

MI Nurul Falah's Communication Strategies Emerged in The Environmental Governance Learning Process

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Abstract

PT Bumi Serpong Damai Tbk is a company engaged in real estate development where this company is also one of the companies under Sinar Mas Land. PT Bumi Serpong Damai Tbk has also been successful in developing a new city, namely BSD City. Therefore, through Corporate Social Responsibility, companies also need Community Development. Where in Community Development it is necessary to have relationships with the community as a relationship with communication as a function of community relations which is one of the functions of the company in participating in active and continuous planning with the people in a community to maintain and develop the environment for the benefit of both parties, namely the institution and the community. Therefore, the author will discuss Sinar Mas Land's CSR communication strategy in fostering environmental governance in dealing with face-to-face learning in disadvantaged madrasahs in the South Tangerang area and what is the involvement and relationship pattern of Sinar Mas Land's CSR with target schools in the South Tangerang area? The aim of this research is to determine Sinar Mas Land's CSR communication strategy in fostering environmental governance in dealing with face-to-face learning at disadvantaged madrasahs in the South Tangerang area. To determine the involvement and relationship patterns of Sinar Mas Land's CSR with target schools in the South Tangerang area.

The paradigm of this research is post positivism, namely an understanding that every aspect of social reality is seen holistically as a natural unity that needs to be interpreted in depth, especially as social reality is understood as a complex reality. This type of research is descriptive. The aim of descriptive research using a qualitative approach is to seek detailed factual information regarding existing symptoms. The research method used is a case study, which is one of the research methods in social sciences. In research using this method, an in-depth longitudinal examination of a situation or event called a case is carried out using systematic methods of observing, collecting data, analyzing information and reporting the results.

Keywords: Communication Strategy, CSR, Sinar Mas Land, disadvantaged schools

1. Introduction

After the Covid 19 pandemic, corporations in the world and even in Indonesia have made several improvements in the economic sector and even education today. The economic shock that occurred in various regions around the world (Anderson, Heesterbeek, Klinkenberg, & Hollingsworth, 2020), ultimately also had an impact on the education sector. Various countries have taken policies, including Indonesia, by reducing all forms of activity in various academic

activities that allow excessive physical contact (physical distancing) and large crowds (social distancing) (Koning, Rop, & Paas, 2020). This policy forces the government and leaders of educational institutions to be able to present alternative learning activity options that are able to accommodate the COVID-19 pandemic situation while still trying to maintain good quality learning (Nurfaidah: 2020).

This policy makes major changes that must be made in the field of education today. especially when entering the current endemic era. changes to the education system which began with a distance lecture system during the Covid 19 pandemic and now during the endemic period, learning in the elementary school, junior high school, up to high school and vocational high school education systems is undergoing changes again and implementing face-to-face learning. However, the new problems faced by this change are not only in the capital city but are experienced by underdeveloped areas, where they have to follow the flow of these changes.

Seeing all this, corporations and governments are competing to be present in society, especially in the education sector today. Looking at the development of global corporations, local companies are now communicating Corporate Social Responsibility (CSR) initiatives to educate stakeholders regarding the contribution of each party to community development, economic and environmental sustainability (Bortree 2014, Hoang 2012). Corporate Social Responsibility (CSR) is one of the commitments of companies or the business world in contributing to sustainable development, and focuses on paying attention to economic, social and environmental aspects (Ardianto, 2011:34).

In Indonesia, obligations in implementing CSR are regulated in Law no. 40 of 2007 concerning Limited Liability Companies and in PP No. 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies and Law Number 25 of 2007 concerning Capital Investment (Nilamsari: 2015). The contents of the Law relating to CSR, namely Article 74 of Law Number 40 of 2007 concerning Limited Liability Companies, reads: Paragraph (1) Companies that carry out business activities in the field and/or related to natural resources are obliged to carry out Social Responsibility. and Environment. Paragraph (2) Social and Environmental Responsibility as referred to in paragraph (1) is the Company's obligations which are budgeted and calculated as company costs, the implementation of which is carried out by taking into account propriety and fairness. Paragraph (3) Companies that do not carry out the obligations as intended in paragraph (1) will be subject to sanctions in accordance with the provisions of statutory regulations. Paragraph (4) Further provisions regarding Social and Environmental Responsibility are regulated by Government Regulations. Meanwhile, article 25 (b) of Law No. 25 of 2007 concerning Capital Investment states that every investor is obliged to carry out corporate social responsibility. From the two articles above we can see how the Indonesian government is trying to regulate CSR implementation obligations by companies or investors.

