

# Leveraging Media for Environmental Empowerment: A Study on PT Indaco Warna Dunia's CSR Initiatives in Fostering a Smart Society

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**Abstract.** This study examines the role of media as a vital tool in promoting environmental empowerment through the Corporate Social Responsibility (CSR) initiatives of PT Indaco Warna Dunia, a leading paint manufacturer in Indonesia. In the context of the conference theme "The Role of Smart Society in Sustainable and Green Economic Environment," this paper delves into the effectiveness of media-centric CSR strategies in fostering a smart society that values sustainability and environmental stewardship. The research employs a qualitative case study approach, analyzing PT Indaco Warna Dunia's media-focused CSR programs, which include awareness campaigns, educational content, and digital platforms that encourage community engagement. These media initiatives were evaluated based on their ability to enhance environmental awareness, facilitate stakeholder collaboration, and encourage responsible behavior. Findings reveal that the effective utilization of media in CSR initiatives has significantly contributed to the empowerment of local communities, leading to better environmental management practices and more sustainable lifestyles. The study highlights the importance of multi-stakeholder partnerships, as well as the need for continuous innovation in the development of media tools, to ensure long-term impact and scalability of environmental empowerment efforts. In conclusion, this research emphasizes the potential of media as a catalyst for environmental empowerment within a smart society context.

## 1 Introduction

In an era distinguished by an acute global consciousness of environmental issues, there is an escalating expectation for corporations to exhibit their commitment to sustainability and ecological conservation [1]. This expectation arises not merely from regulatory and compliance requirements, but also from stakeholders who demand corporations to be accountable and responsible environmental citizens. In tandem with this evolution, the role of media has witnessed an unprecedented expansion, metamorphosing from a mere broadcaster of information to a pivotal instrument for social transformation [2]. This

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profound transformation stems from the power of the media to influence public opinion, shape societal norms, and facilitate the exchange of knowledge on a global scale.

This scholarly inquiry probes into the role of media as a potent instrument for engendering environmental empowerment, primarily within the ambit of Corporate Social Responsibility (CSR) initiatives. CSR, an established ethos within contemporary corporate praxis, posits that businesses have a responsibility to contribute to societal good, extending beyond profit maximization to encompass social welfare and environmental stewardship [4].

Positioning itself within the broader thematic canvas of the 'smart society', the study explores the synergy between sustainability, digital technologies, and networked connectivity [3]. The concept of a 'smart society' encapsulates a futuristic vision wherein digital technologies and smart systems are leveraged to enhance the quality of life, resource efficiency, and sustainable development. The study spotlights PT Indaco Warna Dunia, a prominent paint manufacturer in Indonesia, renowned for its innovative and media-centric CSR strategies. The designated research venue is located within Kampung Harmoni, falling under the administrative purview of the Karanganyar District.

The theoretical edifice for this research is constructed on the intersectionality of CSR, the role of media in amplifying CSR initiatives, the potential of such initiatives for environmental empowerment, and the concept of smart societies [4-9]. The concept of CSR is understood as a strategic approach wherein corporations embed social and environmental considerations into their core business operations and stakeholder engagements [1,4]. The potential for media to act as a transformative agent within CSR communication and to create a ripple effect of social change has been critically analyzed in a host of studies [5,6].

In a similar vein, the impact of CSR initiatives on environmental empowerment - in terms of enhancing ecological awareness, enabling informed decision-making, and promoting environmentally responsible behaviors - forms a cornerstone of this research [7,8]. Alongside these central themes, the study draws on the rich literature on 'smart societies' and their linkages with sustainability [3,9]. In doing so, the study underscores the relevance of the 'smart society' paradigm to the current discourses on sustainability, digitalization, and participatory citizenship.

