

Research article

CSR Communication of PT. Astra International, Tbk Through Digital Storytelling

Uljanatunnisa, Vinta Sevilla, and Intan Putri Cahyani

Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia

ORCID

Uljanatunnisa: <https://orcid.org/0000-0001-5768-1191>

Abstract.

This study explores the storytelling method used in the corporate social responsibility reporting process by PT. Astra International, Tbk. Based on the research results, it can be identified that a number of storytelling formats, including photos and images, video clips, messages, and cameo case studies, used by companies offer some reflection on their approach to storytelling. While stories used by select retailers often have a strong human impact and can evoke emotion, the authors argue that stories can impact human emotion.

Keywords: CSR, storytelling

Corresponding Author:

Uljanatunnisa; email:

uljanatunnisa@upnvj.ac.id

Published: 01 August 2022

Publishing services provided by
 Knowledge E

© Uljanatunnisa et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the VCOSPILED 2021 Conference Committee.

1. Introduction

In this interconnected global world, online social networks have drastically changed the way companies communicate, communicate and connect with one another. Online social networking platforms such as Twitter, Facebook or Youtube have hundreds of millions of users who are constantly interacting, giving rise to new levels of conversation that were previously impossible to reach.

Online social networks play a key role in managing relationships between companies and stakeholders. Organizations have realized this and many companies are starting to adopt online social networks as an instrument used for various purposes in organizations such as strategic management, research and development, marketing/sales, finance, human resources, security, advertising and promotion, branding, public relations, crisis management and more, which have a major impact on organizational performance.

Corporate social responsibility (CSR) communications have also taken advantage of this new scenario. CSR can be interpreted as an organizational commitment to improve social welfare through proper management of social, environmental and economic impacts and their relationship with the organization. Communication of CSR activities


OPEN ACCESS

has indeed begun to be implemented by various business institutions, generally as a means of promoting contributions to the community, especially in operational areas that experience losses[1].

In CSR communication, the company seeks to build and maintain a transparent and open dialogue with stakeholders to encourage ethical and responsible actions towards problems that arise[2]. Not only that, CSR communication is a process of anticipating stakeholder expectations, articulation of CSR policies and the use of communication media that are designed to convey information transparently and correctly[3].

However, in CSR communication, message design is an indicator of CSR success[4] or things that often become problems and raise questions about “what to communicate” to company stakeholders[5]. In addition to messages, communication channels are also another consideration in CSR communication.

Not unlike business institutions around the world, in recent years business institutions in Indonesia have begun to communicate CSR activities on various company platforms, such as through websites, Instagram, Facebook, Youtube, etc. One of them is PT Astra International Tbk

Interestingly, the CSR communication conducted by PT Astra International, Tbk uses the storytelling method. For example, throughout 2020, various stories were communicated by companies such as *Gritte Agatha Temukan Kisah Seru di Kampung Berseri Astra Indah Madani*” or *Berseri: Pulauku Nol Sampah*” and many other stories that represent the company’s CSR activities. The purpose of this paper is to analyze CSR communication carried out by PT Astra International, Tbk through the storytelling method.

Storytelling - simply defined as a means of sharing and interpreting experiences - is as old as the human race and is certainly much older than recorded history. Stories can be told in a variety of ways including pictures and photographs, messages, conversations, presentations, letters, audio and visual recordings and increasingly social media, and their power is widely recognized.

Gill[6] defined ‘*corporate storytelling*’ as ‘*the process of developing and delivering an organisation’s message by using narration about people, the organisation, the past, visions for the future, social bonding and work itself, in order to create new point-of-view or reinforce an opinion or behaviour.*’ PricewaterhouseCoopers[7] suggested that ‘*storytelling is one of the most powerful tools available to effective communicators*’ and Gupta argued that ‘*stories are an effective tool in the strategy process and for communicating and achieving strategic objectives.*’ More specifically, Johansen and Nielsen[8], explored how storytelling can contribute to corporate social responsibility

reporting and Garcia-Rosell examined *'the possibilities and challenges of using stories as vehicles for critically evaluating contemporary business practices and testing the moral and political boundaries of corporate social responsibility.*

2. Findings and Discussion

PT Astra International Tbk, uses digital storytelling to convey the company's commitment to improving the welfare of its stakeholders. messages served mostly through the company's youtube and Instagram accounts. Generally, the communication of the Company's CSR activities can be categorized as stories where each message conveyed can be categorized as a story, which is explicitly given a title and uses narratives about people, organizations to convey the vision and mission and even corporate culture.

