

Participatory Communication of Corporate Social Responsibility by PT Pertamina Patra Niaga Integrated Terminal Gorontalo in the KAIL (*Komunitas Hasil Laut*) Program in Tenda Subdistrict, Gorontalo City



Invabil Febrian Mardjun¹, Mega Putri Aulia Bakir², Gunawan Rasyidi³, Muhammad Akram Mursalim⁴, Imam Rodhianto⁵, Apolinus Silalahi⁶

^{1,2,4} Department of Communication Studies, Faculty of Social Sciences, Universitas Negeri Gorontalo

^{3,5,6} PT Pertamina Patra Niaga Integrated Terminal Gorontalo

ABSTRACT: Participatory communication is a two-way communication process that actively involves the community from problem identification, solution seeking, to decision-making for the implementation of actions in community empowerment. This process is carried out through three stages: monologic communication, dialogic communication, and multi-track communication. The PT Pertamina Patra Niaga Integrated Terminal Gorontalo's Corporate Social Responsibility (CSR) initiative represents the company's effort to fulfill its responsibility by empowering the community. Community empowerment is a process where communities, especially those in resource-poor conditions and other marginalized groups, are supported to improve their welfare independently. Thus, PT Pertamina Patra Niaga Integrated Terminal Gorontalo has several community empowerment programs, one of which is the KAIL (*Komunitas Hasil Laut*) program. This program focuses on community empowerment in the culinary business development sector, particularly in processing tuna into food products. The aim is to create job opportunities for women in the Tenda Subdistrict, boost economic growth, and optimize existing Micro, Small, and Medium Enterprises (MSMEs). This study employed a qualitative method with a case study approach. Data collection techniques include interviews, observations, and documentation. The study's findings indicated that the communication between PT Pertamina Patra Niaga Integrated Terminal Gorontalo and the community groups involved in the KAIL program was well-established.

KEYWORDS: Participatory Communication, Corporate Social Responsibility, Community Empowerment, MSMEs, KAIL (*Komunitas Hasil Laut*) Program

I. INTRODUCTION

Participatory communication was first introduced by Latin American intellectual Paulo Freire in 1978. Freire stated that in participatory communication, everyone has the equal right to express their opinions. Theoretically, the principle of participatory communication means actively involving the community in the process of community empowerment. Participatory communication is used to identify problems, seek solutions, and decide on the steps to be taken. Corporate Social Responsibility (CSR) communication is one of the critical components in implementing a company's CSR initiatives. CSR communication can enhance stakeholder engagement and result in long-term impact and reputation when executed skillfully and effectively (Dhiel in Monica, 2023).

Companies use different approaches to conduct CSR communication depending on their specific business sectors, aiming to educate and provide the necessary information. Utilizing participatory communication methods between the company and stakeholders can aid the success of CSR communication implementation (Syarah in Monica, 2023). Participatory communication is designed to help all involved parties accept, understand, and willingly participate in the company's CSR programs. Ongoing discussion is a crucial component of participatory communication to maintain long-term relationships with stakeholders with diverse CSR interests. Therefore, participatory communication is vital for the success of CSR programs (Monica, 2023).

The Indonesian government has established regulations concerning Limited Liability Companies (PT), specifically Law Number 40 of 2007, particularly Article 74. According to this regulation, business entities engaged in activities involving natural

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resources are required to practice Social and Environmental Responsibility (TJSL). As stated in Government Regulation 47 of 2012, the purpose is to achieve sustainable economic development. Thus, the companies, society, and local communities will benefit from environmental improvements and enhanced quality of life. Consequently, Corporate Social Responsibility (CSR) initiatives can be realized through a company's commitment to environmental and social responsibility, fostering balanced business partnerships that align with the community's values, customs, and culture (Annisa, 2023).

Corporate Social Responsibility (CSR) is a company's effort to fulfill its responsibilities in coordinating the development of both the company and the community, ensuring that its benefits align with societal interests (Barauskaite, 2021). Purwanto (2010) stated that corporate social responsibility, or CSR, is a program related to addressing environmental impacts within sustainable development. Howard R. Bowen first introduced the concept of social responsibility in his book "Social Responsibility of the Businessman" (1953). The implementation of CSR focuses on environmental, economic, and social sectors to prevent crises and enhance the company's reputation (Nayenggita, 2019). CSR is conducted to improve the quality of life for businesses, development issues, or society.

