

**COMMUNICATION STRATEGY OF CULTURAL DIVERSITY
BASED LOCAL WISDOM
A PUBLIC RELATIONS CASE STUDY AT BIOFARMA (BFM)**

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ABSTRACT

This paper examines the strategies for communicating Cultural Diversity based local wisdom as one of Corporate Social Responsibility Program. Through the integrated communication strategy which will lead to be the hub for all BFM's corporate communication. Develop the communications program in order to raise the reputation of BFM by story tale of cultural diversity based local wisdom of Corporate Social Responsibility Program; Build the system of communication model for sustainable implementations. Surveyed through direct research, interviews and literature study inline with the implementation of PR Campaign and communication activities. Interviews the key important person were conducted in order to check the main issue. This research confirmed that CSR Communication Strategy with Cultural Diversity based local wisdom is able to enhance the reputation, and able to support the success of CSR Partner. Results shows that the social campaign through public relations activities and brand movement are more significant to the successfull of communication campaign for CSR Program.

Key Words: Cultural Diversity, PR Campaign, CSR, Communications

INTRODUCTION

Culture is a very valuable national asset for Indonesia. The country has more than 726 languages and dialects as well as more than 300 ethnic groups in the entire country. with cultural diversity, people in Indonesia have local wisdom and local knowledge which is very rich. Culture is not just a craft or stage performance arts alone, goes beyond the nation that artificial, anthropologists define culture as lifestyle of certain communities with the knowledge system complex that generates trust, technology, customs, laws, costumes, language, values, philosophy, crafts and so forth.

The existence of about 726 language and 300 ethnic and is an extraordinary treasure of this country. We must look at the legacy is not just a tourist attraction but the most important as a capital to explore the local wisdom and knowledge that has been developed within hundreds of years. to respond to these challenges, a lot of local knowledge of various cultures are highly relevant to the social solution of the nation.

Cultural Diversity

According to UNESCO Universal Declaration on Cultural Diversity, 2 November 2001, Article 1 – Cultural diversity: the common heritage of humanity. Culture takes diverse forms across time and space. This diversity is embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature. In this sense, it is the common heritage of humanity and should be recognized and affirmed for the benefit of present and future generations. Cultural Diversity is an issue to be striven to protect the cultural communities in each region.

LITERATURE STUDY

Corporate Social Responsibility

“Corporate social responsibility (CSR) is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. It is about enterprises deciding to go beyond minimum legal requirements and obligations stemming from collective agreements in order to address societal needs. Through CSR, enterprises of all sizes, in cooperation with their stakeholders, can help to reconcile economic, social and environmental ambitions.” (European Commission 2006: 2)

Social responsibility can also be considered to exist when a business integrates specific environmental and social concerns into its commercial activities and core objectives, i.e., profits and development. Specific management systems can be used to integrate these concerns into every level of the production chain. This conception of CSR combines a defence of the objectives of financial and commercial success with respect for ethical values, individuals and their communities, and the environment (Business for Social Responsibility - <http://www.bsddglobal.com>).

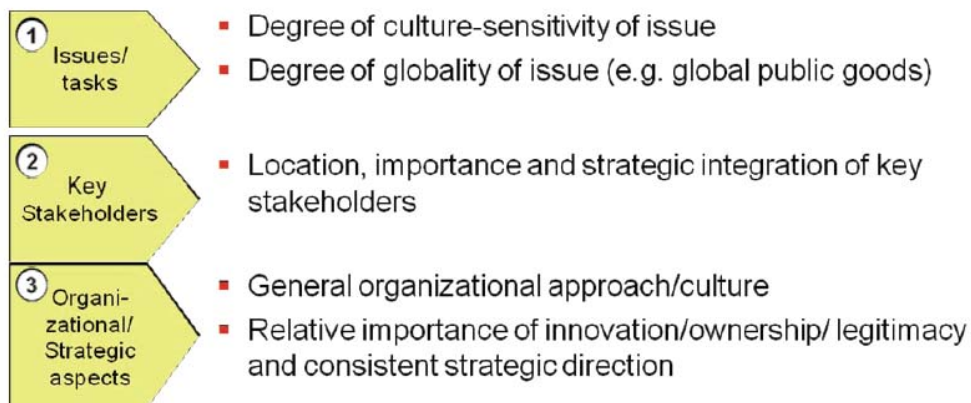


Figure 1: Influencing factors for global approaches to CSR Management

According to Silke Bustamante as stated in Figure 1 and 2, that although CSR has a global standard, but must pay attention to aspects of the locality, in the model Silke explained that there are two main parameters that does (especially multinational) to work on CSR that global factors and the foundation of local culture, the management of good CSR is to accommodate global issues and translated in the locality and the uniqueness of the area.

