

## Cultural Interaction Program in Corporate Social Responsibility (CSR) PT. Pertamina : Netnographic Study

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### ARTICLE INFO

*Keywords:* CSR,  
Netnography, Pertamina,  
Cultural Interaction

*Received :* 06, November

*Revised :* 12, December

*Accepted:* 17, January

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### ABSTRACT

The aim of this research is to understand cultural interactions in Pertamina's Corporate Social Responsibility (CSR) program. This research uses an interpretive perspective and netnography as research methodology. Data collection uses a passive approach through multiple online platforms, namely Instagram, TikTok and Facebook. The data that has been collected is then analyzed using coding, noting and abstracting. The research results show that Pertamina's CSR program generates various responses and interactions among the community. First, the view 'without money you are nothing'. Second, accounting treatment. Third, scarcity. Fourth, the concept of trade monopoly. Fifth, be careful (tabayun). Sixth, having bad prejudice (suudzon). Seventh, swearing. Lastly, positive comments in the form of: appreciation, support and hope. By involving the community in the decision process and design of CSR programs, this research can contribute to the empowerment of society as a whole. The implication is to create a more balanced relationship between companies and society, where society feels they have a stake in positive change.

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## **INTRODUCTION**

Social responsibility or corporate social responsibility (CSR) is a concept that organizations, especially companies, have a responsibility towards consumers, employees, shareholders, communities and the environment in all aspects of company operations, such as regarding problems that impact the environment such as pollution, waste, product and labor safety. CSR programs are an important aspect of modern company business activities. CSR is not only limited to corporate social responsibility but also reflects the company's commitment to various social, environmental and cultural issues that are closely related to the formation of the company's image (Lestari & Suryatimur, 2023)

The business world as an economic entity certainly has a very important role in the survival of the economy and society as a whole. The business world has an important role in creating jobs, wealth, products and services, but there is pressure on the business world to play this role because of social problems related to workers, concerns from stakeholders, society, the environment and the government continue to increase. Business actors must be able to create jobs that are by the human resource capacity of the local community. These jobs can be created through local economic development where the area utilizes local potential to develop its region.

When companies carry out their commercial activities, they do not only aim to make a profit. Even though achieving maximum profits is the main goal of entrepreneurship, business actors cannot achieve these profits at the expense of the interests of other stakeholders, especially stakeholders. Every company is responsible for its actions and business activities that directly or indirectly impact stakeholders and the environment in which the company operates. The profits obtained by a company are not always measured only in money, but social profits are also something that needs to be taken into account because social profits will ultimately play a very important role for the company in the future (Akbar, 2017).

Previous research was conducted by (Pitaloka Reci & Gideon, 2022) which explored the influence of implementing CSR on public perception and its impact on the company's image carried out by Industrial Zone X in Gresik Regency. The findings of this research show that economically, the Industrial Zone is not good because the region is considered to be not providing enough CSR to the community. (Rohma et al., 2015) have also researched the implementation of CSR in increasing customer satisfaction at PT A.J. Central Asia Raya Surabaya in 2015. From the research results, it is known that the company has implemented CSR in the form of blood donation activities, planting 1000 trees, scholarships to employees, and giving gifts and souvenirs to employees and customers. Implementing CSR has an impact on employee satisfaction which makes employees feel comfortable working so they are more loyal to the company. Meanwhile, the impact on customer satisfaction is the emergence of a sense of care from customers, so that they become loyal customers. Through this state-of-the-art, it can be seen that previous research has paved the way for a better understanding of the dynamics of community

cultural interactions in CSR programs. However, further research is still needed to explore these dynamics by paying attention to cultural changes and the dynamics of social media which continue to develop with different research methods.

As a national energy company, Pertamina is committed to always prioritizing balance and preservation of nature, the environment and society. The strategic objective of Pertamina's CSR program is to improve Pertamina's reputation and credibility through Environmental Social Responsibility (TJSL) activities that are integrated with business strategy. Pertamina's commitment to implementing TJSL is manifested in various CSR activities covering the fields of education, health, environment, infrastructure, community empowerment, disaster management and special assistance. The company's CSR program is aimed at increasing the company's role in the social community (Syarifuddin, 2020)

Under the umbrella theme "Pertamina Friends of the Earth", Pertamina implements a CSR program for people, the planet and profit (3P). Profit is where the company continues to carry out activities to obtain profits and benefits so that it can continue to operate. People means that the company cares about the welfare of humans or society by carrying out various activities. Planet means that the company cares about biodiversity and the environment (Nurjani et al., n.d.). This goal is Pertamina's focus in carrying out its operations, where the products developed and services provided care about environmental sustainability, especially the earth, for the benefit and future of future generations. Pertamina's CSR program focuses on four issues which are its pillars, namely Smart Pertamina, Sehati Pertamina, Green Pertamina and Independent Pertamina.