Community empowerment is a primary goal of CSR in the economic and social sectors. Therefore, Corporate Social Responsibility (CSR) is often involved in the implementation of community empowerment. This aligns with the objective of CSR, which is to build empowered communities. Companies encourage the community to contribute ideas, desires, and objectives through CSR programs. These CSR programs are expected to help local communities reach their full potential and benefit the community and the company in the long term.

PT Pertamina Patra Niaga Integrated Terminal Gorontalo is a subsidiary of PT Pertamina Persero, focusing on downstream oil and gas business activities. In addition to managing fuel trade and handling operations, PT Pertamina Patra Niaga Integrated Terminal Gorontalo actively participates in CSR programs, emphasizing environmental balance and sustainability. These initiatives aim to improve the welfare of the environment, wildlife, and humans, ensuring competitiveness in the era of globalization. The company's CSR programs manifest its social responsibility, aiming for sustainable community empowerment. One such program is the *Komunitas Hasil Laut* (KAIL) in Tenda Subdistrict, Gorontalo City.

Corporate Social Responsibility Integrated Terminal Gorontalo has implemented one of its CSR programs, namely UMKM KAIL (*Komunitas Hasil Laut*). This program focuses on community empowerment in the culinary business development sector, particularly the development of MSMEs (Micro, Small, and Medium Enterprises) for processing tuna into food products. The goal is to create jobs for housewives in the Tenda Subdistrict, boost economic growth, and optimize existing MSMEs. Before implementing this program, Integrated Terminal Gorontalo conducted a study in the form of social mapping in the Tenda Subdistrict. In designing CSR programs, the company uses social mapping to identify community needs and provide a basis for CSR program implementation. Further, this research aims to study the participatory communication of the Tenda Subdistrict community in Gorontalo City within the CSR program, specifically the KAIL (*Komunitas Hasil Laut*) program. This research seeks to explain the nature of participatory communication occurring and the extent of community participation in the Tenda Subdistrict.

II. RESEARCH METHOD

The research employed a qualitative method, utilizing a case study approach. The case study approach is utilized to investigate an individual, group, organization, or program within a specific timeframe. The research focus delimits the qualitative study to obtain the aspects under investigation (Moleong, 2010). The author applies three indicators of participatory communication proposed by Tufte and P in *A Practical Guide Participatory Communication* (2009): monologic, dialogic, and multi-track. The object of this research is the Corporate Social Responsibility Integrated Terminal Gorontalo in the KAIL (*Komunitas Hasil Laut*) program in the Tenda Subdistrict, Hulonthalangi District, Gorontalo City, Gorontalo Province.

Primary data sources were obtained through in-depth interviews and field observations involving individuals and community groups directly engaged in the researched object. A purposive sampling technique was employed to select interviewees and several key informants, who were considered to represent stakeholders. Data collection methods included interviews, observations, and documentation. The data analysis technique utilized the interactive and continuous model proposed by Milles and Huberman, consisting of data collection, data reduction, data presentation, and conclusion drawing (Pawito, 2007).

III. LITERATURE REVIEW

A. Participatory Communication

According to Servaes, participatory communication is a two-way communication, also known as dialogic, between individuals or groups to achieve a shared understanding of the message (Aminah in Marini, 2022). One component of participatory communication is community participation, which refers to the community's ability to recognize the company and its potential,

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make decisions regarding an issue, resolve emerging problems, and evaluate changes initiated by the community (Isbandi, 2007). Communication fosters community participation in the development process, but not all aspects are related to participatory communication (Singhai, 2001).

Effective community engagement can be achieved through two-way or horizontal communication. Participatory communication emphasizes the community's capacity to share information and voice ideas and goals. As a fundamental human right, participatory communication ensures the community's voice in the development process for Indonesian society (Warnock et al., 2007). Participatory communication is an approach that focuses on a dialogic approach to communication rather than a one-way model. Community participation and collective decision-making are involved throughout the community empowerment process, from identifying issues to taking action. Participatory communication also emphasizes the local community's knowledge and experiences, which are crucial in understanding and addressing issues (Jacobson in Indah, 2024).

