

Comparative analysis of communication strategies in promoting csr programs: Pertamina vs Petronas

Syafrizaldi^{1*)}, Iswahyu Pranawukir², Robbi Rahim³,
Mohamad Sudi⁴, Slamet Riyadi⁵

¹*Faculty of Social and Political Sciences, Universitas Medan Area*
79B Setiabudi, Medan Sunggal, Medan, Indonesia

²*Institut Bisnis dan Informatika Kosgoro 1957*
33 Moch. Kahfi II, Jagakarsa, Southern Jakarta, Indonesia

³*Sekolah Tinggi Ilmu Manajemen Sukma*
Sakti Lubis Street, Medan Amplas, Medan, Indonesia

⁴*Institut Ilmu Sosial dan Ilmu Politik Yapis*
Condronogoro Street, Samofa, Biak Numfor, Papua, Indonesia

⁵*School of Economics, International Islamic University Malaysia*
Plaza Tol Gombak, Selangor, Malaysia

Email: syafrizaldi@staff.uma.ac.id, Phone: +62 61 7360168

How to Cite This Article: Syafrizaldi, S., et al. (2023). Comparative analysis of communication strategies in promoting csr programs: Pertamina vs Petronas. *Jurnal Studi Komunikasi*, 7(3). doi: 10.25139/jsk.v7i3.7385

Received: 02-08-2023, Revision: 29-09-2023, Acceptance: 16-10-2023, Published online: 30-11-2023

Abstract This research contrasts the digital strategic communication approaches employed by Pertamina (Indonesia) and Petronas (Malaysia), two prominent Southeast Asian oil and gas corporations, in disseminating their Corporate Social Responsibility (CSR) projects. As environmental concerns and climate change intensify, these companies have advanced significantly in sustainable development. Corporate social responsibility (CSR) is highly valued in modern society, particularly for oil and gas enterprises catering to regional energy demands. While Pertamina and Petronas fulfil national roles, they also confront global sustainability challenges. The methodology involves analysing the Instagram profiles of @pertamina and @petronas. The study employs qualitative content analysis to scrutinise visual rhetoric, engagement metrics, message framing, the frequency of CSR posts, and audience responses, including likes, comments, and shares. The results indicate distinct approaches by each company in utilising Instagram for their sustainability campaigns. Pertamina adopts straightforward communication techniques to elucidate its CSR initiatives, while Petronas employs storytelling to link business activities with societal issues. These insights could influence the digital communication strategies of other firms in CSR efforts. The study suggests that cultural relevance and societal significance can enhance stakeholder involvement on Instagram. It concludes that proficient digital strategic communications can mould public perceptions of a business's commitment to sustainability.

Keywords: content analysis; corporate social responsibility; digital strategy; sustainable development

*) Corresponding Author

INTRODUCTION

Corporate Social Responsibility (CSR) has evolved continuously and gained increasing significance over time (Kim & Manoli, 2020; Kodir & Susilo, 2015; Lee, 2020; Viererbl & Koch, 2022). Corporate objectives extend beyond economic maximisation, encompassing ethical, social, and environmental dimensions (Morsing & Spence, 2019). Sustainable development, an integral component of CSR, refers to companies' strategic initiatives and frameworks to address environmental and social concerns while ensuring long-term profitability (Gatti et al., 2019). This article delves into sustainability development within CSR and provides real-world examples of businesses successfully integrating sustainability into their business strategies. CSR, or corporate social responsibility, is based on the principle that businesses are integral to society and should positively contribute to the community's well-being and the environment (Singh & Misra, 2021).

Businesses bear a responsibility to mitigate their environmental impact. This entails reducing greenhouse gas emissions, conserving resources, and adopting renewable energy sources, all of which contribute to mitigating climate change and conserving natural resources. Corporations must also address social issues within their sphere of influence (Sarhan & Al-Najjar, 2022). This involves promoting diversity and inclusion, supporting local communities, and ensuring safe and ethical working conditions throughout the supply chain.

