CHAPTER I

1. 1 Introduction

In the globalization and technological advancement era, the business world is experiencing increasingly rapid dynamics with increasing market demands. Increased demand for products and services is often the primary focus for companies in an effort to maintain and improve their market share. However, in the midst of increasing competitive tension, sometimes the challenge of meeting these demands can trigger companies to forget the value of business ethics. While meeting market demands is a key to success, a company's long-term sustainability is also highly dependent on maintaining integrity, environmental sustainability, and social responsibility. Therefore, it is essential to carefully consider how meeting market demands creates economic value and aligns with responsible business ethics to positively impact society and the environment positively.

The ESG concept itself refers to Environmental, Social, and Governance. It has become a significant pillar in the sustainable view of a business, which, in recent years, many investors have used it to measure profit opportunities, especially after COVID-19. ESG is a framework that considers a company's (non-financial) impact on the environment, social engagement, and corporate governance, which is considered before making business and investment decisions. The first dimension, Environmental, highlights a company's impact on the environment, including energy sustainability, waste management, and climate change mitigation. Meanwhile, the Social dimension covers aspects of a company's social engagement, such as employee relations, social justice, and positive contributions to society. Finally, the Governance dimension assesses the company's leadership structure and managerial practices, including transparency, ethics, and regulatory compliance. Although the three aspects of ESG are not directly related to finance, which is an important aspect of business, the ESG concept is widely used by investors to decide on investing in a company. According to some articles, companies with low ESG scores tend to be safer and more sustainable. In other words, ESG is used as a strategic foundation to ensure operational sustainability and build a strong reputation for a company. ESG is also used to measure possible risks and opportunities in all three aspects.

ESG is now a priority for banks, institutions, and retail investors due to a market shift in which customers are becoming more aware of climate change. This increased awareness of climate change also affects their decision-making when making purchases or investments. Quoting an article from the McKensiey website (accessed on January 17) states that a survey conducted by NielsenIQ shows that 78% of consumers in the USA say that a sustainable lifestyle is crucial. In a study conducted by Edelman (2022) related to trust and climate change, 66% of respondents agreed that they must change their habits to reduce climate change. This number is up 4 points from the previous year, and researchers assume that awareness will continue to increase year by year (Figure 1.1).

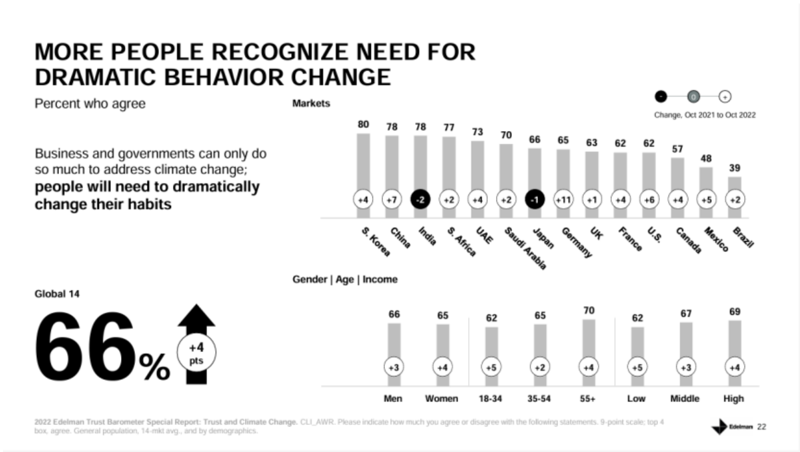

Figure 1.1 Data on the number of people concerned about climate change.

Source: Edelman trusts Baromater special report: Trust and Climate Changes.

An article from REUTERS entitled "Graphics: 'Sustainable' funds a safer harbor in coronavirus market meltdown" (2020) states that investors who invest based on ESG matrices lose less money than other investors who do not invest based on ESG matrices. The trend of using the ESG matrix as an investment consideration continues to experience a significant increase from year to year. Based on data from Sustainability (2020), about 65% of investors, out of about 500, stated that they use ESG for their portfolio.

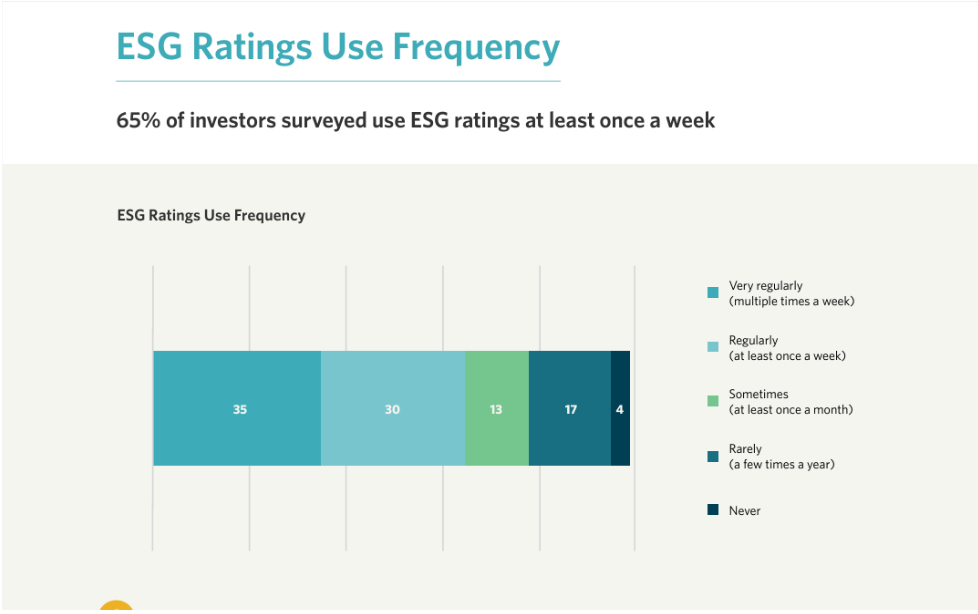

Figure 1.2 Investor data usage of ESG rating

Source: [Sustainability. Rate the raters 2020: Investor survey and interview results](#).

