Strategy Public Affairs Programs: CSR Wash Aqua Golden Mississippi Sukabumi

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Abstract
In Indonesia, Corporate Social Responsibility (CSR) faces challenges in public affairs and is connected to companies’ efforts to create a good public image through CSR Programmes. This study focuses on PT Aqua Golden Mississippi Mekarsari’s CSR programme and the Public Affairs strategies used by the CSR department. The study was conducted in the CSR Department of PT Aqua Golden Mississippi. It specifically examines the public affairs strategies related to the WASH CSR programme. The research analyzes the public affairs strategy implemented by the CSR Department of PT Aqua Golden Mississippi Mekarsari towards the community of Benda Village, Cicurug Subdistrict. The stakeholders involved in the Wash CSR program include NGOs, Government, and Media. The research used a qualitative method with a case study approach. The findings reveal that PT Aqua Golden Mississippi Mekarsari collaborates with stakeholders such as NGOs, Government, and media to overcome resistance to the CSR program. In conclusion, while CSR programmes aim to create a positive public opinion, community resistance may not significantly impact CSR initiatives. Therefore, it is crucial to thoroughly identify, analyze, and implement well- evaluated strategies to ensure the success of CSR programmes.

Keywords: Aqua Golden Mississippi Mekarsari; Corporate Social Responsibility; Strategy Public Affair

Abstrak
Di Indonesia, Tanggung Jawab Sosial Perusahaan (CSR) menghadapi tantangan dalam urusan publik dan terkait dengan upaya perusahaan untuk menciptakan citra publik yang baik melalui program CSR. Penelitian ini berfokus pada program CSR PT Aqua Golden Mississippi Mekarsari dan strategi Public Affairs yang digunakan oleh departemen CSR. Penelitian ini dilakukan di Departemen CSR PT Aqua Golden Mississippi. Penelitian ini secara khusus mengkaji strategi hubungan masyarakat yang terkait dengan program CSR WASH. Penelitian ini menganalisis strategi public affairs yang dilakukan oleh Departemen CSR PT Aqua Golden Mississippi Mekarsari terhadap masyarakat Desa Benda, Kecamatan Cicurug, Stakeholder yang terlibat dalam program CSR Cuci meliputi LSM, Pemerintah, dan Media. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Temuan penelitian mengungkapkan bahwa PT Aqua Golden Mississippi Mekarsari berkolaborasi dengan para pemangku kepentingan seperti LSM, Pemerintah, dan media untuk mengatasi resistensi terhadap program CSR. Kesimpulannya, meskipun program CSR bertujuan untuk menciptakan opini publik yang positif, resistensi masyarakat mungkin tidak secara signifikan mempengaruhi inisiatif CSR. Oleh karena itu, sangat penting untuk mengidentifikasi, menganalisis, dan menerapkan strategi yang dievaluasi dengan baik untuk memastikan keberhasilan program CSR.

Kata Kunci: Aqua Golden Mississippi Mekarsari; Tanggung jawab sosial perusahaan; Strategi Hubungan Masyarakat
INTRODUCTION

The company had a policy to take responsibility for environmental and social damage. They did this by engaging with local communities to build trust and establish social relationships. This was done in line with corporate culture and business ethics through Corporate Social Responsibility (CSR)(Magrizos and Harris 2023). CSR is a commitment by a company to the environment and stakeholders, aiming to improve the quality of the environment and the welfare of the community. The negative impacts caused by the company were addressed through social and environmental services to enhance community welfare. It is important for stakeholders, including NGOs, to monitor the impact of CSR on society and the environment in the long term. The focus of CSR programs should be on community welfare, aligning with societal expectations and promoting sustainable development(Erdiaw-Kwasie, Abunyewah, and Baah 2023).

