

Model of Communication in Corporate Social Responsibility Program to Empower Communities

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Abstract. Community empowerment is one of the keys to success in running a development of a region. The empowerment program is out with models, shapes and different strategies. The purpose of this study was to analyze (1) The perception of the implement of communication channels and beneficiaries to communications approaches in the CSR program. (2) The influence of the characteristics of the beneficiaries, and the communication channel communication approach CSR program towards community empowerment. The samples use in this study were 410 respondents. This study is designed with a quantitative research boosted by the approach of a qualitative study using descriptive analysis and structural equation modeling (SEM). The results of this study include: (1) Perception of beneficiaries upon variables communication channels, communication approach and community empowerment approach is generally considered good. (2) The variables that affect the community empowerment are communication approach communication channels, while the characteristics of the beneficiaries give no significant effect.

Keywords: communications channel, CSR program, community empowerment

Introduction

Community empowerment is one of the keys to success in running a development of a region. The empowerment program is carried out with models, shapes and different strategies. Some programs involving the government as an actor in empowering communities by bringing a dialogical approach. There are only a few of private institutions both companies and non governmental organizations (NGOs) involved as a driving force in promoting community empowerment through flagship programs. In Indonesia, community development undertaken by the company which has become a rule that must be followed and adhered to and become liabilities of the company is referred to as Corporate Social Responsibility (CSR) of a company or shortly known as Corporate Social Responsibility.

The form of CSR is a logical consequence of the law of causality, in which when the company's operations delivered a negative impact, it appears that the negative response is far greater than the injured people and the damaged environment. CSR Program company either conducted by the government or private, is a clear form of responsibility to build and support the communities in which the company or institution is located. The presence of the company CSR program is a yard stick of the company's concern about public communities that subsequently plays an important aspect of community empowerment.

The CSR programs are applied differently according to the characteristic of the company. Some CSR program implemented in the company's community relations activities (community relations). Community relations

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is also a form of CSR company. Naturally, when a variety of companies in Indonesia has now been running its social responsibility in the form of programs and community relations activities. The success of a company is determined by their attention to the social environment around. That is, the commercial success of the companies can also be seen on how the company manages its social responsibility to the community. These considerations take place of, since there are many problems of the company arise from the inharmonious relationship between the two parties, such as prolonged conflicts that occur frequently, and an anarchist action in surrounding communities often heard, simply because of an attempt by the troubled company that made CSR company is not to be taken seriously (Yulianita 2008).

Many companies are increasingly aware of the CSR program and apply it beyond the obligations as it is defined in the Act. It is utilized in the long term as a mean to win the competition in the industry through the formation of a perception in the minds of consumers who discern the company with the good image and also, care for the environment and society (Muhadjir et al., 2011). Related to this, awareness of the company to pay attention to the surrounding environment began to appear. The company as a system in sustainability or equilibrium can not stand alone. The existence of a company can not be separated from society as its external environment. The company and the community intertwined and relate to one another. Thus, the implementation of CSR program companies give benefit to the economy and social as well that lead to business continuity and indirectly prevent conflicts that harm both parties (Semson 2014).

Strategies to achieve community empowerment through CSR program should be designed and implemented with the active participation of the local community. Steps were taken to involve active community participation by using communication approach in order to to enable people to have the ability to solve their own problems, to have freedom of opinion, expression and express themselves openly to each other.

The development of meaningful communication occurred at the grassroots level (grassroots), ie communication involving the participation of the whole society in development programs, hereinafter known

as participatory communication form (Nair & White 2004). The basic principle of participatory communication is a dialogue, voice, liberating pedagogy and action-reflection-action (Tufte & Mefalopulos 2009). The process of participatory communication also stresses the ability of community members to be able to express their aspirations and share information (Warnock et al. 2007).

One foreign investment (PMA) mining industry continues to grow in Bogor Regency is the cement industry. PT Indocement Tunggal Tbk (Indocement) Citeureup unit engaged in the cement industry is one of the 447 large-scale company that are located in the district of Bogor. Indocement is one of the largest cement company in Indonesia which has a target to become a pioneer in leading the paradigm shift cement business in Indonesia, from cement manufacturer into a provider of integrated building materials solutions.