## **2 Methods**

The study adopts a qualitative case study methodology, an approach deemed most suitable for a comprehensive, in-depth, and contextual exploration of the media-centric CSR initiatives enacted by PT Indaco Warna Dunia. As a research strategy, the case study approach allows the study to retain the holistic and meaningful characteristics of real-life events while providing an empirical inquiry into the phenomenon within its real-life context. In this study, it presents an advantageous approach for the nuanced understanding of complex social phenomena - in this case, the use of media for fostering environmental empowerment.

The research venue is located within Kampung Harmoni, falling under the administrative purview of the Karanganyar, Central Java. This setting epitomizes the integration of Corporate Social Responsibility (CSR) programs, specifically those initiated by PT Indaco Warna Dunia, with the grassroots environmental empowerment methodologies. Encompassed within this region are five distinct hamlets, all part of the Pulosari Village in the Kebakkramat Subdistrict. This site holds paramount importance as the nexus of CSR activities spearheaded by PT Indaco Warna Dunia, in collaboration with Yayasan Harmoni. The principal unit of analysis is the various CSR initiatives orchestrated by PT Indaco Warna Dunia that utilizes media as a significant tool for their execution and impact. These initiatives span across multiple media platforms such as social media

channels including Instagram, Facebook, traditional mass media outlets, and digital platforms.

Data collection was conducted using a multi-pronged approach to ensure the richness and depth of information. One significant source of data was corporate communications, which entailed a thorough review of PT Indaco Warna Dunia's official communications, press releases, annual reports, and CSR reports. This provided an insider's perspective into the company's strategic intent, operationalization, and perceived impact of their media-centric CSR initiatives.

Another crucial data source was media content analysis. This involved systematic examination and interpretative analysis of the actual media content, both on social media platforms (Instagram, Facebook) and traditional mass media outlets. This analysis aimed to reveal patterns, themes, and contexts, focusing on the depiction of CSR initiatives, the nature of information disseminated, and the modes of stakeholder engagement.

Furthermore, stakeholder interviews were conducted. The interviewees included company executives, CSR team members, media professionals involved in the initiatives, and recipients of the CSR programs. These semi-structured interviews offered insightful perspectives on the planning, execution, and impact assessment of the initiatives, thereby providing a rich understanding of the initiatives' operational dynamics.

Community surveys were also a part of the data collection process, targeting community members affected by or involved in the CSR initiatives. These surveys aimed to gauge community members' perceptions, awareness, and changes in behavior stemming from the media-centric CSR programs. The diverse data collection methods ensured triangulation, enhancing the credibility and validity of the research findings. Once data collection was completed, a rigorous thematic analysis was undertaken to draw out patterns, relationships, and underlying themes within the data, providing a deep, interpretative understanding of the role of media in enhancing environmental empowerment through CSR initiatives.

## **3 Results and Discussion**

### **3.1 Results**

The results obtained from the research vividly exemplify the potent impact of media-oriented CSR initiatives on community empowerment. There was a tangible increase in environmental consciousness among the communities as a result of the dissemination of accessible information via diverse media platforms [10]. In addition, the initiatives stimulated a culture of innovation and strengthened multi-stakeholder collaboration [11].

The substantial role of PT Indaco Warna Dunia's media-based CSR initiatives in empowering the community and fostering a culture of innovation is supported by a complex analysis of media content. Liputan6.com acknowledges the reach of PT Indaco Warna Dunia as a leading decorative paint company in Indonesia, affirming the company's ability to disseminate its CSR initiatives extensively [15]. On the other hand, ANTARA News and KRJOGJA.com provide evidence of the company's engagement with the arts community, reflecting its commitment to using diverse platforms to promote an environmentally friendly ethos [16, 17].

The company's commitment to digital innovation is further affirmed by a collaboration to enhance customer service through fintech, as reported by Timlo.net and Kumparan.com. These initiatives demonstrate the company's dedication to strengthening its stakeholder relationships, aligning with the observed increase in community responsiveness to the company's CSR initiatives [18, 19]. Moreover, an article from Suara Merdeka underlines the company's efforts to enhance digital collaboration, further emphasizing the

alignment between the company's commitment to innovation and digital engagement and the strengthening of its stakeholder relationships [20].

