

Local Heroes in Building Company Opinions

Siti Khadijah¹, Dessy Linda S.²

{Kh4d1j4h@gmail.com¹, inidesilinda@gmail.com²}

Universitas Islam 45, Jl. Cut Meutia No. 83 Bekasi^{1,2}

Abstract. The negative issue with the presence of generating corporates occurs because the corporate does not provide information and socialization to the public that every corporate has implemented the ISO 140001 standard on Environmental Management Systems by treating waste. The research methodology used is descriptive qualitative with data collection techniques through interviews, observation, and documentation. This study aims to determine the role of local heroes in building opinions about the corporate in the community through the seven roles of facilitator. The results of the study found that the role of local heroes in the community showed significant involvement, because their presence could help minimize and direct opinions about PT PJB Muara Tawar to positive opinions. These positive opinions include good communication and information service, more positive activities in the community, economic improvement, acceleration of infrastructure development, and work targets.

Keywords: Local heroes, corporate building, public opinion

1 Introduction

There are many rumors circulating that the existence of a power plant has a negative impact on the surrounding environment [1]. This issue occurs because power plants are vulnerable to environmental pollution and other social risks [2]. Questions arise about how a company can uniquely benefit the community.

The issue also occurs because due to the lack of information and outreach to the public from related companies, not many people know that every company through the ISO 140001 standard has implemented an environmental management system by treating waste so that it can be reused. Through the ISO 26000 standard related to sustainable development, the company has consistently implemented sustainable development from various fields. Both in the fields of education, health, development, and community empowerment. However, due to the lack of information and socialization to the public regarding the community development program by the company, the public does not know about it. According to Rahman (2009), community development is a community development activity that is planned, systematic and aimed at expanding community access in achieving better economic, social and life conditions [3].

Synergy is needed so that community development programs can accelerate development so as to create harmonious relationships between companies, communities and the environment. Thus the existence of the company can provide benefits and meet the expectations of stakeholders, namely customers, business partners, government, shareholders, employees and the surrounding community [4].

Elkington (1997) asserts that a good company not only pursues economic profit (profit), but also has a concern for environmental sustainability (planet) and community welfare (people) [5]. In line with what Elkington said, PT PJB UP Muara Tawar as a company engaged in gas and steam power plants that was established in 2003 cares about environmental sustainability and community welfare through its Social Responsibility program. CSR activities are carried out to the community of Segarajaya village, Tarumajaya District, Bekasi Regency. Luthfia [6] and Sulaiman [7] stated that the village is the key to state development by providing full autonomy for the welfare of the community, especially at the village level.

Efforts to carry out corporate social responsibility are not as easy as one might think. Companies are required to be able to establish communication and harmonious relationships with the local community. To establish good and harmonious communication with the public, it is necessary to involve all parties in a participatory and collaborative manner between village officials, village communities, and local community leaders. A public figure according to the Law of the Republic of Indonesia Number 8 of 1987 is "a person who because of his social position receives honor from the community and/or the government"[8]¹. The position of community leaders is obtained by individuals because of their knowledge, wisdom, character, and success in living life in society. [9] Because of their activities, skills and characteristics, community leaders are people who are respected and respected [10]

Community leaders are considered capable of being a "talker" to the local community because they have proximity from socio-cultural backgrounds, education, religiosity, and so on. Community leaders in each role have different names, such as the title given by PT PJB UP Muara Tawar as local heroes. These local heroes are local people who help and gain the trust of the company to provide information or become facilitators. Community leaders are closely related to the formation of opinions circulating in the community.

Public opinion can develop at any time and cannot be predicted, so to find out about this company, company public relations is needed. However, to control negative issues that can lead to negative opinions, community leaders from local residents are needed. Community leaders are considered to know deeply the things that underlie the emergence of public opinion in the midst of society. The role of these community leaders can help the task of public relations provide information and shape public opinion in the community. According to Grunig (2017) communication behavior and public attitudes that arise are closely related to Corporate Social Responsibility activities [11]. The existence of community leaders and their role is very influential in the development of a village area; therefore, their existence is one of the supporting factors in the development of a village [12].