Communication provides information and influences the behavior of those receiving it. The motivation of the community to participate in planned activities should be through effective participatory communication. Participatory communication focuses on informing and persuading people to change their behavior or attitudes and emphasizes facilitating exchanges among stakeholders to address issues collectively (Cherdpong, 2023). Participatory communication is used in empowerment to foster community trust and participation in empowerment programs. Ayerigg in Cherdpong (2023) outlines four levels of participatory communication: 1) Information dissemination, essentially one-way communication, where the community participates by informing the company about ongoing activities; 2) Consultation, one-way communication that emphasizes feedback from stakeholders who do not have a voice in decision-making but still receive input; 3) Collaboration, two-way communication that facilitates open decision-making and fair input; 4) Empowerment, the transfer of control over decisions and resources, where two-way communication ensures joint decision-making.

According to Tufte and P in "A Practical Guide Participatory Communication" (2009), there are three approaches to participatory communication in community empowerment:

1. **Monologic Communication**

Monologic communication is defined as communication oriented toward conveying new knowledge to the general public through direct communication. Building community participation is the initial step in monologic communication, aiming to create mutual understanding where the message can be persuasive or invitational, communicated either en masse or individually.

2. **Dialogic Communication**

Dialogic communication, also known as two-way communication, involves the community as both the source and recipient of information. The aim is to harmonize the communication between program facilitators and program recipients. In this type of communication, there is an exchange of information, ideas, and thoughts between the communicator (the information provider) and the communicatee (the information receiver).

3. **Multi-Track Communication**

Multi-track communication combines monologic and dialogic activities by integrating several mass and group communication forms. In practice, this approach is applied to dialogic communication involving continuous persuasive communication. Communication activities blend a focus on primary and secondary media, emphasizing discourse and interpersonal relationships within various communities involving multiple stakeholders.

B. Corporate Social Responsibility

According to Schermon (Elisa, 2020), Corporate Social Responsibility (CSR) is a business strategy where companies integrate their social responsibilities into their business operations and engage stakeholders according to the principles of transparency and accountability. Social responsibility encompasses business activities that every company or individual must undertake to maintain operational efficiency and minimize negative impacts on the economy, society, and the environment. Law No. 40 of 2007, Article 74 on limited liability companies, provides protection for Corporate Social Responsibility in Indonesia. According to the law, Corporate Social Responsibility (CSR) is mandatory for all limited liability companies. This mandate enables businesses to allocate budgets for corporate programs (Fachria, 2022). Additionally, Law No. 22 of 2001 regulates oil and gas companies, both commercial operators and explorers, encouraging companies to focus on community empowerment and development programs (Sapullah, 2022). A company's ongoing commitment to uphold moral principles, support the general welfare of society and local communities, and improve the living standards of employees and their families is known as Corporate Social Responsibility (CSR). Corporate social responsibility is a values-based business approach centered on morality and concern for the environment and society (Nova, 2021).

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According to the World Business Council for Sustainable Development (WBCSD), Corporate Social Responsibility (CSR) is a business agreement or relationship to engage and contribute to sustainable economic development by collaborating with stakeholders, communities, employees, and their families to improve the quality of life. Nuryana (2005) defines CSR as a method companies use to engage stakeholders in social services and commercial operations while upholding values of voluntarism and cooperation. A company's concern for its stakeholders is expressed through Corporate Social Responsibility (CSR), which involves efforts to assist and anticipate the needs and interests of both internal and external parties.

Companies are interested in implementing CSR programs because they can improve the company's economic value. Consequently, CSR benefits MSMEs (Micro, Small, and Medium Enterprises). The benefits of CSR for companies include: 1) building and maintaining the company's image; 2) enhancing its reputation; 3) reducing business risks, maintaining brand position, and retaining quality human resources; 4) maintaining the company's brand position; and 5) retaining quality human resources. The benefits of CSR for the community include increasing the added value of having a company in an area by creating job opportunities for the local population and improving the social quality of the area (Aan, 2021). Therefore, CSR becomes a purposeful process that can achieve social and economic progress for the community through the initiative and active participation of all community members, raising awareness among them (Maryani et al. in Nurul, 2023).