Large companies such as Pertamina have integrated CSR programs into their business strategies to have a positive impact on society and the surrounding environment. However, CSR programs cannot be separated from the cultural context in which the company operates. The interaction between CSR programs and local culture and the company's own culture has the potential to influence the success and impact of CSR initiatives. In this context, the study of cultural interactions in Pertamina's CSR program is relevant because Pertamina is one of the largest BUMN (State-Owned Enterprises) companies in Indonesia with various CSR programs spread throughout Indonesia.

Community interaction in responding to each CSR program run by Pertamina refers to how the community provides views and comments from different backgrounds, cultures and perspectives among social media users. This research will focus on people who use social media in the realm of Pertamina's CSR programs on the Instagram, Facebook and TikTok platforms. This research aims to understand cultural interactions in Pertamina's CSR program through an ethnographic approach. The ethnographic approach allows us to respond dynamically to changes in online interactions between companies and local communities. In this context, it is important to understand how local culture is reflected in Pertamina's CSR programs, how local

communities respond to them, and how these cultural interactions can influence the company's image.

The background of cultural diversity in Indonesia and the positive influence of cultural interactions in CSR raises important questions that will be answered by this research. It is hoped that the results of this research will provide valuable insight to Pertamina and similar companies about how to strengthen their commitment to local culture in the context of CSR, as well as how to optimize this interaction in the digital era. It is hoped that the results of this research can provide new insights related to CSR program practices, carried out by companies, especially PT. Pertamina. Apart from that, the findings of this research can be a reference for future researchers who want to research related to the same problem but use different research approach methods.

## **THEORETICAL REVIEW**

### ***Netnographic Studies***

Netnography is about gaining a cultural understanding of human experience from online social interactions and content and representing it as a form of research (Kozinets, 2010). Research using the ethnography method is a form of ethnography adapted for the social world mediated by computer devices (Kozinets, 2010: 68). Netnography or ethnography on the Internet, is a new qualitative research methodology that adapts ethnographic research techniques to study cultures and communities that emerge through computer-mediated communication (Kozinets, 2014). Netnography is focused on the study of social media. Netnographic methods are used to understand the types of social relations in social networks such as social media. Netnography analyzes the structural patterns of relationships between community members called ties (Kozinets, 2015). Kozinets emphasized that ethnography is a special form of ethnographic research to reveals the unique habits of various types of computer-mediated social interactions. This definition continues to develop into a research technique for the field of social media (Kozinets, 2015: 4-7)

### ***Corporate Social Responsibility***

Corporate Social Responsibility (CSR) or corporate social responsibility has various definitions but essentially has the same meaning (Gumilar et.al, 2017). According to Law Number 40 of 2007 concerning Limited Liability Companies (UUPT) article 1 paragraph 3 which states that "Social and environmental responsibility is the company's commitment to participate in sustainable economic development to improve the quality of life and the environment which is beneficial, both for the company itself and the community. local area and society in general." CSR is a form of cooperation between companies (not only Limited Liability Companies) and all parties (stakeholders) who directly or indirectly interact with the company to ensure the existence and continuity of the company's business (Widjaya & Yeremia, 2008).

Apart from that, in Law Number 40 of 2007 concerning Limited Liability Companies, article 74 contains rules for implementing CSR, which states that:

1. Companies that carry out business activities in the field of or related to natural resources are obliged to carry out Social and Environmental Responsibility
2. Social and Environmental Responsibility as referred to in paragraph (1) is the company's obligation which is budgeted and calculated as the Company's costs, the implementation of which is carried out by taking into account propriety and fairness.
3. Companies that do not carry out the obligations as intended in paragraph (1) will be subject to sanctions by the provisions of statutory regulations.