To get an in-depth picture of the role of community leaders or local heroes in the dynamics of their society, the study was conducted to determine the role of local heroes in building opinions about the company PT PJB UP Muara Tawar.

¹ Undang-Undang Republik Indonesia No. 8 Tahun 1987 tentang Protokol. Jakarta

2 Research Method

This study uses a qualitative descriptive method with in-depth interviews and literature study as a research instrument [13]. Data collection techniques use at least two methods such as interviews, participant or non-participant observation and physical evidence [14]. Key informants and informants were selected purposively [15] for in-depth interviews about CSR activities of PT PJB UP Muara Tawar. Patton stated that purposive sampling can be used to select participants according to established criteria to achieve research objectives [16].

Key informants in this research is a local heroes who has been chosen by PT PJB UP Muara Tawar, namely Ustadz Effendy as local heroes in the field of community empowerment. Ustadz Effendy is an initiator and manager of catfish cultivation and aquaponic farming systems.

The research was conducted at PT PJB UP Muara Tawar which is located at Jalan PLTGU Muara Tawar no.1 Segarajaya Village, Tarumajaya District, Bekasi Regency. Power generation companies are often hit by issues of the negative impact of their production process, but the inherent issues are inversely proportional to what was obtained by PT PJB UP Muara Tawar. PT PJB Muara Tawar, in fact, often gets awards in several activities, such as in community empowerment, sustainable development, and environmentally friendly activities.

3. Discussion

This research is related to the involvement of the role of community leaders (local heroes) in a development in the community. Sustainable development requires actors from local communities to participate starting from planning [17]. In participatory communication it is emphasized the importance of the cultural identity of the local community [18] in order to invite the community to accept and be able to develop the values needed to improve the welfare of the community and each individual who is a member. In addition, the involvement of local actors can assist the government in formulating programs according to the needs of local communities [19]. These development programs include the management of natural resources and forestry, economic activities [20]. For economic activities with local user rights, organizational skills are needed in the form of volunteers who can manage local communities [21]. In communicating, the public (audience) is often more concerned with the source (who is speaking) of what the message is (what is being discussed) or what is heard. In addition, the role of local heroes (community leaders) can also help minimize negative opinions circulating in the community. This condition occurs because the Indonesian people are "Guyub" and see community leaders who are in "remote areas" [22]

The practice of using local community leaders has been carried out by a power generation company PT PJB UP Muara Tawar. This power company uses the local heroes (community leaders) or facilitators. Description to the involvement of local heroes or facilitators at PT PJB UP Muara Tawar will be explained in the following.

3.1 Criteria for Local Heroes PT PJB UP Muara Tawar

Local heroes or facilitators were chosen because they have criteria that are in line with the company. Although these criteria are not written, the criteria for selecting local heroes or facilitators can be seen from the results of monitoring by the company in the community. As stated by the PR of PT PJB UP Muara Tawar.

"In writing, there are no criteria, but from the progress of program implementation. We carried out monitoring with several figures. From there it can be seen whether this figure is qualified and reliable as a local hero or not."

The criteria for local heroes or facilitators for companies are:

- a) A reliable figure in the community, in this case it means that this figure is active in several community programs and activities. Or is a figure who has an influence in the social order of society.
- b) A person who can lead the group, in some areas there are small groups that work in various fields. Usually in this case, the company holds meetings with these groups and at the same time monitors the group leaders.
- c) A figure who can coordinate the community, this is interpreted if this figure is not a community leader or group leader. However, it can coordinate local communities to carry out development programs and activities through their ideas, creativity, and innovation.
- d) Have the same vision and mission as the company, which is to jointly create a society that has a good quality of life in the economic, social and other fields.
- e) Trustworthy or trustworthy, this is defined as a person who carries out programs and activities in the community voluntarily donating his energy and thoughts for the benefit of the community. Not to benefit groups or individuals.