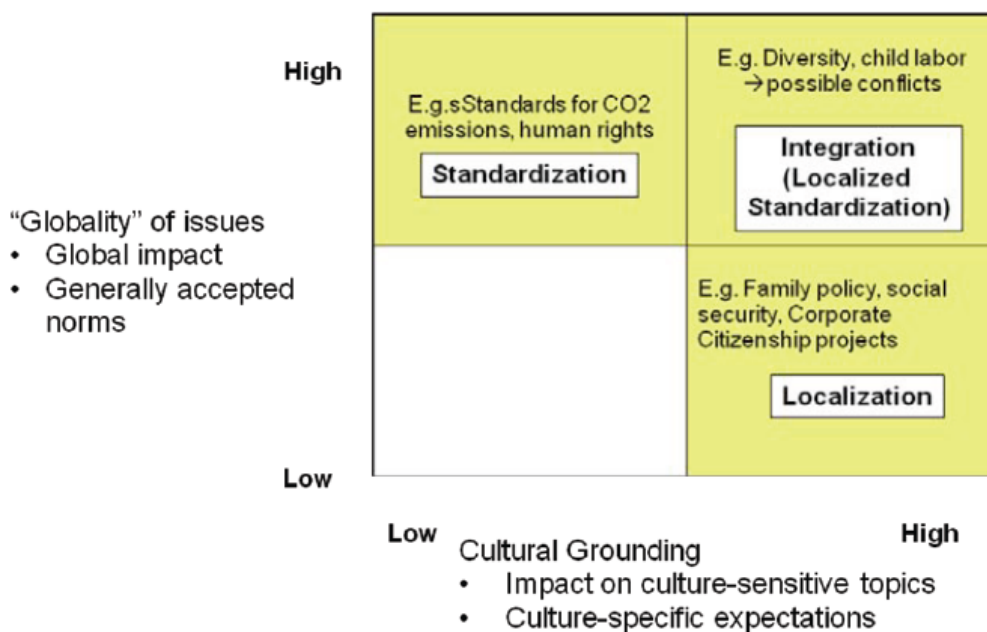


Figure 2: Relationship between issues and localization of CSR

Cultural diversity is the basis which is very important and useful for the country. There are many Indonesian culture can be learned in terms of technology, music, clothing, customs, values, crafting, design. Local culture has been proven for a long time to answer the needs of society, so that the initiative to start adopting the local culture into the company's operations is particularly important to introduce to the public and support in order to be known in the world.

CSR COMMUNICATIONS

Corporate Social Responsibility (CSR) communication can be defined as the communication from organization it self or by journalism about events of organization that are longer term measures (sustainable) and voluntary. The action or events reported have a clear connection to the organization activities, but it is not their objective. CSR Communication can usually be found in corporate communication, corporate website, corporate magazine, and some company issued CSR report or Sustainability report (SR).

For Communicating CSR activities, Bio Farma has already published Sustainability Report Based Global Reporting Initiative (GRI) the latest version G4.

BIO FARMA PROFILE

Bio Farma is a state-owned vaccine and antisera manufacturer in Indonesia and it plays a vital role in supporting the National Immunization Program. All of vaccines needed by Government are supplied by Bio Farma. The company has an extensive and strong major goal to responsibly endure its high quality vaccine production whilst holding the awareness to

persistently develop the green industry by covering all the aspects of the green industry's activities.

Bio Farma was established in 1890 and throughout its extended history, the company has gone a long way from its beginning and has proven its strength to the world. This reputation has always been upheld properly and could be reflected from its magnificent qualification and ability to acquire WHO (World Health Organization) prequalification for its vaccines.

