

# CHAPTER I

## INTRODUCTION

### A. Background

Image is constructed by the knowledge and information received by people. Communication does not directly occur on people's behavior, it influences the way people organize their image through the environment. (Danasaputra, 1995: 34-35)

Image can be divided into good image and bad image. Good image is very essential to a company because it leads to succeed in the future by positioning their brand image. Bad image means a bad credibility of a company. It would lead to bad reputation of the company and impacts the number of selling products.

Nowadays, people have a higher quality of living. It includes the aspects of sanitation. One of them is water sanitation that is very essential to human lives. Sometimes, people who live near a factory have some issues about the water sanitation. People who live around the Langsur River were annoyed by the water; they estimated that the water pollution is caused by the water waste from PT. Sritex Sukoharjo. In *Suara Merdeka* daily newspaper published on 7<sup>th</sup> November 2008, it was stated that the water sample from Langsur River contained chloride that irritated people around the River; the chloride came from the waste of the textile industry.

The reason of the investigator did this kind of research is to know the public attitudes toward the corporate image of PT. Sritex Sukoharjo in terms of the Langsur River's water pollution issues and the efforts done by the public relations of PT. Sritex Sukoharjo to solve the problem. For that purpose, the investigator is trying to do a study entitle **The Public Attitude's Toward the Corporate Image of PT. Sritex Sukoharjo.**

#### A. Problem Statements

In order to recognize the perception of the community members upon PT.Sritex, this study is conducted to address the following problems.

1. How do the community members perceive the image of PT.Sritex Sukoharjo in connection with the pollution of Langsur River?
2. What actions has the staff of PT.Sritex Sukoharjo done to solve the problems?

#### B. Objective

In order to answer the prob. 1 statements, the investigator has the following objectives:

1. To describe the community attitudes toward the corporate image of PT.Sritex Sukoharjo in terms of the Langsur River issues.
2. To identify the efforts of public relations officer in solving the problems regarding the Langsur River pollution.

#### C. Benefit

The researcher expects that this research will be beneficial for the following parties:

1. PT. Sri Rejeki Isma (Sritex) Sukoharjo.

- a. To be used as a consideration for PT. Sritex Sukoharjo to increase the quality of their public relations activities in improving the image of their company.
  - b. The final project can be used by PT.Sritex Sukoharjo to identify their weaknesses, in order to be solved.
2. Readers
- a. The readers will understand the importance of the public relations activities for a company.
  - b. The readers will obtain some information in terms of the Langsur River pollution case.

## CHAPTER II

### LITERATURE REVIEW

#### A. Image and Corporate Image

According to Phillip Kotler, Image is the set of beliefs, ideas and impressions a person hold regarding an object. People's attitude and actions towards an object are highly conditioned by that object's image. (1997:607). Image influences the company's reputation. A company can be judged as a good or bad company partly of the news release on the media.

Image is very important to the corporate because image describes the perception of an organization by all of its publics, based on what it says and does, which constitute its "image". (Newsom, Dough & Kruckeberg, 1999:129).

According to Frank Jefkins, Corporate Image is the impression of an organization based on knowledge and experience. Since everyone's knowledge and experience of an organization will be personal and will differ from one to another the corporate image will vary from one person to another. (1999: 321). Every company should persuade the people's minds in term of their current image and show their good will to the community, so the people can see the credibility of that company and change their perception into sympathy.

Based on M. Linggar Anggoro (2002:69), Good image is a good impression which is based on experience, knowledge and comprehension about reality. It means that image is not properly "applied to be more beautiful than reality", because it will make the image confusing. The real image can be shown anytime. For example, image can come when there is a problem in an institution. The way of solving the problem is to explain what the cause is, whether or not it has to do with wrong information or attitude

4

#### B. Public Relation

Public relations officer has a lot of duties and functions aiming at creating the good image of a company or organization. To create a good image, public relations officer has to gather public opinion. It can be done by making a survey or research. From the public opinion we can know whether the public consider our company as a good company or a bad one. In order to be measured, however,

public opinion has to be expressed. According to George L. Bird and Frederick E. Merwin in their book *The Press and Society*, “Public opinion is a social judgment about something which is important.” (Oemi Abdurrachman, 1984:51). Public opinion is what most people in particular the public think- collective opinion. Groups of those publics can be seen as having an opinion about an organization or institution.

