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**“PUBLIC COMMUNICATION AND CORPORATE SOCIAL RESPONSIBILITY TO SUPPORT
CONTINUITY OF OPERATIONS
IN THE PORT OF GRESIK”**

Abstract

Gresik Port is the largest coal port in the province of East Java, Indonesia. Coal unloaded at the port of Gresik serves thousands of industry in Surabaya which is the second largest city in Indonesia and surrounding cities such as Sidoarjo and Gresik, which has thousands of manufacturing plants. Increased activities of loading and unloading in the port of Gresik, certainly increasing revenue but on the other hand cause conflict to the people around the area of the port. Conflicts with local communities has been shown interfered the port operations and if not treated immediately will always have the potential disruption to port development while economic growth continues to increase. Handling this can not be partial but through a comprehensive approach to aspects of public communications and corporate social responsibility.

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Arief YARMANTO, Human Capital & General Affairs Supervisor, Gresik Port
PT Pelabuhan Indonesia III (Persero) Cabang Gresik, Jalan Yos Sudarso 1, Gresik, 61114, Indonesia.
Office phone : +62(31) 3981941, Fax : +62(31)3982735
Mobile: +62 8123 3333 967, email: arief.yarmanto@pp3.co.id

PUBLIC COMMUNICATION AND CORPORATE SOCIAL RESPONSIBILITY TO SUPPORT CONTINUITY OF OPERATIONS IN THE PORT OF GRESIK

INTRODUCTION

Port of Gresik is located at the position 112°39'30, 60" East longitude and 7°9'27, 40" south latitude line, exactly at the Madura Strait or northern part of Port of Tanjung Perak Surabaya. Tanjung Perak seaport located in Surabaya is a major port in the eastern part of Indonesia. Both the Port of Tanjung Perak and Gresik Port is managed by PT Pelabuhan Indonesia III (Persero) a.k.a. Indonesia Port Corporation III, which is one of the four state-owned port companies in Indonesia.

Port of Gresik is the buffer port for Tanjung Perak Surabaya. Relying on dry bulk commodities of coal unloading activities up to 70% the needs of the province of East Java, Gresik port is an important part of the logistics chain. In 2013 the Port of Gresik is planning to build a liquid bulk terminal to anticipate the rising trends of Crude Palm Oil / CPO unloading in recent years.

While the other countries hit by economic hardship, Indonesia's economic growth over the past decade ranged from 4-6%. In 2012, Bank Indonesia estimated growth by 6.3% and in 2013 is projected at 6.3 - 6.7%. Encouraging national economic performance on the other hand provide a challenge to the port management across the country.

PICTURE OF THE PROBLEM

Economic growth would be followed by increased activity of loading and unloading at ports throughout Indonesia, including the Port of Gresik. Recent years, the main commodity in this port is coal. Problems arising from the commodity is coal dust generated during the unloading process. This is a chronic problem for Gresik Port because nearby lies a dense and slums residential areas. Demographics of the population which mostly work as fishermen, have insufficient income with average education levels.

Densely populated settlements that are located too close to the port is a thing that is not ideal at all. Some land of those settlements are actually owned by the Gresik Port but illegally occupied by migrants. Law enforcement is still a serious issue that follows along the learning of democracy in developing countries like Indonesia.

Before 2011 almost every year there is a conflict with surrounding communities that sometimes turned into street protest that led to the disruption of port operations. This of course can not be allowed to occur continuously.

So what exactly happened ? Why do people seem uncooperative to the activities of the port ? Is this simply because the level of people's lack of knowledge of the company's activities or are there other causes ? If traced, the cause of social conflict between Gresik Port and the surrounding communities is related to environmental issues in this case air pollution and accusations of the lack contribution by the company to the local community.

Aware of the problems mentioned above, it is necessary to perform the steps of a comprehensive public relations including communication and corporate social responsibility to support operational activities. It is urgent to be done in order to increase the productivity of Gresik Port.

RESOLUTION OF THE PROBLEMS

A. Improving Corporate Public Communication Strategy

Public communication is absolutely necessary to provide information to external parties of the organization. In addition, to establish good relations and mutual trust between the organization and the people outside the organization such as service users and the public. Port of Gresik in the last 3 years intensively reform this by focusing on three things : the organizational structure, repositioning stakeholders and media relations.

1. Adjusting The Organizational Structure

Despite conflicts with the surrounding communities has been going on for so long but just in 2009 there are employees assigned to handle public relations. PR does have an important role in establishing reciprocal relationships with various stakeholders. Their job is to build a good relationship for the sake of supporting the achievement of the objectives for the company. Here is starting to look pretty significant communication dynamics. Number of street protest declined since the opening of two-way communication channels that have been clogged for years.

2. Mistake In Determining Stakeholders

If traced, most conflicts originated from the failure of the Port of Gresik establish good communication with stakeholders. This failure stems from an error in doing social mapping, aspirations that are not accommodated in the model of two-way communication and execution of social responsibility that is not appropriate.

Clearly they are exposed or potentially exposed to the negative effects arising from the activities of loading and unloading ports are people living around the harbor area. Ironically, companies tend to approach government agencies. Local bureaucracies that are not rooted and representative of the interests of the affected communities. Companies prefer to put government agencies as key stakeholders who should be served well and put the affected people at the bottom.

