

DIGITAL LITERACY ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY CONDUCTED BY PT OLAHKARSA INOVASI INDONESIA

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Abstract. *Literacy is an important part of CSR implementation. If the company is literate, the company can improve the quality of its company using strategies related to CSR. PT Olahkarsa Inovasi Indonesia in seeing this phenomenon tries to carry out literacy on the concept of CSR in Indonesia with digital content. Researchers, in this case, conducted research using qualitative methods with data collection techniques through interviews and observations with the aim of knowing the public communication model and information literacy model used by PT Olahkarsa Innovation Indonesia. The limits and scope of communication and literacy in this study regarding CSR is the digital literacy that has been done by the subject. This research refers to two theories, namely Aristotle's Rhetoric and THE SCONUL theory. This study aims to determine the process carried out by PT Olahkarsa Inovasi Indonesia to direct companies in sustainable CSR implementation.*

Keywords: *Corporate Social Responsibility, CSR Concept, Literacy*

INTRODUCTION

Corporate Social Responsibility (CSR) is a phenomenon that is widely discussed in various spaces because currently, CSR is an important indicator of the company's performance in carrying out its business operational processes (Masoud, 2017) . This is also said (Afdal Kurnia. et al., 2019) that the issue of CSR is currently a popular issue so CSR activities are aimed at the company to be realized as a profit-making forum as a form of *community development* that can be integrated with the company's business which refers to the company's ethical values in carrying out company business operations. In order to carry out competitive business operations, (Estelle. & Roberts, 2013) advises companies to use CSR to realize a sustainable business.

PT Olahkarsa Inovasi Indonesia was established in 2019 as a consulting company engaged in CSR. PT Olahkarsa Inovasi Indonesia carries out literacy activities on digital platforms and releases digital products that can literate companies in Indonesia regarding CSR so that, in this case, PT Olahkarsa Inovasi Indonesia needs a strategy to achieve the communication goals of the message conveyed. This is in line with the opinion (Harahap, 2019) that CSR communication strategies are used as the goal of corporate responsibility to the environment and society so that their implementation is in accordance with applicable standards. Thus, PT Olahkarsa Inovasi Indonesia in communicating messages about the implementation of CSR in Indonesia needs to direct the standards that become a reference in the implementation of CSR in Indonesia.

The realization of a sustainable business that is implemented in the form of CSR activities is also regulated as a whole in the CSR regulation in article 74 of Law No. 40 of 2007 concerning Limited Liability Companies. Although Indonesia has implemented a *mandatory approach*, there are many problems with the existing regulations because the law does not explain clear sanctions and guidelines for implementing CSR (Pujiyono, 2016) . This is supported by data from (National University of Singapore, 2020) on the Overall Assessment of

Disclosures, the implementation of sustainability in Indonesia is only around 36%, which means it has not reached half the score.

This opinion was also conveyed by (Andrini, 2016) that CSR regulations in Indonesia are not in accordance with CSR objectives that are not in the prevailing CSR value orientation and standardization. The corporate situation of Indonesia is also reflected in the opinion (Anggraini, 2020) that Indonesia already has regulations and in a *mandatory approach* to implementing CSR but the implementation of *sustainable* CSR activities is still low. One of them is due to the definition of CSR programs only as *charity* and *philanthropy* activities that are implemented in the short term (Maulidiana, 2018).

(Nuraeni, 2020) explained that CSR problems in Indonesia are not only wrong in the realm of implementation but also in the realm of planning. The wrong CSR program planning is explained in several points including how the company does not synergize the company's vision with the CSR program being implemented, the company has not been able to listen to the voices of stakeholders, the company does not have managers who are able to provide innovation, the company does not apply CSR in accordance with the field conditions in Indonesia, and there is still a lack of literacy for companies regarding CSR (Nuraeni, 2020). These various factors explain that companies in Indonesia still really need literacy and guidance in planning to implement to understand the concept of CSR in depth. This refers to the opinion (Wan Afandi et al., 2021) that companies should develop CSR strategies to strengthen their reputation. This opinion means that companies need to fully understand CSR in depth so that they can create a sustainable program. Refers to (Uljanatunnisa & Mahdalena, 2022) stakeholders have a big role to support CSR programs.