There are a lot of definitions quoted, but until now there is no exact definition of public opinion. James Bryce says in his book *Modern Democracy*, that the power of public opinion can be denied, but there is not any definition which can be accepted. According to Cutlip and Center, “ Public opinion is the slippery one.” (Oemi Abdurrachman, 1984:53). It is difficult to describe , elusive to define, hard to measure and impossible to see.

### **C. Attitude**

Attitude is someone’s feeling about a person, an organization, a problem, or an object. Attitude draws someone’s predisposition to evaluate a controversial problem with pleased or displeased ways. In brief, attitude is the way of seeing a situation and it is shown as an opinion. (H. Frazier Moore, 2005:55).

Attitude shows the feeling of like or dislike. It is divided into positive attitude, passive attitude and negative attitude. Positive attitude makes someone reacting positively to a person, a policy or an organization. This person will accept the situation positively. Passive attitude makes someone take the situation without judging or rejecting. Negative attitude, however, leads someone to refuse every given situation. This attitude is followed by a dislike and displeased feeling.

This is the right time for the public relations officer to do some efforts to change the negative attitude into the positive one by doing a good communication and influencing them to stand in our side.

## **CHAPTER III**

### **METHODOLOGY**

#### **A. Type of Research**

The type of research is conducted by using the descriptive qualitative research. According to Sutrisno Hadi (1982:27), “In the descriptive research the data are collected, classified, analyzed and drawn.” The qualitative research is developing the concept and gain facts (data) and it does not do the hypothesis and statistic testing. (Singarimbuan & Effendi, 1989:45)

The report was arranged in the form of Field Study report, written by taking data from the field either by observation result or having an in depth

interview, including certain aspects that are relevant with the title and the problem statements of this investigation.

### B. Techniques of Collecting Data

The techniques used for collecting data are:

#### a. Interview

Interview is a way of collecting data by asking some questions related to the problems to the informants. Interview was given to twenty seven informants who live around PT. Sritex Sukoharjo by asking some questions regarding water pollution on Langsur River done by PT. Sritex Sukoharjo.

#### b. Observation

Observation was done as an activity to get the data by observing directly to the object analyzed. This observation was done in PT. Sri Rejeki Isman (Sritex), Jl. Samanhudi 34, Jetis, Sukoharjo.

#### c. Library Study

The library study is conducted by searching the written sources relevant to the subject, which is not obtained directly by the writer. In the library study, the attitudes and opinions about the corporate image of Pt. Sritex Sukoharjo is obtained by reading some books and magazines that are related to the problem statements.

### C. Types of data

- a. Primary data are the data gained directly from the respondents.
- b. Secondary data are the data gained from the library study.

### D. Source of data

The sources of data are gained from ten key informants; there are two kinds of informants, namely:

#### 1. External informants providing the main data

The main data of this research are stated by the informants in the external public answering the questions, the external publics are people who live around the Langsur River and PT. Sritex Sukoharjo, such as: farmer, the FW Pesulang (forum warga peduli sungai Langsur) member and etc.

- The table of the external informants of PT.Sritex Sukoharjo.

These are the subjects selected by the investigator based on the distance between their house with the Langsur River and their knowledge about PT.Sritex's waste issues.

Table No. 3.1

The external subjects of the Langsur River issues toward the corporate image of PT. Sritex Sukoharjo

No.	Name	Gender	Age	Occupation	Data Coding	Attitude
1.	Parti	Female	50	Farmer	INF 1	-
2.	Warno	Male	43	Pertamina's employee	INF 2	-
3.	Wati	Female	31	Stall owner	INF 3	+

4.	Titik	Female	27	Stall owner	INF 4	-
5.	Danang	Male	25	University student	INF 5	-
6.	Sri Murdiyanto S. Sos	Male	40	Kasitrantib	INF 6	-
7.	Heru Haryadi	Male	28	Stall owner	INF 7	=
8.	Tutik Sugiarti	Female	31	Helper	INF 8	=
9.	Sukirno	Male	51	Farmer	INF 9	=
10.	Nanik	Female	40	Worker	INF 10	-
11.	Seno Basuki	Male	30	Elementary School Teacher	INF 11	-
12.	Anggita Pramudita	Female	22	University student	INF 12	-
13.	Sukirno	Male	34	Farmer	INF 13	=
14.	Yunitha Maryana	Female	20	University Sudent	INF 14	-
15.	Aryanti	Female	23	Secretary	INF 15	-

## 2. Internal informants providing the supporting data

The supporting data in this research are stated by the internal informants of PT. Sritex Sukoharjo.

- The table of the internal informants of PT. Sritex Sukoharjo.

The internal informants of PT. Sritex Sukoharjo are determined based of their knowledge about PT. Sritex 's waste issues.