From the provisions of the Constitution above, it can be seen that the implementation of CSR is mandatory, especially for companies that carry out their business activities in the field and/or related to natural resources. However, banking companies, automotive companies, retail companies, cigarette companies and the milk processing industry also carry out CSR programs with their respective strategies and motivations (Muhadjir & Qurani, 2011; Samosir et al, 2011; Alon et al, 2009; Saraswati, 2011; 2014; Adldoost, 2012; Kusniadji 2011). One of the CSR programs carried out in Indonesia is PT Bumi Serpong Damai Tbk, which is one of the

companies engaged in real estate development, where this company is also one of the companies under Sinar Mas Land.

PT Bumi Serpong Damai Tbk has also been successful in developing a new city, namely BSD City. Therefore, through Corporate Social Responsibility, companies also need Community Development. Community Development in (Onong Uchjana Effendy, 1992: 149) defines relationships with communities as relationships with communication as a function of community relations, which is one of the functions of companies in participating in active and continuous planning with the people in a community to maintain and develop the environment for the benefit of both parties, namely the institution and the community. This also has an impact on companies, namely that companies grow and develop through community participation and must realize that good relationships with the community are one of the pillars supporting continuous business sustainability. The company also contributes to the welfare of the surrounding community.

Through long-term community development. Where companies also get more support from the community and mutual understanding. After that, the community will be managed and developed according to activities that can develop the community's potential to be independent. The company will also provide special training to the community to be able to develop the potential of each individual, apart from that the company also provides resource persons, who can develop and teach activities that are beneficial to the local community. Starting July 2021, face-to-face learning is permitted, but schools must comply with health protocols, limit class capacity, prioritize student health. (Minister of Education and Culture) There is a need for physical and mental learning characteristics to face the post-pandemic (environmental problems, social problems and economic problems) especially felt by helpless schools. The gap between the private sector can cause conflict, especially when the public is a stakeholder.

Sustainable Development Goals (SDGs) to answer demands for world leadership in overcoming poverty, inequality and climate change in the form of collaborative private roles and real action. In the context of Corporate Social Responsibility to help schools face learning in the pandemic era, Sinar Mas Land initiated the School Development Program, to provide education and governance training with mentoring and a collaborative approach to established schools to improve weak schools with character development. who care about a green environment, changing clean and healthy living behavior, and innovating to build students' sense of economic independence. Corporate Social Responsibility is one of the activities that fosters good relations within the community through Community Development Environmental Management of Marginal Schools Facing Face-to-Face Learning Case Study: Bina MI Nurul Falah Muncul, South Tangerang City, Banten.

Theoretical Studies

Conceptual understanding of strategy can start from knowing the meaning of the word strategy. Joesoef (2014) writes that 'strategy' is a derivative of the word 'strategos' (which means general) which does not contain the connotation of modern thought. The Greek equivalent of strategy with the connotation of the modern mind is (supposedly) 'strategike episteme' (general's knowledge) or 'strategon sophia' (general's wisdom) considering that in the Greek vocabulary there are the words 'stratos' (army) and 'again' (lead). Then there is the word 'strategika', namely the functions and qualities of the general. In other words, strategy is a way of leading an army

and, more generally, a way of leadership. The term strategy has now become a byword, almost a constitutive item of the vocabulary

daily among managers. Once 'apart' from the boundaries of the battlefield. Strategy now covers all areas of human activity, each claiming its own strategy. Sometimes this term is simply used as a synonym for the words 'planning', or 'organization' or 'management'.