### ***PT. Pertamina***

PT Pertamina is a 65-year-old company that was founded on December 10, 1957, operates in the oil and gas sector is a company owned by the Indonesian government and has 7 processing units throughout Indonesia. As an energy company, Pertamina realizes the need to prioritize natural sustainability and balance between society and the environment. For this reason, Pertamina is committed to realizing this by improving the welfare of nature, the environment and humans. In this way, Pertamina is confident that it will be able to continue to grow and achieve sustainable business goals. To achieve all this, Pertamina has identified several strategic initiatives as a form of its commitment, one of which is the Corporate Social Responsibility (CSR) program. This program aims to increase Pertamina's credibility and reputation through various social and environmental responsibility activities that are linked to business strategy. This commitment is manifested in several CSR activities, including in the fields of health, infrastructure, environment, special assistance, disaster management and education. Pertamina's CSR activity implementation model uses a direct participation model by proposing its activity program. However, some programs use an implementation model by collaborating with other organizations and NGOs but do not create their foundation.

Pertamina always upholds its commitment to providing energy and developing new and renewable energy to support the creation of national energy independence. Holding the mandate as a holding company in the energy sector since being established by the Indonesian Ministry of BUMN on June 12, 2020, Pertamina now has a very strategic role. Apart from that, the role that cannot be separated from a company is the role towards stakeholders which is based on the CSR program. Pertamina has established several strategic initiatives as a form of its commitment to stakeholders:

1. Sustainable community empowerment (through education, changes in behavior, and mindset, as well as skills and health training)
2. Have an insight into environmental conservation
3. Related to business strategy
4. Implemented thoroughly (including providing infrastructure, changing mindsets, behavior, and values and equipping with knowledge/skills)

Pertamina manages Environmental Social Responsibility (TJSL) activities including the Corporate Social Responsibility (CSR) program, Environmental Development (BL) program and Partnership Program (PK).

### *Previous Research*

Several previous studies have examined CSR programs carried out by companies, namely research conducted by (Pitaloka Reci & Gideon, 2022) with the title "The Effect of Implementing CSR on Public Perception and Its Impact on Company Image" which aims to explain the influence of implementing Corporate Social Responsibility (CSR) carried out by Industrial Zone X in Gresik Regency on public perception and its impact on the image of the area. The results of this research conclude that economically, the Industrial Zone becomes less good because the region is considered to be not providing enough CSR to the community.

Further research was conducted by (Oktina et al., 2018) with the title "The Effect of Implementing CSR Strategy in Improving Company Image at PT. Pertamina (Persero) 2018" which aims to determine the effect of implementing CSR strategies carried out by PT. Pertamina (Persero) through various programs has towards the company's image. The results obtained from this research indicate that overall the implementation of CSR strategies carried out by PT. Pertamina (Persero) has influence and plays an active role in improving the company's image, reputation and credibility. In this case, what must be done by PT? Pertamina (Persero) is considering expanding the scope of recipient areas for their CSR programs, so that not only the people around the head office or subsidiaries can receive benefits from each CSR program they run, but also the community as a whole.

(Rohma et al., 2015) have also researched the implementation of CSR in increasing customer satisfaction at PT A.J. Central Asia Raya Surabaya in 2015. From the research results, it is known that the company has implemented CSR in the form of blood donation activities, planting 1000 trees, scholarships to employees, and giving gifts and souvenirs to employees and customers. Implementing CSR has an impact on employee satisfaction which makes employees feel comfortable working so they are more loyal to the company. Meanwhile, the impact on customer satisfaction is the emergence of a sense of care from customers, so that they become loyal customers. This is proven by the increase in the number of customers and an increase in premium income by 11% in 2013.

Another research that examines CSR is research conducted by (Munzir et al., 2021) entitled "Implementation of Corporate Social Responsibility on Company Image" which aims to determine the impact of the Implementation of Corporate Social Responsibility at PT. Inti Kebun Sejahtera on company image using multiple linear regression analysis methods. The results of this research show that three variables, namely economic, social and environmental dimensions, together influence CSR by almost 80%. Meanwhile, based on the t-test analysis, the results showed that the three Corporate Social Responsibility

variables of PT. IKS (Inti Kebun Sejahtera), namely the economic, social and environmental dimensions have a significant influence on the company's image.

