

# News Content Analysis of Sustainable Development Goals (SDGs) Coverage at PT Astra International Tbk from a Media Relations Perspective

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## ABSTRACT

This study was conducted on the basis that a company's media relations ideally maintain good communication with the media. The SDGs that the company does are important things that the company needs to convey to the media. The purpose of this study is to identify what SDGs messages are covered by media in Indonesia. Indonesia became one of the countries that contributed and committed to the implementation of the SDGs program, which included private parties that became the focus of research through the SDGs coverage conducted by PT Astra International Tbk which always involved the role of the media. The concepts used in this study were those proposed by Cangara, namely communication strategies with 3 main dimensions, planning, implementation and evaluation and completeness of news content with 5W1H main dimensions. This study used a qualitative approach with content analysis methods. The results of this study suggest that the media tends to be incompletely reporting activities about SDGs. Only 28% of news corresponds to the concept of communication strategy and only 27% of news corresponds to the concept of completeness of news content. For the media involved in the coverage of SDGs activities carried out by PT Astra International Tbk, it must be complete in news writing consisting of planning, implementation, evaluation, and complete with 5W1H. If incomplete, it is feared that it can have an impact on the appearance of public perceptions that are not intact in understanding SDGs' activities. Media relations companies should be careful in choosing media with high credibility. Comprehensive media is one of the most credible media for the company. This study has the limitation of using only a qualitative approach, it is hoped that subsequent studies will use a quantitative approach with regard to the elements present in this study.

**Keywords:** SDGs, Strategic Communication, Media, News

## INTRODUCTION

The Law of the Republic of Indonesia Number 32 of 2009 on Environmental Protection and Management is proof of the seriousness of the Indonesian people in managing and protecting the environment. The law was launched in order to support international programs related to SDGs that combine economic, social and environmental aspects. As stated in Law No. 32 of 2009, which regulates environmental management and protection. Currently, there is very little discussion about the efficiency of the SDGs goals, apart from the inefficient implementation of sustainable development.

Decision-makers should fully consider the characteristics and relationships of the SDGs with each other, according to Bontempi's research (2021). According to the study's findings, the SDGs that have been implemented so far have not been the subject of extensive investigation into how the SDGs relate to each other. (Handoyo, 2023). On the official BAPPENAS channel, the SDGs consist of 17 goals, 169 targets and 319 indicators that address the social, economic, environmental, legal and governance pillars in an integrated manner. The 17 SDGs are: (1) No Poverty, (2) No Hunger, (3) Healthy and Prosperous Lives, (4) Quality Education, (5) Gender Equality, (6) Clean and Affordable Water, (7) Clean and Affordable Energy, (8) Decent Work and Economic Growth, (9) Industry, Innovation, and Infrastructure, (10) Reduced Inequalities, (11) Sustainable Cities and Settlements, (12) Sustainable Consumption and Production, (13) Addressing Climate Change, (14) Ocean

Ecosystems, (15) Terrestrial Ecosystems, (16) Peace, Justice, and Resilient Institutions, (17) Partnership for the Goals.

This sustainable development makes Astra continue to gain enthusiasm to always grow with the people of Indonesia. Starting from one contribution followed by another in the continuous pursuit of Astra's sustainable goal of "Prosperity with the Nation". Astra is currently going through a transition period to support initiatives to build a sustainable future for Indonesia. Astra has a sustainability strategy, namely the Triple-P Roadmap Strategy with Governance as a key enabler, namely the portfolio roadmap, people roadmap, and public contribution roadmap. Where this road map is Astra's Long Term Action Plan to align the business and operations of the entire Astra group with the principles of Environment, Social, and Governance (ESG) to support the realization of the SDGs. The rejuvenation of the Triple-P Roadmap Strategy is intended to improve and refine approaches, commitments, plans, and measurable goals in all aspects of sustainability. This rejuvenation gave birth to Astra 2030 Sustainability Aspirations which combines a focus on society with a focus on climate and planet.

Ensuring that the sustainability aspiration target can run well, it requires professional human resources in the field of sustainability (Astra Sustainability Report, 2021). ESG (Environment, Social, and Governance) principles must be supported by Astra with good and sustainable governance to monitor and evaluate various programs aimed at helping achieve the SDGs.