Many investors argue that using the ESG matrix is safer and more sustainable for the existence of a business. Companies that use ESG are more alert for crisis management because ESG aspects, if appropriately implemented, can help minimize the effects of crises, accelerate the recovery period from a crisis, encourage innovation in the post-crisis phase, and reduce the risk of further crises.

Pertamina, as one of Indonesia's state-owned companies engaged in the oil and gas industry, has just been ranked first with the lowest ESG score in the oil and gas category, beating 61 other oil and gas companies all around the world based on ratings from the ESG Rating Institute Sustainalaytic (Figure 1.3). A lower Sustainalytics score indicates a lower level of risk to the three ESG aspects. Pertamina received an ESG score of 20.7 (medium risk) as of December 1, 2023, up from 22.1 (medium risk).


Keren, Peringkat ESG Pertamina Jadi Nomor Satu Dunia

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Figure 1.3 Pertamina achieved first rank in the ESG rating of the oil and gas sector

Source: CNBC Indonesia

Quoting from CNBC Indonesia (accessed on January 19, 2024), Pertamina continues to be committed to becoming an environmentally friendly world-class energy company by implementing ESG aspects to support Net Zero Emission (NZE) by 2060 or sooner. Pertamina continues to carry out various decarbonization innovations by creating environmentally friendly energy that positively impacts the company's ESG. Pertamina also strengthens work safety, corporate governance, community empowerment, and MSME development.

The succession of well-implements of ESG that brought PT Pertamina to become the first-ranked oil and gas company in ESG rank with the lowest score among any other oil & gas company all around the world can not be separated from the communication team of PT Pertamina (persero). Internal Communication is a function whom handle information dissemination within the company, which launched the ESG campaign program for the first time in 2021 with Investor relations as lead of ESG program to support the company's commitment to be a sustainable company and help the government mission to achieve Net Zero Emissions (NZE) in 2060 or sooner. The primary goal of this campaign is to introduce the terms Environment, Social, and Governance (ESG) to all PT Pertamina (persero) employees so they can also support the company's commitment and use the ESG framework in every work practice they do. Moreover, the campaign conducted in 2022 significantly has better feedback from the target audience than the previous year (2021) and indirectly brought PT Pertamina (persero) to become the first ESG rank achieved in 2023.

Pertamina's ESG performance is also supported by other PR activities, confirmed by the awards Pertamina received throughout the year. Quoted from CNBC Indonesia, which was accessed on January 23, 2024, Pertamina won 5 prestigious awards at the 2023 Global Corporate Sustainability Awards (GCSA) held in Taiwan. One of the awards was for Pertamina's 2022 Sustainability Report, which received the title "Silver Class 2023". Another proof of Pertamina as a company that pays attention to the environmental aspect of the ESG concept is the inclusion of PT Pertamina in the 8 Best Green Business Companies 2023 from CNBC Indonesia Research at the Green Economic Forum.

Pertamina has also received many awards for its CSR programs. In 2023, Pertamina received two international awards for 2 of their CSR programs. Quoting from the Pertamina website (accessed on January 23, 2024), PT Pertamina (Persero) received an international award at the Communitas Award event from the Association of Marketing and Communication Professionals (AMCP), United States. The award was given to 2 CSR programs, namely Pinky Movement and Pertamina SMEs Go Global, in the category of excellence in Corporate Social Responsibility. This award shows Pertamina's commitment to one of the ESG elements, Social, where Pertamina continues empowering the broader community throughout its business journey.

In the aspect of Governance, in December 2023, Pertamina received an award from CNBC Indonesia. Quoting from the CNCB Indonesia website (accessed on January 24, 2023), PT Pertamina (Persero) received an award in the category "Most Compilant Company in GCG Principle" at the CNBC Awards 2023. This award is given as a form of appreciation to Pertamina for consistently implementing good corporate governance values. From the 2022 Good Corporate Governance assessment results, Pertamina obtained a score of 95.06 with a very good predicate. Thanks to Pertamina's perseverance in implementing good corporate governance values, at the end of 2022, Pertamina froze the highest net profit in history, which amounted to $3.81 billion (Rp. 56.6 trillion) or an increase of 86% compared to the previous year.

All awards received by Pertamina are proof of Pertamina's commitment as a sustainable and environmentally friendly oil and gas company. However, all of these successes will not be achieved if there is no active role in Public Relations. As stated by Pertamina's Vice President of Corporate Communication, Fadjar Djoko Santoso, through a press release uploaded on Pertamina's website related to the 50 awards received by Pertamina group at the PR Indonesia Awards 2023, the success that Pertamina has achieved is proof of how significant the role of Public Relations is in encouraging the development of the company, company policies, as well as increasing the company's brand image in the eyes of the public. Public relations plays an essential role in a company. According to Cutlip, S. M. et al. (2006), Public Relations involves more than just 'telling the story of the organization'; it also consists of interpreting public attitudes and behavior toward management to develop policies and practices that are consistent with public expectations. In developing practice policies, public relations also has a vital role in forming a communication strategy. Botan & Hazleton (2006) stated, "Public Relations is the strategic management of communication and relationships to achieve organizational objectives."