Research using ethnographic studies was conducted by (Syah et al., 2023) entitled "Lantung Assets: Accountability Wara and Ghost Shopping with a Netnographic Approach" which aims to provide an understanding of the accountability of Lantung assets managed by miners (village residents). The research results provide an understanding of accountability practices indicating that companies take various steps to secure their position from various threats while maintaining the "power" they have. The company's ghost shopping strategy has yielded results in determining Lantung prices. The interpretation of agency theory as a drama performance of accountability seeks to present capitalist values to the audience so that they remain focused on the appearance of accountability presented through financial reports (accounting products). Finally, capitalist values (re)give legitimacy to decision-makers based on these capitalist values.

## METHODOLOGY

This research uses an interpretive perspective and ethnography as a research methodology. Data collection uses a passive/passive approach through multiple online platforms, namely Instagram, Facebook and TikTok. The data that has been collected is then analyzed using Coding, Noting and Abstracting.

This research focuses on online cultures and communities, focusing on how to study their existence. The types of communities analyzed in an ethnographic study (Kamayanti, 2021) are:

1. Cruising Communities, are communities that exist only for recreational and relational reasons, for example, alumni groups.
2. Bonding Communities are communities that exist to strengthen relationships, for example, fan groups of certain artists.
3. Geeking Communities, are communities that exist to provide important information (do not require strong relationships between groups). For example, a blogger community that provides blogging tips.

Based on the description above, the type of community that is relevant to this research is the third type, namely geeking communities, namely communities that exist to provide important information, in this case, information related to Pertamina's CSR program. The stages in this research follow the stages suggested by Kozinet (2020), including investigation, interaction, immersion and integrity.

### 1. Investigation

The investigation was carried out to obtain data (site data) used in the research. The data required is data in the form of comments from Instagram, Facebook and TikTok users regarding Pertamina's CSR program. Researchers want to see the public's response to Pertamina's CSR programs. The number of comments regarding the disclosure of Pertamina's CSR programs on the three social media platforms was

19,503 comments. The researcher then selected the comments based on interrelated themes. So it was found that there were 8 themes/forms of public comments regarding Pertamina's CSR disclosure on social media.

2. Interaction

To understand the culture of social media users, researchers use emotional engagement strategies. According to Kozinet (2020), emotional involvement is a strategy to understand the culture of social media users by involving themselves emotionally in user posts. This form of participation or involvement was chosen because the researcher wanted to understand the perspective of social media users regarding responses to Pertamina's CSR program.

3. Immersion

This research uses immersion by "immersing oneself" in the person or community being studied. The aim is for researchers to experience directly and see from the perspective of the community being studied. Immersion is done by making immersion notes, such as text, photos, audio, visuals, and so on.

4. Integration

At this stage, researchers will carry out data analysis and interpretation. In ethnographic research, data analysis generally involves integrating all data obtained during the data collection stages (archives, observations) and immersion results. The analysis process follows the stages suggested by Kozinet (2010), namely the coding, noting and abstracting stages

## RESULTS AND DISSCUSION

The implementation of Corporate Social Responsibility is expected to be able to provide welfare for stakeholders, especially the community who have a direct impact on the company. The CSR program is based on the 3P concept, namely Profit, where the company continues to carry out activities to obtain profits and benefits so that it can continue to operate. People means that the company cares about the welfare of humans or society by carrying out various activities. Planet means that the company cares about biodiversity and the environment.

According to (Kozinets, 2014) there are at least two important elements in collecting this data: (1) data that researchers copy directly from computer-mediated communication of online community members, and (2) data that researchers write down regarding their observations of online communities. community, its members, interactions and meaning. As a distinct advantage over traditional ethnographers, "ethnographers" benefit from the near-automatic transcription of downloaded documents. In addition to much lower search costs than face-to-face ethnography (especially in the purely observational form of "ethnography"), data are often abundant and easy to obtain. In this environment, the "ethnographer's" choice of which data to keep and which data to retrieve is important and should be guided by the research question and available resources (e.g., the number of online members willing to



be interviewed, online members' ability to expression, themselves, time, researcher skills).

The data taken in this research must meet criteria such as the data must be related to Pertamina's CSR program within the period of 1 January 2023 to 31 September 2023. So the data obtained is in the form of:

Table 1. Number of posts, likes and comments on Pertamina's social media accounts

Site	Post	Like	Comments
<b>Instagram</b>	49	155.328	12.933
<b>Facebook</b>	46	1.978	1.592
<b>Tik Tok</b>	48	235.891	4.978
<b>Total</b>	183	393.197	19.503

Source: processed data

Based on data collection and analyzing existing findings, the author found several cultural interactions among social media users such as people who have the view that without money you are nothing, accounting treatment, scarcity, the concept of monopoly trading, being careful, having bad prejudices, and providing swearing/cursing.