This research was conducted on the basis that a company's media relations should ideally maintain good communication with the media and the dissemination of information through press releases of SDGs activities carried out by the company is an important thing that needs to be conveyed by the company to the media to be covered in order to maintain existence, and improve the company's image (full SDGs activities from planning implementation of activities to their evaluation in accordance with the company's communication strategy). The research aims to identify media in Indonesia that reflect communication strategies with the main dimensions of planning, implementation and evaluation. This objective is important for Indonesia considering that the private sector, in this case PT Astra International Tbk, is one of the private sector stakeholders that has committed to implementing the SDGs program. The identification of messages about SDGs shows that there is attention from the private sector which should ideally be covered by the media in accordance with the role of the media that provides information about the implementation of SDGs in Indonesia.

## LITERATURE REVIEW

### Media Relations

Media relations is a form of professional public relations communication strategy activities that have the scope of duties to maintain and maintain relationships with the media. In addition, the media is also one of the arenas in shaping the company's reputation and image. It is so important for a public relations person to create a good relationship with the media because the

media can spread negative news that can damage the company's reputation (Darmastuti, 2012, p. 57). Through media training, it is expected that the company's reputation can be built and maintained because the support and network for the company has been built as well. Continuous relationships with the media can encourage the formation of harmonious relationships, so that there is an understanding between the media and the company that results in public trust.

The message conveyed by the media relations division about the company through the media to the public should ideally include a positive image of the company. In the context of writing this thesis, the positive image of the company can be raised by the implementation of SDGs, which is an important topic for the author and global parties. Because the communication strategy of delivering SDGs implementation messages needs to be studied as a form of evaluation of the company's media relations program. In examining the messages presented by the media about SDGs, the author examines what news has been covered by the media about SDGs from the dimensions of the concept of communication strategy consisting of planning, implementation, and evaluation by analyzing media content. Media content can be understood through the structure of news writing on journalistic practices that will be presented in the discussion of news writing.

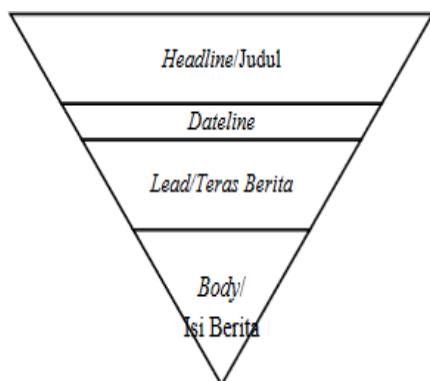
### News Writing

News is the main focus of journalism practice, and experts in the field agree that defining news is very difficult. Boundaries that can cover all aspects, qualities and

types are not yet available. News is any reported information about events, occurrences, concepts, or facts that attract public attention and need to be communicated or published in the media in order to be known or recognized by the public. News has the purpose of informing a wide audience. (Barus, 2010, p. 25). An information must fulfill all news criteria to qualify as news. Djawanto emphasized that news must be accurate, timely, thorough, objective, and well-structured in the Technical Journalistic Guidelines for News Writing (Barus, 2010, p. 32).

The elements of completeness in a story are composed of 5W + 1H. I'm talking about the Who, What, Where, When, Why, and How components. Nowadays, the rapid flow of information makes individuals more aware of the events happening around them, which is quite promising for journalistic operations that have an impact on the wider community. The format of news writing greatly affects the structure of the news. The type of news to be delivered will depend on the news format. The inverted pyramid news structure is the most popular and recommended. it consists of a headline, dateline, lead, and news body.

#### **Pictures 1. News Structure**



Source: Kompas.com

#### **Communication Strategy**

Communication strategy, according to Middleton (1980) in Cangara (2017, p. 64), is the best combination of all communication elements, starting from communicators, messages, channels (media), recipients, and ending with effects, all of which are intended to produce the best communication results.