Generally, the stories made illustrate the company's achievements in corporate social responsibility activities through the 4 pillars of Astra's social contribution, namely Health such as: Relawan dari Sumba. This story describes Ronaldus, a volunteer who really cares about others and the issue of human trafficking in Sumba, Asto took the initiative to establish a volunteer-based humanitarian organization called KAREKA SUMBA (Sumba Humanitarian Volunteer Community). Although there are many obstacles to develop this volunteer community, his enthusiasm never stops for the welfare of the people on the island of Sumba. The story depicts an unambiguous goal, which tells of the Bangun Movement, a movement founded to fight COVID which was initiated by Ronaldus Asto Dadut.

This movement is a volunteer community movement for the humanity of Sumba. In establishing a community, of course, there must be a commitment to continue to carry out the values that are believed by the community, besides that the community is considered to have a moral responsibility to the local environment. Where the storyteller tells about his vision, namely through this volunteer community, he can provide space for children who are malnourished or do not have a home, then provide room facilities for people who need accommodation if they want to go to the hospital.

in the field of education "Astra for Smart Indonesia" such as "Kevin Hendrawan *Belajar Banyak dari Sekolah Pertama yang Ada di lereng Gunung Rinjani*" Briefly, this article tells about the life of one of the youths who live in Eastern Indonesia, namely East Nusa Tenggara is a city that is famous for its natural beauty. However, behind its beauty lies a sad and inspiring story about the world of education. It was Marwan Hakim, a Package C graduate who became the driving force for education in Aikperapa, West Nusa Tenggara due to the high dropout rate and early marriage. Together with Kevin

Hendrawan, Marwan will tell a lot about the bitterness of education there until it finally bears sweet fruit.

In delivery, stories communicate a lot of benefits for others, which is the essence of meaningful happiness. Seriousness and perseverance in doing something will pay off, The language used by hosts and inspiration is simple, light, and easy to digest. And emphasize unpleasant experiences in the past can be a trigger for someone to do more in the present. The story shows commitment to service to the country by incorporating values such as Empowerment by facilitating what is needed in the field of education so that students are more enthusiastic in studying on the slopes of Mount Rinjani. Through stories, we can amplify and resonate various virtues so that they are wider and develop and can be felt by people in need

in the environmental field "Astra for a Green Indonesia" with the title "Gritte Agatha Finds Exciting Stories in Kampung Berseri Astra Indah Madani". In delivering this CSR message, the story is presented through the company's YouTube account which describes the company's goals.

Not only that, another story presented in the environmental field "*Berseri: Pulauku Nol Sampah*" illustrates that the garbage piled up on the coast of Pramuka Island moves Mrs. Mahariah and other residents to take real action in keeping the environment clean, the inspiring story in the video leads to the importance of preserving nature itself. Nature can give life to humans and humans should take care and care for their sustainability

The corporate culture that is told is about caring not only for humans but also for nature which contributes to giving life to humans. the message emphasized in the story is that it is necessary to preserve nature because Pramuka Island is a home not only for humans on land but also for ecosystems in the sea. This story indirectly relates emotionally because in the midst of the waste problems faced by the Pramuka Island community, Astra provides guidance to manage waste not only aiming to preserve the environment but also in the form of coaching and training in the use of waste into goods that have a selling value.

More specifically, messages, photos and images, video clips, and cameo case studies are used extensively, often in combination, in corporate social responsibility materials posted by companies. Messages from senior company executives are an important element of the corporate social responsibility communication process.