#### *View Without Money You're Nothing*

Material possessions such as money lead to the assumption that money is everything. In public life, of course, this assumption is not justified. However, in reality, the assumption that money is everything often occurs in modern society today (Hendriyanto et.al, 2023). In this context, people view that without money they cannot be educated, so they look for scholarship opportunities/fee reductions. Proven by several comments:

*"Is it possible to study without payment/scholarship? "If there is, I want min... the Internal route, if possible, @pertamina"*

*"Laterli I was a little afraid to register there because honestly, I didn't have any money"*

*"Want the scholarship!"*

*"Uber has an opening for new students for 2024, usually for the first month there is a discount of 80-100%, you know"*

From public expressions on social media, it can be seen that the view "without money you are nothing" is often associated with the selection process for entering Pertamina University. People voice concerns about their financial ability to access quality higher education. These comments reflect the challenges faced by prospective students who have academic potential and talent but are limited by financial aspects. This view also creates uncertainty and confusion for prospective students who want to study at the university.

The assumption above is true, money is often needed to finance education such as semester fees, book purchase costs and so on. However, despite these costs, educational programs in various places have tried to provide more equitable access to education by providing scholarships or

financial assistance to those who need it. This aims to ensure that lack of money does not become a major barrier to access to education.

### ***Accounting Treatment***

Cash sales are sales by taking goods from suppliers and sending them directly to customers with direct payment using cash. Credit sales are sales where payment is not received all at once (not paid off immediately) (Daud Rochmawati & Windana, 2014). So cash sales will generate cash and credit sales will generate receivables. One public comment:

*"I never go into debt when I buy petrol at Pertamina, always in cash... but why do you have so much debt???"*

This expression highlights the importance of transparency and clear communication from companies like Pertamina. The public wants to understand the reasons behind the practice of cash payments and how it relates to debt obligations. Companies need to provide explanations and provide adequate clarification to avoid uncertainty. Apart from that, the comments above show that there is a connection between purchases made by the public in cash and company debt. In accounting, cash purchases will not affect the company's money, quite the opposite. Cash purchases will increase the company's cash and sales. However, based on the comments above, the existence of direct cash sales seems to be questionable. Pertamina's debt was also mentioned by former DKI Jakarta Governor Basuki Tjahja Purnama or Ahok, who revealed that Pertamina's high debt was due to meeting the costs of acquiring oil refineries abroad. In fact, according to him, overseas acquisitions are not necessarily necessary because the company has 12 oil source points that have not been explored. (quoted from [cnnindonesia.com](http://cnnindonesia.com))

### ***Scarcity***

Scarcity arises because society's needs continue to increase, resulting in existing resources being insufficient to meet life's needs. Scarcity is a situation where a person experiences a lack of factors to fulfill their needs. Every human being has needs in life, both primary, secondary and tertiary needs (Umirin, 2022). Fuel in this case is a primary need that must be met for the continuity of social life in society.

*"Why is petalite so rare in my village? "Meanwhile, Pertalite is the friendliest on the pocket."*

*"Because it's cheap, there are lots of buyers, that's why it's rare"*

Based on the comments above from people on social media, it appears that the shortage of petalite has sparked concern and frustration among users. People responded to this issue in a variety of ways, including sharing personal experiences, asking questions, and expressing their expectations of the authorities.

These expressions reflect the social impact of the petalite shortage, which includes difficulties in obtaining fuel, long queues at petrol stations, and

concerns about daily mobility. This also shows that people use social media as a channel to voice their concerns and find solutions. Apart from that, people may already think that the scarcity of Peralite is due to the cheap price compared to other fuels. The shortage of Peralite was also caused by panic buying as a result of the increase in the price of Pertamina fuel which made many people switch to Peralite.