C. Community Empowerment

Chambers (in Susi, 2019) defines community empowerment as economic growth that encompasses social ideals. The new development paradigm represented by this idea is "people-centered, participatory, empowering, and sustainable." One of the programs related to efforts to improve access and community capabilities to improve their independence is community empowerment in community development to support self-reliance (Budimanta in Susi, 2019). The process of community empowerment involves women and other marginalized groups, as well as communities with limited resources. Therefore, they are encouraged to improve their well-being independently. Edi Suharto (in Christofer, 2019) proposes that the empowerment approach is achieved through the 5Ps:

1. Facilitating the development of an environment or climate that maximizes the community's potential.
2. Improving the skills and knowledge of the community to address problems better and meet needs.
3. Protecting vulnerable community groups from being oppressed by more powerful groups.
4. Empowering the community to support those who are increasingly vulnerable and disadvantaged.
5. Maintaining favorable conditions to ensure a balanced distribution of power among different social groups.

The empowerment process focuses on providing individuals with the capacity to be empowered or inspire them to make decisions, thereby empowering minorities or marginalized communities. Hence, community empowerment encompasses efforts to improve the community's capabilities to be more competitive and sustain economic independence.

D. Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) are commercial ventures that generate profit and can improve income growth prospects and social equity. In addition to driving economic expansion, MSMEs contribute to the achievement of national stability. According to Ade Komarudin (in Christofer, 2019), MSMEs encompass various types of businesses. First, they are defined as enterprises established with economic objectives rather than non-profit goals; second, they are profitable and productive; third, they are independent and not subsidiaries or affiliates of other enterprises; and fourth, they can be owned by legal entities or individuals. According to Presidential Decree No. 99 of 1998, small enterprises are defined as: "Small-scale economic activities of the people that have small business activities and need protection to prevent unhealthy business competition." Furthermore, MSMEs play a significant role in addressing major challenges that hinder large enterprises (LEs) in recruiting job seekers and creating substantial employment opportunities, as large enterprises often require significant capital investment.

Below is the definition of Micro, Small, and Medium Enterprises According to Law Number 20 of 2008:

1. Micro Enterprises are profitable businesses controlled by individuals in accordance with legal requirements for micro-businesses.
2. According to the law, Small Enterprises are profitable, independently operated businesses run by organizations or individuals that do not qualify as subsidiaries or branches of large companies. They are neither directly nor indirectly owned, controlled, or part of medium or large enterprises and meet the criteria for small businesses.
3. Medium Enterprises are economically productive and independently operated businesses run by organizations or individuals not part of large companies' subsidiaries or branches. They are neither managed, owned, nor directly or indirectly merged with small or large enterprises and have total net assets or annual sales revenue as defined by the law.

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This demonstrates that the Micro, Small, and Medium Enterprises (MSMEs) sector has the potential to support the national economy. Starting with community empowerment as a foundation for long-term economic stability, this effort aims to elevate the condition of underprivileged segments of society, helping them break free from the cycle of underdevelopment and poverty, thereby becoming the foundation for sustained economic stability.

IV. RESULTS AND DISCUSSION

A. CSR Integrated Terminal Gorontalo

Integrated Terminal Gorontalo is one of the PT Pertamina Patra Niaga units tasked with distributing fuel in the Gorontalo and surrounding areas. Integrated Terminal Gorontalo demonstrates its social responsibility by implementing sustainable, focused, and beneficial Corporate Social Responsibility practices for the communities around its operational area. Corporate Social Responsibility has the duty to initiate activities related to the company's internal and external aspects. Corporate communication is a management tool used to effectively and efficiently provide information to internal and external parties, aiming to establish and build stakeholder relationships (Sharon in Cornelissen, 2011).