Some previous research related to the research written by the author. Research related to Public Relations Campaign Management, among others:

1. The research entitled "Public Relations Campaign Management in Socializing the Covid-19 Response Program" was compiled by Muhammad Saifulloh and Muhammad Fikri Lazuardi in the Communication Library Journal.

    This research focuses on the Public Relations campaign activities of PT Pelabuhan Tanjung Priok regarding the COVID-19 response in the Tanjung Priok Port Area. The research approach used is descriptive qualitative with a constructivist paradigm. Data collection is carried out utilizing observation and in-depth interviews. The results of this study use the concept of the 4 *Steps Of Public Relations* theory in the Covid-19 Response Campaign. Public Relations of PT Pelabuhan Tanjung Priok carried out the stages of the campaign comprehensively, starting with analyzing the situation and evaluating and assessing it. In its implementation, Public Relations of PT Pelabuhan Tanjung Priok used digital media as the main channel of the campaign. This is based on an analysis of the pandemic situation, which requires PT Pelabuhan Tanjung Priok Public Relations to develop an optimal campaign strategy using existing media alternatives so that there is no need to carry out direct campaigns or socialization. Therefore, PT Pelabuhan Tanjung Priok uses social media (Facebook, Instagram, Twitter, and YouTube) as the main channel for the COVID-19 response campaign. (Saifulloh & Lazuardi, 2021).

2. The research entitled "Public Relations Campaign Management in Socializing the Sumedang Simpati Quick Response Program (Qualitative Descriptive Study on Sumedang Regency Government)" was prepared by Fani Rahmawati in 2022.

    The focus of this research is on the campaign management of the Sumedang Simpati Quick Response Program for the people of Sumedang. The approach used in this research is a descriptive qualitative case study with a constructivist paradigm. The results of this study indicate that the implementation of the Public Relations Campaign in Socializing the Sumedang Simpati Quick Response Program uses the four-step Public Relations theory, namely as follows: 1) Fact Finding process conducted by Sumedang Simpati Quick Response team through three stages of problem analysis, second analysis, third analysis of objectives. The process of socializing this campaign uses PEST analysis, which analyzes political, economic, social, and technological areas. 2) The planning process carried out by the Sumedang Simpati Quick Response team includes strategic planning, determining the content of campaign messages, selecting campaign channels, and planning to determine allocations and resources. 3) The action process or implementation of the Sumedang Simpati Quick Response campaign is carried out by communicating with related agencies, namely the social service, health service, Regional Disaster Management Agency (BPBD), and Baznas. 4) The evaluation process carried out by the Sumedang Simpati Quick The response team is done in two ways: by making reports and feedback generated by the community on campaign messages that have been carried out or campaign effects. (Rahmawati, 2022).

3. The research entitled "Strategic Planning of Narasi TV's Public Relations Campaign Program through Hashtag #JadiPaham."

   The focus of this research is to find out the planning of Narasi TV in the #JadiPaham campaign program to the external public to form a brand identity for the company. The approach used in this research is qualitative with descriptive methods. Data collection techniques carried out by research were obtained by conducting interviews, observation, and documentation. The results of this research show that the campaign strategy planning carried out by Narasi TV in the #JadiPaham public relations campaign has various planning steps in accordance with the theory of "the Nine Steps of Strategic Public Relations." The stages that are passed start with formative research, which is obtained by the need to form a brand identity for Narasi TV and prioritizes three pillars: content, community, and collaboration. Next is the strategy stage, where the brand communication team determines the objectives of forming a brand identity for Narasi TV, interacting and providing understanding to a broad audience through digital activation, creating new products, and collaborating with external parties. Tactics in this campaign, Narasi TV uses tactics with an interpersonal communication approach by creating educational gatherings, special events, and increasing content that is published through social media and Narasi TV's website. The most important in the series of strategic steps is Evaluative Research, where the Brand Communication team conducts evaluation meetings every 3 months related to the campaign program that has been running. Content evaluation is carried out once a month, followed by further content planning. (Chafilaudina & Soegiarto, 2021).

The difference between this research and the three studies above is the campaign's target audience. This research will focus more on the company's Internal Public or specifically the employees of PT Pertamina (Persero), which strategically will have a different approach from the three campaigns above that focus on the company's external public. As for this research, researchers chose PT Pertamina (Persero) because of Pertamina's success in carrying out ESG practices as evidenced by Pertamina's ranking increase in 2023, which made Pertamina the number 1 (one) oil and gas company in ESG Rating Sustainalaytic among other world oil and gas companies, besides that Pertamina is also a state-owned company. As a state-owned oil and gas company, Pertamina can prove its commitment to become a sustainable company through the programs it carries out. This is also supported by the awards that Pertamina gets every year. Another difference between this research and previous research is the theories that will be used.

With the background described above, the researcher is interested in knowing more about the Public Relations Campaign Management of PT Pertamina (Persero) in conducting the ESG Program campaign for their employees.

1.2 Research Question

Based on the introduction above that has been explained, a research question could be formulated, such as “How does the management Public Relations campaign of PT Pertamina (persero) in environmental, Social, and Governance (ESG) program toward their employees?