### ***Trade Monopoly Concept***

Pertamina's monopoly trading practices have been researched by (Arisandi Fahmi, 2013). Pertamina is a monopoly company that provides oil and natural gas fuel in Indonesia. This is by Article 33 paragraph (2) and paragraph (3) of the 1945 Constitution which emphasizes that production branches which are important for the state and which affect the lives of many people are controlled by the state. Likewise, the earth's water and the natural resources contained therein are controlled by the state and used for the greatest prosperity and welfare of the people. In connection with the monopoly carried out by Pertamina regarding the distribution of 3 kg LPG, this action can be categorized as an action that can be excluded according to Law no. 5 of 1999, by the provisions of articles 50 letters a and 51 of Law no. 5 of 1999 concerning Prohibition of Monopolies and Unfair Business Competition (Arisandi Fahmi, 2013)

*"Can you call it a customer? With the concept of monopoly, Mr. Sump asked"*

So the answer to this comment is that Pertamina does not monopolize customers. However, the facts show that Pertamina monopolizes the market. As a result of this condition, the problem that occurs in this industry is Pertamina's ability to predict market needs and distribute LPG to consumers appropriately both in terms of price and volume, especially subsidized LPG which must reach eligible consumers. However, in public expressions on social media, it appears that there are doubts and questions about whether Pertamina has a monopoly in fuel supply in Indonesia. The public is paying close attention to Pertamina's dominant role and seeking further information about its impact on fuel prices and quality. Therefore, Pertamina must be able to understand people's feelings and concerns, and design policies that are in line with the interests of consumers and the wider market.

### ***Be Careful (Tabayun)***

The wide coverage of social media means that various information that you want to publish and search for can be available anytime and anywhere. This results in a lot of information circulating which is not clear. Therefore, people who use social media must be careful in receiving information that may not be true or is commonly referred to as a hoax. Some comments that show Tabayun's attitude:

*"So the Peralite disappeared?"*

*"Min, it's true that Peralite was removed"*

*"Why was peralite removed?"*

*"Underprivileged residents are willing to wait in long queues in the rain...don't lose them, sir."*

Public expressions on social media reflect an awareness of the importance of verifying information before taking action or spreading the news. In the context of rising petrol prices, the public responded with caution and concern for the information circulating. The importance of tabayun or verifying information before believing and spreading it becomes increasingly important in the digital information era where fake news or hoaxes can easily spread. This awareness shows that society understands the social and economic impact of spreading incorrect information.

Nowadays there is a lot of news whose source is unclear and does not even have a basis for certainty, where the reason for fake news or hoaxes is just to get rid of opponents or just want to make other people worse. Of course, this is very detrimental to many people, especially lay people who don't know anything about the source of news (Aqli, 2021). In this context, the cautious attitude shown by the social media user community towards issues related to Pertamina is correct. This is so as not to harm Pertamina with these negative issues and the community so that panic attacks do not occur.

#### ***Having Bad Prejudice (Suudzon)***

The government's policy of increasing fuel prices has become a hot issue in society today. The existence of this policy encourages people to have negative prejudices against this policy. For example comments:

*"Since Peralite went up every two days I fill up 20 thousand petrol"*

*"I feel like using Pertamina now, I used to fill 250 strong a week, and now it's gone in 5 days"*

*"Pertamax goes up and becomes more wasteful"*

In research conducted by (Elfariani, 2019) it is stated that the bad consequences caused by prejudice and suudzon are that people who like to use these two concepts tend to judge other people by magnifying their shortcomings. So look for the shortcomings. The advantages that appear in other people are always covered up, or if they are mentioned, they are only meant to bring that person down. In this context, people who use social media tend to look for mistakes/shortcomings in Pertamina. This could backfire internally at the company because it will create a bad image of the company among the public.

Based on public expressions on social media, it appears that there is dissatisfaction and prejudice towards Pertamina regarding the increase in the price of Peralite and the feeling that its quality is decreasing. The public responded with expressions of disapproval, disappointment, and confusion. These expressions reflect the social impact of changes in the price and quality of fuel products. These feelings can affect a company's image and its CSR programs, especially if people feel that price increases are not accompanied by improvements in quality.

Price increases and changes in product quality are complex issues. Companies need to provide a transparent explanation to the public about these changes, if any. In addition, companies must continue to work on maintaining product quality and look for ways to meet people's expectations. Apart from that, effective communication via social media is also very important. A kind and open response to questions and comments from the public can help improve perceptions and maintain a positive dialogue.