This study (Affandi et al. 2021) highlights how the relationship between corporations and society, through strategic planning and sustainable development, plays a crucial role in achieving a balanced and mutually beneficial partnership for promoting a healthy environment, food safety, small businesses, and quality education. The (Affandi et al. 2021) study examines how corporate expansion strategies are influenced by the needs and characteristics of the local community, with a focus on various stakeholders and theories such as MNC theory, sustainability circles, triple bottom line, and the diamond theory. Qualitative methods, including questionnaires and interviews, were used to gather primary data from business operations and communities, supplemented by secondary data from literature and public sources. The (Affandi et al. 2021) research emphasizes the importance of integrating societal development with business strategies to address common interests, government regulations, and community concerns, ultimately leading to a more people-centered economic, political, and social environment in specific regions.

This study was conducted at the CSR Department of PT Aqua Golden Mississippi. The research focuses on public affairs related to the CSR wash program. It examines the public affairs strategy implemented by the CSR department of PT Aqua Golden Mississippi Mekarsari. Additionally, it explores the resistance from the Benda village community towards the CSR wash program. The purpose of this research is to understand the formation of public opinions about the company in the local media. The author aims to examine both the company's perspective and that of the stakeholders. The research method used is qualitative with a case study approach. The findings reveal that the CSR department of PT Aqua Golden Mississippi Mekar sarasi effectively handles resistance through their public affairs strategy. They engage with stakeholders such as LSM, village government, and the media to ensure positive public opinion about the company. The community's resistance is considered active but does not significantly impact the CSR wash program. The program is thoroughly identified, analyzed, and implemented with proper evaluation.

Corporate Social Responsibility (CSR) is an innovative tool that helps companies become more environmentally and socially aware. It is important for companies to prioritize environmental issues and sustainable development when implementing CSR (Davidson et al. 2018). This is because CSR is a crucial aspect of a company's long-term business strategy and its vision of being a part of society. It is essential for companies to have a harmonious relationship with the surrounding community in order to create mutually beneficial outcomes(Chwilkowska-Kubala et al. 2023).

Corporate Social Responsibility goes beyond mere acts of charity. It necessitates that companies consider the impact of their decisions on all stakeholders, including the environment. In the industrial area of Cicurug District, where thirteen villages are located, namely Bangbayang Village, Nyangkowek Village, Benda Village, Caringin Village, Cicurug Village, Mekarsasri Village, Pasawasri Village, Cicurug
Village, and Cicurug Village, PT Aqua Golden Mississippi Mekarsari, a bottled drinking water company, focuses on recruiting employees from the local community. These individuals are required to submit certain documents, such as a certificate obtained from the village head office. The majority of the community in Cicurug sub-district is economically stable, with livable houses surrounding the factory. There are no economically disadvantaged households in the vicinity, as the average community is prosperous (Affandi et al. 2021).

In the Cicurug sub-district, a majority of the residents enjoy a relatively comfortable economic status. The majority of the residential houses surrounding the factory are considered habitable, with no dwellings in the vicinity being deemed uninhabitable. There are no economically disadvantaged community houses near the factory; on the contrary, the average household in the community is considered prosperous.

In terms of education, many people in Cicurug sub-district still lack proper education. After graduating from Senior High School (SMA) or Vocational High School (SMK), most individuals immediately seek employment at PT. Aqua Golden Mississippi Mekarsari Factory. Unfortunately, there is a lack of public knowledge regarding Corporate Social Responsibility, which remains shallow. Additionally, the role of NGO stakeholders, who should serve as a tool for the community, often becomes a means for unemployed individuals to request money from the company through the Corporate Social Responsibility Programme, specifically Philanthropy. This miscommunication perpetuates a negative perception of the programme. The Corporate Social Responsibility Department at PT Aqua Golden Mississippi Mekarsari plays a crucial role in promoting understanding and knowledge about the institution's activities, similar to the function of Public Relations (Lerbinger 2006).

The implementation of public relations roles at PT Aqua Golden Mississippi Mekarsari may not be optimal, as it appears that only a few of the essential functions are being carried out effectively. Specifically, the roles of communication technician and communication facilitator seem to be the main focus. The communication technician aspect involves managing media, monitoring local media, and developing Corporate Social Responsibility programs. On the other hand, as a communication facilitator, the Corporate Social Responsibility Department acts as a liaison, translator, and mediator with stakeholders, including NGOs. This two-way communication approach aims to facilitate change, minimize barriers, and ensure that both parties have the necessary information to make mutually beneficial decisions. Ultimately, the Corporate Social Responsibility Department serves as a vital source of information and the official point of contact for the institution with the public.

