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

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Abstract

This research is based on the premise that a company's media relations ideally maintain good communication with the media. The SDGs (Sustainable Development Goals) implemented by the company are important messages that need to be conveyed to the media. The purpose of this study is to identify which SDG messages are covered by media outlets in Indonesia. Indonesia is one of the countries contributing to and committed to the implementation of the SDGs, including the private sector, which is the focus of this research through the SDG coverage conducted by PT Astra International Tbk, which consistently involves the role of the media. The concept used in this research is based on Cangara's communication strategy, which includes three main dimensions: planning, implementation, and evaluation, as well as the completeness of news content based on the main dimensions of 5W1H. This study employs a qualitative approach using content analysis methods. The results indicate that the media tends to inadequately report on SDG activities. Only 28% of the news aligns with the communication strategy concept, and only 27% adheres to the completeness of news content concept. Media involved in covering SDG activities conducted by PT Astra International Tbk must ensure comprehensive reporting, including planning, implementation, evaluation, and completeness with 5W1H. Incomplete coverage may lead to the public forming an incomplete perception of the SDG activities. Corporate media relations should be diligent in selecting media with high credibility. Comprehensive media outlets are among the credible sources for the company. This study has limitations as it only uses a qualitative approach; future research is encouraged to adopt a quantitative approach while considering the elements present in this study.

Keywords: Communication Strategy; Media; News; SDGs

INTRODUCTION

The Law of the Republic of Indonesia Number 32 of 2009 concerning Environmental Protection and Management is evidence of the seriousness of the Indonesian nation in managing and preserving the environment. This law was launched to support international programs related to the SDGs, which combine economic, social, and environmental aspects. As stated in Law No. 32 of 2009, which regulates the management and protection of the environment (Kementerian ESDM, 2021). Currently, discussions about the efficiency of SDG objectives are minimal, except for the inefficient implementation of sustainable

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development. Decision-makers must fully consider the characteristics and interrelationships of the SDGs, according to Bontempi's 2021 research in the journal article by Handoyo & K. According to Bappenas, the Sustainable Development Goals represent an effort to accelerate the achievement of SDG targets, which are a priority for development both at the regional and national levels, thus requiring synergy in planning policies at the district/city, provincial, and national levels.

Picture 1. Sustainable Development Goals
Source: Official BAPPENAS Website, 2020

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) Zero Hunger, (3) Good Health and Well-Being, (4) Quality Education, (5) Gender Equality, (6) Clean Water and Sanitation, (7) Affordable and Clean Energy, (8) Decent Work and Economic Growth, (9) Industry, Innovation, and Infrastructure, (10) Reduced Inequality, (11) Sustainable Cities and Communities, (12) Responsible Consumption and Production, (13) Climate Action, (14) Life Below Water, (15) Life on Land, (16) Peace, Justice, and Strong Institutions, (17) Partnerships for the Goals (Kementerian PPN/Bappenas, 2020).

This sustainable development approach drives Astra to continually strive for growth alongside the Indonesian community. It begins with one contribution, followed by others, in a continuous effort to pursue Astra’s sustainable goal of "Shared Prosperity for the Nation." Astra is currently undergoing a transition to support initiatives for building a sustainable

future for Indonesia. Astra has a sustainability strategy known as the Triple-P Roadmap Strategy, with Governance as a key enabler, encompassing the portfolio roadmap, people roadmap, and public contribution roadmap. This roadmap serves as 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 achievement of the SDGs. The rejuvenation of the Triple-P Roadmap Strategy aims to enhance and refine approaches, commitments, plans, and measurable objectives across all aspects of sustainability. This rejuvenation has led to the Astra 2030 Sustainability Aspirations, which combine a focus on communities with a focus on climate and the planet. To ensure that sustainability aspiration targets are effectively met, professional human resources in the field of sustainability are needed (PT Astra Internasional Tbk, 2021).

Astra has implemented several activities to support the achievement of the SDG programs. Among these is "Astra for a Healthy Indonesia," which focuses on improving access to healthcare services. Additionally, there is "Astra for a Smart Indonesia," emphasizing the enhancement of education for the Indonesian community. Furthermore, "Astra for a Creative Indonesia" aims to boost Indonesia's economy through entrepreneurial activities. The principles of ESG (Environment, Social, and Governance) must be supported by Astra through good and sustainable governance to monitor and evaluate various programs aimed at helping achieve the SDGs. These principles are then implemented in operational activities. Astra utilizes three different governance forms to manage in alignment with sustainability principles: general shareholder meetings (RUPS), meetings of the board of commissioners, and board of director meetings. Notably, during the quarterly board of director meetings, important sustainability issues are discussed, such as strategy, implementation, and monitoring the effectiveness of programs (Astra Sustainability Report, 2021).