Indocement has undertaken CSR companies through the community program development and sustainable development in society and the environment before Law No. 40/2007 was passed. In Indonesia, in addition to the implementation of Law No. 40/2007 CSR program company is also set Law No. 25/2007 on Investment, Government Regulation No. 47 Year 2012 on Social and Environmental Responsibility. In Bogor, it is reinforced by the Regional Regulation No. 6 of 2013 on Corporate Social Responsibility and Corporate Environment.

Through the company CSR program, Indocement expected to understand the problems that exist in communities, offering a solution for the community to develop the potentials that exist as a forum to empower people as well as to convey the purpose of the company that will eventually create an understanding for stakeholders (stakeholders). Based on the above background exposure, the focus of this study is the importance of measurement of communication approaches through the empowerment program CSR companies to the community in the village. Some specific research questions are formulated as follows: (1) What are the perceptions of beneficiaries of the application of communication channels and communications approaches which in the program CSR company; (2) How do the characteristics of the beneficiaries, and the communication channel communication approach of CSR program towards community

empowerment.

Based on the formulation of the problem, in general, the study was aimed to obtain information and clarity regarding the form of communication approaches companies CSR program for community empowerment. The research objective in particular is to: (1) Determine the perception of the implementation of communication channels and communications made in the program CSR companies; (2) Analyze the influence of the characteristics of the beneficiaries, and the communication channel and communication approach of CSR program towards community empowerment

Research methods

The study was conducted (in Bogor) in the village built 12 Indocement. This study begins with a survey to 30 beneficiaries of the program in the village Gunungputri CSR Company, District Gunung Putri Bogor Regency as one of the villages built by Indocement to test the reliability of the instrument. Total population of 12 villages built Indocement as much as 47.006 beneficiaries with an error that can be tolerated is 5 percent, then the samples obtained in this study are as many as 410 people. The samples were taken from six villages in purposive sampling from Hambalang, Tajur and Pasir Mukti which located in Citeureup District, and Leuwikaret, Bantarjati and Lulut Klapangunggal district. This study is designed as a quantitative research mixed with qualitative research approaches. The research also combines the explanatory research with descriptive research and testing of hypotheses. This research method using Focus Group Discussion (FGD) and survey method with the multi-analysis approach of descriptive analysis and structural equation modeling (SEM).

Perception of CSR Indocement Communications Channels

A communication channel is a tool used as source of the message in conveying the message to the recipient. This channel is considered as a means of delivering information to the public company through CSR program. The indicators of the communication channel variables in this study include corporate policy, the role of facilitator, the role of community leaders and role of the media.

From Table 2 it shown that the average score of each indicator are relatively varied. The role of community leaders assessed

having the highest score while of 2.93 2.84 followed by corporate policy, the role of chaperone with a score of 2.77 and the lowest scores on the role of the media is 1.84. The role of community leaders, corporate policies and the role of companion assessed both categories with a score of 2.93, 2.84 and 2.77. While the role of the the study considering the role of the media in the implementation of the program CSR is important. Respondents said that the CSR can convey information using a variety of media. Dominated by as much as 55.2 percent of the print media, electronic media as much as 27.6 percent of interpersonal communication and services as much as 13.8 percent use of the mass media in the dissemination of information related to the company CSR program in the UK which is more dominant than the interpersonal communication. media poorly rated category with a score of 1.85. This condition is exciting new findings in the study considering the role of the media in the implementation of the program CSR is important. Respondents said that the CSR can convey information using a variety of media. Dominated by as much as 55.2 percent of the print media, electronic media as much as 27.6 percent of interpersonal communication and services as much as 13.8 percent use of the mass media in the dissemination of information related to the company CSR program in the UK is more dominant than the interpersonal communication.