This explanation illustrates that in communication strategy, planning is important. Communication planning is needed to overcome current and potential communication barriers, which is useful for improving communication efficiency. Some of the notions of communication strategy described in the researchers' explanations above can be concluded that communication strategy has important dimensions, namely planning, implementation of programs, and evaluation. These three dimensions become an analysis knife in looking at media coverage of the SDGs carried out by PT Astra International Tbk from 2018-2021.

#### **METHODS**

This research uses qualitative research methods with a post-positivist school of thought with the aim of conducting data collection techniques in the form of media coverage. In order to answer the research question. Media coverage documents used in this study as a unit of analysis of SDGs activities carried out by Astra since 2018-2021 on the SDGs activities of PT Astra International Tbk. So the document study will explain the data collection method of this research using a coding sheet as a research tool using a coding sheet as a research tool.

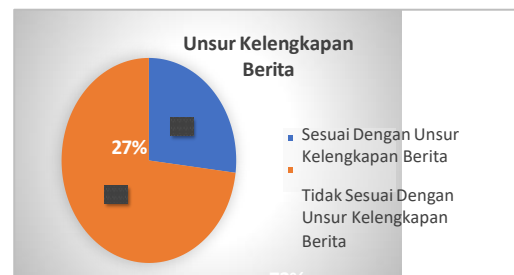
**FINDINGS AND DISCUSSIONS**

**Discussion**

This research is conducted through data processing in the form of news content analysis that produces research findings. This data processing is the main technique in order to produce research findings in order to identify the communication strategy of the sustainable development goals (SDGs) program at PT Astra International Tbk in the media. The news content analysis carried out is by limiting news collection from 2018 to 2021 where the PT Astra International Tbk SDGs program was carried out. From the research that has been done, 125 news articles were obtained with a sample of 28 news articles analyzed based on the concept of communication strategy and news writing. Then of the 28 news samples analyzed, only 27 percent or 7 news items were in accordance with all indicators of communication strategies and there were also only 27 percent or 7 news items whose contents were in accordance with the indicator of completeness of news elements. From the results of the analysis based on the concept of communication strategy, most of the news displayed only focuses on the implementation part with 22 out of a total of 28 news and many forget the planning and evaluation process. Meanwhile, the planning and evaluation part is no less important to be conveyed to readers in order to know how the various SDGs program activities were implemented. Not only are the activities made arbitrarily, there are also details of the costs required, where the costs come from, so that the public knows and minimizes bad thoughts about the SDGs activities.

This finding shows that there is still a lot of news that the media displays but in an unstructured manner. This finding also illustrates the role of the media in helping to provide information to the public. The importance of the indicator structure in writing the completeness of the news can illustrate that the media shows their efforts for the important value of the news written starting from the planning of activities in the news, the delivery of implementation in the news like what, to the evaluation written by the media regarding the activities raised in the news. From the research that has been carried out by researchers through the data that has been obtained with a total of 125 news with a sample of 28 news, a diagram is formed that can describe the results of their research which has been automatically formed in numbers with the help of Microsoft Excel.

**Pictures 2. News Analysis Results Based on Communication Strategy.**



**Source: Processed Research Data**

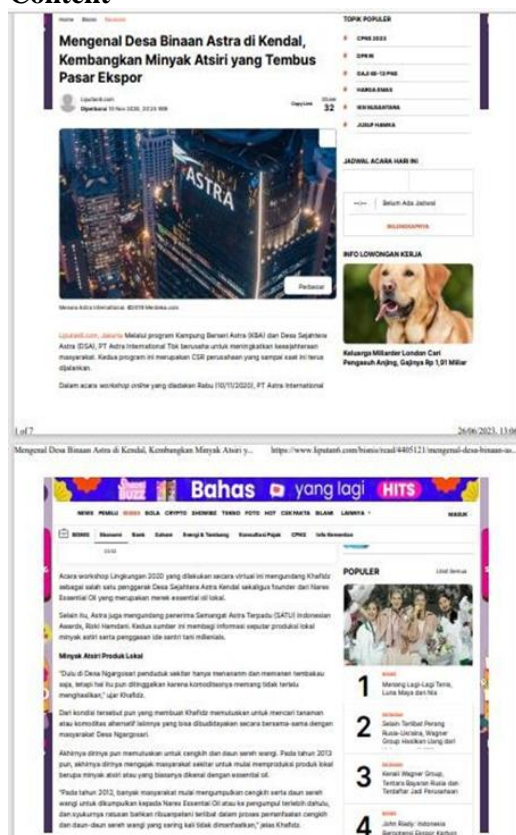
**Pictures 3. Results of News Analysis Based on Elements of News Completion**