METHOD

This research uses a post-positivist paradigm with a qualitative approach, allowing the author to present classifications of types, problem profiles, or broadly outline the stages in providing answers to the predetermined research questions (Moleong, 2018). This study collects documentation and media coverage results regarding PT Astra International Tbk's SDG activities from 2018 to 2021, utilizing coding sheets as its research tool. The coding sheets used in this research are as follows:

No.	Communication Strategy Dimensions	Indicator
1	**Planning**	Channel
		Message
		Recipient
2	**Implementation**	Funds
		Source of Funds
		Time
3	**Evaluation**	Program
		Management

Table 1. Communication Strategy Coding Sheet
Source: Cangara, 2017

No.	Indicator
1	Who
2	What
3	Where
4	When
5	Why
6	How

Table 2. News Completeness Coding Sheet
Source: Associated Press, 2021

RESULTS AND DISCUSSION

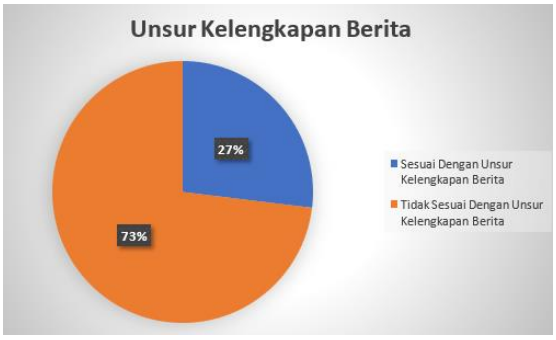
Discussion

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 28 percent or 3 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 on picture 5.

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.

Picture 5. Examples of News That don't Fit the Concept of Communication Strategy and News Content
Source: CNBC Indonesia, 2021

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

The importance of the media's role in presenting the SDG messages conveyed by the private sector is the main focus of this research. The media relations perspective on evaluating its performance in this study showcases the concepts of communication strategy

and news completeness in analyzing news about the implementation of SDGs at PT Astra International Tbk, which is the subject of this research.

The first finding indicates that the media has conveyed the SDG implementation messages from PT Astra International Tbk in accordance with the communication strategy dimensions, but the quantity is minimal. Only 3 out of 28 news articles fully present the communication strategy dimensions related to the SDG implementation by PT Astra International Tbk. The second finding reveals that the media has met the 5W1H dimensions in presenting news about the SDGs of PT Astra International Tbk; however, this is only true for 7 out of 28 articles. The third finding is that there are articles addressing the SDG issues of PT Astra International Tbk, but they lack completeness in presenting information from both the communication strategy dimensions and news elements. There are 16 out of 28 articles that reflect this lack of credibility in the media, which should be a concern for the media relations team of PT Astra International Tbk in following up on the news to be presented through these media outlets. These three findings indicate that the media has not been optimal in presenting news about the SDGs conducted by PT Astra International Tbk. The media only considers the components of the communication strategy related to the implementation dimension that appears in each news presentation. From the news element dimension, the media only seems to prioritize what is conveyed and when the activities are conducted, which is consistently present in every coverage. Meanwhile, the success of media relations in providing information to the media should encompass the completeness of all communication strategy dimensions and news elements in the presented articles. As for recommendations for this research, the author notes several points related to identifying the communication strategies of the SDG programs in the media. First, for the media involved in covering the SDG activities conducted by PT Astra International Tbk, they must ensure comprehensive news writing that includes planning, implementation, evaluation, and the completeness of 5W1H. If coverage is incomplete, it may lead to an incomplete public perception of the SDG activities being carried out.

This aims to serve as a reference for the company and as an evaluation tool for PT Astra International Tbk in engaging media representatives in every SDG program activity. The author suggests being more selective in choosing media partners to participate in each SDG activity to ensure effective message delivery. Corporate media relations should be meticulous in selecting media outlets with high credibility. Comprehensive media outlets are among the credible sources for the company. Furthermore, media outlets that cannot deliver complete

news content based on communication strategy and news writing elements should be seriously reconsidered for participation in future SDG program activities, ensuring they understand the importance of thorough reporting and message delivery.

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