Policies Corporations

Corporate policy in the context of this study was defined basic and corporate guidelines in implementing of the CSR program companies. Corporate policy embodied in the form of a vision, mission, programs and activities implemented by Indocement. Corporate policy is a manifestation of how the company's view on their sincere encouragement from within (internally driven) in implementing the program CSR companies. CSR program implementation model used by the company Indocement, the direct engagement model. In general the implementation of the vision, mission, programs and activities through the implementation of the Indocement CSR program company, assessed both by beneficiaries with the average score of 2.84. Program beneficiaries CSR company Indocement represented 410 respondents assess the execution and implementation of corporate policy as well in the category of

communication channels. This assessment is based on the frequency and percentage of which 60.5 percent or 248 respondents. A total of 62 respondents, or 15.1 percent rate it excellent, 96 respondent or 23.2 percent rated poor and as many as five respondents, or 1.2 percent rate it very badly.

Role of Companions

Another indicator of the communication channel is the role of the mentor of CSR program company Indocement. The role of companion saw the tasks and functions of a person in assisting and entrusted the company to convey information or messages to the public.

Social assistance by Suharto (2006) defined as one of the strategies that determine the success of development programs. The principle is to help others by helping themselves, such as the principle of social workers. The social worker realized its role as a companion who present and involved in helping solve the problem.

The role of the mentor of the CSR program Indocement conducted by the village coordinator (Kordes). Vilage coordinators to implement and oversee the implementation of community development programs in the respective village built. Each village has one Kordes as a bridge between the community and the companies.

Table 2
The frequency distribution, percentage and the average score of variable communication channels

Variables communication channels	Frequency (f)	Percent (%)	Mean score*
Policies Corporations			
Very good	62	15.1	2.84
Good	248	60.5	
Bad	95	23.2	
Very bad	5	1.2	
Total	410	100	
Role companion			
Good	86	21.0	2.77
Bad	183	44.6	
Very bad	126	30.7	
Good	15	3.7	
Total	410	100	
Role of community leaders			
Good	122	29.8	2.93
Bad	176	42.9	
Very bad	102	24.9	
Good	10	2.4	
Total	410	100	
Role of media			
Good	0	0	1.84
Bad	13	3.2	
Very bad	189	46.1	
Good	208	50.7	
Total	410	100	

* Note: 1 - 1.75: Very Bad; 1.76 - 2:51: Bad; 2:52 to 3:27: Good; 3:28 - 4: Very Good

CSR program beneficiaries Indocement companies represented 410 respondents assess the role the companion has a maximum frequency 183 respondents or 44.6 percent rated good. Meanwhile, 86 respondents or 21 percent rate it excellent, but 126, or 30.7 percent rated poor and 15 respondents, or 3.7 percent rate it very bad.

This is because the presence of Kordes in the village every day, in an attempt to get closer to people and looking for potential village can be developed. Kordes also which to respond to citizens' complaints about the company activities which deemed detrimental. Additionally, the performance Kordes for 3 years has been to help bridge communities with officials of the company, so that the implementation of the program can be run in accordance with the wishes of the community, although not implemented quickly.

Role of Community Leaders

The role of community leaders see the tasks and functions of public figures in influencing the attitudes and behavior of others informally. From FGD it is known that informal leaders have distinguish characteristics apart from regular person in the community, including having wider social relationships than the ordinary people, have more expertise or knowledge beyond the ordinary people, willing to share information to the people. Besides the role of informal leaders in providing advice, suggestions and opinions as well as control the behavior of the local community.

Related to the role of community leaders in the implementation of the program of CSR company Indocement, beneficiaries assess the role of community leaders with a frequency of 176 respondents or 42.9 per cent of either category. A total of 122 respondents, or 29.8 percent rate it excellent, but 102, or 24.9 percent rated poor and 10 respondents, or 2.4 percent rated very poor.

Given the important position of the informal leaders, he / she always participate in various activities that take place in society. The participation of the informal leaders is essential to foster public awareness of the importance of a variety of social activities undertaken. Due to the role of an informal leader is Indocement embracing informal community leaders as representatives of the public, so that through the informal leaders they can explore the needs and desires of the community.

Indocement informal leaders needed lobbying and negotiation of conflicts and mass actions are often carried out by local people. Through this informal character, Indocement conveys some alternative options and solutions as a strategy to achieve win-win solutions to the problems faced by the community.