Establishing a robust financial foundation is vital for the long-term sustainability of a responsible enterprise (Akbar et al., 2020). This encompasses the pursuit of financial returns for shareholders while considering other stakeholders' interests and future generations' well-being. Adherence to ethical standards in operational practices is imperative for companies. Examples include transparent governance, fair labour practices, and ethical marketing and promotion. Incorporating sustainable development as a CSR initiative often necessitates using innovative and adaptable approaches to address evolving societal and environmental challenges (Bhatia & Makkar, 2020).

Incorporating sustainable development within the Corporate Social Responsibility (CSR) framework presents several significant advantages for organisations (Bannier et al., 2022). One noteworthy benefit is enhancing the brand image; organisations that integrate sustainable practices into their operations often enjoy an improved reputation and increased customer loyalty. This improvement stems from the growing trend of customers actively seeking and endorsing businesses that align with their values and beliefs. Furthermore, adopting sustainable practices can confer a competitive edge in the marketplace by reducing operational costs, boosting overall efficiency, and fostering an environment conducive to innovation.

Moreover, sustainability-focused CSR offers these advantages and enables firms to access financing, as investors and financial institutions are increasingly willing to support environmentally and socially responsible enterprises. Consequently, organisations demonstrating a strong commitment to CSR often find themselves in favourable circumstances when seeking financial support. Additionally, adherence to sustainability guidelines can help mitigate potential environmental and social risks, such as changes in regulations, disruptions in the supply chain, or damage to the company's reputation. A commitment to sustainable practices is pivotal in enhancing employee recruitment and retention strategies. In the contemporary era, employees are more inclined toward organisations that prioritise sustainability, which not only aids in attracting highly skilled individuals but also in retaining valued team members.

Unilever, one of the world's largest consumer goods corporations, serves as a prime example of a company that has fully embraced CSR as a means to advance sustainability (Islam et al., 2021). Their Sustainable Living Plan sets ambitious goals, including reducing environmental impact and improving socioeconomic conditions. They aim to make all of their plastic packaging recyclable, biodegradable, or reusable by 2025 and have committed to sustainably sourcing 100% of their agricultural raw materials. Unilever's sustainable initiatives have resulted in cost savings, enhanced brand equity, and increased customer loyalty.

Patagonia, a company specialising in outdoor gear, is renowned for its unwavering environmental and social responsibility commitment. They have pledged to allocate a minimum of 1% of their sales or 10% of their pre-tax profits to environmental initiatives, positioning them as pioneers in corporate philanthropy. Furthermore, Patagonia encourages customers to make mindful choices by advocating for product durability and repairability, emphasising quality over quantity (Novitasari & Tarigan, 2022). Their success exemplifies the advantages of aligning corporate values with sustainability.

Tesla, a company dedicated to electric vehicles and sustainable energy, has revolutionised the automotive industry by strongly emphasising environmental responsibility. Their primary goal is to accelerate the global shift towards sustainable energy. Tesla addresses environmental and social challenges by manufacturing electric vehicles and investing in renewable energy sources. Despite initial scepticism, Tesla's unwavering commitment to sustainability has led to substantial growth and a devoted following among environmentally conscious consumers.

On the international stage, the furniture and home goods retailer IKEA has integrated sustainability into its operations through its "People and Planet Positive" policy. They aim to ensure their products are 100% renewable, reusable, recyclable, and energy and resource-efficient. IKEA serves as an example of how a global corporation can actively

engage in sustainable development as part of its CSR efforts while maintaining profitability, thanks to the establishment of ambitious goals and their dedicated pursuit

As a component of Corporate Social Responsibility (CSR), sustainability has transitioned from being a mere trend to a necessity for corporations in the twenty-first century. It encompasses environmental, social, economic, and ethical responsibilities, pivotal for long-term success. The benefits of embracing sustainability include enhanced brand reputation, competitive advantages, access to suppliers, risk mitigation, and the attraction and retention of talent. Real-world examples from companies such as Unilever, Patagonia, Tesla, and IKEA illustrate how corporations of varying sizes can effectively incorporate sustainability into their CSR initiatives. These businesses thrive in the market and inspire others to follow their lead. As companies grapple with the complexities of the modern world, it becomes increasingly evident that CSR offers a pathway towards building a better future, where enterprises actively contribute to societal well-being and preserving our planet.