1.3 Research Purpose

This research aims to know how the management public relations campaign of PT Pertamina (persero) conducts environmental, Social, and Governance (ESG) campaign programs toward their employees.

1.4 Benefit of the Research

In this research, we can not separate the benefits generated from conducting this research. Benefits are divided into 2 categories, namely:

a. **Theoretical Benefits**

   The result of this research could develop communication science studies or be used as a reference for upcoming researchers, especially communication science students so that they can acknowledge the development in the communication science field, especially public relations. This research could also describe the outline of public relations to related parties, mainly those who would like to conduct research related to management campaigns for internal public/employees.

b. **Practical Benefits**

   i. For Internal Communication PT Pertamina (persero), this research could be used as input and evaluation, mainly on developing Management Campaign Public Relations on Environment, Social and Governance (ESG) program toward the employees.

   ii. For the researcher this research is hoped to give experience and knowledge to the researcher, especially in acknowledging Management Campaign Public Relations towards employees/internal public..

1.5 Theoretical Framework

1. Definition of Public Relations Campaign

A Public Relations Campaign is defined as a series of planned and organized communication activities carried out by an organization or company that aims to improve, maintain, or build an image and good relations with the public. Cutlip et al. (2006) state that a Public Relations Campaign is a planned effort to influence opinion. Further, Cutlip et al. (2006) state that the effort made is through good character and performance, based on mutually satisfying 2-way communications.

According to Ruslan (2008), in general, a public relations campaign is an activity to educate continuously and motivate the public towards a program or activity with continuous and planned communication techniques to achieve a positive image of a company or organization.

According to Robert Kendal in Venus (2018), a Public Relations Campaign is the delivery of structurally designed messages to one or more target audiences at a certain period of time in response to positive or negative situations affecting the organization, continued, according to Kendal (1996), Public Relations Campaigns have several characteristics, namely:

1. Oriented to the existence of an organization as a whole rather than prioritizing the products or services offered by the organization.

2. This campaign seeks to build the image of an institution or individual who will occupy a public position.
3. Build mutual understanding between the institution and the public concerned.

2. The Purpose and Role of Public Relations Campaigns

Each type of campaign has a different motivational background from one to another. According to Charles U. Larson in Venus (2018), campaigns are divided into three categories: Product-oriented campaigns, candidate-oriented campaigns, and ideologically or cause-oriented campaigns.

Another study conducted by Raymond S. Ross in 1990 added one type of campaign, namely the Public Relations Campaign, which has a different role from the three campaigns above. According to Ross in Venus (2018: 19), there are several roles of Public Relations Campaigns, namely to build the image or reputation of an organization, overcome organizational crises, and form mutual understanding between the organization and its public.

Similar to Ross in Venus (2018), Ruslan (2008) states that a Public Relations Campaign aims to increase awareness and knowledge of the target audience, form positive opinions, and develop an understanding of the target audience on a program from an organization or company to create trust and a good image of the community.

Furthermore, there are narrower aims that we could refer to as "Objectives" to help give direction to the campaign, just as Gregory states in her book entitled "Planning and managing public relations campaigns." Gregory said that objectives are an advanced stage of "aims." Objectives are specific, measurable and must be achieved if success is to be realized. According to Gregory (2017: 90), there are three levels in Public Relations campaign objectives, namely:

1. Awareness: a stage where getting the target public to think about something and trying to introduce a certain level of understanding. This level is referred to as cognitive goals (thinking).
2. Attitude and opinion: the stage of getting the target audience to make a particular attitude or opinion about a subject. So that the public can believe, be interested, and like the message conveyed. This level is

referred to as affective goals, where the affective component affects emotions or feelings towards a particular product or brand and determines whether consumers like or dislike a specific product.

3. Behavior: the stage of getting the target audience to act as desired. This level is referred to as a conative goal, where the conative component influences a person in taking action and behavior in a certain way towards an attitude object and determines whether consumers will buy or reject a product.

3. Steps of Public Relations Campaign

In her book "Managing and Planning Public Relations Campaigns," Anne Gregory breaks down public relations campaign planning into 12 stages illustrated in Figure 1.4 by directly considering all the crucial aspects of a public relations campaign program.

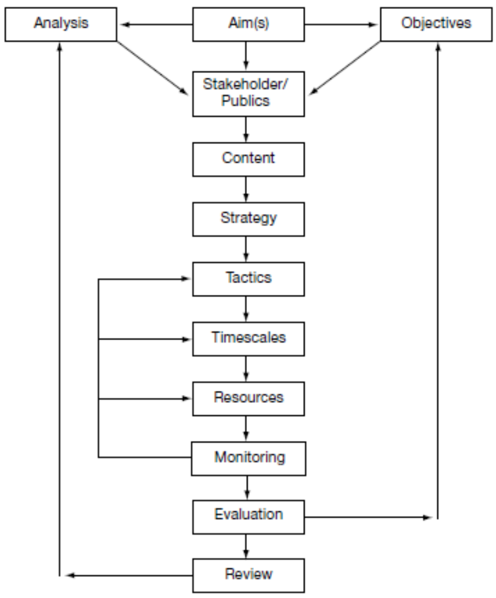

Figure 1.4: steps of the campaign planning process

source: Gregory (2000: 42)

According to Venus (2018), formulating campaign planning can be done based on five simple questions, namely, "What do you want to achieve?", "Who is the target?", "What message is delivered", "How to deliver it?" and

"How to evaluate it?". In his book entitled "Campaign Management," Venus also explains the aspects of campaign planning, namely:

a.) Problem Analyst;

Problem Analysis is the starting point for determining the objectives of a campaign. In problem planning, Problem Analysis is the initial stage to find campaign objectives, what aspects to achieve in the implementation of the campaign, possible disturbances that will occur, and other things. According to Gregory in Venus (2018), "it is impossible to change attitude or behavior through communication campaigns without knowing what the starting point is."