This study examines Strategy Public Affairs Corporate Social Responsibility strategies are utilized to address community resistance in the Corporate Social Responsibility Water Access Sanitation Hygiene program to achieve program outcomes. PT Aqua Golden Mississippi Mekarsari Sukabumi, PT. Aqua, a trusted beverage brand, has received numerous awards for consumer trust and satisfaction, including the Indonesian Best Brand Award from 2003-2004, Indonesian Customer Satisfaction Award in 2004, and Indonesian Golden Brand Award from 2005-2007. Aqua's WASH program demonstrates a commitment to balancing economic success and social progress through sustainable CSR practices.

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They engage with stakeholders such as LSM, village government, and the media to ensure positive public opinion about the company. The community's resistance is considered active but does not significantly impact the CSR wash program. The program is thoroughly identified, analyzed, and implemented with proper evaluation.

LITERATURE REVIEW
CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate Social Responsibility (CSR) was instrumental in the integration of social issues and the environment. However, in practice, Corporate Social responsibility in the developing world as it was in Indonesia is a tool of the stakeholders of the Company itself or from the Government (Bartikowski and Berens 2021). Corporate Social responsibility was instrumental in committing to the underprivileged who land many exploitation by the company, and also the impact of the environmental degradation that is continuously getting worse (Fosu et al. 2024).

The basic concept of Corporate Social responsibility is connected with three basic concepts namely approach is a company's performance should be judged in terms of its contribution to environmental protection, not to mention the economic components relating to all stakeholders (Mazur-Wierzbicka, 2021). Social issues and the environment have a relationship that cannot be detached to become a subject of concern to the company. Related to the activities of companies to do business and an awareness of how businesses affect the company. However, concerns about how businesses affect communities do not mean that phenomena can be ignored especially social dimensions, and the environment (Eisingerich, MacInnis, and Whan Park 2023).

One of the focuses of the company's drinking water in containers (AMDK) P.T. Aqua Golden Mississippi Mekarsari is doing with the acceptance of employees, particularly towards communities living in the village will be instantly accepted as PT employees (Nguyen et al. 2023). Aqua Golden Mississippi Mekarsari in cooperation with the local governance society provided to attach the certificate obtained in the Office of the head of the village. The community is located in sub Cicurug most communities have pretty well the situation in terms of the economy, the community Houses exist around the factory most livable communities have no homes around the plant less capable in terms of economic aspects, and the average family is prosperous society (Eisingerich et al. 2023).

Public Affairs (Lerbinger 2006) is the major communication function within organizations in all sectors of society, but for ordinary activities that often attract depictions of popular culture (Lee and Comello 2019). The formation of public opinion on media interesting opinions from industry bodies which is not fair as an obvious scandal involving undercover journalists but none of the lobbyists who practice public affairs lobbying role as regular on industry produce situations in which practitioners are struggling to establish their legitimacy as a protagonist who contributes valuable for problem-solving communities (Morsing and Spence 2019).

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According to (Schoeneborn, Morsing, and Crane 2020) Public Affairs is the way corporations are the most dominant and significant in the relationship. The management of the company's Public Affairs (PA)
since the beginning of its roots, investigating the nature of the interface between the company and the environment external (Schoeneborn et al. 2020). In particular, the management of public affairs research looks at how companies manage to deal with political and social stakeholders where companies depend on their legitimacy.

Three stakeholders (interest groups) are the most important, the news media and the Government composed of the main force in the socio-political environment of the Corporation. The third is related to the NGOS public opinion. According to (Viera Valencia and Garcia Giraldo 2019) in public opinion, the measurement of public opinion is equally important in society as is the extent to which support the required mass, or deemed necessary, for legitimacy or operation.