Arifin (1984) states that a strategy is a total conditional decision about the actions that will be carried out to achieve a goal. Human life cannot be separated from the scope of communication. As social creatures, humans need communication as a means of connecting between individuals. At the same time communication is also a tool for humans to survive. Communication has the power to select various stimuli around it, the stimuli that will be selected and these stimuli can provide stronger stimulation. From the scope of communication there are several forms of communication strategy, namely: (a) Goals, (b) Targets, (c) Messages, (d) Instruments and activities, (e) Resources and time scales, (f) Evaluation and improvement.

In relation to communication strategy, Arifin (1984) stated that formulating a communication strategy means taking into account the conditions and situations, space and time faced and those that may be faced in the future to achieve effectiveness. This means taking several ways to use communication consciously to create change in the public easily and quickly. Thus, strategy almost always starts from what could happen and not from what did happen. The speed of new market innovation and changes in consumer patterns require core competencies. Companies need to look for core competencies in the business they carry out. According to Morrissey (1995), Strategy is a process for determining the direction a company must go in order to achieve all its missions.

Communication is an important part that cannot be separated from human life as social creatures. Etymologically, the word communication comes from the Latin "communicare" which means "to convey". According to the origin of the word, the meaning of communication is the process of conveying meaning from one entity or group to another group through the use of signs, symbols and semiotic rules that are mutually understood. The definition of communication is an activity of conveying information, be it messages, thoughts and concepts, from one party to another, carried out directly or indirectly. The definition of communication strategy according to Rogers is a design created to change human behavior on a larger scale through the transfer of new ideas. Meanwhile, according to Middleton, communication strategy is the best combination of all communication elements from communicator, message, recipient channel to influence (effect) designed to achieve optimal communication goals.

Selecting a strategy is a crucial step that requires careful handling in communication planning, because if the strategy selection is wrong then the results obtained can be fatal, especially losses in terms of time, material and energy. The concept of communication strategy here is placed as part of communication planning in achieving the goals you want to achieve, while strategic planning is nothing other than communication policy at the macro level for long-term programs (Wijaya, 2015: 57). James Brian Quin (2001) explains in his book entitled *The Strategy Process: Concepts, Contexts, Cases*, providing a definition of strategy, namely "Strategy is a form or plan that integrates the main tasks, policies and series of actions in an organization into a unified whole. intact. A well-formulated strategy will help organize and allocate the company's resources into a unique and sustainable form. A good strategy is prepared based on

the company's internal capabilities and weaknesses, anticipated changes in the environment, and the unity of movements carried out by enemy spies (Quinn, 1980: 10. Eb).

Communication develops in line with the development of society, starting from small communities in the form of families to large communities as large as countries and so on. Communication is no longer an effort to make someone as wide as the world (Subiakto, 2019: 36). Effendi (2007) said that the essence of communication is the process of conveying one person's thoughts or plans or feelings (communicator) to another person (communicant). Thoughts are ideas, information, opinions that emerge from his mind. Feelings in the form of belief, certainty, doubt, worry, anger, hatred from the bottom of the heart (Bungin, 2007:31). Developing a communication strategy is not easy because there are complex communication activities. Therefore, in connection with this, the communication model that we can relate to communication strategy is the model or formula proposed by Lasswell (2009: 10), namely: who, says what, in which channel, to whom, with what effect (who, said what, through what channels, to whom, and what effect). This model includes a mechanistic model, where according to the mechanistic perspective, communication generally has 5 (five) elements, namely: a. Communicator or source, b. (message) c. Communicant or target or audience d. Media or channels, and e. Effect or return (Subiakto, 2019: 36).

Corporate Social Responsibility (CSR)

According to Carroll in (Unang, 2011) CSR is a form of company concern for the surrounding community, covering several aspects, namely economic, legal, ethical aspects and contributions to social issues. Carroll's concept in (Unang, 1979) shows that every company, in the form of its CSR activities, must look at several aspects because the several aspects proposed by Carroll contribute to the awareness and development of several aspects that have been explained by Carroll.