Furthermore, Venus (2018) says that the analysis must be structured, and data collection related to the problem must be done objectively and well-organized so that it can be reviewed periodically during the campaign. In his book entitled "Campaign Management," Venus (2018) explains that there are 2 types of analysis used to analyze problems, namely PEST (Political, Economic, Social, and Technology) and SWOT (Strength, Weakness, Opportunities, and Threat).

Venus (2018) explains that in analyzing the problem, the campaign team can include related stakeholders, both internal and external parties. It is better if the problem analysis is carried out qualitatively and quantitatively for maximum results. as for the data needed in problem analysis can be obtained by means of focus group discussions, questionnaires, communication audits, and interviews in person or by telephone.

b.) Goal Setting;

In setting goals, the objectives must be realistic and measurable so that the campaign to be implemented has a clear direction for achievement. According to Venus (2018), several campaign objectives can be achieved, such as conveying a new understanding, correcting misunderstandings, creating awareness, developing specific knowledge, eliminating prejudice, offering a belief, confirming a perspective, and inviting audiences to take particular actions.

According to Gregory in Venus (2018), several rules must be considered in developing objectives, as follows:

1. Set Campaign Objectives
2. Set specific and thorough objectives
3. Set goals that are possible to achieve
4. Qualify as much as possible
5. Consider the budget
6. Set objectives based on a priority scale

c.) Identification and Segmentation of Target audience;

Target identification and segmentation are carried out to answer the question, "Who shall I talk to?". The role of target identification and segmentation itself is to facilitate the planning process because if the target has been identified and segmented, designing campaign messages will be easier and in accordance with the target.

According to Venus (2018), target layering is necessary to facilitate the process of identifying and segmenting targets, as follows: main target, first layer target, second layer target, and so on, according to our goals. The main target is the target that will be "targeted" because it is a potential target, or in other terms called Ultimate Target. Then, like a bull's eye, the level of potential decreases in the first layer of targets and decreases in the next layer. The targets in the next layer can also be called Intermediate Targets.

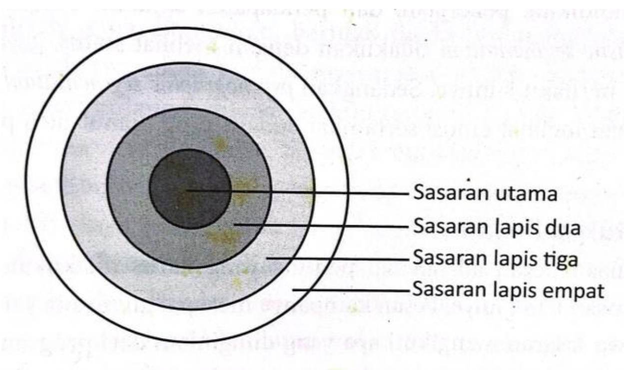

Figure 1.5: Target Identification and Segmentation as Bullseye.

Source: Venus (2018: 235)

Then, according to Arens in Venus (2018), target identification and segmentation are carried out through:

1. Geographic segmentation is related to the size of the campaign location, specifying the location, type of media, and communication behavior around the area.
2. Demographic segmentation is related to the gender of the audience, the age, the culture and tribe of the audience, education or occupation of the audience, et cetra.
3. Behavioristic Segmentation is related to the audience's social status, lifestyle, and any other type of behavior.
4. Psychographic segmentation is related to the emotional level of the audience and considers any certain culture or beliefs that the audience upholds.

d.) Divining the messages;

Message planning is essential in the campaign because it is the campaign message that will deliver the target audience to a predetermined goal. In Venus (2018), the first step in message planning is to determine the theme. The theme is the general main idea and can be the parent of various messages that will be conveyed to the target. Then, after determining the theme, start managing the messages that will be delivered to the public. A campaign theme can be derived into various variations of messages that are customized to the conditions of the target.

According to Venus (2018), four steps have to be done in the practice of message arrangement and derivative from the Campaign’s theme, there are:

1. Take on an ongoing perspective among the public related to the issue or product that we are going to campaign for.
2. Looking for opportunities where we can get in and change their perspective.
3. Identify persuasive elements, whether the main line or alternative line.
4. To ensure the message is ready to be delivered in the campaign program, we can do a trial to sample the population we aim at.

e.) Strategy and TacTics;

In his book titled *"manajemen kampanye"* Venus (2018) stated that strategy is the entire approach that will implemented in a campaign program, or simply it can be called "guiding principle" or "the big idea." Both could be divine as a method/approach that will be taken in order to go to certain conditions from the current position. The strategy was made based on problem analysis and divine campaign objectives. Strategy is then described in detail in the form of Tactics.

