opción

Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía, Lingüística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Empowering in Creating Shared Value: Fire-Free Village Program

Indra Ardiyanto[1], Antar Venus[2], Agus Rusmana[3], Iwan Koswara[4]
Faculty of Communication Science, Padjadjaran University, Indonesia ([1,2,3,4])
ardiyantoindra@ac.in, venusantar@ac.in, Rusmanaagus@ac.in,
koswaraiwan@ac.in

Abstract

The focus of this research is to review the Fire Free Village Program (FFVP) as a solution to the problem of forest fires in Riau Province, Indonesia. This study employed an online survey methodology and semi-structured interview. As a result, as many as 64% of respondents consider that most of their current community members clearly understood; the risks and dangers of fire and haze to environmental and community health. The research concludes that education and socialization efforts were highly successful in the communities that engaged.

Keywords: Creating, Shared Value, Communication, Fire-Free, Village.

Empoderando en la Creación de Valor Compartido: Programa de Aldea Libre de Fuego

Resumen

El objetivo de esta investigación es revisar el Programa de Aldeas Libres de Fuego (FFVP) como una solución al problema de los incendios forestales en la provincia de Riau, Indonesia. Este estudio empleó una metodología de encuesta en línea y una entrevista semiestructurada. Como resultado, hasta el 64% de los encuestados considera que la mayoría de los miembros actuales de su comunidad lo

entendieron claramente; Los riesgos y peligros del fuego y la neblina para la salud ambiental y comunitaria. La investigación concluye que los esfuerzos de educación y socialización tuvieron mucho éxito en las comunidades que participaron.

Palabras clave: Creación, Valor compartido, Comunicación, Libre de incendios, Pueblo.

1. INTRODUCTION

Indonesian Forest is the third-largest in the world with tropical forests and contributions from rain forests in Kalimantan and Papua (WERTHER & DAVID, 2014). Forests still cover 82 hectares of Indonesia's land area. This is one of the most important components of the balance of nature; however, forest and land fires are carried out to open up new land for plantations (EDWARD, 1984; MAHMOOD, ARSHAD, AHMED, AKHTAR, & KHAN, 2018).

More than 100,000 fires incident impact millions of hectares of forests in Indonesia. The economic impact is also estimated to reach more than $15 billion or equivalent to Rp.196 trillion. The area of forest and land fires that occurred in 2015 was 2,089,911 ha. To anticipate forest fires, the Indonesian government continues to campaign against forest fires. The results of the recapitulation of the reduction in forest and land fires in Riau, which began in 2014, reached 6,301.10 (Ha). In 2015 forest and land fires reached 4,040.50 (Ha), up to 2016 fires fell to 1,928.26 (Ha).

Based on the data, the degenerate in the number of forest and land fires in Riau become increasingly significant. This decrease in the

number of forest and land fires is a contribution and cooperation from all parties, both from the community, the government and also companies operating in Riau Province (FRIEDMAN, 1962; SHABBIR, ABBAS, AMAN, & ALI, 2019).

The private company that initiated the effort to reduce the number of forest fires was PT. Riau Andalas Pulp and Paper (RAPP). RAPP's concern in helping to reduce forest fires by initiating the Fire-Free Village Program (COOMBS, COOMBS & HOLLADAY, 2012). The Fire Free Village Program (FFVP) is a fire prevention program in Riau, Indonesia, which was officially launched by PT RAPP in July 2015. This corporate social responsibility (CSR) program was established in close collaboration with local communities, in overcoming the main causes of fire through the process of socialization, education and increased awareness of the negative impacts of burning. FFVP has been cooperating and collaborating with local NGOs, government, police, military, and Disaster Mitigation Agency Riau. FFVP is a program to support communities in developing their social, economic, health, education, and environmental capabilities, without using fire as a tool for land preparation and preparation (QUAZI & O'BRIEN, 2000).