3.2 Involvement of Local Heroes in Community Activities from PT PJB UP Muara Tawar

PT PJB UP Muara Tawar makes several programs and activities that involve the role of local heroes (community leaders) or facilitators. These programs and activities aim to improve the welfare, quality of life and economy of the community around the company, among these programs and activities are:

Cultivation of Catfish and Aquaponic. This catfish and aquaponic cultivation program and activity is an innovation initiated by a community leader who is often called Ustadz Effendy. This catfish and aquaponic cultivation activity is a concern for PT PJB Muara Tawar, because it has goals that are in line with the company. Besides being able to reduce kitchen expenses by harvesting their own catfish ponds and plants, this activity also represents a healthy green environment. As well as supporting an independent economy in the community by selling catfish harvests. Currently, programs and activities for catfish cultivation and aquaponics have reached five villages, of which three villages have been able to do it independently and two villages are under construction. In this program and activity, PT PJB provides support in the form of training for catfish farming groups, providing tarpaulin capital, providing catfish seeds, and catfish brooders.

Batik Training. Batik training programs and activities by PT PJB UP Muara Tawar were carried out together with MSME Batik Seraci. The Batik Seraci UMKM was previously a home-based business managed by Waroh as the head of production and marketing. Then, the Batik Seraci UMKM was looked at by the company to be used as a target group because it is a micro-enterprise that has artistic and unique values. The uniqueness of the Batik Seraci UMKM can be seen from the design of images and motifs taken directly from the stories of local residents. Because most of them come from the Betawi tribe, so most of the batik cloth motifs are Betawi customs and culture such as ondel-ondel, Bemo, Jengkol, Betawi art tools and others.

One of the goals of PT PJB UP Muara Tawar is to develop micro-enterprises in the environment around the company. So in addition to providing assistance to MSME Batik Seraci such as

murals, WWTP (Wastewater Treatment Installation), and batik training, the company also invites MSME Batik Seraci to provide training to mothers in the area around the company and in several elementary schools. introduce, expand networks and attract people to want to develop their potential by participating in competency development trainings facilitated by the company.

Jingkem River Ecotourism. Jingkem River Ecotourism is a mangrove ecotourism managed by the Youth Care Forum for the Environment (FPPL) which is now a fostered group of PT PJB UP Muara Tawar. The Jingkem River is indeed a natural river that has existed before, these youths, chaired by Ahmad Sahil, only add accessories, care for, develop, and make the Jingkem river look more attractive with instagrammable spots. So that people are interested in coming and visiting the Jingkem River Ecotourism. The goal is, apart from being a form of environmental conservation, it is also to attract people from outside the region to come and visit the Jingkem River. Through these innovations, the local community's economy becomes more focused and advanced. In addition to fishing, fishermen also get passengers, creative workers can be empowered to make souvenirs, and snack providers can make their own special foods and so on.

3.3 The Role of Local Heroes in Building Opinions about the Company (PT PJB UP Muara Tawar)

Since 2017, PT PJB UP Muara Tawar has involved the roles of community leaders both formally and informally, village activists, and facilitators. This is of course done so that the goals of the company and the community can go hand in hand. Thus, the company's programs and activities with the community can be well received and get a positive response. As well as the involvement of the role of several communities can be an effort to minimize issues and slanted opinions about the company. PT PJB UP Muara Tawar has involved community leaders or so-called local heroes, facilitators, village activity activists (youth forums) who are placed in several sectors such as economy, socio-culture, development, tourism and so on. So that the role of local heroes or facilitators is spread evenly according to their field of expertise. And this certainly makes it easier for companies to carry out several programs and activities that have a typology and can be adapted to the area of expertise of local heroes or facilitators. So in this case, the researcher wants to know in depth how the role of local heroes or facilitators in building opinions about PT PJB UP Muara Tawar, so that issues and negative opinions circulating in the community can be minimized.