According to Venus (2018), the selection of Tactics is based on 2 things, namely connecting and convincing. First, tactics to identify and connect the campaign program to the target audience through particular media communication. Second, tactics to convince the target audience through the power of the campaign messages to the point make the target audience think, believe, and act according to our campaign objective. Some aspects have to be considered in implementing Strategy and Tactics, such as:

1. Use strategy as a guideline for tactics. Tactics that come from Strategy are likely to make the campaign program more systematic and easy and not deviate from the campaign's objective.
2. Avoid any tactics that are not strategist. Tactics that are not linear or do not come from Strategy likely become a distraction for campaign programs.
3. Always connecting between strategy-tactics and vice versa.
4. Do a trial on the tactic. This action is advisory to find out the success rate of the tactics. The simple way to do it is by using a questionnaire to a few of the target audience regarding their opinion on tactics that we are going to use in the campaign.

To simplify the measurement or tactics test, the Campaigner has to make performance indicators that include specific criteria and thorough to actual results, who was expected to do it, and in what condition certain result is achieved (Kaufman, in Ferguson) in Venus (2018)

f.) Allocation of time and resources

Campaigns are usually done in a specific period. Thus, it is essential to have a clear timeline for a campaign program for effectiveness and efficiency. There is one technique that the campaigner could use, namely Critical Path Analysis (CPA). With CPA, the campaigner could analyze the details of all of the implementation components involved in the campaign program. A campaign is a program that consists of a sequence of activities. Therefore, it would be better to use CPA mixed with PERT (Program Evaluation and Review Technique). PERT has the role of monitoring and evaluating campaign activities.

Besides time allocation, resources also have to be identified. According to Venus (2018), in general, there are 3 types of resources, namely: Human Resources, Source of Funds, and Operational.

g.) Evaluation

Evaluations are basically where we measure our activities program to check whether we succeed or not. Venus (2018) stated that evaluations are systematic efforts to measure all aspects related to the implementation and achievement of the campaign's objective. Based on that statement, evaluation is not just conducted after sequences of the campaign's program are done but also while the campaigner implements the campaign activities.

According to Ostegaard on Venus (2018), there are 4 categories of campaign evaluations, namely:

1. Campaign level: on this level of evaluation, we want to know whether all of our program activities reached all of our target audience or not.
2. Attitude level: on this level, we measure the target audience's attitude before and after the campaign. According to Ostergaard in Venus (2018), 4 evaluations have to be considered on this level such as cognitive aspects, affective aspects, conative aspects, and skills.
3. Behavior level: on this level, we look at our target audience's actions on a daily basis.

4. Problem level: On this level of evaluation, we checked the root of the problem and whether there was any significant change before and after the campaign on the root of the problem or not.

4. Media of Public Relations Campaign

The media has a vital role in implementing the Campaign to publicize information related to campaign activities and ideas. According to Kotler and Lee (2008), the media has a role as a suggestion to convey messages to the target audience and build positive relationships with possible stakeholders. In line with Kotler and Lee's (2008) statement, Cutlip et al. (2006) also emphasized that the media helps create effective communication channels between the organization and its public, apart from the statements of the two experts related to the role of the media. Grunig and Hunt (1984) also stated that the media is a form of simultaneous communication that can help create understanding and support.

According to Schrammin Venus (2018), explaining in general terms related to campaign channels is defined as a medium to convey messages to recipients. Then, Klingemann and Rommele in Venus (2018) specifically define campaign channels as all forms of media used to convey messages to audiences in various forms, such as letters, telephone, posters, banners, videos, and other forms of media. In a campaign conducted by Public Relations, almost all types of media are used so that the campaign message can reach the target audience. In Venus (2018) classifies campaign channels into three categories, namely:

1. Below the Line
   Below-the-line channels are usually channels that are done directly or face-to-face, such as public dialogs, exhibitions, or other events.
2. Above the Line
   An above-the-line channel is a form of channel that is carried out indirectly. It can be called mediated, where this channel requires a medium such as TV, newspaper, or radio.
3. Through the Line
   This channel is a combination of below-the-line and above-the-line, or in other words, all media are used in this channel.

5. Employee Engagement

Employee engagement refers to the emotional connection and commitments that employees have towards their work, company, and its goals. According to Khan (1990), the concept of employee engagement is that of those who express themselves physically, cognitively, emotionally, and mentally in company interest. there are also similar definition that Schaufeli (2013) argued that work engagement refers to the relationship of the employees with their work, whereas employee engagement may also include the relationship of the employees with their organization.

Kang stated in Men (2015) regarding employee engagement in public relations as “a psychologically motivated state that is characterized by affective commitment, positive affectivity, and empowerment that individual public experiences in interactions with an organization over time that result in motivated behavioral outcomes.” In turn, effective public relations strategies that prioritize transparent communication, employee empowerment, and fostering a positive work culture can enhance employee engagement by creating a sense of pride and belonging, ultimately leading to a symbiotic relationship where engaged employees bolster the organization's public image while the organization's reputation reinforces employee satisfaction and commitment.

According to Schaulfeli et al. (2013) p 702, work engagement can be defined as a uniquely positive, fulfilling, work-related state of mind that is characterized by vigor, dedication, and absorption, namely:

1. Vigor Aspect

   The desire to put effort into work perseveres in the face of adversity (Schaufeli & Bakker, 2003).

2. Dedication Aspect

   This involves being strongly involved in one's work and experiencing a sense of significance, enthusiasm, and challenge. People who have high dedication scores strongly identify with their work because it is a rewarding, inspiring, and challenging experience. In addition, they usually feel enthusiastic and proud of their work. Whereas a low score on dedication means that they do not identify with their work because they do not have meaningful, inspiring, or challenging experiences, moreover, they do not feel enthusiastic and proud of their work (Schaufeli and Bakker, 2003).