Elaborating on the aforementioned results, qualitative data analysis reveals intricate nuances associated with the media-driven CSR initiatives of PT Indaco Warna Dunia. Specifically, from focus group discussions and in-depth interviews conducted with community members, several themes emerged that underpin the palpable rise in environmental awareness.

Firstly, community narratives consistently pointed to the ease of accessing information. Participants often cited the diverse range of media platforms employed by PT Indaco Warna Dunia, commenting on the relatability and clarity of the content presented, leading to an enhanced grasp of environmental subjects. This easy accessibility, coupled with the culturally relevant material, made the knowledge dissemination process much more organic and efficacious. Secondly, thematic analysis of the community's feedback suggests a notable shift towards a proactive stance in environmental activities. Many respondents spoke of being inspired by the media content, subsequently participating in local green initiatives, or even kickstarting new projects focused on sustainability in their neighborhoods. PT Indaco Warna Dunia's media content's richness and diversity were underscored by its expansive collaboration with different stakeholders, as reflected in the mentions from various news outlets. Community feedback also resonated with this sentiment. For instance, artists and local craftsmen praised the company's initiatives that bridged the gap between art and environmental consciousness, facilitating a dual avenue for creative expression and ecological advocacy.

### **3.2 Discussion**

The potential of media to mould social perceptions and behaviors is grounded in the sociological concept of symbolic interactionism [2]. The study underscores media's capacity to democratize participation and foster collaborative problem-solving, attributes fundamental to a smart society [12]. The cultivation of a sustainable ethos embodies the social construction of reality, underscoring media's role as an agent of socialization [13]. Moreover, the strengthening of multi-stakeholder partnerships and the fostering of a culture of innovation underline the necessity for inclusivity and adaptability in a smart society [14].

The analysis of PT Indaco Warna Dunia's media presence provides crucial insights into the effectiveness and impact of their corporate social responsibility (CSR) initiatives. Based on media reports, it is evident that the company has managed to influence different segments of society, including the arts community, consumers, and the digital world. The company's support for graffiti artists and local events, as reported by ANTARA News and KRJOGJA.com, shows that the company is using CSR to promote art and culture, while simultaneously supporting community engagement [16, 17]. This suggests that the company understands the value of cultural preservation and creative expression, using its influence to enhance societal development.

Furthermore, the company's partnership with fintech services reported by Timlo.net and Kumparan.com indicates a commitment to improving customer experience through innovative technologies [18, 19]. This not only elevates the company's service offerings but also underscores its dedication to technological advancements and digital transformation, aligning with modern consumer preferences and expectations.

This media analysis points towards a holistic approach to CSR by PT Indaco Warna Dunia, extending beyond traditional philanthropic efforts to include support for local arts, cultural preservation, and digital innovation. By investing in community development, cultural programs, and digital platforms, the company has successfully integrated its CSR initiatives into its business strategy. This could have positive implications for the

company's public image and stakeholder relations, as a strong commitment to CSR often enhances a company's reputation, customer loyalty, and overall brand value.

## 4 Conclusion

The examination of PT Indaco Warna Dunia's practices offers profound insights into the significant impact of well-conceived media-driven Corporate Social Responsibility (CSR) endeavors. These initiatives, with their media-centric approach, underscore the formidable capacity of media platforms to not only disseminate information but also act as catalysts for environmental conscientiousness within the framework of an intelligent society. Drawing from the empirical findings, it becomes evident that when CSR efforts are interwoven with strategic media usage, they can effectively bridge the information gap, providing the general populace with critical knowledge on environmental matters. Such an informed society, in turn, becomes more proactive, leading to collective actions that champion sustainability. Moreover, by fostering an environment wherein individuals are consistently informed and engaged, these media-focused CSR strategies pave the way for the cultivation of an empowered community.

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