In a democracy, public opinion connects individuals with agency governing the community, at the level of the Government and is the widest at the level of the company's Board of Directors, and management. According (Viera Valencia and Garcia Giraldo 2019), the Director of public relations, said the company is a pioneer because the public opinion almost always exists everywhere how to dominate the Government, or affect them greatly, it has become the dominant force in the late 20th century the world impose on institutions, our company, our philosophy and the new demand for effective communication so that the people's decision will be wise and long-term interests of the civilized society."

The goal in public affairs is to participate in the public policy process with Governments, interest groups, and the public to produce a reasonable law, regulations, and other understandings that allow companies to function at optimal levels (Magrizos and Harris 2023).

![Figure 1. Public Affairs Strategy (Lerbinger, 2006)](image)

Public Affairs as a public relations specialization that serves public policy affects a favorable and this function is performed by many corporations and public sector agencies such as interest groups, groups of the suppressor, and cause groups (Viera Valencia and Garcia Giraldo 2019)Public affairs as a function management that is responsible for the Organization's external environment, their sentences in the case of corporations, namely the environment. (Viera Valencia and Garcia Giraldo 2019) simply said that public affairs as the interests of the Organization in the social and political environment.

The importance of the Government as a public organization (Oberoi 2018) is that the Organization should always consider the policy because the Government is otitis an overview of the most powerful in the community. The role of government relations commonly called public affairs serves as the strategic issue of the management approach to a strategic situation that could be considered a fortunately for both parties or become a threat if it is associated with the socio-political changes, the formation of public opinion and political policy retrieval process (Oberoi 2018).

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Public Affairs is also associated with public opinion. The mass media into the arena of public opinion for the company form. News negative to the company will encourage government policies that disadvantage the company (Remund and McKeever 2018). The last process of making Public Affairs linked is very political. Public Affairs is an area of specialization in the practice of public relations associated with the formation of a delocalized public policy, and legislation. and regulations that affect the interests of the company in an organization (Remund and McKeever 2018).

The interconnectedness of public affairs is a process for making that involves elements of the Government, Parliament, and the public as well. The public affairs function is a function for many corporations, Governments, and legislative in stakeholder analysis glasses according to (Bauer 2018) definitive stakeholders because it has a public dimension attributes of interest, authority, and power all at once.

RESEARCH METHODS

This study employs qualitative research methods to investigate and understand the processes and strategies of public affairs through the CSR wash program implemented by PT Aqua Golden Mississippi in Kabupaten Sukabumi. (Creswell, 2018) emphasizes that an effective case study should be conducted within the real-life context of the subject under examination.

In the case study approach, data is gathered through observations and interviews, with the researcher being a crucial instrument in qualitative research methods, immersing themselves in the field for an extended period, sometimes up to a year. While case study data primarily originates from the case itself, information can also be obtained from individuals familiar with the case. The fundamental purpose of a case study is to delve into a specific entity or phenomenon over a defined period and activity, collecting detailed information through various data collection techniques (Creswell, 2018).

(Creswell, 2018) highlights that case studies involve comprehensive and in-depth research on a specific object, known as a case, utilizing multiple data sources. Unlike traditional research that treats phenomena as variables, case study research prioritizes the case itself. Case studies focus on real-life situations with distinct boundaries, drawing information from actual events.

This research adopts a qualitative approach with a case study design to gain a thorough understanding and detailed insight into the public affairs strategy through the CSR wash program conducted by PT Aqua Golden Mississippi in Kabupaten Sukabumi. The study involves essential activities such as conducting in-depth interviews with key informants, reviewing documentation, and engaging in participant observation. Data collection took place in June 2023-June 2024, with the study population comprising the CSR Department Manager of PT Aqua Gold Golden Mississippi Kabupaten Sukabumi.