In analyzing, the researcher uses the concept of a facilitator role proposed by Mardikanto [23] regarding the seven different roles of development communication facilitators which will be explained in the following matrix:

Table 1. Local Heroes Role Matrix PTPJB IP Muara Tawar

Variety of Role	Activity	Benefit
Educational role	Provide training on catfish cultivation and aquaponics. These local heroes of catfish and aquaponic cultivation are coordinated by Mr. Effendy.	Community economic empowerment independently and sustainably

	Batik training by UMKM Batik Seraci for elementary school students	Building socio-cultural knowledge so that it becomes skills to support independence
	Training for the youth of Sembilangan village by the Youth Care Forum for the Environment (FPPL) to foster creativity in the field of Mangrov ecotourism and administrative management	Creating job opportunities for local youth through the mangrove ecotourism destination Sunge Jingkem
The role of innovation dissemination	Discussion among members of the community to other members of the community (within and between other social systems)	Frozen food and catfish snack product innovations were created. A group of batik derivatives was formed, such as batik handkerchiefs, batik laptop bags, batik pouches and tote bags. Improvement of social enterprise program
Facilitation role	The house of local heroes as a place for discussion and implementation of program activities. Help coordinate the masses, such as groups, training participants, and batik training place Provide information about Sunge Jingkem. ecotourism	The implementation of the training went smoothly. Make it easier for companies to support programs in accordance with established criteria. The number of tourist visits increases
Consultation role	Provide suggestions and alternative solutions to problems faced by the community	Frozen food product innovation and catfish snack Innovation of batik derivative products Creating a tourist village by utilizing the river, cultural heritage and local culinary specialties.
Advocacy Role	Conduct deliberation and discussion beforehand with members and the community regarding programs and activities by carefully considering and analyzing the impact of the decisions to be taken.	Provide benefits for all villagers to achieve common welfare goals.
Supervision role	Local heroes collaborate with the Bekasi Disnakanlut (fishery and marine service) to help develop and improve community capabilities regarding fish Involve Batik Seraci UMKM employees in batik training for residents Location of comparative study of other PJB units	People have deeper knowledge about fish, especially catfish. The absorption of 25 people from the surrounding community to become employees at the Batik Seraci UMKM Become a pilot location for community empowerment within PT PJB UP
Monitoring role	Provide targets for community empowerment activities in the form of results that can prosper the surrounding community.	Harvesting catfish can be done after 3 months of catfish breeding Increasing the number of sales of batik products and their derivatives

3.4 Public Opinion about PT PJB UP Muara Tawar

Positive opinion. *Lots of positive new activities.* PT PJB UP Muara Tawar is present as an enlightener and a carrier of renewal in the community around the company. Prior to the company's presence, the community as usual just gathered and did not have any useful activities. This is as conveyed by the chairman of the production of MSME Batik Seraci

“In the past, people here liked to get together, it wasn't clear. Just hang out. But now, Alhamdulillah, since being given training in batik, some women have joined in singing and also making handicrafts from batik cloth”, (Munawaroh, head of the production of MSME batik seraci. 2020, April 21).

The presence of PT PJB UP Muara Tawar in the community has been proven to be able to provide positive contributions and support for the progress and welfare of the community around the company. This is recognized by Erni as one of the people who feel that they have received benefits from PT PJB UP Muara Tawar.

“Alhamdulillah, I am now part of a derivative group of batik seraci, I have received training in making home products from PJB. In addition, what you can see is that there are many job opportunities. There are also many people here who work at PJB, (Erni, housewife. 2020, July 8).”

In addition, many young people around the company have productive activities such as those carried out by the Youth Care Forum for the Environment. This youth group has several visions and missions as well as village development goals. Good communication and information services. PT PJB UP Muara Tawar is present in the community who have different educational, cultural, and social backgrounds. This is a challenge for the company in establishing and creating an effective and harmonious communication climate. So that not only certain circles can understand or receive information from the company, but the entire community can digest the information submitted. However, the company can overcome this in several ways, including by visiting several communities directly, such as local heroes, target groups, formal community leaders to have small discussions or just have casual conversations.