Petronas, an abbreviation for Petroliam Nasional Berhad, is Malaysia's state-owned oil and gas company, playing a pivotal role in the Malaysian economy. Being one of the world's major energy firms, Petronas confronts the challenges of managing finite natural resources and the growing global demand for ethical and sustainable business practices. Petronas has exhibited an exceptional and indispensable commitment to sustainable development in recent years. This article chronicles Petronas' journey towards sustainable development, focusing on its environmental stewardship, societal engagement, and economic growth. This narrative is important as it illustrates how an erstwhile traditional oil and gas corporation has evolved into a contemporary, responsible global energy player (Carpenter, 2022; UKEssays.com, 2016).

Recognising the environmental risks inherent in the oil and gas sector, Petronas has set ambitious targets for reducing carbon emissions from its operations and products. The company aspires to achieve carbon neutrality by 2050, driven by efforts to enhance operational efficiency and adopt greener technologies. This commitment to emission reduction is a crucial step in combating climate change and aligns with international objectives such as the Paris Agreement. Petronas has invested substantially in green technologies, including renewable energy sources and electric vehicle (EV) infrastructure (Ghazali et al., 2022). Their investments encompass solar energy, wind power, and biofuels, reflecting their commitment to expanding into cleaner energy sources. Furthermore, Petronas is establishing an extensive network of EV charging stations to support Malaysia's transition to electric mobility.

Petronas operates in environmentally sensitive areas, such as jungles and seascapes, and has consequently initiated various

conservation projects. These initiatives contribute to research and programmes aimed at conserving biodiversity and ecosystems. Petronas actively engages in marine life conservation and protection efforts, particularly concerning the region's coral reefs. Another facet of their environmental responsibility is their approach to waste management. Petronas is committed to minimising, reusing, and recycling the waste its operations generate. Their efforts towards transitioning to a circular economy reduce their environmental impact and promote sustainable resource management (Al-Mekhlafi et al., 2022).

Petronas recognises the importance of being a responsible corporate citizen. They collaborate with local communities to support development projects in the areas where they operate. These projects encompass education and healthcare initiatives, infrastructure development, and skill training programs. They aim to impact society while fostering strong relationships with local stakeholders positively. Petronas places significant emphasis on fostering diversity and inclusion within its workforce. The organisation has established policies and procedures that promote diversity and equal opportunities to all employees, regardless of gender, ethnicity, or background. They have also made notable strides in empowering women in leadership positions within the company.

Petronas places a high premium on the safety and well-being of its employees. They have stringent safety protocols and guidelines to ensure their activities do not harm their personnel or the surrounding communities (Rusman et al., 2021). Furthermore, they promote wellness and health-related programs to support their employees. Petronas demonstrates a strong commitment to human rights and ethical business practices. Both within their organisation and across their supply chain, they operate with transparency, integrity, and a profound respect for human rights.

Petronas stands as a cornerstone of Malaysia's economic prosperity. The company makes a substantial contribution to the government's revenue through taxes and profits. This financial support is vital for advancing infrastructure development, social initiatives, and public services for the benefit of Malaysians. Petronas also dedicates significant investments to research and development (R&D) to foster innovation within the oil and gas sector. Their innovation extends to designing and implementing cutting-edge technologies aimed at optimising their operations, including advanced oil recovery techniques and electronic commerce solutions. This investment not only enhances company efficiency but also contributes to the overall advancement of the industry. Petronas' reach has extended beyond Malaysia, establishing a global presence in the energy sector. This expansion has brought economic opportunities in various countries, thus promoting local development and economic stability. Moreover, their investments in foreign enterprises further solidify Malaysia's position as a prominent leader in the global energy arena.

