Education, Digital Citizenship and Health. Although the core of the company's second business is the telecommunications sector, their CSR focus is not only limited to the field of information technology but also penetrates the health sector as well.

The findings also showed that the Indosat Ooredoo and Telkomsel focus on delivering information that can create a good assessment of the companies. This statement is supported by the findings of data that showed the tendency of information about CSR programs by providing evidence of success. Information seeks to show that the company has a beneficial impact on stakeholders. It refers to the definition of Public Relations (PR) given by Grunig (1999) which stated that the main foundation in Public Relations' activities is to foster good relations between the organisation and the public. However, in terms of interactivity, Indosat Ooredo and Telkomsel's official website are relatively low. CSR Communication in both website (Indosat Oordeso and Telkomsel) are still applying the one-way communication flow. Moreover, both websites (Indosat Ooredo and Telkomsel) both emphasise only on CSR publications and do not provide adequate feedback facilities as a medium of interaction as well as building dialogue with different stakeholders. Cyber communication carried out focuses more about company policy. According to Rusdianto (2014), the implementation of CSR shouldn't be based on the objectives desired by the company, but listening to stakeholders through transparent CSR communication.

The analysis made on results showed that both official websites do not, maximise the potential of website as media to communicate with diverse stakeholders. From the results it is recommended that CSR Communication is not limited to program and results but also anticipate the expectations of various stakeholders. It also suggested that many aspects need to be communicated in their websites, including management approaches, CSR planning and CSR Strategies. Therefore, websites should communicate the expectations of stakeholders and be integrated into their CSR.

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