Concrete The problem of implementing CSR in Indonesia is also explained by (Nayenggita et al., 2021) that the implementation of CSR in Indonesia is still at the stage of profit sharing for the company's wishes rather than the needs of the community because the company does not understand the importance of implementing the right CSR and philanthropic elements are still rooted in the implementation of CSR in Indonesia. In fact, CSR is a tool to develop a society. Companies that carry out CSR programs need to carry out CSR seriously by looking at existing social problems so that there is no communication crisis in the community regarding the implementation of CSR carried out by corporations only for corporate benefits (Kim & Ferguson, 2018). (Kartikawati & Puspitasari, 2020) Good communication management is needed for the achievement of objectives through the stages of planning, implementing and evaluating communication activities

In addition, empirically (Afandi, 2021) has established that CSR is one of the indicators that can be used as a factor to strengthen the company's reputation. Therefore, companies need to fully understand the concept and standardization of CSR in order to create success in its implementation (Afandi, 2021). Next, companies that implement sustainable CSR programs will also strengthen the corporate image and repurchase interest in the company. This has been proven by research conducted (Sitanggang et al., 2021) that CSR has a significant and positive effect on the brand image and interest in repurchase the public. From this presentation, it is concluded that there are still many companies that do not understand the proper and sustainable implementation of CSR implementation.

Based on this exposure, it can be seen that the CSR carried out by the company has not been sustained and the company has not been comprehensively regulated regarding CSR. This is the strong foundation of CSR Literacy activities carried out by PT Olahkarsa Inovasi Indonesia. PT Olahkarsa Inovasi Indonesia is one of the *leading* CSR consulting companies in building CSR literacy in Indonesia with the aim of educating companies in Indonesia that are packaged through digital platforms.

PT Olahkarsa Inovasi Indonesia tried to be present to do literacy about CSR in Indonesia to overcome this. Judging from this situation, PT Olahkarsa Inovasi Indonesia is present as a mediator of CSR problems in Indonesia. PT Olahkarsa Inovasi Indonesia opened a CSR communication space to introduce and literate companies in implementing CSR programs in Indonesia. According to (Damayantie, 2015) Literacy is able to influence a person's thinking, and

foster a critical culture to give birth to an intelligent and competitive society. Literacy regarding CSR communication needs to be done to broaden understanding of CSR practice (Nielsen, 2018). (Soraya et al., 2019) One of the things that makes literacy interesting is mixing and matching with interesting concepts. This research has the novelty of research in the form of making public communication models and CSR literacy models carried out by PT Olahkarsa Inovasi Indonesia in conducting CSR literacy in Indonesia.

The researcher will explain the analysis carried out by the researcher in the discussion of the analysis of the public communication strategy of PT Olahkarsa Inovasi Indonesia in literacy CSR in companies in Indonesia using the theory of Public Rhetoric Aristotle (Griffin et al., 2012) with indicators (1) *Invention* explaining the process of finding problems, (2) *Agreement* determining the communicator's strategy in communicating messages, (3) *Style* metaphor in message delivery (4) *Delivery* deliver of message context, (5) *Memory* master the message.

Researchers also use literacy theory to make it easier for researchers to analyze the literacy process carried out by PT Olahkarsa Inovasi Indonesia in literacy the concept of CSR for the audience. Researchers use the theory of the Seven Pillars of Information Literacy (The SCONUL, 2011) namely, (1) *Identify* identifying information needs, (2) *Scope* know information gaps, (3) *Plan* construct strategies for literacy, (4) *Gather* could access the information needed, (5) *Evaluate* compile data and evaluate it, (6) *Manage* organize information professionally and ethically, (7) *Present* show or visualize the information obtained.

METHODS

Referring to some of the points of presentation above, this research was conducted to find out the CSR Literacy Model carried out by PT Olahkarsa Inovasi Indonesia. In order to obtain the model, this research was carried out using qualitative methods. The data in this study was obtained using data collection techniques in the form of interviews and observations As for the details of the process interview with the research subject, namely structural from PT. Olahkarsa Inovasi Indonesia and with observation, which is an activity that aims to obtain information and develop theories. In this case, the researcher obtains primary data and optimization of observations made by the researcher. Researchers made observations from all online tools carried out by PT Olahkarsa Inovasi Indonesia such as online events (CSR Outlook), company products such as Online CSR classes, and through company social media.