According to World Business Council For Sustainable Development (WBCSD) CSR is an ongoing commitment from the business world to act ethically and contribute to economic development in the local community or wider society, along with improving the standard of living of employees and their entire families. According to Hartman in (Widenta, 2011) CSR is the responsibility that a company has towards communities related to business operations so that companies must identify groups stakeholder and incorporate their needs and interests in operational and strategic decision-making processes. The term CSR began to be used in the 1970s after John Elkington developed three important components of sustainable development, namely economic growth, environmental protection, and social equity, which was also initiated by The World Commission on Environment and Development (WCED) in the Brundtland Report (1987). Elkington emphasized that CSR is packaged in three focuses, abbreviated as 3P, which stands for profit, planet and people. In short, a good company does not only seek economic gain (profit).

But they also care about preserving the environment (planet) and the welfare of society (people). (Hestanto personal website, 2020). As for goals Corporate Social Responsibility (CSR) include: First, to improve the company's image, usually implicitly assuming that the company's behavior is fundamentally good. Second, to free up organizational accountability based on the assumption that there is a social contract between the organization and society. Third, as an extension of traditional financial reporting and its aim is to provide information to

investors. Trevino and Nelson conceptualized CSR as a pyramid consisting of four types of responsibilities that must be considered continuously, namely, law, ethics and humanity.

As for shape or characteristics Corporate Social Responsibility (CSR) is as follows:

- a. CSR should be an activity that exceeds compliance with applicable laws.
- b. CSR should be able to produce semi-permanent impacts for companies and society
- c. CSR must calculate and weigh the interests of stakeholders inside and outside the company.
- d. CSR must contain an appropriate governance system, along with transportation and responsibilities

2. Research Methods

This research is based on the constructivist paradigm. The constructivist paradigm focuses on the understanding that knowledge is not objective or absolute, but is built through the subject's interaction with the world that surrounds him. In the context of this research, the constructivist paradigm is relevant because it recognizes that students' understanding of environmental governance and the development of sustainable decisions is influenced by their experiences, interactions with teachers and school staff, and learning environments that facilitate communication and shared knowledge construction. This research uses a qualitative research approach. A qualitative approach was chosen because this research aims to gain an in-depth understanding of the use of communication strategies in the context of environmental governance learning at MI Nurul Falah Muncul. A qualitative approach allows researchers to explore the complexity and context involved in social interactions and understand the perspectives, experiences, and meanings provided by research participants.

The subject of this research is focused on the Head and teachers of MI Nurul Falah Muncul. Primary data was obtained using guided focus group discussions. FGD can be defined as a small group of participants that is formal and temporary in nature, who interact and work together to explore a topic (Greenbaum 2021). Apart from that, a search was also carried out through a literature review to explain the findings and provide a background description according to the problem formulation.

3. Results and Discussion

The idea of the Nurul Falah Private MI School, Muncul, South Tangerang City, is to involve the environmental governance process to make a school that is superior and sensitive to environmental problems such as cleanliness, greening, building awareness among students to throw rubbish in its place and pick up or pick up rubbish that is there. in front of us stands. Initially, environmental governance activities were carried out by the Nurul Falah Private MI School with activities carried out by CSR Sinarmas. There is a Sinarmas CSR program called the fun school movement, a lot of education is carried out by the school. The fun school movement program is implemented because there are new breakthroughs that must be made by schools to provide students with a pleasant feeling and situation when they are in the school environment.

This is also done by the Nurul Falah Private MI School. In developing a communication strategy, it is not easy because there are complex communication activities. Especially in building awareness of students, teachers and the community within the school environment. In

line with what was stated by Lasswell (2009: 10), where communication strategy is a model or formula that combines who, says what, in which channel, to whom, with what effect (who, says what, through what channel, to whom, and what the effect is). The implementation of the fun school movement was carried out as one of the communication strategies developed by the principal. The main factor in holding the fun school movement program as a pioneer of CSR Sinarmas is "So that you don't watch everything from the way you teach, to the colors presented in the school. "The color used is not only green, but the variety of class colors presented gives an interesting and lively feel to the learning process in the classroom (Interview with Mrs. Nurlaila Ulpa, Principal of NURUL FALAH MI Private School)." This is done to educate and be able to provide lessons that students can learn within the school environment so as to attract students to register at the MI Private Nurul Falah school.