Role of Media

The role of the media in this regard can be seen from the delivery of information or messages about the program CSR to the public through mass media such as print media (newspapers, bulletin boards, brochures / leaflets, folders and pocket books / booklets), electronics (television and radio), and new media (broadcast streaming on the internet). The mass media is one of the most effective means of communication in socializing and disseminate information to the public. The mass media, both print and electronic, become one of the spearheads for accelerating the dissemination of information for the public, especially in this era of globalization, when the restrictions and obstacles to geographical, climatic / weather does not become a barrier to the distribution of information to the public.

Table 2 shows that the indicators for the media's role are generally considered not maximized. Of the four indicators of channels of communication, the role of the media is an indicator that has the lowest score.

Beneficiaries nothing assess the role of the media with very good category. Frequency and percentage of beneficiaries who assessed the role of the media with good category were 13 respondents or 3.2 percent of the 410 respondents. Instead of frequency and percentage of beneficiaries who assessed the role of the media us bad categories of 189 respondents, or 46.1 percent, and the frequency and percentage of very poor categories exceeds 50 percent, or 208 respondents from a total of 410 respondents. This is also supported by the opinion of Sari (2012) where the quality of Corporate Social Responsibility Disclosure is not easy to measure, with most companies do Corporate Social Responsibility Disclosure only as part of advertising and avoid to provide relevant information. Thus the role of the media as a source of information considered to be an important part in program implementation of CSR companies.

CSR Indocement Communications Approach

Forms of CSR company Indocement associated with community development or community development program consisting of community development and sustainable development or sustainable development programs.

Community Development

In Table 3, it is known that the views of beneficia associated company of Indocement CSR program approach through the development of society in general in the category well with the average score of 2.75. Frequency and percentage of beneficiaries amounted to 229 votes or 55.9 percent for both categories, 57 or 13.9 percent of the excellent category, 117 or 28.5 percent rated poor and 7, or 1.7 percent very poor category. From these opinions it can be understood that in order to achieve development goals synergy should be formed between development organizations in the community and implementing agencies such as the government or local governments, non-governmental organizations (NGOs), cooperatives, businesses (state enterprise or a private enterprise) were able to increase economic activity and lead to economic growth both locally and nationally.

In the community development program, organized community empowerment through training and provision of revolving loans to the public. Training is given to people engaged in agriculture, industry, households and services. Revolving working capital loans are given to people from all kinds of businesses (trade, agriculture, industry, households and services) carried out with two patterns. The first pattern is designed for people with needs for capital loans, while working capital lending is facilitated directly by the company. The second pattern, is reserved for MSEs to the needs of working capital loans, the company acts as avalist (guarantor) to obtain working capital loans.

Sustainable Development

Based on the average scores in Table 3 shows that communication approach through sustainable development is assessed positively compared with the development of society. If seen views of the beneficiaries relating to the program approach CSR company Indocement through sustainable development in general has a maximum where the frequency and

percentage of votes beneficiaries by 171 or 41.7 percent for both categories, 109 or 26.6 percent of the excellent category, 123 or 30 percent rated poor and 7 or 1.7 percent very poor category.

In a sustainable development program, representatives of MSEs from 12 partner villages have been given training on cultivation sheep, farming arab chickens farming and of catfish breeding. This type of business is seen as an activity that provides benefits socially, economically and environmentally.

Community Empowerment

The existence of CSR of the company has a strong foundation since John Eklington wrote *Cannibals with Forks*, the Triple Bottom Line of Business the Twentieth Century which introduced the concept of the triple bottom line. This concept embraces the view of the companies that want a sustainable should pay attention to 3P, namely: profit (profit), people (society stakeholders) and the planet (environment). According to this view, companies other than the pursuit of profit (profit), have also must pay attention and be involved in meeting on the welfare needs of society (people) and contribute actively to protecting the environment (planet) (Wibisono 2007). This view led to the company's ability and efforts to create a community empowerment.