The interview process is carried out by interviewing several sources that the researcher has determined. Researchers divide research informants into three parts, namely key informants, supporting informants, and expert informants. Expert informants and supporting informants that have been selected by researchers are structural parts of PT Olahkarsa Inovasi Indonesia, namely two expert informants named Diaz Alvin Faiz as *Head of Creative* PT Olahkarsa Inovasi Indonesia, and Imti Hanah as *Head of CSR School and Partnership* PT Olahkarsa Inovasi Indonesia. The supporting informants consisted of two informants, namely Bayu Aji Nugroho as *Head of Business Development* of PT Olahkarsa Inovasi Indonesia, and Reynaldi Oktino as CTO of PT Olahkarsa Inovasi Indonesia. As for the expert informant, namely Ditto Santoso as *Senior Consultant* CSR at PT Bentang Alam Indonesia.

Furthermore, the results of the research data are analyzed using data analysis techniques, namely the process of collecting research data with the process of organizing data with the aim of providing understanding for others. Next, the researcher guarantees the quality of the research data is carried out by researchers using data education by selecting the data obtained by the researcher, then the researcher conducts a *data display* by displaying the data in order and systematically, and finally, the researcher conducts *conclusion drawing*, namely the process of making conclusions so that, researchers find new findings in the results of research conducted by researchers.

The validity of data in qualitative research is considered valid if the researcher writes down the results of the research in accordance with what happened in the field. In this study, researchers used the validity technique by triangulation of sources. In this study researchers used source triangulation. Researchers use source triangulation to obtain information from

several sources that are used as data for consideration. The researcher then compared the data obtained through observation from the interview results of several sources.

RESULTS AND DISCUSSION

Public Communication Model at PT OLAHKARSA INOVASI INDONESIA in an effort to Literate CSR in Indonesia

Indicators from Public Rhetoric are the basis for researchers to find out the public communication model of PT OLAHKARSA INOVASI INDONESIA. (Griffin et al, 2012) Aristotle's rhetorical theory is a design and intentional act carried out to produce a purposeful effect. In this case, researchers examined how PT OLAHKARSA INOVASI INDONESIA carried out intentional acts to determine the state of CSR implementation in Indonesia, find a comparison of the feasibility of its implementation, and change it in the strategies they have which contains five indicators such as *invention, memory, style, arrangement* and *delivery*. Through interviews and observations that researchers have collected data that will be a reference for researchers to make these data into a public communication model run by PT OLAHKARSA INOVASI INDONESIA in conducting CSR literacy in Indonesia. Here is the data collected in

"Companies in Indonesia already implement CSR but are only limited to charity or philanthropy, which is not sustainable. Companies in Indonesia do not use CSR as part of the company's business strategy. PT OLAHKARSA INOVASI INDONESIA discovered this phenomenon because it interacted with CSR officers who discovered the fact that CSR in Indonesia is only a mandatory approach. Thus, the company's view of CSR still deviates from the initial substance of CSR." (Diaz Alvin Firdausa, Head of Creative PT OLAHKARSA INOVASI INDONESIA, May 23 and June 12, 2022)

PT OLAHKARSA INOVASI INDONESIA has discovered CSR problems and provided statements or strategies to literate audiences in Indonesia regarding CSR and sustainability issues which are then applied to digital content and determined content differentiation on each digital platform. Invention indicators mean the discovery of existing phenomena. Referring to PT OLAHKARSA INOVASI INDONESIA, it found the phenomenon that exists in implementing CSR in Indonesia in accordance with the data that researchers know.

"The strategy carried out by PT OLAHKARSA INOVASI INDONESIA to literate the audience is with digital media that focuses on CSR and sustainability initiatives. The classification of audience content on digital media platforms is different, for example on LinkedIn, the tendency to read articles and captions is high, so if on LinkedIn the strategy used many captions, the image is only one. Instagram is more concerned with visual content, then there is a blog that pivots on SEO friendly, Youtube with a csr documentary video to tell CSR success stories, Spotify with its podcasts and there is SB Media on Instagram as a CSR news portal." (Diaz Alvin Firdausa, Head of Creative PT OLAHKARSA INOVASI INDONESIA, May 23 and June 12, 2022)

The strategy in literate the Indonesian audience regarding the concept of sustainable CSR on the digital platform of PT OLAHKARSA INOVASI INDONESIA is considered to be quite capable in literacy regarding the concept of sustainable CSR but has not yet reached the point of solving problems regarding the implementation of CSR programs in Indonesia.