The community's economy improves. PT PJB UP Muara Tawar supports and implements development in various fields so that the community around the company has benefits and is able to increase local revenue. In addition, company support is carried out with the aim of making the community economically independent. To increase productivity in the community, PT PJB UP Muara Tawar does not only support technology. However, community empowerment is important to explore the potential and improve competence in the community through several trainings. One sector that is of concern to the company in terms of improving the economy is micro-enterprises or MSMEs. Through these MSMEs, the company tries to empower and provide guidance so that MSMEs around the company are able to expand job opportunities for the surrounding community.

Acceleration of Infrastructure Development. Infrastructure development is an integral part of driving the economy. In some remote areas, infrastructure development can synergize the community and the environment. Because the development of infrastructure opens new ways for the community to be more creative in utilizing the facilities that have been provided.

In this case, PT PJB UP Muara Tawar contributed to the imbalance due to the limited financing capacity in the community. Therefore, the company prepares a portion of the budget allocated to the infrastructure sector, such as adding track or bridge lines along the Jinkem river, educational huts, drilled wells, building towers, and twin bridges. This statement was also made by the secretary general of FPPL.

Having a work target Several community assisted groups under the auspices of PT PJB UP Muara Tawar also felt the positive impact of the formation of this target group. This can be proven from the achievement of group performance. In the past, before becoming a company-assisted group, these community groups worked randomly according to the existing budget without making work plans or work achievement targets. However, now that they have become the company's target group, community groups can carry out programs or activities and their performance is in accordance with the targeted plans.

Negative Opinion.

- a) Uneven CSR, diverse backgrounds in a society can lead to many opinions that are less focused. PT PJB UP Muara Tawar had to bear a negative opinion from some circles of society due to a lack of understanding and a misunderstanding of information received by the public. One of the negative opinions about PT PJB UP Muara Tawar is the unequal distribution of CSR. This happens because there are several external parties of the company who are not responsible for the trust given by the company. So, the support from the company is not used properly. And this incident makes people think the company does not provide CSR evenly.
- b) Environmental issues, this has become a negative opinion circulating in the community. In this case, fishermen are worried that the water produced by PT PJB UP Muara Tawar is polluting the environment to the detriment of fishermen. Many fish on the sea coast died. This negative opinion circulated among fishermen on the north coast bordering PT PJB UP Muara Tawar. And the fishermen's concerns were conveyed to the company by the fishermen's representatives to PT PJB UP Muara Tawar.
- c) To ensure that negative opinions about companies related to environmental pollution are troubling coastal communities. PT PJB UP Muara Tawar directly checked, and the results of the check that coastal water pollution did not come from PT PJB UP Muara Tawar. To minimize the occurrence of prolonged negative opinions, PT PJB UP Muara Tawar conducted socialization to provide understanding to fishermen that PT PJB UP Muara Tawar often monitors and reports to the relevant government and the environmental service.

4. Conclusion

In several previous studies, the role of community leaders has been proven to have a significant impact on moving the community. After conducting several interviews with local heroes (community leaders), village facilitators or activists related to the role of community leaders in building public opinion about PT PJB UP Muara Tawar. Based on the results of the data and analysis that has been done, the conclusions that can be drawn from this research are:

- a) Through the seven roles of facilitators, namely the role of education, dissemination of innovation, facilitation, consultation, advocacy, supervision, and monitoring that have been carried out by local heroes (community leaders) and facilitators around PT PJB UP Muara

- Tawar in the community, it shows a significant positive impact in the community. build an opinion about PT PJB UP Muara Tawar.
- b) The role of local heroes and facilitators in building opinions about PT PJB UP Muara Tawar shows more public opinion that leads to positive opinions in the community such as good communication and information services, more positive activities in the community, an increase in the economy, acceleration of infrastructure development , and the existence of work targets.
 - c) The role of consultation on the role of local heroes and facilitators is quite helpful in dealing with negative opinions about companies related to uneven CSR and environmental pollution issues. Through the consultation role, local heroes and facilitators help clear up misunderstandings by holding discussions and conversations with the community and the company.

5 Reference

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