Many experts ranging from Ife (2006), Payne (1997) and Sulistiyan (2004) provides the same view related empowerment as an attempt to give or acquire capabilities, access to productive resources and opportunities to or by individuals, groups of individuals, or less powerful society so that they have the capability, greater access to productive resources and opportunities to solve problems, meet the needs and improve the quality of life.

CSR program implemented by the company Indocement program consists of two categories, namely Community Development (CD) that includes five (5) Pilar and programs Sustainability Development (SD). Program CD 5 These pillars include educational programs, health programs, programs of economic, socio-cultural program and sports (sosbudagor), as well as the security program. CD 5 Pillar Program is an implementation of the objectives contained in the MDG's. Program category SDP consists of courses P3M (Centre for Development and Empowerment), the biogas program, Flora Energy Crops, UPK Productive, Motorcycle Integrated (BMT), as

well as the House of Arts and Culture (RSB). In general from six village built results of the research show all aspects of empowerment rated categories (Table 4).

On the fifth aspect of community empowerment, health aspects are considered to have the higher score than other respects 2.98. In scores of empowerment in a sequence are empowerment in health education with the average of 2.85, 2.83 of economic empowerment, empowerment social - infrastructure 2.70 and 2.65 empowerment security.

Economic Empowerment

Based on Table 4, the frequency distribution and percentage of economic empowerment can be said evenly. In other words, out of the four categories of assessment, no assessment is dominant or exceeded 50 percent where the highest frequency in both categories is as many as 188 people from 410 respondent, or about 45.6 percent, followed by bad category 113 respondent (27.6%), poor category either 86 respondent (21%) and very poor category 23 respondent (5.6%). Community views regarding the implementation of the Indocement CSR program for maximum economic aspects have not been assessed.

Economic program completed consisted of the Capital Revolving Giving Program, CSR (Community Development Partnership

Program) is a collaboration with the Bank, Manpower Empowerment Program or Local Contractors and SME Empowerment village built through Local Purchase Program.

Education Empowerment

Implemented program on the pillars of education include school construction aid program, help educational facilities, foster children and Scholarship program, practical skills education programs for small businesses, and local community (Library Program Mandiri). According to (Mulyandari et al, 2010) toward the implementation of CSR in the field of education increasingly felt embodied by various companies today. The reason the company's management to focus its CSR program to the world of education due to the fact that the educational facilities are still a concern, and awareness of the need for reliable human resources born of an adequate education. If the views of each aspect in Table 4, frequency distribution and percentage of economic empowerment can be said evenly. In other words, out of the four categories of assessment, no assessment of the dominant or exceeded 50 percent where the highest frequency in both categories is as many as 188 people from 410 respondent, or about 45.6 percent, followed by bad category 113 respondent (27.6%), category sanagat either 86 respondent (21%) and very poor category 23 respondent (5.6%). Community views regarding the implementation of

Table 3
The frequency distribution, percentage and the average score variable communication approach

Variables Communication Approach	Frequency (f)	Persen (%)	Mean Score*
Community Development			
Good	57	13.9	2.75
Bad	229	55.6	
Very bad	117	28.5	
Good	7	1.7	2.87
Total	410	100	
Sustainable Development			
Good	109	26.6	2.87
Bad	171	41.7	
Very bad	123	30.0	
Good	7	1.7	2.87
Total	410	100	

* Note: 1 - 1.75: Very Bad; 1.76 - 2:51: Bad; 2:52 to 3:27: Good; 3:28 - 4: Very Good

Table 4
The frequency distribution, percentage and the average score
variables community empowerment

Variables Community Empowerment	Frequency (f)	Percent (%)	Mean Score*
Economy Empowerment			
Good	86	21.0	2.83
Bad	188	45.6	
Very bad	113	27.6	
Good	23	5.6	2.85
Total	410	100	
Education Empowerment			
Good	89	21.7	2.85
Bad	229	55.9	
Very bad	79	19.3	
Good	13	3.2	2.98
Total	410	100	
Health Empowerment			
Good	129	31.5	2.98
Bad	195	47.6	
Very bad	84	20.5	
Good	2	0.5	2.70
Total	410	100	
Social-Infrastructure Empowerment			
Good	44	10.7	2.70
Bad	231	56.3	
Very bad	128	31.2	
Good	7	1.7	2.65
Total	410	100	
Security Empowerment			
Good	84	20.5	2.65
Bad	164	40.0	
Very bad	109	26.6	
Good	53	12.9	2.65
Total	410	100	

* Note: 1 - 1.75: Very Bad; 1.76 - 2:51: Bad; 2:52 to 3:27: Good; 3:28 - 4: Very Good

the program CSR company Indocement to economic aspects have not been rated maximum.