"If the metaphor is actually we use light language, we just continue to use metaphors, it's not much so we take the content down to become memes so that the message that enters the audience more easily." (Diaz Alvin Firdausa, Head of Creative PT OLAHKARSA INOVASI INDONESIA, May 23 and June 12, 2022)

"Then in determining the user persona OLAHKARSA has not done that." (Imti Hanah, Head of CSR School and Partnership of PT OLAHKARSA INOVASI INDONESIA, 23 May 2022 and 12 June 2022)

Metaphors have indeed been used in the publication of PT OLAHKARSA INOVASI INDONESIA content. However, this has not been the main focus in creating the entire content of PT OLAHKARSA INOVASI INDONESIA. This refers to the use of memes as a form of metaphor of PT OLAHKARSA INOVASI INDONESIA's content. PT OLAHKARSA INOVASI INDONESIA has not determined the user persona properly judging from the four informants' answers. Some informants said they had founded the user persona but had not yet reached the profiling stage.

"Olahkarsa in presenting the concept of CSR in digital content makes the article summarized in the infographic to make it easier for the audience. If it's for the platform, yes Instagram and the differentiation of the content is with two-way communication, then Facebook and Instagram we linked so that the content on Instagram is immediately automatically uploaded on Facebook. On LinkedIn, we prioritize the caption or the writing and if on the blog we focus on being SEO friendly." (Diaz Alvin Firdausa, Head of Creative PT Olahkarsa Inovasi Indonesia, May 23 and June 12, 2022)

Content differentiation is carried out by PT Olahkarsa Inovasi Indonesia to match audience behavior on digital platforms. This is to make it easier for the audience to read content in the style of each platform. The characteristics of each platform are different so that it requires a strategy in uploading content about CSR.

"If from the mastery of the material we refer to ISO26000, then we read journals or reports with the Un. Then also sometimes from the SDGs, or CSR standards that are used as standardization by outside organizations." (Diaz Alvin Firdausa, Head of Creative PT Olahkarsa Inovasi Indonesia, May 23 and June 12, 2022)

Public communication requires research and standards of practice reference to remember the context or message to be litigated for the audience. It is also aimed at mastering the material so that the information communicated has credibility. PT Olahkarsa Inovasi Indonesia conducts research and refers to CSR standards in creating digital content.

Based on the processed data carried out by the researcher, a public communication model was formulated carried out by PT Olahkarsa Inovasi Indonesia in order to carry out literacy activities formed in five indicators, namely, *invention*, *memory*, *style*, *arrangement*, and *delivery*.