The Development of the Fire Free Village Program is progressing in getting the number of participants. Since its introduction in 2015, this program was only attended by three villages in two districts in Pelalawan. In 2016, participants of this program increased to nine villages in two sub-districts in Pelalawan District, but in 2017, a free village fire program participated in by 18 villages in

three regencies namely Pelalawan, Siak, and Meranti Islands. Based on data from the Riau Province Disaster Management Agency, the decline in the extent of forest and land fires in the Riau region occurred. The decrease in the area of forest and land fires reached 3,902 hectares from January to October 2016 or decreased from 2015, which reached 6,900 hectares (VOTAW & SETHI, 1973; NIKKU, & RAFIQUE, 2019).

This research is a new topic regarding fire-free village program (FFVP) communication that has never brought up before. This program has the potential to have a considerable impact on local communities, as well as a broader impact on global health and environment systems, and a benchmarking for Corporate CSR Programs in Indonesia, including Asia (GÖBBELS, 2002).

2. METHODOLOGY

This study is an online survey methodology and semi-structured interview to examine the FFVP in a perspective of awareness, impact, implementation and evaluation. The process of data collection is carried out from January 2018 through February 2019. Using the main method of online surveys with a total population of 30 respondents who were directly involved in the program Fire-Free Village. The respondents consisted of a publication and documentation team, communication team, employees, staff, program managers, strategies and support for socialization to the community, publications and promotions, content/layout campaigns, technical officers, crew leaders,

monitoring teams, field coordinator fire prevention, fire aware program coordinator. To complete and confirm the data followed by semi-structured interviews, with representatives from 18 villages included in FFVP (WAYNE, 2014).

Besides, the researcher also conducted and reviewing literature studies and references from various international journals, previous and latest research in the last five years, as well as literacy related to CSR and planning and evaluating CSR programs or campaigns. As the final stage to validate the research data, researchers also discussed it with other colleagues (MARREWIJK, 2003).
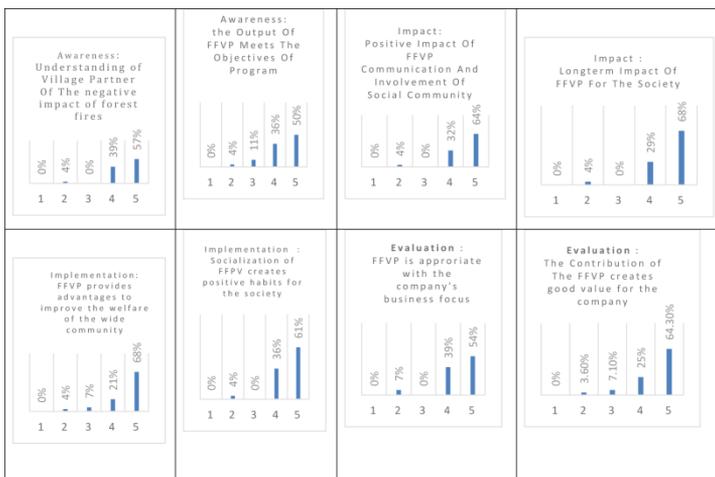
3. RESULT

Figure 1: the result of an online survey based on awareness; impact;

implementation; evaluation

Source: Compiled by the author

Based on the question of whether the results (output) of the FFVP already meets the objectives of the program, 50% of respondents answered strongly agree, 36% of respondents agreed, 11% were neutral, and only 4% said they did not agree. Based on the question whether FFVP allows the participants to apply the appropriate knowledge of FFVP program 46% of respondents strongly agreed, 46% of respondents agreed, 4% of respondents were neutral, and 4% of respondents did not agree (GREGORY, 2010).

Based on the question of whether FFVP had a positive impact in terms of manpower, infrastructure, and education of the partner country, 50% of respondents strongly agreed, 43% of respondents agreed, and only 7% of respondents disagreed. Based on the question whether partner villages will understand the negative impacts of forest fires, as many as 57% of respondents strongly agree, 39% agree and only 4% of respondents disagree.