The second communication strategy is through the approach taken by the Nurul Falah Private MI school to students and even parents and guardians also provide it. Where the school tidied up the rooms and books and improved environmental governance at MI Private Nurul Falah. This is routinely done by school principals and teachers to attract parents' interest in having their children study at Nurul Falah Private MI. (Interview with Mrs. Nurlaila Ulpa, Principal of Nurul Falah Private MI School).

The third communication strategy is through the approach taken by the Nurul Falah Private MI School as a routine for students, where "The school implements one virtue which is the image built by MI Private Nurul Falah, namely with one waste. The teachers at MI Private Nurul Falah continue to educate and remind them about this. If a student misses even one piece of rubbish, the teacher reprimands him. This is also done by teachers. The teacher will reprimand you if you pass a piece of trash. Students can reprimand with good etiquette and good reprimands of course, from there we like to fight to pick up rubbish in order to produce good every day (Interview with Mrs. Nurlaila Ulpa, Principal of Nurul Falah Private MI School."

The principle established by the NURUL FALAH MI Private School for its students is "If you pass by one piece of trash, it means you have missed out on something good. We compete to find goodness in the existence of one piece of trash. This continues to be done by students and teaching staff at the school. As a result of this, our school has no rubbish from the moment we enter school until we leave school. Waste can be managed properly by throwing it in the trash (Interview with Mrs. Nurlaila Ulpa, Principal of Nurul Falah Private MI School."

By implementing things like that, schools feel benefits such as the feel of the school being clean, not only felt by the students, but this is done by the community within the school, be it the principal, teachers, OB, School Security Team (Security Guard), School Guard, Education Personnel (Administration). If this is done, kindness will spread so that they will get used to doing it in their own homes (Interview with Mrs. Nurlaila Ulpa, Principal of Nurul Falah Private MI School."

The implementation of caring for waste and picking up rubbish carried out by the NURUL FALAH MI Private School is very necessary to train and shape children's character so that they care about the cleanliness of the surrounding environment. This policy must be an example not only implemented in the school environment but also in the environment around the home. This habit is also felt by the student parents, where the students apply this at home, thus getting the Nurul Falah Private MI students to get used to throwing rubbish in the right place and picking up rubbish when they see it. This makes the school's image better in the eyes of the

community and they enroll their children in school at MI Private Nurul Falah. The increase in the number of students was felt by the Nurul Falah Private MI School. In 2011 there were 16 students per year. However, up to now MI Private Nurul Falah accepts 150 students per year, this number has been limited by the school due to the increasing number of applicants and the school's capacity is inadequate.

The communication strategy carried out by MI Private NURUL FALAH through an awareness program in managing a clean environment is very beneficial, both for the students, teachers and the image of the school. The contribution of Sinarmas CSR makes NURUL FALAH MI Private School continue to learn and change by making new breakthroughs. CSR Sinarmasland provides knowledge that can be actualized to students.

CSR Sinarmasland provides knowledge and waste bins for us to preserve to build good environmental governance education in educating children. CSR Sinarmasland also has a good way of managing the environment in schools. We ran it with the children and finally we just threw the rubbish into the rubbish bin and then burned it. Now we make it into fertilizer. The school has also recycled used goods that are not used both within the school environment and within the home environment. Students are taught the benefits of used goods that can be reused as crafts.

The educational message carried out by CRS Sinarmasland in carrying out healthy environmental governance is actualized in schools, namely elementary schools. Starting with awareness of picking up rubbish, sorting the rubbish to make it into fertilizer which the school can use for the fertility of plants in the school environment. Not only that, creativity is built by making crafts from used goods carried out by CRS Sinarmasland to educate school officials starting from the Principal, Teachers, Education Staff to the students of MI Private NURUL FALAH.