Along with the opening of communication channels since the year 2009, Gresik Port do social mapping to determine who the key stakeholders are supposed to be partners in managing issues became an impediment in developing good relations with the surrounding community. In addition scanning independently, starting in 2012 the Port of Gresik involving university research institutions as an independent party in making strategic short, medium and long term companys' public communications programs on the implementation of corporate social responsibility. Independent third party involvement is important to bridge the corporate interests and aspirations to obtain a comprehensive settlement formula.

3. Media Relations

Originally Gresik Port relations with the media is not in harmony. Deadlock communication is also occur with the journalists so that were statistically almost all news appeared in the mainstream media was negative press.

The presence of PR in the port of Gresik since 2009, increasing the companys' understanding of the importance of media relations. Began to build an extensive network with a lot of media. Do good quality lines of communication with journalists, including the editor and editor in chief. The meaning of quality here, not only familiar with, but have a good relationship, even close as possible.

Specific ports' business process thus makes journalists have less sufficient knowledge. Since 2010, every year the Port of Gresik provide training for local journalists' organization. Invites all members of the organization to some other larger ports to

make a comparative study. By looking how the major port operating, they can see the developing direction of Gresik Port.

Beyond that, Gresik Port started using information technology. Websites and social media began to managed seriously for the purposes of public communication. In addition to advertorials publication in the mainstream media, all the activities of corporate social responsibility exposed on social media websites and managed by PR.

B. Reforming Corporate Social Responsibility Program

1. Corporate Philanthropy Program

Corporate philanthropy may be the oldest form of Corporate Social Responsibility. In this program Gresik Port provides direct donations for charity to particular society.

Various corporate philanthropy programs implemented including :

a. Corporate philanthropy program in the form of a cash donation.

Usually granted to the orphans from orphanages before the religious holiday.

b. Corporate philanthropy program in the form of goods donations.

Donations package of basic needs materials given to the less fortunate people around the religious holidays. Several times a year regularly held bazaar that sells basic goods subsidized by the company.

c. Corporate philanthropy program in the form of grant aid.

Donations in cash or in kind to the local government agencies, communities and places of worship in the area around the port to support the day-to-day operations or incidental activities.

2. Socially Responsible Business Practice

The Company exercises the business activities beyond the business activity obliged by law and implement investments that support social activities with the aim of improving the welfare of the community and preserve the environment. Some of the activities undertaken include:

a. Encourage the improvement of the transport process. So far the biggest contribution is the pollution arising from coal trucks. Although transport is an activity undertaken by the owner of the goods themselves but the company remains responsible to provide oversight of every truck that comes out from the harbor meet the standards so it does not make coal scattered in the streets and blown into the settlements.

b. Conducting activities to maintain public health. Port of Gresik operates a free health clinic for local residents who can not afford. The clinic is open three days a week to improve the standard of public health.

3. Partnership Program And Community Development

Partnership Program And Community Development (PPCD) is a form of Corporate Social Responsibility for state-owned company in Indonesia. As stipulated by the law that every state-owned company shall establish a special unit that deals directly with issues of community development and the amount of the allocation PPCD is worth 2% of net income. Until now Gresik port are not given the task to distribute the funds PPCD independently. PPCD Funds are distributed in the area around the port of Gresik by the headquarters of Indonesia Port Corporation III that makes often imprecise due to a lack understanding of the real condition to the surrounding communities. It continues to be pursued in order to distibute PPCD funds itself, on the basis of belief in a more in-depth knowledge about the condition of society with

social mapping and comprehensive strategy that has been formulated with an independent third party. Proximity also makes two-way communication on this matter can be well maintained.

PPCD program that has been and will be done with the advice and assistance of the Port Gresik include:

a. Partnership Program with the small and medium enterprises.

Will be done if the distribution of the funds handed over to the Port of Gresik. Mapping the economic potential of the surrounding communities such as processing of marine products has been attempted.

b. Community Development Program, including:

- Natural Disaster Relief

Port of Gresik has provided assistance in the management and prevention of severe drought. A fleet of company-owned tank trucks deployed to disaster-affected areas during the dry season. Water deliveries conducted in 81 villages in 8 districts who was experiencing drought and difficult to get clean water. In addition the company has also built a water reservoir in drought-prone areas to mitigate potential disaster happening again in the coming years.

- Public Health

PPCD funds distributed to conduct activities increasing infant nutrition in the area around the port of Gresik.

- Community Education and Training

Program in 2013 to empower fishermen around. In collaboration with university research institutes will be conducted educational and practical training such as processing of marine products or repairs fishing boats engines.

- Conservation of Nature

At the end of 2011 provided hundreds of tree seedlings and planting has been done in the port area along the border with the locals.



Street protest that led to the closure of dry bulk terminal



Gresik port management negotiate with protesters in the dry bulk terminal gate



Police officers guard the gates of general cargo terminal prevent protesters blockade



Basic commodities aid delivery



Basic commodities aid delivery



Training for journalist



Drought disaster aid



Drought disaster aid



Water tank to help overcome drought



Water tank to help overcome drought



Tree planting by employees of Gresik Port



Tree planting by employees of Gresik Port