3. Absorption Aspect

   This is characterized by being fully concentrated and happily engrossed in one's work. The absorption aspect is characterized by deep concentration and interest in the work. Time seems to pass so quickly, and individuals find it difficult to detach themselves from work so that and forget everything around them, (Schaufeli & Bakker, 2003).

   People who score high on Absorption usually feel happy to have their attention taken up by work, feel immersed in work and have difficulty separating themselves from work. As a result, everything around them is forgotten, and time seems to pass quickly. In contrast, people with low Absorption scores do not feel interested and are not immersed in work, do not have difficulty separating from work and do not forget everything around them, including time (Schaufeli & Bakker, 2003).

6. The benefit of Employee Engagement

Employee engagement is crucial in today's workplaces, reflecting a culture where employees are committed, productive, and creative. When we look closely at the advantages of engaged employees, we see a landscape where empowered workers drive growth, boost profits, and strengthen the organization. By exploring this topic carefully, we discover how engagement positively affects individual happiness, team spirit, and overall company success.

Some scholars mention about benefits of Employee engagement and one of them is Swarnalatha et al. (2013); in their journal, stated that some benefits are cultivated from engaging employees, such as:

1. They will perform better and be more motivated
2. There is a significant link between employee engagement and profitability
3. Engaged employees will stay with the company, advocate for the company and its products and services, and contribute to bottom-line business success.

4. Creates a sense of loyalty in a competitive environment.
5. Provides a high-energy working environment.
6. Engaged employees serve as brand ambassadors of the organization.

1.6 Research Method

1. Type of Research

The method used in this research is descriptive qualitative research with a type of case study. According to Purba et al. (2021), Descriptive research is collective data to test hypotheses or answer questions related to the latest status of research subjects, which is a factual research method about an object, a situation, a system of thought or an event in the present with the correct interpretation. The esearcher use descriptive qualitative research to explore the Public Relations Campaign Management of the Environment, Social and Governance (ESG) Program for PT Pertamina (Persero) Employees for the 2022 period, which, according to the researcher, should be carried out using descriptive research types in order to obtain results and describe the strategies used clearly and in detail.

In this study, the researcher used a type of case study to study a phenomenon in depth; according to Yin (2000), the case study is one of the appropriate social science research methods used to answer the main research questions "why" and "how," especially if there are few opportunities to see the events to be investigated and if the research placed in contemporary phenomena in actual life practice. In this study, the researcher wants to provide a description, analysis, and interpretation of the Environment, Social and Governance (ESG) Program Public Relations Campaign Management for PT Pertamina (Persero) Employees for the 2022 period so that this research can obtain in-depth results.

2. Research Object

According to Sugiyono (2017: 3), the object of research is an attribute or value of people, objects or activities that have certain variations set by the researcher to study and then draw conclusions. The object of this research is the PT Pertamina (Persero) ESG Campaign Program for PT Pertamina (Persero) employees.

3. Time and Location of the Research

The research will be conducted at PT Pertamina (Persero), Jl. Medan Merdeka Timur. No.11-13, RT.6/RW.1, Gambir, Gambir District, Central Jakarta City, Special Capital Region of Jakarta 10110.

4. Type of Data and Source

a. Primary Data

Data was obtained directly through direct questions and answers to related parties in the implementation of the ESG campaign program at PT Pertamina (Persero) about how the stages and management of the Environment, Social and Governance (ESG) Public Relations Campaign program. In this research, the researcher will collect primary data by doing an Interview with Internal Communication PT Pertamina (persero) regarding the steps of the management campaign in the ESG program

b. Secondary Data

Data comes from various sources so that it is accurate, as well as secondary data in this study concerning being provided relating to the stages of the Environment, Social and Governance (ESG) Campaign program. The Secondary data that will be collected by the researcher in this research is the documentation of the campaign activity, such as posters, PowerPoint, or any documentation that they use during the campaign period.

5. Collecting Data Technique

The data collection techniques used in this research are interviews and documentation.

1. In-depth Interview

According to Denzin & Lincoln (2009), in-depth interviews are a process of interaction between researchers and informants.

Researchers actively seek an understanding of the world from the informant's point of view. In this research, the interview technique is semi-structured, which involves direct interaction between the researcher and related parties from PT Pertamina (Persero). The purpose of using semi-structured interviews is to find problems more openly. Interviewees can be asked to express their opinions and ideas (Sugiyono, 2015: 73). By using semi-structured interviews, it is hoped that the research will get answers that are in accordance with what the researcher expects and if the answers given are found to be unclear to the researcher, the researcher can ask again until researcher gets a clear answer.

This research involved several parties from PT Pertamina (Persero) as informants. The informants who will be used as a source of information for researchers include:

A. PT Pertamina (Persero) Internal Communication Team:
    a. Mr. Fajri Pradana is a senior officer in Internal Communication and the person in charge of the ESG program campaign for the 2022 period. This selection is based on consideration of the officer's involvement in implementing the campaign from start to finish.
    b. Mr. Raden Panji Adhityo P. is a senior officer in Internal Communication who also has direct involvement and active role during the implementation of the ESG program campaign period 2022.

B. Pertamina's Internal Public, in this case it can be called employees or officers who are the target of the ESG program campaign. Therefore, responses from officers are needed regarding the ESG program campaign in the internal scope of PT Pertamina (Persero).