In summary, Petronas' commitment to sustainable growth is commendable and imperative. As a major player in the global energy landscape, the company recognises the significance of environmental stewardship, societal well-being, and economic progress. Its journey towards sustainability exemplifies the transformation of a traditional oil and gas company into a contemporary, responsible, and forward-thinking energy entity. Petronas is securing its own future and contributing to an ethical and environmentally conscious global energy sector by establishing ambitious goals, investments in green technology, community engagement, promotion of diversity, and the drive for economic growth. The world is taking note, and Petronas' efforts underscore that sustainability is not a choice but an imperative for the future.

Pertamina, formally known as PT Pertamina (Persero), is Indonesia's state-owned oil and gas company, established in 1968. Over the years, Pertamina has evolved into one of Southeast Asia's prominent energy companies and a significant player in the global energy market. Pertamina's operations and commitment to integrating economic growth with environmental and social responsibility heavily rely on sustainable development (Purwanti & Lestari, 2022). This research will also look into Pertamina's sustainable development efforts, elucidating the company's initiatives, challenges, and positive environmental and societal impact. Pertamina's journey towards sustainable development commenced in the early 1970s when the company recognised the need to sustainably address environmental issues and resource management. Initially, the primary focus was tapping into and utilising Indonesia's vast oil and natural gas reserves to drive economic expansion. However, as the world began to witness the environmental consequences of uncontrolled resource extraction and energy consumption, Pertamina acknowledged the importance of sustainability in its operations (Filemon Patra, 2022).

Pertamina has implemented a range of energy efficiency and conservation measures to reduce its carbon footprint. These initiatives encompass improvements in drilling and extraction operations and investments in renewable energy sources. By enhancing operational efficiency, the company minimises greenhouse gas emissions and reduces operational costs (Ashari et al., 2022). To diversify the energy portfolio, Pertamina has made substantial investments in renewable energy sources, including wind, solar, and geothermal energy programs. This commitment not only boosts Indonesia's renewable energy capacity but also reduces the nation's dependence on fossil fuels, thereby mitigating the environmental impact of energy production. Pertamina strongly emphasises environmental responsibility and has implemented robust environmental standards and policies across its operations. The company has taken various measures to minimise environmental impacts, including emissions reductions, efficient water usage, and effective waste disposal and remediation (Mashur et al., 2020).

As a prominent Indonesian entity, Pertamina is deeply committed to future development, which has significantly benefited both Indonesian society and the environment. As a substantial employer, Pertamina is pivotal in bolstering local economies by creating numerous employment opportunities that contribute significantly to economic growth. Additionally, the company's investment in renewable energy facilitates Indonesia's transition towards environmentally friendly and sustainable energy alternatives. This transition not only aids in reducing carbon emissions but also aligns with international efforts to combat climate change. Pertamina's community engagement initiatives have substantially improved local infrastructure, thereby enhancing access to vital services such as education and healthcare. Furthermore, Pertamina contributes substantially to preserving vulnerable ecosystems in the areas where it operates through its environmental stewardship initiatives.

Pertamina's future outlook is promising, as the company demonstrates a strong commitment to sustainable development. The company actively seeks sustainable solutions to address environmental and social challenges arising from advancements in the energy sector. Pertamina allocates significant resources to research and development efforts to enhance energy efficiency, reduce emissions, and improve overall environmental performance. Carbon capture and storage systems are being explored as potential solutions that could significantly contribute to achieving ambitious carbon neutrality targets set for the future. Pertamina is currently exploring green finance options to secure financial resources for sustainability initiatives, including renewable energy projects and environmental conservation measures. Additionally, Pertamina actively engages in partnerships with local and international organisations, governments, and industry stakeholders to exchange knowledge and adopt best practices related to sustainable development (Agustiani et al., 2023).