Based on the question of whether the practice of FFVP communication has a positive impact on coordination and involvement with the social community, 64% of respondents answered strongly agree, 32% of respondents agree, and only 4% of respondents disagree. Based on the question whether evaluation and socialization of FFVP create positive habits for the public, 61% of respondents answered strongly agree, 36% of respondents agree and only 4% of respondents disagree. Based on the question whether the impact given from the FFVP series of events can be felt directly, 57% of respondents strongly agreed, 36% of respondents agreed, 4% of respondents were neutral and the remaining 4% did not agree. Based on the question whether the

impact given by FFVP is a long-term impact, 68% of respondents strongly agreed, 29% of respondents agreed and only 4% of respondents disagreed (Burcin, Bengi, Duygu, 2019 & Nikku, & Rafique, 2019).

Based on the question of whether FFVP can provide benefits to improve the well-being of individuals, 43% of respondents strongly agreed, 32% of respondents agreed, 18% of respondents neutral, 4% of respondents disagreed and 4% of respondents strongly disagreed. Based on the question whether FFVP can provide benefits that can improve the welfare of the group and the community, 57% of respondents strongly agreed, 29% of respondents agree, 7% of respondents neutral, 4% of respondents disagreed and 4% of respondents strongly disagreed. Based on the question whether the FFVP program provides advantages and able to improve the welfare of the wider community, 68% of respondents strongly agree, 21% of respondents agree, 7% of respondents neutral and 4% disagree.

Based on the question of whether the FFVP fulfills the expectations of the audience, as many as 50% of respondents answered strongly agree, 39% of respondents answered they agree, 7% of respondents answered neutral and 4% of respondents answered strongly disagree. Based on the question whether the FFVP is appropriate with the company's business focus, 54% of respondents answered strongly agree, 39% of respondents answered agree and 7% of respondents answered disagree. Based on the question whether communication carried out by FFVP has covered all targets, it turned

out that 61% of respondents strongly agree, 36% of respondents responding agreed and 4% of respondents disagree.

Based on the question of whether the results have been obtained from FFVP are in line with company expectations, 57% of the respondents strongly agree, 32% of the respondents agree, 7% of the respondents neutral and the remaining 4% respondents disagree. Based on the question whether the execution of the FFVP goes according to company expectations, 61% of respondents strongly agree, 21% of respondents agree, 14% of respondents neutral and 4% of respondents disagree. Based on the question whether the contribution of the existing programs creates good value for the company, 64% of respondents strongly agree, 25% of respondents agree, 7% of respondents neutral, and 4% of respondents disagree.

4. DISCUSSION

Based on the results of interviews with respondents consisting of village heads and representatives from 18 villages who have participated in the FFVP program spread across three districts, namely Pelalawan Islands, Siak and Meranti. The results are as follows:

Education and socialization efforts have been very successful in the communities engaged. Village leaders provided feedback indicating that most of their community members now clearly understand about: risks and dangers of fire and haze to environmental and community health;

Availability of viable substitutes for land preparation and clearing; Harsh penalties under Indonesian law for deliberately lighting fires for land clearing; Rewards to their communities available under the FFVP for complying with No Burn policies; Methods for mitigating the occurrence of accidental fires. Respondent fully understands that the ongoing efforts of PT RAPP staff to educate communities and consolidate previous socialization efforts via engagement of local communities on several different levels.