Health Empowerment

Community empowerment in health-related fields CSR company Indocement program implementation is felt most helpful. This assessment refers to the results of research in which of the five aspects of the pillars of empowerment, perceived aspects of

Human health has a lot of helpful. However, if assessed per category of four categories examined there would be no more than 50 percent. Rating category is either just 195 votes out of 410 respondents, or about 47.6 percent. Rating category Excellent 129 people or 3.5 percent, worse category of 84 people, or 20.5 percent, and the worst category is 2 people or 0.5 percent. In general, though regarded as a health empowerment of the aspects that most benefits the community

but implementation program Indocement CSR company still needs full restore because there are some people who argue empowerment is considered very poor in health.

The program implemented on the pillars of health that PHC Circumference and health counseling, the program Feeding (PMT), Cataract Surgery Program, Mass Circumcision, Water Facility Development Program (SAB), the construction of Means.

Social Infrastructure Empowerment

Other aspects of the program related to community empowerment CSR company Indocement is the empowerment of the social infrastructure. Aspects of votes per category show the number of relatively concentrated in one category. That is, the ratings for both categories of beneficiaries more than 50 percent, or 231 out of 410 respondents. Other votes on the bad category as many as 128 people, or 31.2 percent, good category is 44 or 10.7 and poor category is 7 people, or 1.7 percent.

The implementation of Social, Cultural, Religion, Sports, and infrastructure program included public infrastructure development (roads, bridges, etc.), sports (football and badminton), and the construction of places of worship, as well as programs Rutilahu (Unlivable houses).

Security Empowerment

Five pillars of the community empowerment in CSR program company Indocement, the empowerment of the security is considered the most unoptimized sector. This is evident from the average score in general where safety aspects have the smallest score. This condition is in line with the assessment of beneficiaries represented by 410 respondents where beneficiaries only 40 percent, or 164 people who assess the security aspects in both categories. Poor judgment reached 109 people, or 26.6 percent, worst judgement was 84 or 20.5 and bad assessment was 53 people or 12.9 percent. The latter figure is an assessment of the highest compared to four other pillars. The program implemented in the security pillar of human resource development program includes environmental security, environmental security posts development program, as well as assistance programs and completeness HR uniform environmental safety.

Factors Affecting Community Empowerment

Community empowerment is an important step and agenda for the execution and implementation of the company Indocement CSR program consisting of five pillars of empowerment. The five pillars include economic aspects, education, health, social-infrastructure and security. The five pillars of empowerment community in CSR program the company can not stand alone. Each pillar depends on and is influenced by several important factors. In this study, community empowerment program related CSR companies affected by various factors such as the characteristics of the beneficiaries, and the communication channel communication approach. Testing variables that have an impact in this study using Structural Equation Model Partial Least Square (SEM PLS) with software SmartPLS. There are three latent variables in the study, which one the characteristics of the beneficiaries, communication channels and communication approaches. Each latent variable manifest variables (indicators) in accordance with the method described in the study.

The use of PLS can measure a relationship that can not be measured directly. In addition, PLS also allow formative indicators in measuring the variables of latent besides reflective indicators. It is not permitted in the covariance-based SEM by using reflective indicators alone. Therefore, the selection of PLS as an analytical tool deemed appropriate for being able to explain complex relationships in this study between the characteristics of the beneficiaries, the communication channel, the communication approach and community empowerment. To evaluate the model in this study required a number of ways depending on the model that has been established. In general, the evaluation and interpretation of the model can be seen as follows.