### ***Giving Curses/Cursing***

In analyzing the public's response on social media to Pertamina's Corporate Social Responsibility (CSR) program, we also found several expressions containing curses and insults regarding this company's CSR program. Although the researcher's focus was on understanding society's response in general, researchers felt it was important to note the presence of these negative expressions, which reflected some highly critical views or even inappropriate comments such as:

*"Bulshit"*  
*"DICK"*  
*"Fuck"*

The comments above are harsh words in the form of swearing/cursing. The word bullshit is a rude term in English that is used to express disagreement with something. This word is often used to voice distrust of certain statements, information and arguments. In this context, the word "bullshit" refers to public distrust of the "Pertamina loves customers" program which provides free emissions checks and increases public awareness of the environment.

Apart from that, research conducted by (Akbar, 2022) on swear words states that the words dick and shit are words that indicate the act of calling someone by giving them nicknames using terms from taboo body organs and sexual behavior is seen as an expression that is disrespectful and can hurt someone's feelings.

These negative expressions reflect the views of several individuals who are skeptical of Pertamina's CSR efforts. This expression expresses distrust of the company's intentions and doubts about the effectiveness of CSR programs in providing real benefits to society. It is unavoidable that CSR programs are often the target of criticism and skepticism, especially in the era of information transparency through social media. Authorities and companies must understand that public trust is a key factor in the success of CSR programs.

### ***Giving Positive Comments: Appreciation, Hope Support***

In the research analysis of community cultural interactions in Pertamina's CSR program via social media, researchers also found many positive comments showing a form of appreciation as in the comments below:

*"This is great... disabled children get free dance training, don't be half-hearted. "Not only will you be good at dancing, but you will also become PD and independent, and become a hero for preserving Indonesian culture."*

*"Pertamina is gaspol! The Independent Energy Village, helps communities become more independent by using clean energy while reducing pollution. That's great!"*

*"the best"*

*"good"*

*"cool"*

*"programnya kereen abis"*

These positive comments reflect the public's appreciation for Pertamina's efforts in implementing its CSR program. This appreciation focuses on various initiatives, ranging from support for education to efforts to maintain environmental sustainability. From the analysis results, it appears that the public considers Pertamina's CSR program as a positive and inspiring step. Public appreciation of Pertamina's CSR program shows that the company's efforts to contribute to society and the environment have received positive recognition. This not only creates a concrete positive impact through CSR programs, but also builds a positive image of the company in the eyes of the public. In this context, public appreciation can be an additional source of motivation for companies to continue to develop and improve their CSR programs. Community support is an indicator of success in carrying out social initiatives, and Pertamina's efforts can be a positive example for other companies.

Previous research that also discussed and produced positive comments was (Dian et al., 2021) where this research examined the perlocutionary power of Instagram users in COVID-19-themed posts. In this research, positive responses were generated in the form of appreciation, support and hope for government policies and activities that represent the aspirations of the people for the government so that it can better provide welfare and comfort to the community in handling the COVID-19 case. In this context. The public's positive comments indicate an internal drive to increase environmental awareness by participating indirectly by providing positive comments in Pertamina's CSR program.

Apart from that, the positive response from cultural interactions shown by the social media user community is providing support for the CSR program carried out by Pertamina, as in the comments below:

*"The enthusiasm of the PERTAMINA FRIENDS Crew is increasingly providing health education to the local community"*

*"The spirit of spreading the benefits \*emoticon\**

*"spirit is useful for all"*

*"Spirit"*

From public expressions on social media, it can be seen that many individuals provide positive support for the CSR efforts carried out by Pertamina. These comments reflect the public's appreciation of the company's contribution to the welfare and sustainability of society. This support includes recognition of Pertamina's active role in involving itself in programs that have a positive impact on education, the environment or social welfare. The public

expressed their pride and appreciation for companies that not only focus on their business aspects but also pay attention to their social responsibilities. Awards or appreciation from other parties are the benchmark for whether a company is said to be successful in implementing its CSR program (Trianingrum et al., 2022).

The results of this analysis strengthen the view that the community's positive response to CSR programs is the key to the successful implementation of these initiatives. Community support can strengthen a company's image, increase trust, and motivate companies to continue to be committed to sustainable development efforts. Apart from that, it can be explained that effective and transparent communication about CSR programs can increase the level of support from the community. Building a strong narrative and ensuring that information about CSR programs is easily accessible to the public via social media can strengthen the bond between companies and consumers. This means that community support revealed through social media confirms that Pertamina's CSR program has achieved its goal of gaining positive support and recognition from the community. This positive interaction can be the basis for increasing the company's positive impact in contributing to society and the environment.