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<tr>
<th>No.</th>
<th>Informant</th>
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<td>1</td>
<td>Manager CSR PT. Aqua Golden Mississippi Mekarsari</td>
<td>Departemen CSR PT. Aqua Golden Mississippi Mekarsari</td>
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<td>2</td>
<td>Staff NGO PT. Masyarakat Mandiri</td>
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<td>Media</td>
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<td>Community Villager Benda</td>
<td>The villagers Community Objects involved in CSR programs Aqua wash</td>
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<td>5</td>
<td>Government</td>
<td>Non governmental bodies community</td>
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Source: Processed Researchers (2024)
The Informant for this study included the Manager of the CSR Department of PT Aqua Golden Mississippi (Mekarari Plant) in Sukabumi District, employees of the NGO PT Masyarakat Mandiri, journalists from the local media sukabumi update.com, residents of Benda Village, Cicurug Sub-district who participated in the CSR WASH program, and the local government of Benda Village. The data collection method employed in this research involved conducting in-depth interviews where the researchers interacted directly with the participants. According to Creswell (2018), the aim of interviews is to delve into the thoughts and perspectives of individuals. In-depth interviews facilitate a focused conversation between researchers and participants regarding the research topic. In this particular study, both observation and interviews were utilized to gather primary data, with observation techniques being complemented by data validity checks such as member checks (Cole 2023).

RESULT AND DISCUSSION

The Indonesian Bottled Drinking Water Company (Aspadin) association reported that the consumption of AMDK increased by 12.5% annually from 2009 to 2014. In 2009, sales volume of AMDK was 12.8 billion liters, which rose to 23.1 billion liters by 2014. Currently, there are around 500 companies in the AMDK industry, mostly small and local. However, larger enterprises are dominating the national market. AQUA from DANONE Group leads with 46.7% market share, followed by Tirta Bahagia (Club) at 4%, Tangmas (2 Tang) at 2.8%, PT Santa Rosa Indonesia (Oasis) at 1.8%, Triusaha Mitraraharja (Super O2) at 1.7%, and Sinar Sosro (Prima) at 1.4%. This data shows that PT AQUA has the highest market share in the AMDK industry (Affandi et al. 2021).

DANONE is the majority shareholder of PT AQUA, with Tirta Investama as the minority shareholder in Indonesia. PT AQUA, as a multinational company, invests and operates as a resources seeker, market seeker, and strategic asset seeker. They acquire shares from the old owner through FDI to source water from Indonesia, produce, and sell in the Indonesian market. DANONE didn't take corporate action at the start but gradually became the majority holder. The transformation process involves adapting to new management with customers, vendors, employees, government, and the social environment. Managerial change is crucial for DANONE's success in acquisition (Affandi et al. 2021).

The fusion of personal values and company vision leads to the development of Corporate Strategy, which includes the CSR program (Affandi et al. 2021). CSR has become a key success factor in Business Strategy. The Framework aids in merging Strategic goals with societal progress. By taking a structured and parallel approach, work and culture integration can be achieved. One effective method is collaborating on projects like the CSR program. Internally, this helps reduce friction and streamline the adaptation process. It also impacts interactions with society, fostering shared values among employees, whether they are from established or new companies, and between employees and the community (Affandi et al. 2021).

The AQUA group has established the "AQUA Lestari" program since 2006 to promote the integration of corporate values among its employees and society. This program encompasses four main pillars: water conservation and environment, environmentally friendly company practices, product distribution management, and community engagement and empowerment. Additionally, AQUA actively contributes to the Millennium Development Goals (MDGs) program by providing access to clean water for local communities through the Water Access, Sanitation and Hygiene (WASH) program, also known as Clean Water Access and Environmental Health. The implementation of the WASH program involves the collaboration of stakeholders such as communities, local NGOs, and government entities. In essence, the WASH program aligns with the UN's MDGs program, which aims to combat poverty and hunger in various regions across the globe (Affandi et al. 2021).
According to (Viera Valencia and Garcia Giraldo 2019) public affairs public relations is defined as a function of the public policies that affect the lucrative and this function is performed by the company in carrying out CSR programs aqua wash village of objects related to the Government's interest groups i.e. village of objects. In carrying out CSR programs related to corporate Government wash village objects in designing program wash.

A corporation must consider the public and institutions in developing the policy and its strategy, therefore the company also needs to scan and monitor the important things, both written and performed by the public, interest groups, Government, media, and other groups. In addition, it is necessary also to consider the impacts that affect the company or Division (Viera Valencia and Garcia Giraldo 2019).