Delivering messages through the educational communication strategy of the NURUL FALAH Private MI School with the encouragement of Sinarmas Land's CSR greatly contributes to forming the character of children who care about social environmental problems, namely the waste problem. This activity is carried out by students from class 1 to class 6. So that they are able to maintain a clean and friendly environment both in the school environment, at home and in the surrounding environment. So, we instill a love of cleanliness which continues to be promoted in the Nurul Falah Private MI school. The habits carried out by the Nurul Falah Private MI school make it a communication strategy that can be actualized in order to form a self-image both within the community of South Tangerang City and to several stakeholders at both the South Tangerang City government level and CSR who are involved in developing environmental governance that is carried out by NURUL FALAH Private MI school.

The synergy between CSR Sinarmasland and the Nurul Falah Private MI school gives it a new color and has a concrete contribution to the progress of this school. Sinarmasland's CSR contribution. CSR Sinarmasland provides waste banks that can be used by schools to maintain cleanliness. There is a process of sorting waste that is taught to students at MI Private Nurul Falah, where they can teach that using items that are no longer used can make money.

Sinarmasland's CSR involvement has a positive impact on school progress and building the character of the younger generation starting from elementary school level. Sinarmasland participates in building superior individuals and providing good innovations and breakthroughs

to schools in South Tangerang City. The school also continues to run this program. The school joins the careful team at the careful school. The careful team is run to collect money from sales of waste sorting carried out by the school, so that the money goes to cash and can be used for activities carried out by the school and are beneficial for the students.

The Careful School program is also run by the MI Private Nurul Falah school, where every time there is an event or learning training or other training, it always involves teachers even though it has to be carried out by the head or treasurer of the careful school. The results of this training must be disseminated to all teachers so that the knowledge conveyed is very useful for implementation with children. There is a weekly evaluation carried out every Friday, where We evaluate all activities in the school together. Every Friday, we evaluate what is still lacking and what is more, we fix it for the next Friday so that there is no evaluation."

There is a routine agenda carried out by the school in order to evaluate the programs that have been implemented by the school. This evaluation is intended to provide improvements that can produce new breakthroughs in forming a school image that can be trusted in the community. An evaluation is also carried out in an effort to provide education to other teachers regarding what needs to be improved to make students aware of managing a healthy environment in schools. Providing this information or evaluation is also a means of strengthening closeness between teachers and school principals, school principals and teachers and teaching staff within the MI Private Nurul Falah environment.

The character formation carried out by the school for students realizes that the use of waste is for economic needs and to protect the environmental health of the younger generation. Environmental governance communication strategies are also implemented starting from zero. This is done so that students have a target of 6 waste. The trash in schools is usually plastic binoculars. The students used black plastic waste and then hung them with ropes and their names were written according to each individual's name. The implementation is very modest but children can look after and love what we already have. However, the implementation starts from the very bottom, where students do not have awareness until there is a way to carry out good environmental management. So, the school must maintain and carry out environmental governance by educating children and thank God they ensure that they respect it even though it is only plastic. "The large rubbish that we use as a place to collect is the items which we will later reuse and sort again to sell and turn into money. The money is for the children's needs. from there we cultivate it because of the children. Alhamdulillah, parents and guardians are supportive.

4. Conclusion

Based on the results of the analysis and discussion of the communication strategy for the involvement of Private MI Nurul Falah appears in the environmental governance learning process, the researcher draws conclusions, namely

- a. MI Nurul Falah has implemented various communication strategies in an effort to convey environmental governance material to students. The use of various communication strategies shows awareness and efforts on the part of the school to facilitate students' understanding of environmental issues in a more effective and interesting manner.

- b. The communication strategy implemented by MI Nurul Falah is relatively effective in achieving a better understanding of environmental governance among students as well as building the trust of parents and guardians of students. Student participation and involvement in the learning process increases, along with the use of appropriate communication strategies.
- c. The communication strategy carried out by the MI Nurul Falah school brings a positive image in order to make a superior contribution, in order to provide education to students regarding awareness of picking up rubbish and throwing rubbish in its place.
- d. Communication strategies that are more successful in helping students understand environmental governance, such as the use of visual media, direct experience, and student involvement in sorting waste and build students' self-confidence.

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