Table No. 3.2

The internal subjects of The Langsur River issues toward the corporate image of PT. Sritex Sukoharjo.

NO.	Name	Gender	Age	Department	Position	Data Coding	Attitude
1.	Hario Ngadiono S.SH	Male	44	HRD	GM	INF 16	+
2.	Riyana	Female	23	HRD	Ass. GM	INF 17	+
3.	Suyanto	Male	35	Security	KA-Sift B	INF 18	+
4.	Endang Murningsih	Female	26	Spinning	Laborer	INF 19	=
5.	Prita Sari	Female	25	Finishing	Laborer	INF 20	-
6.	Endang Susilowati	Female	36	Dying	Laborer	INF 21	=
7.	Suyatmin	Male	45	Production	Laborer	INF 22	+
8.	Rahmad Rustanto	Male	33	Production	Laborer	INF 23	=
9.	Siti Nurmala	Female	20	Spinning	Laborer	INF 24	+
10.	Tri Hartati	Female	29	Whipping	Laborer	INF 25	-
11.	Deviyanti	Female	27	Show Room	Cashier	INF 26	+

❖ For : ( + )                      Against: ( - )                      Irrelevant: ( = )

From the tables above, there are eight informants who support the data, twelve informants who against the data and six informants who gave irrelevant answer about the image of PT. Sritex Sukoharjo regarding the Langsur River waste problem.

#### **E. Data Validation**

The trial of data validation is done by using the triangulation. Triangulation is the data validation technique which use data from the outside of

the research to prove the validity of the data. The triangulation technique used on this research is the triangulation of source.

According to H.B. Sutopo(2002) on his book *Metodologi Penelitian Kualitatif*, Triangulation of Source is a technique done by the researcher in collecting data, the researcher must use many sources of data available.

#### **F. Technique of Analysis**

Technique of data analysis is using the interactive models of analysis (Matthew et al, 1992: 17). This research is using three components of data and conclusion drawing. The three components of data are not linier, but interactive.

On the data analysis phase, this research is using the interactive data analysis, such as: data reduction, data presentation and data verification. The three main components will be done as follows:

- a. Data reduction  
The technique of data analysis is selective processes, focus, simplification, and abstraction of the rough data shown from the written data on the field. This data reduction is executed when the research took place; it helps the researcher to focus on the main problem.
- b. Data presentation  
Data presentation is used to connect the information of the organization with the data on the field. The data presentation helps the researcher to understand the situation happens in the field and what kind of action should take.
- c. Data verification  
The researcher is starting to collect the data; this is the time when the researcher understands about the use of the research notes, such as: policies, patterns, quotes, stable configurations and prepositions. Then the researcher will draw the conclusion. The conclusion will be verified during the research.  
The result of the interview will make the researcher easy to note the data and check the data; it is useful to make a conclusion during the data collecting processes.

## **CHAPTER IV DATA ANALYSIS**

Every big company in Indonesia must have social commitments and responsibilities to the environment, especially to the environment around the company. As the world's most reputable and leading textile & garment producer in Asia, PT. Sritex Sukoharjo is also aware of the community's development. It is very important to the company's business and will lead to the public's support.

Based on the interview result with ten resource persons that represent the internal and external parties, the result of the data analysis shows how the public's attitude toward PT.Sritex Sukoharjo. This will be drawn in this chapter.

This research also has purposes to obtain the explicit picture of the efforts of PT. Sritex's public relations in maintaining their good image and showing the problems of public relations job.

The data analysis is done by using the triangulation in terms of data collection procedures. This research is using the unstructured depth interview where the data gained from the interview and observation were analyzed by doing an interview cross-check to the people who live around the Langsur River and the public relations of PT. Sritex Sukoharjo regarding the water pollution issues.

Whenever there are some agreements about the positive image of PT. Sritex Sukoharjo from the informants selected, it means that the company can maintain its positive image among the community.

### **1. The Community's Attitudes Toward the Corporate Image of PT.Sritex Sukoharjo.**

The corporate image is the character of an organization, and the way the company is seen to behave will influence the impression people have of it. (Frank Jefkins, 1999: 322)

In the definition above, it draws about how important the company image to a company is. The investigator would like to know how the community's attitude regarding PT. Sritex's waste in the Langsur River.

The community's attitudes should be considered as opinions; it therefore can impact the company's reputation. There are many different community's attitudes toward the corporate image of PT. Sritex regarding the condition of the Langsur River pollution issues. The communities think that the Langsur River pollution is caused by PT. Sritex factory waste which was throw into the river. This is supported by informant INF 4.