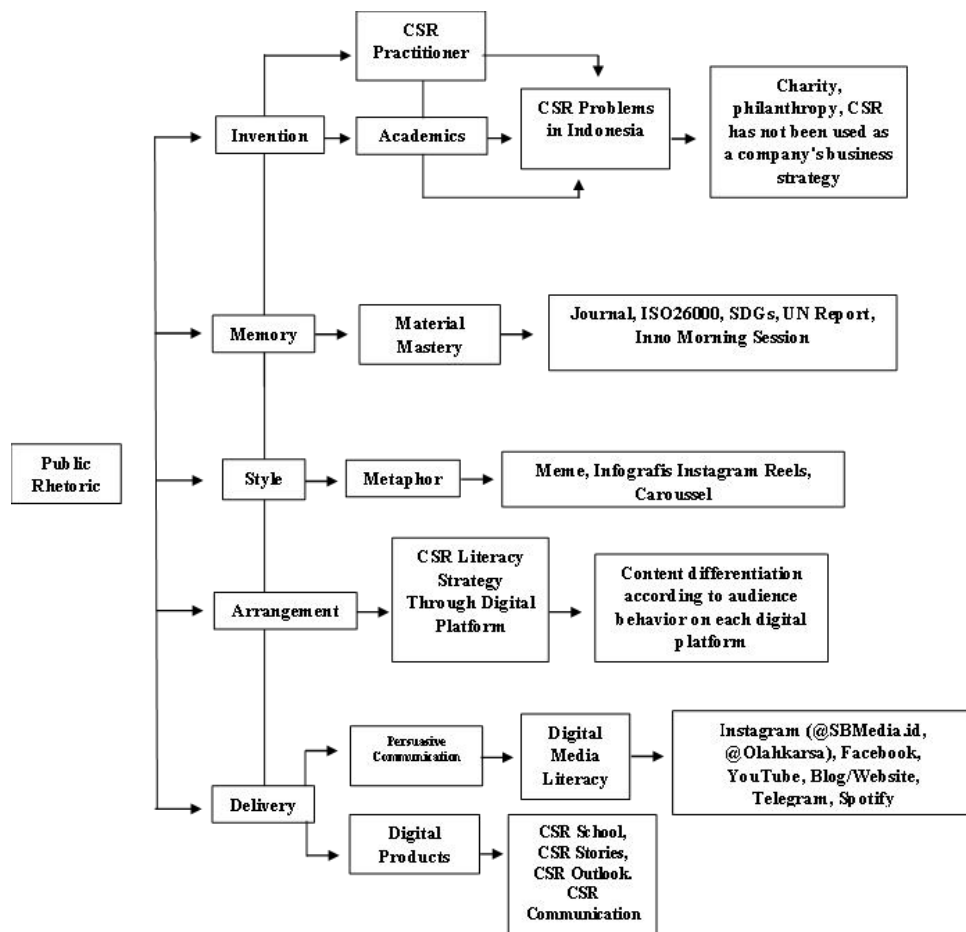


Figure 1. Public Communication Model of PT Olahkarsa Inovasi Indonesia

Invention is the initial idea of how a message can be constructed. PT Olahkarsa Inovasi Indonesia made an initial discovery in a communication process regarding CSR issues in Indonesia. Problems are found through discussions with CSR practitioners and academics. The thing that PT Olahkarsa Inovasi Indonesia found about CSR problems in Indonesia is that companies in Indonesia are still implementing CSR only limited to charity and philanthropy so that a sustainable business has not been formed in implementing CSR programs and the company has not made CSR as one of the company's business strategies.

Memory is a way how PT Olahkarsa Inovasi Indonesia mastery material that refers to CSR standards such as ISO26000, UN reports, and SDGs, journals. Mastery of the material is also carried out by participating in training on CSR, discussions with CSR practitioners, collaborating with stakeholders and conducting Inno Morning Session activities every morning to discuss issues or themes that have been set.

Style in its application uses metaphors to make it easier for the audience to absorb information. PT Olahkarsa Inovasi Indonesia has applied metaphorical techniques in communicating to its audience about the concept of CSR, namely with memes. Content is packaged using reels, carousels, and infographics to make it easier for the audience to understand the content of the content. PT Olahkarsa Inovasi Indonesia has not determined the user persona concretely and clearly.

Arrangement is defined as the role of the communicator in designing a strategy to convey a message. PT Olahkarsa Inovasi Indonesia sets a digital content strategy through the differentiation of its respective content. The strategy carried out by PT Olahkarsa Inovasi Indonesia to literate its audience focuses on digital platforms and the differentiation of its content is adjusted to the category and behavior of its social media platforms such as Instagram and LinkedIn. The strategy to facilitate CSR on social media is considered to be quite capable of literating the audience regarding the concept of CSR.

Delivery is delivered using persuasive communication and using digital products from PT Olahkarsa Inovasi Indonesia. Delivery using persuasive communication indicators is carried out in digital media such as LinkedIn, Instagram, Blog, Facebook, YouTube, TikTok, and Spotify platforms. PT Olahkarsa Inovasi Indonesia provides a news portal on Instagram called SBMedia to literate about sustainability issues. The differentiation of the content is adjusted to the behavior of each platform. PT Olahkarsa Inovasi Indonesia also provides Telegram as a discussion platform on CSR and sustainability issues. PT Olahkarsa also has products to communicate with the audience about the context of CSR learning such as CSR School which is a digital class on CSR, CSR Stories which is a space for CSR practitioners to discuss, and an annual event called CSR Outlook, which is a panel discussion with CSR practitioners.