In its implementation, PT Pertamina Patra Niaga Integrated Terminal Gorontalo is based on the theme "Pertamina Sobot Bumi, with PT Pertamina Patra Niaga implementing CSR programs for the People, Planet, Profit (3P) objectives." Pertamina's CSR focuses on its four pillar issues: *Pertamina Cerdas*, *Pertamina Sehati*, *Pertamina Hijau*, dan *Pertamina Berdikari*. The main objective of PT Pertamina Patra Niaga's Corporate Social Responsibility (CSR) program is to enhance the company's reputation and legitimacy, which is the focus of its operations through integrated Environmental Social Responsibility (ESR) initiatives integrated with its business. PT Pertamina Patra Niaga Integrated Terminal Gorontalo has 5 ongoing programs. Some of these programs are designed and implemented based on social and economic considerations, including: RETRO (*Remaja Tenda Kreatif dan Inovatif*), Tenda SIGAB (*Siaga Bencana*), HUTARI (*Hulonthalangi Sehat Berdikari*), Mangrovia, and KAIL (*Komunitas Hasil Laut*).

B. KAIL Program (Komunitas Hasil Laut)

The KAIL Program (*Komunitas Hasil Laut*) is a program implemented by the Integrated Terminal Gorontalo focusing on the development of Micro, Small, and Medium Enterprises (MSMEs) in fish processing as food ingredients, as an effort to develop the community's economic activities. The KAIL Program is driven by the potential of natural resources and facilities in the Tenda Subdistrict, which possesses abundant fish resources and a Fish Auction Place (TPI) that produces a large quantity of inexpensive skipjack tuna at the TPI. These two assets play a crucial role, and the community of Tenda Subdistrict can utilize them to produce food products from fish, which can contribute to increasing the community's income. The KAIL Program (Seafood Community) aims to create productive job opportunities for several housewives, thereby promoting inclusive and sustainable economic growth in the Tenda Subdistrict.

As part of PT Pertamina Patra Niaga Integrated Terminal Gorontalo's responsibility to the community in Tenda Subdistrict, they collaborate with Mrs. Hartini, the owner of Gita Cookies, a Micro, Small, and Medium Enterprises (MSMEs) that produces cookies. The collaboration aims to develop MSMEs by producing tuna-based food products, which can help meet the community's economic needs in the Tenda Subdistrict. The food products produced by the *Komunitas Hasil Laut* (KAIL) group include tuna floss, snacks, and Provision of Supplementary Food (PMT) program distributed during every Integrated Service Post activity. The tuna floss snacks are expected to provide an option to improve the nutritional quality for children with nutritional problems (malnutrition, undernutrition, and stunting) in the Hulonthalangi District.

C. Participatory Communication in the KAIL (Komunitas Hasil Laut) Program

Based on the research findings, the KAIL (*Komunitas Hasil Laut*) program is a community development initiative involving housewives in the Tenda Subdistrict in processing seafood into various food products. According to Budiman in Annisa (2023), community development aims to improve the community's quality of life through systematic and organized efforts. Participatory communication, introduced by Paulo Freire in 1978 in Latin America, emphasizes allowing everyone to voice their ideas and opinions. The communication strategy aimed at fostering community involvement in empowerment initiatives and building trust is known as participatory communication. Dialogic communication aims to align communication to enhance community engagement. Muchtar (2016) states that the principle of dialogue or, convergent communication, or dialogic communication, is used to apply the principles of participatory communication.

Sugandi et al. (2020) stated in their research findings that one way to describe participatory communication is as a two-way process. Message delivery occurs both from the company to the community and from the community to the company. In communication, the task of the communicator is to act as a facilitator of empowerment, fostering a sense of self-awareness and

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involvement in the community to participate in empowerment initiatives. The communication approach consists of three stages of participatory communication, according to Tufte and P in "A Practical Guide to Participatory Communication" (2009), as follows:

1. *Monologic Communication*

Monologic communication focuses on delivering information to the receiver (Sugandi, 2022). According to Wijaya (2000), communication is the process of transmitting information and understanding from one individual to another. Communication is considered successful when both parties can understand the message's meaning. Monologic communication, also known as direct communication, involves the communicator conveying the message directly, in this case, PT Pertamina Patra Niaga Integrated Terminal Gorontalo, to the community of Tenda Subdistrict. This form of communication aims to persuade or convince, both in groups or individually. To engage the community, the initial step involves using monologic communication to build a message that can be mutually understood.