Public Affairs strategies (Viera Valencia and Garcia Giraldo 2019) used by the CSR Division of aqua water scarcity issues associated with which is always associated with the Corporation, because the public area of the village of objects always drought when the dry season. CSR Division issued CSR programs commonly referred to as wash or water supply. It is revealed by the CSR department manager of Aqua.

The concept of Public affairs according to (Viera Valencia and Garcia Giraldo 2019) has four basic functions i.e. anticipate that threat will be faced by the company. Does the process identify supporters, sets the agenda of corporations, and the last key corporate agenda of spreading the word about public affairs is representing corporate interests in the context of the Government with the same purpose in building relationships with the community to important for Corporations. As said by interviewees corporations feel threatened because of the issues from the media as well as present issues in society that cause drought in the region of Aqua Village object.

The strategy of public affairs (Viera Valencia and García Giraldo 2019) made by Aqua is conducting cooperation with the Government of the village to build the CSR programs so that the public can wash society by way of socialized against societies that corporations do not use natural resources i.e. water from their territory. This corporate strategy is to ensure the CSR programs community does not feel dry and to avoid the potential negative issues company.

Interest groups (Viera Valencia and García Giraldo 2019) serve as a special organization that seeks to influence the decisions made by corporate decision makers in this case deals with the Government and the company. Public affairs strategies carried out by Aqua through NGO community engagement strategy of the company approved a program proposed by the NGOs. As well as cooperate and be mutually beneficial to each other. This strategy involves public participation in the governmental organizations willing to establish cooperation i.e. Alliance (Viera Valencia and García Giraldo 2019).

As stated by the interviewees, self-contained community NGOs they proposed CSR programs that relate to the community i.e. the potential negative issues circulating in the community. Creating a CSR program wash for the villagers of objects with the company Aqua uses the strategy of public affairs named the community for the benefit of corporations and stakeholder NGOs as well. The strategy made by the company Aqua i.e. establish cooperation with NGO alliances to attenuate the potential negative issues that exist in the environment surrounding the company(Viera Valencia and Garcia Giraldo 2019).

The strategy of public affairs (Viera Valencia and García Giraldo 2019) in the Government of the village of objects namely the independently sustainably non-governmental organizations as named BKM lestari mandiri informant who is the one stakeholder who runs CSR programs wash, according to speaker program kotaku or commonly called city without slums times President Jokowi changed its name on a previous program called PNPM.

The strategy undertaken by the head of the village against the Corporation aqua is a form to meet the needs of the community that is less water supply the related stakeholders establish partners with the aqua. The strategy of public affairs conducted by local media news in Sukabumi process on policy strategies
public affairs approach to the village Government objects in CSR news covered the wash. Local media Sukabumi news in this case acts as a shaper of the corporate image as well as the public opinion-forming Sukabumi district. The strategy undertaken by the media is by way of lobbying against the Government negotiating a village of objects it is found by the researchers, that the local Media does not work with corporations namely the company Aqua this is interesting in the strategy that makes public affairs conducted by the media stakeholders.

When asked by researchers what strategy is carried out by media Sukabumi News to partner with corporations, the media that answers the interviewees does not have a partnership with Aqua Media covers news car wash for the mutual society in the case of installing pipelines to wash it means wanting to be appointed by the local media Sukabumi news, public affairs strategy undertaken by the media that they were directly ordered by the head of the village of objects to create news about a wash.

According to the Interviewees, there are several local media outlets to establish work with corporations and conduct public affairs strategies i.e. by making the negative issues against the company (AMDK) aqua. So the issue raised by the community and the community into its presence negative against corporations are usually corporations doing (partnership).

According to a public affairs strategy (Viera Valencia and Garcia Giraldo 2019) that should be implemented corporate lobby simply to find a way to affect the authority of the Government to accommodate the interests of and when decided gaze of the public interest of the company. PT Aqua Golden Mississippi as corporations establish cooperation with the Governments of the village of objects and collaborates with the Fund that is not Kotaku program can not meet water supply program (wash) then from that company's CSR program uses aqua wash to meet the wishes of the community and government stakeholders village object (Viera Valencia and Garcia Giraldo 2019).