Information Literacy Model at PT Olahkarsa Innovation Indonesia in CSR Literacy Efforts in Indonesia

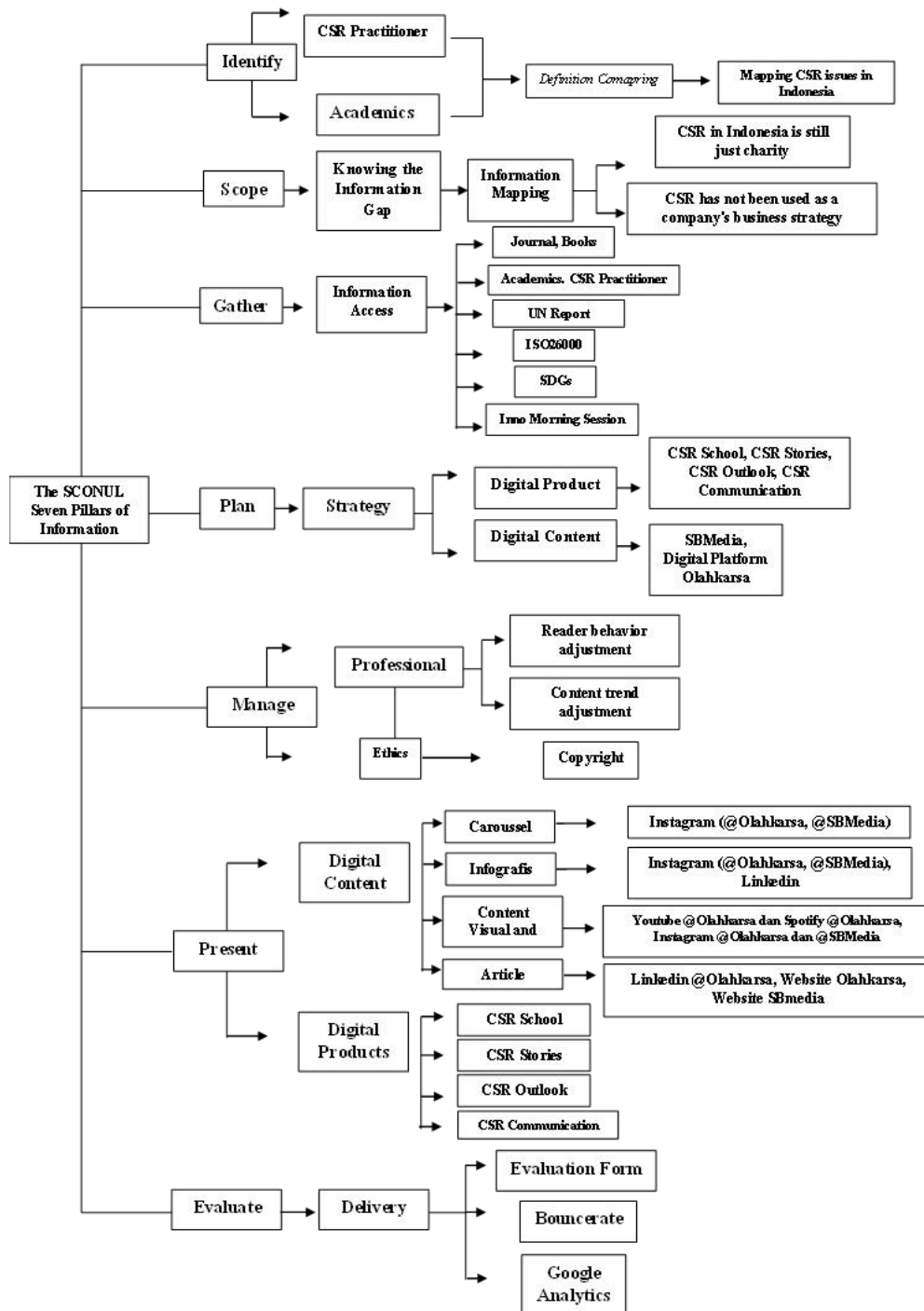


Figure 2. Information Literacy Model of PT Olahkarsa Inovasi Indonesia

The above model is processed data carried out by researchers which was formulated into an information literacy model carried out by PT Olahkarsa Inovasi Indonesia. Referring to the theory of (The SCONUL, 2011) the Information literacy model is a process from beginning to end of how information is obtained, managed, and delivered information in accordance with applicable ethics. Thus, the information obtained can be received by those who receive it

effectively in order to carry out literacy activities that were formed in seven indicators, namely, identify, scope, gather, plan, manage, present, and evaluate.