Estimated coefficient line

Results bootstrapping contained in Table 5 shows the path coefficients for each hypothesis and value T-statistics are obtained from the output SmartPLS as follows In Table 5, note that there is a real effect on the characteristics of the beneficiaries of the channels of communication, in addition, construct communication approach program CSR and communication channels to community empowerment, and communication channels

to approach communication program CSR with value p-value <0,05 or the value t count> t-table (1.96), while the constructs of the characteristics of beneficiaries did not significantly affect community empowerment and communication approaches of CSR program with a t-statistic values each for 0.450 and 0.944, or less than than t- table (1.96). The test of the connection between the constructs showed that almost all constructs has a positive effect with coefficient parameters that vary from 0.033 until 0.769, it showed that the enhanced variable constructs will also improve also the variable of the establishment, unless the variable characteristics of the beneficiaries of the empowerment of communities negatively.

When viewed from the total effect of the exogenous variables, it is known that the community empowerment variables sequentially influenced by variable communication channel (0.710), variable approach to communication (0.515) and the characteristics of the beneficiaries (0.228). More details regarding the total effect of variables can be seen in Table 6.

R-square

Power to explain (explanatory power) owned models, or nomological validity (nomological validity), can be assessed by looking R- square (R²) of the constructs endogenous or dependent variables, namely: the characteristics of the beneficiaries the

Table 5
The Bootstrap result for Each Indicator Toward Exogenous Variable

The Modifier	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Characteristics of Beneficiaries Community Empowerment	-0.016	-0.012	0.036	0.450	0.653
Characteristics of Beneficiaries Communication Approach	0.033	0.036	0.035	0.944	0.345
Characteristics of Beneficiaries Communication Channels	0.321	0.330	0.043	7.374	0.000
Approach Communications Community Empowerment	0.515	0.515	0.052	9.875	0.000
Communication Channels Community Empowerment	0.314	0.314	0.055	5.685	0.000
Communication channels Approach Communications CSR	0.769	0.768	0.024	32.674	0.000

*note: 1 - 1.75: Very bad; 1.76 - 2.51: Bad; 2.52 - 3.27: Good; 3.28 - 4: Very good

Table 6
Total Effect of Exogenous Variables

The Modifier	Characteristic of the beneficiaries	Community empowerment	Community approach	Channel of communication
Characteristics of Beneficiaries	1.000	0.228	0.279	0.321
Community empowerment		1.000		
approach Communications		0.515	1.000	
Communication channels		0.710	0.769	1.000

communication channel communication approach. Rated R Square used to assess the effect of certain independent latent variables against the dependent latent variables, whether it has a substantive effect. Table 7 shows the R-Square for the dependent variables.

Tabel 7
R-Square variable latency

Variables	R Square
Community empowerment	0.608
Approach Communications CSR	0.608
Communication channels	0.103

From Table 7, it is known that the value of R^2 to variable communications approach CSR program amounted to 0.608 (including the classification good/substantial), this shows that the variability approach CSR program communication constructs can be explained by the characteristics of the beneficiaries and communication channels by 60.8 percent. At the variable communication channels can be explained by the variable characteristics of the beneficiaries of 0.103, or 10.3 percent. Variables community empowerment are known to have a value of R^2 of 0.608 (including the classification good/substantial), it shows that the variability of community empowerment can be explained by the variable characteristics of the beneficiaries, communication channels and communication approaches of CSR program amounted to 60.8 percent, while 49.2 percent is explained by

variables other than research.

Hypothesis Testing

Data processing with the help of software SmartPLS obtained a model that describes the influence of the study variables. Before the processing results are analyzed, testing is done to the validity and reliability first in the measurement model, so the model is decent and trustworthy in results interpretation. In reflective models, such testing is done by seeing convergent validity, discriminant validity and composite reliability.