The strategy's approach to public affairs conducted by PT Aqua Golden Mississippi is formal or informal lobbying according to resource key that must be done against the head of the village itself. The CSR program is what will be done and right on target on the community corporations negotiating meetings several times with the head of the village, resulting in the new CSR programs wash. Investigation by interviewees that CSR programs programs collaborate with Kotaku and also wash the CSR programs.

In the implementation of CSR programs according to the speaker Chairman of community agencies (BKM) is sustainably independent. This program is interconnected with each other because the Kotaku program works with CSR programs wash. Because in a Fund of 250 million programs, Kotaku did not meet community initiative against aqua for water supply program (wash.) to resolve the problems of the drought which hit village Babakan Kencana objects.

In the strategy's approach with the village government interest groups of objects. PT Aqua Golden Mississippi Mekarsari makes the social efficiency of mapping used to be against the institutions with an interest in CSR programs wash. According to the informant age in important institutions making CSR programs wash categorized first helps CSR programs entered in the social efficiency of mapping to a community where and organization anything that goes in the CSR program. To create a CSR program called WASH (Water Access, Sanitation, and Hygiene) by the proposals that have been approved by the Government of the village, formerly PT Aqua Golden Mississippi Mekarsari conducting meetings with village Governments. In CSR programs these programs happen to wash Kotaku did not meet the budget for water supply therefore proposing Aqua WASH programs CSR programs progressed to wash.

In carrying out CSR programs wash company Aqua often performs with the Government meeting the village, its purpose so that there is a prior agreement about the budget in the wash as well as the CSR programs to get a deal with both together between corporate stakeholders.
However, the Government has issued a decision of the Government on Corporate Social responsibility for a limited liability company in section 74 of the ACT

By the legislation-public owned enterprises no. 9 years 2015 about social responsibility environmental and company limited corporate social responsibility of social and environmental responsibility and community development, as well as Perda 2/2013 Jabar Firenze about guidelines for social responsibility and the environment. Companies as well as partnership and community development programs in West Java. Corporation Aqua runs a corporate social responsibility program as a regulation of the Government.

The strategy of the Public affairs Approach with the NGO Community interest groups is a special organization that seeks to influence the decisions taken by the company. This directly describes the Organization of groups of individuals with the same interests to establish cooperation with companies and mutual benefit. The strategy undertaken by the NGO’s independent public engagement strategy was the company approved a program presented by the NGOs.

Based on information submitted by the NGO community owns resources already working with PT Aqua Golden Mississippi Mekarsari for 3 years. Because NGOs have often become the partner of aqua has been reliable with good NGOS, therefore, this community became a partner in stages of the program Village of Wash. CSR programs. Whereas in the elections to select their own aqua 3 partner NGOs in this process of PT Aqua Golden Mississippi Mekarsari and eventually won by the NGO community.

The desired goals of the department’s CSR program live in aquawash with the community interests of the NGO community. To provide the maximum benefit to the community of the village of objects to be free from drought. And also to reduce the presence of villagers’ objects against the Aqua water source which takes the community.

However, in the implementation of stages corporate social responsibility program wash. The company aqua before doing the selection against the NGOs to become partners in the program implementation CSR wash.

In carrying out CSR programs WASH PT Aqua Golden Mississippi Mekarsari become a partner NGO community already for 3 years. Because the relationship is already running well by aqua with NGOs. The Corporation already believes strongly in carrying out CSR programs WASH with the NGO community.

The strategy of public affairs approach NGOs with the Government of the village of objects do formal and informal lobby, need a lot of time to discuss the appropriate program desired by the Government of the village along BKM.

Mass media (Viera Valencia and Garcia Giraldo 2019) shot as a community opinion-forming function of mass media in public affairs can be pulled at a contemporary phenomenon in which in the political system a competitive democracy is increasingly becoming central and strategic. The function of the media news strategy conducted by Sukabumi is news correction often journalists write related news the company pursued a time and also access to its news when the resource person printed news limited that does not correspond to the actual conditions.