As a prominent player in Indonesia's energy sector, Pertamina recognises the importance of sustainable development. The company has made substantial strides in reducing its environmental impact, contributing to the transition to clean energy, and enhancing the well-being of local communities over the years. While challenges persist, Pertamina's commitment to sustainability, innovation, and collaboration bodes well for the company's prospects and its role in promoting environmental and social responsibility in the energy industry. Pertamina demonstrates that a significant state-owned energy corporation can have a positive and enduring impact on society and the environment by embracing sustainability as a fundamental principle.

METHODOLOGY

In today's interconnected world, digital platforms have become integral to our daily lives, significantly influencing our behaviours, perceptions, and decision-making processes. Consequently, there is a growing demand for effective and insightful analysis of digital platforms. The

Analysis Method developed by Klaus Krippendorff, grounded in communication and information theory, offers a comprehensive framework for understanding and evaluating the intricate dynamics of digital platforms. Despite its origins in communication studies, this method remains highly relevant in today's digital landscape, where social media, online communities, and virtual environments play pivotal roles. This article delves into the fundamental aspects of Krippendorff's approach and its applicability to contemporary research on digital platforms (Gunawan & Susilo, 2021).

A distinguished communication scholar, Klaus Krippendorff, introduced his analysis methodology as a systematic and rigorous approach to comprehending communication processes and products. His approach is rooted in the idea that communication involves creating shared meaning through exchanging information, highlighting the importance of analysing and assessing the meanings embedded within communications.

Krippendorff's methodology encompasses several key components (Prasetya & Susilo, 2022). At its core, this approach relies on content analysis, a process that entails thoroughly examining and categorising communication data. This data includes textual materials, visual media, videos, and audio from various digital platforms. Such analysis can reveal discernible patterns, recurring themes, and underlying connotations in the examined text. The methodology also emphasises semiotics, the scholarly study of signs and symbols. This aspect helps decipher the underlying significance of communication by understanding the diverse visual or textual indicators individuals employ on digital platforms to convey information or express emotions. Furthermore, Krippendorff's methodology underscores the importance of contextual analysis, which involves examining broader historical, cultural, and socioeconomic factors that influence the production and interpretation of communications. In digital environments, various elements include geographical positioning, user characteristics, and even platform-specific attributes and algorithms.

Understanding the vast amount of user-generated content on digital platforms can be challenging. Hence, Krippendorff's method provides a systematic approach for identifying trends in user behaviour, mood, and communication styles. Researchers can gain valuable insights into how consumers engage with the platform by examining content within its context. The online landscape is constantly in flux, with new trends, memes, and movements emerging regularly. Krippendorff's approach identifies fresh themes and patterns within digital platforms, aiding scholars and marketers in keeping abreast of the latest developments.

Krippendorff's commitment to semiotics and meaning is especially valuable when assessing the impact of digital platforms on consumers. Researchers can employ this method to investigate how platforms influence perceptions, decisions, and social values, which is crucial for

comprehending their broader influence. Digital platforms are designed to provide user experiences that maintain people's interest. Krippendorff's technique can evaluate user experience by examining the content, interaction design, and user emotions and perceptions (Luthansa & Susilo, 2022). This data is vital for platform designers and marketers aiming to enhance user engagement. Online communities, such as those on social media platforms or bulletin boards, influence public discourse significantly. Krippendorff's methodology can be applied to examine social phenomena such as the formation of subcultures, the dissemination of disinformation, and the influence of opinion leaders.