"We often talk to several CSR practitioners, mostly they don't understand what CSR is and how CSR has a huge impact on the company's business sustainability. And if the strategy is indeed our plan to be literate to the CSR Officer or to the wider community about CSR as part of the company's business."(Diaz Alvin Firdausa, Head of Creative PT Olahkarsa Inovasi Indonesia, 23 May and 12 June 2022)

Knowing the background of a phenomenon starts from investigating or seeking information. Data from the identification of a phenomenon can be visible or invisible data. In exploring problems regarding the implementation of CSR in Indonesia, PT Olahkarsa Inovasi Indonesia has identified the implementation of CSR in Indonesia.

"For the research strategy to find the concept of CSR in companies in Indonesia, we talk more and discuss the structure of the company."(Imti Hanah, Head of CSR School and Partnership of PT Olahkarsa Inovasi Indonesia, 23 May 2022 and 12 June 2022)

The strategy to find significant data related to the phenomenon requires several techniques. Adaptation Strategy techniques to find data are also needed to find the latest research. In this case, PT Olahkarsa Inovasi Indonesia conducted several research techniques related to CSR issues and the CSR concept described above. The literacy process requires access to find the information needed. This access can be done by involving stakeholders and accessing text information in digital or non-digital form. PT Olahkarsa Inovasi Indonesia in accessing its information using digital and non-digital platforms. The digital platform used is virtual events and access to digital journals. Meanwhile, for non-digital PT Olahkarsa Inovasi Indonesia accessing information through books or discussing with company structures.

"In sorting out the information to inform the audience, we first determine the topic and research on the internet in certain journals, then we take the important points and then the article is revealed to be creative content."(Diaz Alvin Firdausa, Head of Creative PT Olahkarsa Inovasi Indonesia, 23 May and 12 June 2022)

Evaluation activities regarding the research process and comparing the information or data found. Evaluation is also done to help the audience understand the context being communicated. PT Olahkarsa Inovasi Indonesia has evaluated and reviewed the content to be literate. The information obtained is then organized in a professional and ethical manner. Organizing information professionally means knowing information that can be adapted to a strategy to adjust the characteristics of the digital platform. Meanwhile, the ethics in question is to account for the integrity of the source in an effort to literacy the audience in Indonesia. PT Olahkarsa Inovasi Indonesia adjusts digital content to suit the behavior of the Indonesian audience in each digital platform.

"We must include some journal or article sources, in the infographic we also give the source, on Instagram we give the source where the quote comes from, then on YouTube we give copyright footage."(Diaz Alvin Firdausa, Head of Creative PT Olahkarsa Inovasi Indonesia, 23 May and 12 June 2022)

Ethical values in uploading digital content to literate audiences about the concept of CSR in Indonesia are needed. Referring to this, ethical values in digital platforms are carried out by including valid sources for each published content. Thus, the audience who reads is confident about the content published by PT Olahkarsa Inovasi Indonesia. In this case, PT Olahkarsa Inovasi Indonesia implements ethical values in the creation and upload of its content.

"The presentation of content is adjusted to visuals and infographics, then the icon and font selection must be clear. Images are also HD so that the quality of the poster is good. We also provide valid sources for our content."(Diaz Alvin Firdausa, Head of Creative PT Olahkarsa Inovasi Indonesia, 23 May and 12 June 2022)

The last stage in information literacy is to display the knowledge that has been found and apply it. The data that has been found is displayed in a variety of ways. PT Olahkarsa Inovasi Indonesia displays customization and curation of content regarding CSR in the form of infographics and videos.

Identify the ability to identify the information needed. In CSR literacy efforts in Indonesia, PT Olahkarsa Inovasi Indonesia identifies information through discussions with academics and CSR practitioners. After conducting the discussion, PT Olahkarsa Inovasi Indonesia did a definition comparison in the context of CSR so that PT Olahkarsa Inovasi Indonesia did a mapping of CSR issues in Indonesia. This identification effort will lead to the next milestones.