In this context, PT Pertamina Patra Niaga Integrated Terminal Gorontalo acts as the communicator or the information provider, while the community of Tenda Subdistrict serves as the communicatee or the recipient of information from PT Pertamina Patra Niaga Integrated Terminal Gorontalo. This aligns with the research findings, indicating the presence of monologic or direct communication activities from the communicator to the communicatee. PT Pertamina Patra Niaga Integrated Terminal Gorontalo conducts Focus Group Discussions (FGDs) with stakeholders to facilitate direct coordination. The purpose of the FGD is to provide information about the KAIL (*Komunitas Hasil Laut*) program, which focuses on economic growth and creating job opportunities for housewives in Tenda Subdistrict.



Figure 1. PT Pertamina Patra Niaga Integrated Terminal Gorontalo

CONDUCTING A FOCUS GROUP DISCUSSION WITH STAKEHOLDERS

Based on the information provided by PT Pertamina Patra Niaga Integrated Terminal Gorontalo, the response from the community of Tenda Subdistrict was active and favorable towards the KAIL (*Komunitas Hasil Laut*) program. The formation of the social group for the KAIL program was carried out by the Head of Tenda Subdistrict, involving women from Tenda Subdistrict who have an interest in the culinary business. The alignment between the program and the community's needs can lead to positive changes for the residents of the Tenda Subdistrict. PT Pertamina Patra Niaga Integrated Terminal Gorontalo also communicated understanding and facilitated the community's actions. This was realized through various experiences shared with the community, making it easier for them to recognize the potential and resources available in the Tenda Subdistrict.

2. *Dialogic Communication*

Dialogic communication aims to align the communicator and the communicatee, or the program facilitators and the program recipients, to prevent communication gaps and hierarchies that ultimately hinder effective communication. Rahim in Sugandi (2020) stated that the foundation of ideal participatory communication is using a bottom-up strategy, emphasizing community-based decision-making. Dialogue is one way to implement participatory communication where all participants have equal rights and are acknowledged by their counterparts (Tufte in Sugandi, 2020). One-way communication is ineffective when information, concepts, and ideas must be shared. This approach enables two-way communication between the communicator and the communicatee, and vice versa. In community empowerment, dialogic communication aims to equalize the positions of the communicator and the communicatee, or the program facilitators and the program recipients.

According to Sugandi et al. (2020), the importance of communication equality is to prevent social status disparities in the message delivery process. Communication equality is achieved by dialoguing with the head of the Tenda Subdistrict and stakeholders and the community of the Tenda Subdistrict. In the communication process, the Head of

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Tenda Subdistrict links the community of Tenda Subdistrict and PT Pertamina Patra Niaga Integrated Terminal Gorontalo. The aspirations of the Tenda Subdistrict community are crucial for the smooth implementation of the KAIL (*Komunitas Hasil Laut*) program. White in Sugandi (2020) states that dialogue is one way to implement participatory communication. Dialogue is understood as ensuring that every individual has equal rights and receives recognition from others, ensuring that their voices are not silenced or mixed with those of others.



Figure 2. Monitoring Program KAIL (Komunitas Hasil Laut)

Gita Cookies Social Group in Tenda Subdistrict

In conducting dialogic communication, PT Pertamina Patra Niaga Integrated Terminal Gorontalo collaborates with the community of Tenda Subdistrict by accommodating aspirations or opinions through weekly meetings, monitoring, and evaluations conducted by PT Pertamina Patra Niaga Integrated Terminal Gorontalo. Additionally, PT Pertamina Patra Niaga Integrated Terminal Gorontalo and the Gita Cookies group communicate through WhatsApp as a supporting tool for continuous communication. In this context, communication between the Gita Cookies group and PT Pertamina Patra Niaga Integrated Terminal Gorontalo proceeds smoothly through two-way dialogue. The Gita Cookies group is open in conveying information about their needs in tuna fish floss production, while PT Pertamina Patra Niaga Integrated Terminal Gorontalo, as the program facilitator, accepts aspirations and opinions. For instance, PT Pertamina Patra Niaga Integrated Terminal Gorontalo supports the infrastructure of the Gita Cookies group by renovating production houses, providing eco-friendly packaging, and supplying production equipment. Thus, dialogic communication between PT Pertamina Patra Niaga Integrated Terminal Gorontalo and the Gita Cookies group is well-established.