While Krippendorff's analytical method provides a solid foundation for understanding digital platforms, there are some challenges and adjustments required to keep it effective in this ever-evolving landscape: 1) Dealing with Big Data: The sheer volume of digital data often necessitates the use of automated tools and machine learning algorithms for content analysis. Researchers may need to adapt Krippendorff's method to accommodate these technologies. 2) Real-time Analysis: Digital platforms operate in real-time, creating and updating content continuously. Researchers must develop methods for capturing and evaluating the dynamic nature of digital communication. 3) Privacy and Ethical Concerns: Privacy and ethical concerns are paramount in the digital era. Researchers must ensure their analytical methods protect user privacy and adhere to ethical standards.




Klaus Krippendorff's Analysis Method provides a valuable framework for an in-depth examination of digital platforms. Its focus on content analysis, semiotics, and contextual understanding empowers researchers to uncover hidden meanings and trends in the digital realm. In a world where digital platforms play an increasingly vital role, Krippendorff's approach remains relevant by allowing us to gain crucial insights into user behaviour, trend identification, platform functionality, user experience, and online communities. While the digital landscape presents various challenges, Krippendorff's method can be adapted to address them by incorporating automation, real-time analysis, and a steadfast commitment to privacy and ethics. As digital platforms continue to shape our world, the enduring relevance of Krippendorff's Analysis Method underscores its significance in helping us comprehend and navigate this ever-evolving communication research landscape.

RESULTS AND DISCUSSION

Comparing the digital communication strategies of Petronas (table 1) and Pertamina (Table 2) reveals noticeable differences, particularly in their approaches to content creation. When examining Petronas' posts, it is evident that the company takes a naturalistic approach. All of their posts feature video content sourced from the National Geographic Channel, primarily showcasing natural elements without any human presence intentionally. This content selection highlights a clear focus on

nature and environmental photography, likely aimed at underlining the company's commitment to environmental stewardship and conservation.

Table 1. Petronas post

Content	Caption
	<p>World Migratory Bird Day highlights the need to conserve migratory birds and their habitats. This year, the focus is on water and its importance in sustaining their lives. These animals traverse vast distances, connecting ecosystems across continents. Among their landscape of migration are mangrove forests. Besides being highly efficient at absorbing carbon dioxide from the atmosphere, mangroves offer migratory birds suitable resting and roosting sites along their migration routes. Mangroves also filter and trap sediments and pollutants from rivers and runoff, improving water quality in coastal areas.</p> <p>Mangrove reforestation at Pulau Tanjung Surat, located near the Pengerang Integrated Complex (PIC), is essential for preserving and restoring coastal ecosystems and has become a thriving habitat for various migratory birds. By safeguarding these avian travellers and their homes, we preserve the beauty of nature and maintain ecological balance and biodiversity.</p> <p>#PETRONAS #PassionateAboutProgress #WorldMigratoryBirdDay #PETRONASPlantingTomorrow #PulauTanjungSurat #PengerangIntegratedComplex</p>
	<p>Happy World Nature Conservation Day! Turn up the volume and listen to the calming symphony of the sounds of nature at the Imbak Canyon Conservation Area (ICCA).</p> <p>This 27,000-hectare forest reserve is located deep in the heart of Sabah, which also houses the Imbak Canyon Studies Centre (ICSC), a world-class rainforest biodiversity research facility built by PETRONAS in 2019. Stay tuned for the Imbak Canyon full film coming soon.</p> <p>#PETRONAS #PassionateAboutProgress #ImbakCanyon #WorldNatureConservationDay #PETRONASPlantingTomorrow</p>
	<p>Photo by Francer Francis To celebrate World Rainforest Day, we are taking a look at Imbak Canyon, also known as the Bornean Hidden Valley, located 300 km from Kota Kinabalu, Sabah, and home to a diverse range of extraordinarily captivating species of flora and fauna. Within this pristine virgin rainforest also stands the Imbak Canyon Studies Centre (ICSC) — a world-class rainforest biodiversity research facility located in the 27,000-hectare Imbak Canyon Conservation Area (ICCA) built by PETRONAS in 2019.</p> <p>From the rarest species of spiders to the tallest trees you can imagine, we bring a piece of Imbak Canyon to you through these remarkable images taken by the locals and rangers of Imbak during a recent photography workshop conducted as part of a collaboration between Yayasan Sabah and Yayasan PETRONAS.</p> <p>#PETRONAS #PassionateAboutProgress #ImbakCanyon #WorldRainforestDay #PETRONASPlantingTomorrow</p>