Scope is an attempt to find out identify gaps or information gaps detected from the identification process. PT Olahkarsa Inovasi Indonesia has found information gaps in understanding the concept of CSR in Indonesia. The information gap that was found was then mapped into some information, namely CSR in Indonesia is seen only as charity and CSR in companies in Indonesia has not become an integrated part of the company's business strategy.

Gather is a way to be able to find sources of information and access information. PT Olahkarsa Inovasi Indonesia accesses information about CSR by using journals, e-mails, reading books, gaining access to talk about CSR practitioners and academics, ISO26000 documents, Sustainable Development Goals (SDGs), and UN reports, and discussions with the internal team at the inno-morning session.

Plan is a strategy used in the process of information literacy. PT Olahkarsa Inovasi Indonesia made a strategy to literacy the audience about CSR literacy in Indonesia by making two strategies, namely literacy through digital content and digital products. The existing digital content is the digital platform of PT Olahkarsa Inovasi Indonesia and also SBMedia which is one of the sub-units of the company. In digital products, PT Olahkarsa Inovasi Indonesia has developed a CSR School as a place for CSR literacy through digital classes, CSR Stories as a scope for discussion of CSR practitioners through the ZOOM platform, and CSR Outlook as one of the signature events organized by PT Olahkarsa Inovasi Indonesia in CSR literacy in Indonesia.

Manage organize information in a professional and ethical manner in its delivery. PT Olahkarsa Inovasi Indonesia makes adjustments to the behavior and categories of readers in each of the digital platforms of PT Olahkarsa Inovasi Indonesia. Uploaded content is adjusted to CSR trends through digital content and displays sources and footage to account for the credibility of the content.

Present is the presentation of content for contextual literacy addressed to the audience. In this case PT Olahkarsa Inovasi Indonesia uses two strategies, namely through digital content in the form of infographics as outlined on the Instagram and LinkedIn platforms, carousels as outlined on the Instagram platform, visual and audio content on the YouTube and Spotify platforms, and articles on the platform. LinkedIn and Company Websites. Then in digital products, PT Olahkarsa Inovasi Indonesia made CSR School, CSR Stories, and CSR Outlook.

Evaluate process of evaluating information and data. PT Olahkarsa Inovasi Indonesia sorts out information and ensures that the information conveyed is accepted by the audience. In order to evaluate the context of the information submitted, PT Olahkarsa Inovasi Indonesia displays an evaluation form at each event, and performs an analysis on the blog website viewed from the bouncerate and Google Analytics.

CONCLUSION

Based on the description above regarding the Strategy Analysis of PT Olahkarsa Inovasi Indonesia's Public Communication Model in CSR Literacy at Companies in Indonesia, the researcher draws conclusions which are described as follows. The Public Rhetoric Model at PT Olahkarsa Inovasi Indonesia is formed in the process of Invention, Memory, Style, Arrangement, and delivery. In order to facilitate the communication process to the audience, namely companies in Indonesia, PT Olahkarsa Inovasi Indonesia found the background of CSR problems in Indonesia found through sources. PT Olahkarsa Inovasi Indonesia in communicating the existing CSR concept focuses on applicable international standards such as ISO26000, Sustainable Development Goals, and UN Report. PT Olahkarsa Inovasi Indonesia in conveying an understanding of CSR uses a metaphor accompanied by persuasive communication in the form of memes, and visual content in the form of carousels and reels

within the scope of a digital platform so as to make it easier for the audience to understand the concept of CSR.

PT Olahkarsa Inovasi Indonesia's Information Literacy Model was formed in the Identify, Scope, Gather, Plan, Manage, Present, and Evaluate processes. The literacy process occurred at the beginning of PT Olahkarsa Inovasi Indonesia communicating with practitioners and academics who then carried out information mapping to extract the essence of the CSR concept by referring to several sources, namely ISO26000, Sustainable Development Goals, and UN Report. PT Olahkarsa Inovasi Indonesia formed two strategies in CSR literacy in Indonesia, namely through digital content and digital products. Existing digital content and products are adjusted to the behavior of readers on the intended digital platform and include copyright from existing sources. PT Olahkarsa Inovasi Indonesia in its digital literacy strategy determines two main aspects to carry out digital literacy, namely digital content and digital products. At the end of the literacy process, PT Olahkarsa Inovasi Indonesia carried out an information evaluation process through an analytics platform.

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