Figure 2. The following is an overview of the FFVP strategy which was summarized based on the results of the interview.
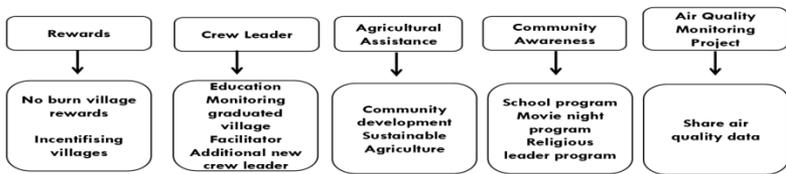

Figure 2: Fire Free Village Strategy Compiled by the Author

Based on the research questions which distributed through a survey, that of consisting of awareness-building activities, conduct an evaluation through the monitoring program is to assess effectiveness; an evaluation to determine the impact and benefits of the program; both from the perspective of the company, as well as from the perspective of beneficiaries FFVP. Furthermore, perform the formulation by choosing the right strategy in determining the target village to be fostered, and to establish the relationships with various stakeholders; the Program of the implementation is carried out through

the development of the content in FFVP campaign as well as educating and disseminating information to the target audience.
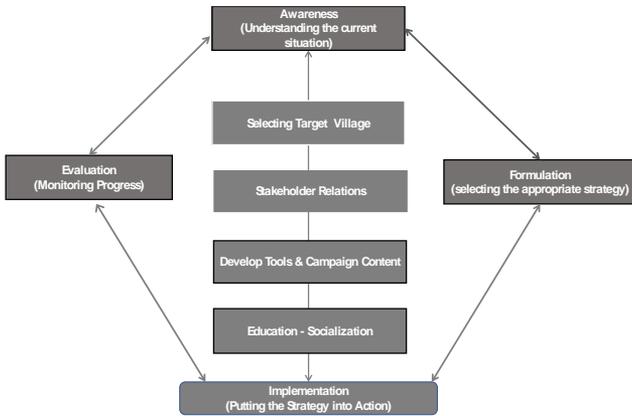

Figure 3: Model of Communicating of FFV Program
Source: Compiled by the author

Select the right media to disseminate the key messages that consist of fire/haze; negative environmental; health-related impact; dangers & risks; including rules and regulations. Messages relating to the law on the prohibition of burning forests and land, both state law and religious law. Selection of channels for information dissemination carried through; interactive discussions; striking uniforms for the crew leader; visual communication in the form of banners, posters at strategic locations with a striking color selection. Educational programs and events, such as watching a video concerning fire hazards. In the use of social media, with content that is full of uses on special websites regarding FFVP.

The importance of human aspects as influencers and leaders' opinions in the community is like empowering, one of the residents in the village to be fostered to become the crew leader. The crew leader empowerment is intended to be able to socialize the Fire-Free Village Program and also legislation regarding the prohibition of land clearing by burning. In addition to a crew leader, establish communication with the priest / religious leaders who are in a village. Also, the headman of the village involves in this program. The priest is a very pious person and also trustworthy in an area, such as Ustadz, Priest, Monk, or anyone who is believed to be a community leader. The aim is so that the community priests and leaders can give understanding to the community about the law through Religion if they plan to burn the forest. In figure 3.0 below, complete picture of the channel of information, content and opinion leaders.
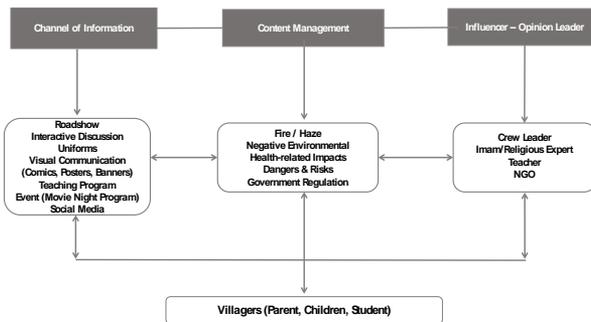

Figure 4: Channel of Information, Content and Opinion Leader

Compiled by the Author

5. CONCLUSION

The Fire Free Village program in terms of preventing forest and land fires in Riau Province, application to assess the effectiveness of CSR programs and communications based on awareness, evaluation and impact have been carried out. The FFV program applies five main strategies, namely giving rewards to villages that can avoid fires, empowering Crew Leaders from each village, providing agricultural assistance, raising public awareness, and monitoring air quality. The process of analyzing the target of FFV participants is carried out by analyzing the level of forest and land fires over the past 2 (two) years. The range of accessibility of villages participating in a free fire program is a village that is not involved in a conflict; and also villages that are close to the operational area of the company.