Based on the results of processing and the foregoing discussion, it is known that of the six specialized research hypothesis, we obtained two of the six did not qualify so the hypothesis is rejected. The rejected hypothesis is the influence of the characteristics of the beneficiaries towards community empowerment and variables influence the characteristics of beneficiaries of the program communication approaches CSR. While most accepted hypothesis include: the effect of Characteristics Beneficiaries of the communication channel, the influence of communication approaches CSR program community empowerment, influence communication channels towards community empowerment, influence communication channels to approach communication program CSR. More details about the decision hypothesis can be seen in Table 8.

Referring to Table 8, visible research hypothesis states that the characteristics of the beneficiaries have effect on the

Table 8
Hypothesis Decision

Hypothesis	T Statistics (O/ STDEV)	P Values	Result
Characteristics of Beneficiaries -> Community Empowerment	0.450	0.653	Rejected
Characteristics of Beneficiaries -> Communication Approach	0.944	0.345	Rejected
Characteristics of Beneficiaries -> Channels of Communication	7.374	0.000	Accepted
Approach Communications -> Community Empowerment	9.875	0.000	Accepted
Communication Channels -> Community Empowerment	5.685	0.000	Accepted
Communication Channels -> approach Communications	32.674	0.000	Accepted

communication channel. From the test results it shows that there are a significant effect of the variable characteristics of the beneficiaries of the channels of communication (original sample estimate 0.321, t-test 7.374). The magnitude of the coefficient between the variable characteristics of the beneficiaries of the channels of communication of 0.321, which in this case included in the category of moderate or being. In other words, if the characteristics of beneficiaries increases which education, income, social status and social participation will improve the understanding of the communication channel. Thus the research hypothesis (H) states that a real effect between the characteristics of the beneficiary on the communication channel is received in the category of moderate or moderate.

Testing the hypothesis at the variable characteristics of the beneficiaries of the program variables of CSR communications approach obtained no significant effect (original estimate sample 0.03, t-test 0.944) and has a positive relationship. Thus the research hypothesis (H) which states there is a real effect between the variable characteristics of the beneficiaries of the variables approach to communications program CSR companies is rejected.

The parameters of the communication channel and communication approach obtained significant influence (original sample estimate 0.769, t-test 32.674) The magnitude of the coefficient between the variables of the communication channel communication approach for 0.769 in this regard include substantial correlation. Thus the research hypothesis (H) which states there is a real connection between the communication channels of the communication approach program CSR company is received.

Based on the results of the study is it found no effect was between the characteristics of the people as beneficiaries with community empowerment. Referring to the results of hypothesis testing at the variable characteristics of the beneficiaries of the community empowerment variables found no significant effect (original sample estimate 0.016, t-test 0.450) and had a negative relationship. Thus the research hypothesis (H) which states there is a real connection between the characteristics of the beneficiaries of the community empowerment is rejected.

Variables communication channels CSR

program of the company consists of four indicators. At the variable of communication channels towards community empowerment gained significant influence (original sample estimate 0.314, t-test 9.87) The magnitude of the coefficient between the variables of communication channels to community empowerment by 0.314 in this regard include moderate correlation. Thus the research hypothesis (H) which states there is a real connection between the communication channels towards community empowerment is accepted.

Variables communication approach towards community empowerment gained significant influence (original sample 0.515 estimate, t-test 9.87). The coefficient between variables communications approach to community empowerment by 0.515 in this regard includes moderate correlation. Thus the research hypothesis (H) which states there is a real connection between the company's communications approach of CSR program towards community empowerment is accepted.

Conclusions

The conclusion in this study are: *First*. Respondents' perceptions of variable communication channels, is generally considered a good indicator of corporate policy, the role of mentors and role of community leaders, while the role of the media is still considered poor. Respondents' perceptions of variables communication approach, which is generally considered a good indicator for community development and sustainable development. For variable community empowerment, is generally considered good. *Second*. From three variables that affect community empowerment, known only approach to communication and communication channels that directly affect significantly to community empowerment, while the characteristics of the beneficiaries had no significant effect.

Based on this conclusion suggested to companies and agencies to optimize communication channels, namely the role of facilitator, community leaders and corporate policy approach to community development and sustainable development to inform the CSR program Indocement to the public. In order to achieve community empowerment in the form of economic empowerment, education, health, social infrastructure and security.

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