Comments in the form of hope were also shown by the public as a form of positive response to CSR programs, such as the following comments:

*"Never get tired, always give benefits"*

*"Great... keep spreading the benefits"*

*"Hopefully this assistance can help reduce sanitation problems there! \*emoticon\*"*

*"Hopefully this program will continue and be followed by other regions, so that all Indonesian people can enjoy a clean and healthy environment!"*

This expression of hope reflects the community's enthusiasm and support for Pertamina's CSR efforts. It can be seen that many individuals hope that the CSR program will have a real positive impact on the environment and local communities. This creates the impression that people believe in the company's positive role in bringing about positive change. In contrast to research conducted by (Arsyad, et.al, 2017) CSR activities carried out in Bogor have not met community expectations such as desires and needs and the environment based on the importance-performance analysis (IPA) diagram needs special attention.

The community's positive expectations for Pertamina's CSR program highlight the importance of involving and listening to community aspirations in planning and implementing social initiatives. Companies can use this support and hope as a source of motivation to continue improving and expanding their positive impact. Additionally, positive responses from the community create opportunities to build stronger relationships between the company and the community. By responding to people's hopes and aspirations, Pertamina can strengthen its positive image and build greater trust. In designing future CSR programs, companies can consider the aspirations and hopes expressed by the community as guidelines. This can also be the basis for increasing transparency

and open communication so that society can see the positive impact that social initiatives produce.

## **CONCLUSIONS AND RECOMMENDATIONS**

This research as revealed the response of social media users to Pertamina's Corporate Social Responsibility (CSR) program through an ethnography approach. Researchers have gained deep insight into how the public uses social media platforms to participate in discussions and provide responses to various CSR initiatives carried out by Pertamina. The results of this research reveal several significant findings that have an impact on our understanding of the dynamics of company interactions with society in the digital era.

Based on the results and data analysis that has been carried out, the cultural interaction of society in Pertamina's corporate social responsibility (CSR) program has received various comments from the social user community, namely people who have the mindset of 'without money you are nothing' in the Pertamina University program, accounting treatment, scarcity (scarcity), the concept of trade monopoly, being careful (tabun), having bad prejudice (suudzon), swearing, positive comments in the form of appreciation. support (support) and hope. The dissemination of information on Pertamina's CSR program with the response of people using social media allows for the exchange of information and a deeper understanding of the needs and aspirations of the community.

In general, the findings in this research are that social media has become the main channel for the public to express their opinions about Pertamina's CSR program. Public responses can vary, from strong support to sharp criticism. The active involvement of the community in online discussions about CSR reflects the importance of transparency and open communication in the relationship between companies and communities. The importance of being responsive to community feedback also became clear in this research. Pertamina, as a company committed to social responsibility, has responded to many public responses with explanations, justifications and corrective actions. This shows that the company recognizes the importance of interacting with society and maintaining a positive dialogue.

However, there are also challenges in managing critical and controversial public responses. This requires companies to have a mature strategy in maintaining a balance between achieving their CSR goals and maintaining good relations with the community. A deep understanding of the local cultural context and sensitivity to social issues are key to overcoming these challenges. This research shows that a successful CSR program creates a positive impression in the eyes of the social media user community. Community response and online participation can influence a company's image and support CSR efforts to achieve its goals. The results of this research also emphasize the importance of collaboration between companies and communities in designing and implementing effective CSR programs. A deep



understanding of the needs and values of local communities is key in designing relevant and beneficial programs.

### FURTHER STUDY

This research not only provides valuable insight for Pertamina but also has broader implications in the context of corporate social responsibility and company relations with society in the digital era. Other companies can benefit from the findings and recommendations of this research to improve their CSR practices and strengthen relationships with a more social media-savvy public. Lastly, in an era where the influence of social media is increasing in determining a company's image and reputation, this research underlines the importance of companies like Pertamina to remain involved in relevant social and environmental issues and make positive contributions to society through ethnography. Pertamina's CSR can influence positive cultural transformation in the social media user community, such as environmental awareness and indirect participation by providing positive comments to encourage Pertamina's CSR program.

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