Source: Data Processed by Author (2023)

Table 2. Pertamina post

Content	Caption
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	<p>Going on a Sustainable Date with Aurelie? 🌱</p> <p>I wonder what else will be happening at the Pertamina Eco RunFest 2023? Any guesses? 😊</p> <p>Stay tuned and ensure Ecochamps get their tickets for Pertamina Eco RunFest 2023 so you do not miss out! Get your tickets right away on the MyPertamina app, or click the link in the bio! ✨</p> <p>#PertaminaEcoRunFest #EnergizingYourMove #EnergizingYou #RoadtoHUTPertamina</p>
	<p>While you are feeling tired by yourself, hey, there is this #GotongRoyongBoyongPohon movement. Gotta join in!</p> <p>Come on, friends, let us contribute by planting trees, a real step towards protecting the environment, greening the Earth, and making the sky bluer.</p> <p>Pertamina is also participating in this movement initiated by the Ministry of SOEs as one of the long-term solutions to address climate change issues.</p> <p>So, what kind of tree are you planning to plant, buddy?</p> <p>#EnergizingYou #EnergizingYou</p>
	<p>As a natural resource treasure, Indonesia's biodiversity is one of its charms, and Pertamina plays a role in its preservation.</p> <p>One of these efforts is through Pertamina Hulu Rokan, where Pertamina initiates the Elephant Conservation Program at the Minas Elephant Conservation Center in Tahura Sultan Syarif Hasyim, Siak, Riau. It is an effort to protect the elephant population in Indonesia, contributing to conserving these majestic creatures and achieving Sustainable Development Goals (SDGs) point #15 (Land Ecosystem Conservation).</p> <p>Come on, swipe left to learn more about this program, buddy!</p>

Source: Data Processed by Author (2023)

In contrast, Pertamina's strategy differs from Petronas by incorporating a significant human element into its content (Table 2). Their posts revolve around sustainability and promote human involvement in environmental conservation efforts. For instance, their videos depict individuals actively participating in tree-planting initiatives or engaging in Gotong Royong, a traditional Indonesian community endeavour. These videos effectively underscore the substantial social aspect that emphasises human participation. (Nugraheni & Widyaningrum, 2019; Widyaningrum & Nugraheni, 2019).

This comparison indicates that the two organisations have adopted distinct strategic approaches to promote their sustainability initiatives digitally. Petronas relies on compelling visual representations of the natural world to convey its dedication to environmental preservation. Conversely, Pertamina emphasises human engagement and community involvement as integral aspects of its sustainability discourse. These

differing approaches reflect varying perspectives on the most effective ways to engage audiences in matters related to sustainable development (Kim & Manoli, 2020; Lin et al., 2021; Salim, 2014).

National Geography Channel's Filming Technique

The National Geographic Channel has captivated audiences for decades with its mesmerising and educational content. Their success does not solely rely on compelling narratives and exotic locations and hinges on the exceptional filming methods that breathe life into these stories. In this exploration, we will delve into the world of National Geographic Channel's filming techniques, unveiling the art and science that underlie their visually stunning and immersive content (Aiseng & Akpojivi, 2019; Roy, 2007).

At the core of National Geographic's production processes lies the ability to tell stories through cinematography. Every shot is meticulously planned to transport viewers to remote corners of the world, from the Amazon jungle to the ocean's depths. The channel employs a team of skilled cinematographers well-versed in visual storytelling to achieve this. They employ various cinematic techniques, including framing, lighting, and camera movement, to convey a sense of narrative and emotion in their visuals.