Participants who were subjected to a fire-free village program involves in the community in general, this program is specifically addressed to the government in the county, district, village, Imam / Religious Leaders, the crew leader, as well as school students. Choosing the right media is one factor so that messages can be widely disseminated. The media used must consist of visual communication such as banners, brochures, review magazines, as well as the socialization of regulations and rules completed by using digital media by utilizing a blog with the address www.firefreealliance.org.

By utilizing video to show the activities of the fire-free village program, which distributed through youtube social media and aside from using several media, it made used mediation opinion leaders as

well and set up communication with the Imams and also community leaders. Moreover, it also empowering one of the community to become a Crew leader. Implementation of Creating Shared Value in CSR communication programs, Fire Free Village Program is not only limited to create a reputation and corporate image. However, this program is carried out with noble intentions to solve social problems that occur from forest fires that have an impact on Indonesia's reputation.

REFERENCES

BURCIN, H., BENGI, E., & DUYGU, S. (2019). "Corporate social responsibility in tourism as a tool for sustainable development: An evaluation from a community perspective". **International Journal of Contemporary Hospitality Management**. UK.

COOMBS, T., COOMBS, W., & HOLLADAY, S. (2012). "The paracrisis: The challenges created by publicity managing crisis prevention". **Public Relations Review**. Vol. 38. UK.

EDWARD, R. (1984). "Strategic Management: A Stakholder Approach". **Journal of Management Studies**. Vol. 29. UK.

FRIEDMAN, M. (1962). "Capitalism and freedom: The University of Chicago Press". **Chicago and London**. UK.

GÖBBELS, M. (2002). "Reframing Corporate Social Responsibility". **The Contemporary Conception of a Fuzzy Notion.** UK.

GREGORY, A. (2010). "Planning and Managing Public Relations Campaigns: A Strategic Approach (3rd ed.)". **London: Kogan Page**. UK.

Mahmood, A., Arshad, M. A., Ahmed, A., Akhtar, S., & Khan, S. (2018). "Spiritual intelligence research within human resource development: a thematic review". **Management Research Review**. Vol. 41, Nº 8: 987-1006. UK.

MARREWIJK, M. (2003). "Concepts and Definitions of CSR and Corporate Sustainability: Between Agency and Communion". **Journal of Business Ethics**. Vol. 44, pp. 95-105. Germany.

Nikku, B. R., & Rafique, Z. (2019). Empowering people: Role for political social work in South Asia. International Social Work, Vol. 62, Nº 2: 877-891. UK.

QUAZI, M. & O'BRIEN, A. (2000). "Dennis an empirical test of a cross-national model of corporate social responsibility". **Journal of Business Ethics**. Vol. 25, Nº 1: 33-51. Germany.

Shabbir, M. S., Abbas, M., Aman, Q., & Ali, R. (2019). "Estrategias de reducción de la pobreza. Explorando el vínculo entre pobreza y corrupción de países menos desarrollados". **Dilemas Contemporáneos: Educación, Política y Valores**, Vol. 86, Nº 2. Mexico.

VOTAW, D., & SETHI, S. (1973). "Prakash The corporate dilemma: traditional values versus contemporary problems". **Prentice Hall, Englewood Cliffs**. New Jersey.

WAYNE, V. (2014). "Transforming Corporate Sustainability and Responsibility". **London: Springer**. Germany.

WERTHER, B., & DAVID, C. (2014). "Strategic Corporate Responsibility: Stakeholders, Globalization, and Sustainable Value Creation". **International Journal of Contemporary Hospitality Management**. UK.

DEL ZULIA

opción