Based on the story data collected by the researchers mentioned above, in general the videos uploaded to the Instagram account: @satu_indonesia have the aim of telling stories by highlighting the experiences of characters who have previously received awards and achievements. In the video described, the story is packaged unambiguously

and uses simple and easy-to-understand language. The figures used in the video are used to highlight the strength of the story being told. The storyteller who tells the story does not explain in each video regarding the company's vision and mission, it's just that the meaning of the purpose of each video tends to be the same by emphasizing the development of knowledge, creativity and technology. There are also several videos that connect emotionally, which can inspire the viewer to have motivation and enthusiasm to work.

In the business world, storytelling seems to be increasingly important in CSR communication. The findings reported in this paper reveal that storytelling certainly plays a role in addressing various agendas and the social and economic environment in the corporate social responsibility materials communicated by PT Astra International, Tbk. That said, the three problem sets deserve reflection and discussion. First, the stories quoted above look to corporate commitments that are packed with strong emotions. The tone of the story is exclusively in describing and illustrating the selected retailer's corporate social responsibility strategy, and more specifically the company's specific actions and management. Generally, PT Astra International stories have interesting and well-written stories.

The value communication that is packaged in each video is thick and full of enthusiasm for development in the environment and society. As according to Mulyana (2004, 11) value is a reference and belief in making choices. Value is something that is desired so that it gives birth to action in a person. The implementation of CSR in the videos mentioned above is good in conveying the company's goals. By packing informative and educative videos. This is in line with the company's strategy to achieve the company's basic business objectives. The CSR development carried out has systematic and complex stages. The stages carried out are starting with an effort to see and assess the needs of the community by identifying problems and finding appropriate solutions.

3. Conclusion

Storytelling is gaining importance in the business world and is now commonly used, for example, in public relations, communications management, and marketing. More specifically, stories are increasingly being used as an integral element in corporate social responsibility reporting. This paper reviews how storytelling has been used in PT Astra International, Tbk's social responsibility communication process and identifies a number of approaches to storytelling, namely, photos and images, video clips, personal messages and cameo case studies. While such stories often have a strong human

appeal and can evoke emotions. PT Astra International, Tbk has realized the importance of using the storytelling method in the CSR communication process, so that most of the programs carried out are Health (Astra For Healthy Indonesia), Education (Astra For Smart Indonesia), Environment (Astra For Green Indonesia) and Entrepreneurship (Astra for Creative Indonesia) which is spread across 34 provinces in Indonesia mostly uses the storytelling method.

References

- [1] Lim JS, Greenwood CA. Communicating corporate social responsibility (CSR): Stakeholder responsiveness and engagement strategy to achieve CSR goals. *Public Relations Review*. 2017;43(4):768–776. <https://doi.org/10.1016/j.pubrev.2017.06.007>
- [2] Kirat M. Corporate social responsibility in the oil and gas industry in Qatar perceptions and practices. *Public Relations Review*. 2015;41(4):438–446. <https://doi.org/10.1016/j.pubrev.2015.07.001>
- [3] Podnar K. Guest editorial: Communicating corporate social responsibility. *Journal of Marketing Communications*. 2008;14(2):75–81. <https://doi.org/10.1080/13527260701856350>
- [4] Du S, Vieira ET. Striving for legitimacy through corporate social responsibility: Insights from oil companies. *Journal of Business Ethics*. 2012;110(4):413–427. <https://doi.org/10.1007/s10551-012-1490-4>
- [5] Du S, Bhattacharya CB, Sen S. Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication. *International Journal of Management Reviews*. 2010;12(1):8–19. <https://doi.org/10.1111/j.1468-2370.2009.00276.x>
- [6] Gill R. Why the PR strategy of storytelling improves employee engagement and add value to CSR: An integrated literature review. *Public Relations Review*. 2015;41:662–674. <https://doi.org/10.1016/j.pubrev.2014.02.012>
- [7] Pricewaterhouse Coopers; Storytelling in business. June 2017. Available from: <http://www.pwccademy.lu/Pages/courses/storytelling.aspx>
- [8] Johansen TS, Nielsen AE. CSR in Corporate storytelling - Legitimacy as a question of differentiation and conformity. *Corporate Communications: An International Journal*. 2012;17:434–448. <https://doi.org/10.1108/13563281211274130>