**Source: Processed Research Data**

From the findings obtained, researchers will show news writing by the media in accordance with the concept of communication strategy from planning, implementation, to evaluation and also the concept of completeness of news writing with who, what, where, when, why, and how. Here is one example of news that fulfills the requirements of both concepts:

**Pictures 4. Examples of News in Accordance with the Concept of Communication Strategy and News Content**

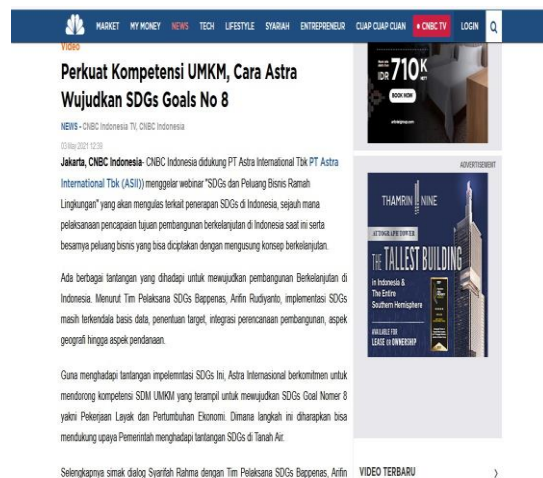


**Source: Liputan6.com**

After the research, the news listed above includes news whose content is in accordance with the concept of communication strategy and completeness of news content because there are all keywords from the indicators of planning, implementation, and evaluation, and the news is complete with the 5W1H indicator. In addition, researchers will also

show news that is not in accordance with the concept of communication strategy with all its indicators which include planning, implementation, and evaluation as well as the concept of completeness of news writing in accordance with all indicators of the concept such as who, what, where, when, why, and how. Here's an example of the news:

**Picture 5. Examples of News That don't Fit the Concept of Communication Strategy and News Content**



**Source: CNBC Indonesia**

This news example is said to be not in accordance with the concept of communication strategy and completeness of news content because the news only contains keywords from the implementation indicator, there are no keywords including planning and evaluation indicators. In addition, the news only contains indicators of who, what, and how which are dimensions of the completeness of news content. Therefore, the news is said to be not in accordance with the concept of communication strategy and completeness of news content.

### Analysis and Discussion

Based on the research exposure, there were 125 news articles found regarding the 2018-2021 PT Astra International Tbk SDGs program. From the number of news found, it means that the media is also involved in supporting the implementation of the SDGs program for a more sustainable life in the future. The content of the news is one of the main factors in disseminating information to the public, therefore the media must be careful and explain in detail about the information written in the news so that there is no misunderstanding by the readers. With the news presented by this media, it helps disseminate information about the SDGs to the Indonesian people at least to be more concerned about the surrounding environment. Through the airing of various models of news about the SDGs, it also shows how the contribution and role of the media in describing environmental issues to the public. The number of news found will be the population of this research which will be analyzed more deeply about the content of each news and a sample of 28 news from the number of news that have similarities using a coding sheet that refers to the concept of communication strategy and news writing.

### CONCLUSION

Based on the data that has been obtained and processed in this research on the influence of Greenpeace social advertising on green attitude, it can be concluded that social advertising or social media advertising carried out by Greenpeace has a significant influence on green attitude. Social advertising has a moderate influence on green attitude. Other factors

are influenced by other things outside of this study. After testing the hypothesis, it was found that  $H_0$  was rejected and  $H_a$  was accepted. Researchers hope that this research can be used as a reference by other researchers who have similar variables or theories used. Finally, researchers hope that there will be further studies related to factors that are not mentioned in the research on the influence of social advertising on green attitude.

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