INF 4:

"Their image is not really good now, because the people were annoyed by the river's pollution. There were many people in my village affected by the water; some of Langsur villagers are still using the river water for their daily activities. As a big textile factory, PT. Sritex should not throw their waste to our river, I hope they will make their own pipe line and recover the river."

Besides that, the informant said that she regretted company's demeanor which did not really concern with the sanitation and now the Langsur water smells so bad. She also stated that the good image of PT. Sritex was destroyed by the Textile waste in the Langsur River's case.

The other informants expressed almost the same opinion about this case.

INF 2:

"The image of PT. Sritex Sukoharjo is quiet good and their existence is very beneficial to our region because they increase our local income (PAD) and open job fields. Unfortunately, their image is corrupted by the textile

waste which damages the Langsur communities. I was one of the victims, we were fishing and we got itches from the river. Based on our field observation, the waste comes from that company.”

INF 5:

“Their image is negative for us.”

INF 10:

“Their image is quite bad here because the river has been polluted.”

INF 11:

“It is shame because of this matter, it decreases their image.”

INF 12:

“Their image is really bad; because of them our live is not the same any more.”

It is clear that the Langsur River issue triggers a negative attitude in the community toward the company’s image of PT.Sritex. Twelve Informants think that PT. Sritex is responsible for the waste of the river.

## **2. The Efforts of Public Relations in Solving the Problem regarding the Langsur River Pollution issues.**

As a representative of a company, public relations have the function to implant a good will and mutual understanding. It means that communication is very important for public relations officers, because they need to create good image of their company to its internal and external publics. There are many efforts that have been done by the public relations in solving the problem, as follows:

1. PT. Sritex treated and handled all of their production processes for 24 hours.
2. PT.Sritex explained to the social activity group (FW Pesulang) and took them to their waste location process.
3. PT.Sritex did the lab research and cooperated with an independent research institution, BPPLI Semarang.
4. PT. Sritex had a meeting with FW Pesulang discussing about the problem.

For a more balanced picture, this research employed some information from the internal public, namely:

INF 16:

“No, it does not. Although, in the beginning it decreased our corporate image, when we prove that the waste was not from us then our image is back to normal. We have done many things to solve this problem. In fact, we never polluted any river around here, it was just the people’s perception, we are handling our waste process for 24 hours. We invited the FW Pesulang to see our waste location process and showed them that we used the waste parameter process. There was an independent researcher (BPPLI Semarang) who concerned about the industry waste and examined our solid and fluid waste; they come every month to our company. If the community group were not satisfied with our lab research, we suggest them to do their own lab research by taking the water sample from the river, so they can match their result with ours. But they still can not prove that the waste comes from us. “

INF 17:

“I think their image is good, because they have done many efforts; they have done several meeting with the Langsur communities, PT. Sritex wants to solve the problem by inviting the communities, the company also did the lab research and the result was negative.”

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A.CONCLUSION

Based on the data analysis, the conclusions are drawn as follows:

1. **The Community’s Attitudes Toward the Corporate Image of PT.Sritex Sukoharjo in terms of the Langsur River issues.**

Attitude is a way to see a situation happens in the society, it also shows how the people face a controversial matter in their surroundings.

The informants have negative opinion about PT. Sritex Sukoharjo regarding the water pollution happens in the Langsur River, they blame the company of what happens there. They still disapprove the lab research result done by the company.

2. **The Efforts of Public Relations in Solving the Problem regarding the Langsur River Pollution issues.**

Based on the analysis on the result of observation and interview, the public relations of PT. Sritex Sukoharjo have done several efforts as follows:

1. PT. Sritex treated and handled all of their production process for 24 hours.
2. PT.Sritex explained to the social activity group (FW Pesulang) and took them to their waste location process.

3. PT.Sritex did the lab research and cooperated with an independent research institution, BPPLI Semarang.
4. PT. Sritex had a meeting with FW Pesulang discussing about the problem.

### **B. SUGGESTION**

Based on the observation and the interview conducted in the research, there are some suggestions that the researcher would like to recommend as follows:

1. The public relations of PT.Sritex Sukoharjo should do a periodic research about the community's perception. It can be done if the Public Relations officer is aware of the importance of the public's perception and responds every public complaint seriously.
2. The public relations of PT.Sritex Sukoharjo should cooperate with the local government and the local communities in solving every sensitive problem. It will make the public feel the good will and increase the corporate image of the company.