3. Multi-track Communication

Multi-track communication is the integration of monologic and dialogic communication. However, in its implementation, multi-track communication focuses more on dialogue with several groups, where persuasive communication occurs continuously, and many parties are involved in the communication process conducted through both primary and secondary media. Through practical media, the Tenda Subdistrict Community carries out multi-track communication through CSR programs, such as the *Komunitas Hasil Laut* (KAIL). For example, training provided to the community involved in the KAIL program, ranging from tuna fish floss-making training to digital marketing and business model canvas training.



Figure 3. Digital Marketing and Business Model Canvas Training for Gita Cookies MSMEs

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In the implementation of each training, trusted stakeholders in their respective fields are always involved, as seen in the training sessions for making tuna fish floss, digital marketing, and business model canvas. PT Pertamina Patra Niaga Integrated Terminal Gorontalo collaborates with reputable stakeholders in their fields to execute these activities. The tuna fish floss training session invites MSMEs practitioners to improve their skills in managing tuna fish into high-value products. Through this training, the Gita Cookies group gains more confidence in managing their business and empowering family economics. Additionally, the digital marketing training activity collaborates with digital marketing specialists, aiming to assist the KAIL (*Komunitas Hasil Laut*) program, particularly Gita Cookies MSMEs, in equipping MSMEs with profound knowledge and skills in digital marketing strategies to improve visibility, increase sales, and ensure sustainable business growth.

Multi-track communication aims to involve stakeholders in improving public knowledge and participation in the KAIL (*Komunitas Hasil Laut*) program. Through the activities of tuna fish floss training, digital marketing, and business model canvas training, the Gita Cookies group has become more informed and motivated to produce tuna floss products, which are an implementation of the KAIL program. Therefore, the multi-track communication conducted by PT Pertamina Patra Niaga Integrated Terminal Gorontalo combines monologic and dialogic communication, thus delivering persuasive messages to the Gita Cookies group.

V. CONCLUSIONS

Based on the results of research and discussion, Participatory Communication of Corporate Social Responsibility by PT Pertamina Patra Niaga Integrated Terminal Gorontalo on KAIL Program (*Komunitas Hasil Laut*), it can be concluded that:

1. Participatory communication aimed at building trust and participation in the Gita Cookies social group has been successfully implemented.
2. Communication used in the KAIL (*Komunitas Hasil Laut*) program employs participatory communication, which consists of monologic, dialogic, and multi-track communication. Achieving monologic communication involves inviting stakeholders such as the Tenda Subdistrict government and community leaders in the communication process to provide information about the KAIL program. As exemplified by PT Pertamina Patra Niaga Integrated Terminal Gorontalo, Dialogic communication successfully aligns communication by engaging in dialogue with several stakeholders, conducting meetings, focus group discussions, and weekly monitoring with the Gita Cookies group. Multi-track communication by PT Pertamina Patra Niaga Integrated Terminal Gorontalo involves collaboration with various stakeholders, including MSME practitioners and digital marketing specialists, to approach communication on an individual or group level.

SUGGESTIONS

Based on the study results, the author advises maintaining the sustainability of the KAIL (*Komunitas Hasil Laut*) program after the exit phase through the participatory communication approach, which currently functions well in its three stages. It is hoped that this communication will continue to be well-maintained between PT Pertamina Patra Niaga Integrated Terminal Gorontalo and the Gita Cookies group, as well as among the members of the Gita Cookies group. This will motivate the group members to continue contributing to the KAIL (*Komunitas Hasil Laut*) program, ensuring the program's success for the next five years. Future study is recommended to evaluate the effectiveness of the participatory communication program at PT Pertamina Patra Niaga Integrated Terminal Gorontalo.

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