The strategy's approach to public affairs media conducted by Sukabumi News, in this case, Sukabumi News did not partner with PT Aqua Golden Mississippi Mekarsari whereas other companies such as garment Corporations in the Cicurug never work together, he thinks the company raised positive news in the media just as the imagery to the community.

According to the main speaker, the corporate social responsibility department manager of PT Aqua Golden Mississippi Mekarsari social media is the most advantageous for the direct formation of delocalized opinions on society. The company already established cooperation with local media sukabumiupdate.com but the greatest impact through social media is how to most quickly and easily publish the CSR programs are PT Aqua Golden Mississippi Mekarsari does. This strategy can control
news against the public. The strategy of public affairs media was conducted by PT Aqua Golden Mississippi Mekarsari companies can use the internet: with how social media is being trended among communities such as Facebook is said by interviewees who very quick effect to the community.

The approach to public affairs strategies against the media conducted by PT Aqua Golden Mississippi Mekarsari is lobbying informally or formally. According to interviewees, it is done usually through a visit to the Office with her editing approach but the most successful lobby usually informally chatting together while drinking coffee. In CSR programs wash company aqua usually media-local media which was invited in CSR programs could be accessed via email or with the application of WhatsApp is the most effective way to invite local media.

Local media in the Sukabumi district tends to be a lot, it turns out that troublesome PT Aqua Golden Mississippi Mekarsari because too much media tends to have a negative impact on the company let alone against the negative news aqua many circulating on the internet.

Related to negative issues circulating in society PT Aqua Golden Mississippi Mekarsari, according to the interviewees there is always only media associated with aqua dryness issues because the company aqua AMDK company which is itself (bottled drinking water) let alone the company aqua is a company associated with natural resources. The problem of negative news coverage if we can't negotiate again with the local media usually addresses the core of public relations in Jakarta.

This CSR initiative encompasses more than just the CSR and community divisions. It has become a source of pride for the managers to actively participate in resolving community issues. Both seasoned and new employees come together to assist the local community, fostering a sense of camaraderie. By promoting a more relaxed atmosphere during employee meetings, it encourages open and informal communication, fostering trust and instilling a sense of pride among the workforce (Oberoi 2018).

The company relies on the physical environment for its resources. The environment is crucial for the company's existence as it provides a place for it to sustain itself. The relationship between the company and nature is both a cause and an effect. If environmental damage and exploitation continue indefinitely, it will eventually lead to the destruction of the company and the community it operates in (Penttilä 2020).

The NGO community is already familiar with the concept of Corporate Social Responsibility (CSR). CSR programs are often seen as philanthropic donations. According to (Davidson et al. 2018) philanthropic responsibility is one aspect of CSR. At the highest level of the CSR pyramid, companies are expected to engage in philanthropic activities. The concept of "philanthropy" in the business context includes all the issues that a company can address to improve the quality of life for its employees, local communities, and society as a whole. This includes aspects such as water supply for the community.

The villagers of objects are resisting the use of water sources from Mount Gede for plantations. This resistance can be active or passive, according to (Blackman, Kennedy, and Quazi 2013) The villagers' resistance is classified as active resistance that has failed because the program has been successful in the society. This resistance is causing a problem as some neighborhoods are not participating in the pipeline project, even when there is a CSR program requesting water. However, some villagers' resistance is unnecessary as the program has already solved the village's water scarcity issue.

**CONCLUSION**

The study conducted examines the CSR program of PT AQUA Golden Mississippi, which incorporates the triple bottom line and sustainability theories. The evaluation of this program is based on activity type and sustainability principles, ultimately benefiting stakeholders. AQUA is a multinational
corporation with DANONE as its home country, primarily located in France. DANONE and AQUA are strategic partners with motives for market and resource seeking. The successful integration of corporate strategy and societal sustainability is achieved through the triple bottom line and circles of sustainability theories.

REFERENCE


