ABSTRACT

AFIA EKSEMINA P. TAHOBA Relation Of Corporate Public Communication Activities In The Program Of Corporate Social Responsibility With Public Satisfaction And Conflict Behavior. (The case of the Company BP LNG Tangguh Conflict With Indigenous People of Bintuni Bay Regency of West Papua Province) Under Direction of SJAFRI MANGKUPRAWIRA and SUTISNA RIYANTO

The sustainability of a company is not only determined by the financial aspects but it also depends on the dimensions of social and environmental responsibility. BP LNG Tangguh has implemented a corporate social responsibility ((CSR), known as integrated social strategy (ISS) and it has been communicated and realized in the form of activities in various fields by using a convergent communications approach using Participatory Rural Appraisal. This approach if actively carried out can give satisfaction to the community and avoid conflicts with the company. In general, the objective of this research was to analyze: (1) the relations of public communication activities of BP LNG Tangguh in the CSR program with public satisfaction, (2) the relations of public communication activities of BP LNG Tangguh in the CSR program with public satisfaction with conflict behavior of adat people (3) the relations of the corporate public satisfaction with conflict behavior of adat people. This research was analyzed using a statistical test of Spearman Rank Correlation (rs) to find out the relationship between variables. The study results showed that the activities of public communications through the CSR program had a significant positive correlation with public satisfaction. Public communication activities through the CSR program had a very significant negative correlation with conflict behavior and corporate public satisfaction did not have a negative correlation with the conflict behavior of adat people with BP LNG Tangguh.

Key Words: Public Communication Activity, Public Satisfaction, Conflict Behavior, Indigenous Peoples, Corporate Social Responsibility, BP LNG Tangguh.