Based on the 2 types of informants above, number one is an internal party from PT Pertamina (Persero) who knows in detail about the strategy and management of the ESG program campaign for the 2022 period of PT Pertamina (Persero) from the initial stage to the end, so that all activities are known, and the data obtained for research is valid. Number two, an employee of Pertamina and the target audience of the ESG program campaign, has data that is also needed to determine the level of effectiveness of the ESG program campaign that has been carried out by PT Pertamina (Persero). The informant criteria determined included direct involvement in the program, experience in implementation, and understanding related to the ESG Campaign program for the 2022 period, so they have an essential role in this research.

The selection of informants is based on criteria that can understand the problem being studied, which includes characteristics such as:

a. Pertamina holding/sub-holding employees who have worked for 5 years.
b. Acknowledge about Environment, Social and Governance (ESG).
c. Able to make arguments well and precisely.
d. Directly involved in the implementation and activities of the campaign.

2. Documentation

In qualitative research data collection techniques, documentation refers to data collection from various written or recorded sources that already exist. According to Miles and Huberman (1994), Documentation involves collecting data from written, pictorial (visual), or recorded sources, which can be in the form of recordings, photographs, videos, notebooks, and others.

In this study, the researcher used documentation studies as one of the sources of data collection. The esearcher need data documentation of ESG program campaign activities for the 2022 period in the form of photographs of activities, broadcast flyers, videos, and others. The researcher also need information from various sources such as notebooks, audio recordings, and photo documentation to ensure the data obtained can be processed correctly. By using multiple sources, the researcher can get more accurate data related to the Public Relations Campaign Management of the Environment, Social and Governance (ESG) Program for PT Pertamina (Persero) employees for the 2022 period.

6. Data Analysis Technique

According to Sugiyono (2015: 244) in Hernawati (2019), Data analysis is a process of searching and compiling interview results, field notes, and documentation by organizing data into several categories, breaking down the data first, synthesizing, filtering data, selecting important data and needing to be studied, then making conclusions so that it is easy to understand.

The data analysis used by the researcher in this study is the Miles and Huberman data analysis model (Sugiyono, 2019) with the following stages:

1. Data Collection

   According to Sugiyono (2019), in qualitative research, data collection is carried out for days or maybe months so that the data collected is sufficient and can be processed. In qualitative research, data collection is carried out by observation, in-depth interviews, documentation, or a combination of the three (triangulation). At the beginning of the research, the researcher conducted a general exploration of the social situation/object under study; everything seen and heard was recorded. Thus, the researcher will obtain sufficient and varied data.

2. Data Reduction

   According to Sugiyono (2019), there is a lot of data generated from the field, and it needs to be recorded carefully and in detail. Reducing data means summarizing, selecting relevant things, focusing on important things, and looking for themes and patterns. Then in this way, the reduced data will provide a more precise description and make it easier for the researcher to collect further data and search for it when needed.

3. Presentation of Data

   In qualitative research, what is often used to present data is a narrative text, either in the form of brief descriptions, charts, relationships between categories, or the like. By presenting the data it will make it easier to understand what happened and plan further work based on what has been understood (Sugiyono, 2019).

4. Data Conclusion and Data Verification

   According to Sugiyono (2019), basically, the initial conclusions put forward are still temporary and can still change when supporting evidence is found at the following data collection stage. Then, if the findings put forward at an early stage are supported by valid and consistent evidence during research, the conclusions put forward are credible conclusions.

1.7 Data Validation Test

The data validity test is an effort to check the accuracy of the research results by applying specific procedures. Validity is one of the strengths of qualitative research and is based on determining whether the findings obtained are accurate from the perspective of the researcher, participant, or reader (Sugiyono, 2019).

The researcher tested the validity of the data through data triangulation, namely triangulating different data sources of information by examining the evidence derived from these sources and using them to build coherent justification of themes. If themes are built based on a number of data sources or participant perspectives, then this process can add to the validity of the research. The triangulation that the researcher uses can be achieved in the following ways:

a. Comparing observation data with interview results.
b. Comparing what people say in public with what is said in private.
c. Comparing what people say about the research situation with what they say over time.
d. Comparing the circumstances and perspectives of a person with various opinions and views, such as ordinary people, people with secondary or higher education, wealthy people, and government people.
e. Comparing the results of interviews with the contents of a document that has been collected.

In this case, the researcher focuses on comparing the circumstances and perspectives of informants with various opinions and views as well as comparing opinions or circumstances between the perspectives of the informants in the Public Relations campaign on the environmental, Social, and Governance (ESG) PT Pertamina (Persero) period 2022.

1.8 Systematization of Writing

The writing of this thesis is composed of 4 (four) chapters that are related to one another. The systematics of this writing include the following:

CHAPTER I: INTRODUCTION

This chapter will inform the reader regarding the reason why the researcher chose this research title. There is more than just that; in this chapter, the researcher also illustrates the background of the research, the research question, the purpose of the research, the research method, the theoretical framework, and the writing system.

CHAPTER II: GENERAL DESCRIPTION OF RESEARCH OBJECTS

In the Second chapter, researchers will illustrate the general description of the research object that they are going to examine, such as the company profile, vision and mission of the company, company organization structure, facility, job description, and so on.

CHAPTER III: DATA PRESENTATION AND DISCUSSION

The Third chapter will illustrate the result of the research, clarify related to the analysis of the research data, and interpret the results of data analysis.

CHAPTER IV: CONCLUSION AND SUGGESTION

The final chapter of this research will state the conclusion from the result of the analysis of the data interpretation, which will be followed by pieces of advice for superintendent Internal Communications PT Pertamina (persero) if needed.