The filming techniques employed by the National Geographic Channel showcase the potency of visual storytelling. Their unwavering commitment to exploring the far reaches of our planet, showcasing its wonders, and raising awareness about conservation is truly an art form (Bezner & Buchanan, 2013; Rouabhia et al., 2022). By combining cutting-edge technology, ethical filming practices, expert crews, and a dedication to education, they have set the standard for wildlife and documentary filmmaking. National Geographic's allure lies in the places it explores and the tools it employs to vividly bring those locations to life for a global audience (Pottie-Sherman & Wilkes, 2016).

Comparison of CSR Strategic Communication: Petronas and Pertamina

Examining Pertamina and Petronas, two prominent oil and gas companies in Southeast Asia, reveals significant differences in how they utilise Instagram to communicate their sustainability initiatives. These distinct strategies show their varying approaches to conveying their Corporate Social Responsibility (CSR) goals.

Pertamina's strategy stands out for its commitment to transparent communication regarding its corporate social responsibility initiatives. The company leverages Instagram to share comprehensive information about its sustainability programs, regularly updating its audience on various environmental and social projects. These initiatives encompass a broad spectrum of activities, from promoting tree-planting campaigns to highlighting projects to foster community development. Pertamina's strategic approach is firmly grounded in a dedication to transparency,

aiming to provide stakeholders with direct and detailed updates on their ongoing efforts in sustainable development.

This mode of communication serves several purposes. Firstly, it enables Pertamina to effectively shape the discourse surrounding its corporate social responsibility (CSR) endeavours. Additionally, it ensures that stakeholders receive clear and concise information regarding the organisation's commitment to sustainability. Finally, this approach has the potential to nurture a sense of trust between the company and its diverse stakeholders, including employees, consumers, and investors, by demonstrating a proactive commitment to social responsibility.

Contrastingly, Pertamina employs storytelling strategies to establish a link between its Corporate Social Responsibility (CSR) efforts and broader societal issues. In contrast to Petronas, who provides detailed updates on specific projects or programmes, Pertamina takes a curated approach by presenting content that weaves a broader narrative around themes like environmental conservation or community development. This narrative-driven approach allows organisations to forge a deeper emotional connection with their audiences while subtly showcasing their commitment to addressing these issues.

On the other hand, Petronas uses storytelling to engage people through compelling narratives rather than merely presenting factual or numerical information about their CSR initiatives. By employing narrative techniques to address prevalent societal concerns and positioning themselves as active contributors to resolving these issues, their primary aim is to establish an empathetic bond with their target audience, thereby fostering greater engagement and endorsement of their brand.

In summary, these divergent approaches illustrate differing viewpoints on the most effective use of digital platforms like Instagram to communicate sustainability initiatives. Petronas prioritises a direct and transparent approach in conveying its CSR initiatives. At the same time, Pertamina adopts a strategy that involves crafting narratives to evoke emotional connections with its target audience while subtly highlighting its involvement in broader societal contexts.

CONCLUSION

The findings of this study underscore the potential impact of digital communication strategies on the strategic decisions of other firms regarding their Corporate Social Responsibility (CSR) programmes. The distinct strategies used by Pertamina and Petronas highlight the importance of considering context-specific factors, such as cultural norms and societal relevance, when devising digital communication approaches. Companies can enhance their engagement on social media platforms like Instagram by aligning their CSR communication with their stakeholders' cultural and sociological context. The choice between a direct communication approach or a narrative style is crucial for a company, as it must effectively resonate with its target audience.

In general, implementing proficient digital strategic communications effectively is vital in shaping public perception of business sustainability efforts. How companies convey their CSR initiatives can significantly impact how they are perceived by various stakeholders, including employees, customers, investors, and society. Therefore, organisations must carefully formulate digital communication strategies to accurately convey their commitment to sustainability and actively engage various stakeholders. This study offers valuable insights into the strategies employed by Pertamina and Petronas, shedding light on the diverse approaches adopted by these companies.

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