Bio Farma's products are exported to many countries through the direct distribution or United Nation (UN) agencies. Bio Farma actively involve in various National and International organizations such as World Health Organization (WHO), International Vaccine Institute, Developing Countries Vaccine Manufacturers Network (DCVMN), GAVI and Self Reliance in Vaccine Production- in Moslem Countries. In order to stimulate more breakthroughs ahead, the company pledge to conduct new products research, both independently or collaborate with research institutions. The partnership could lead to new vaccine development or new technology platform.



Figure 3: Main Building of Bio Farma, Pasteur 28, Bandung-Indonesia

Corporate Social Responsibility (CSR) of Bio Farma

Bio Farma has the commitment in CSR activities by adopting the International standard of ISO 26000:2010 *the Guidance on social responsibility*. Bio Farma CSR activities Focusing on Community Development in the field of Bio-Diversity, Geo-Diversity and Cultural-Diversity.

Although the company now known as a world class company whose products are distributed in more than 130 countries, but Bio Farma also has a commitment and policy to mainstream culture of the region to be the values inherent in the company's operations.

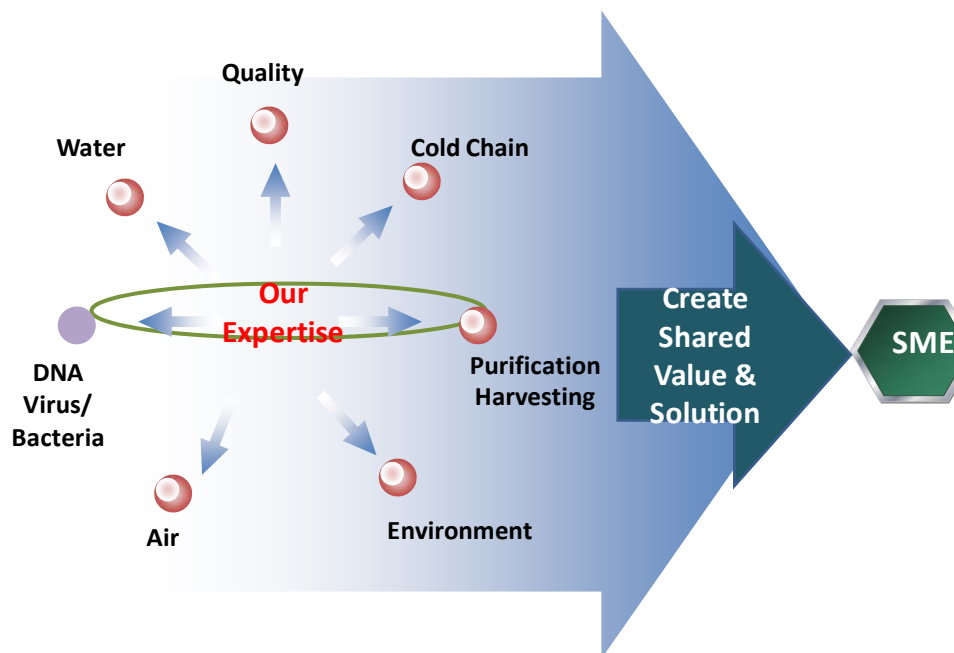


Figure 4: Creating Shared Value of Bio Farma

As seen on Figure 4 the framework of Creating Shared Value of Bio Farma, the company has an expertise in the field of Bio Technology including managing water, environment, air, quality, breeding. it share in the form of applicative solutions to society “Creating Shared Value”, either in an assisted village as well as SMEs, factual implementation of the solutions that provided, among others, the application of Biosecure technology for Mizumi Koi (national best breeder), the application of nano technology to Batik Pakidulan which is an environmental friendly batik, as well as improved quality of pure strains Garut sheeps, as well as several other assistance. Bio Farma has the attention not only to biological diversity and geo-diversity, Bio Farma is also a concern for cultural diversity.

THE OBJECTIVE

The Objective fo Public Relations Campaign and Communications Strategy for CSR

Program:

1. To build integrated communication plan, which become a hub for corporate communications in Bio Farma relates to Cultural Diversity and CSR Program in general.
2. To develop integrated traditional and social media to engage with all stakeholder with approach of *proactive*, *conversational*, and *participative*.
3. To create the story tale as a mainstream social campaign for selected partner in the field of Bio-diversity,Geo-diversity and cultural-diversity with all positif, honest, socialize, and proporsional to the public.

The communication strategy of cultural diversity based local wisdom,

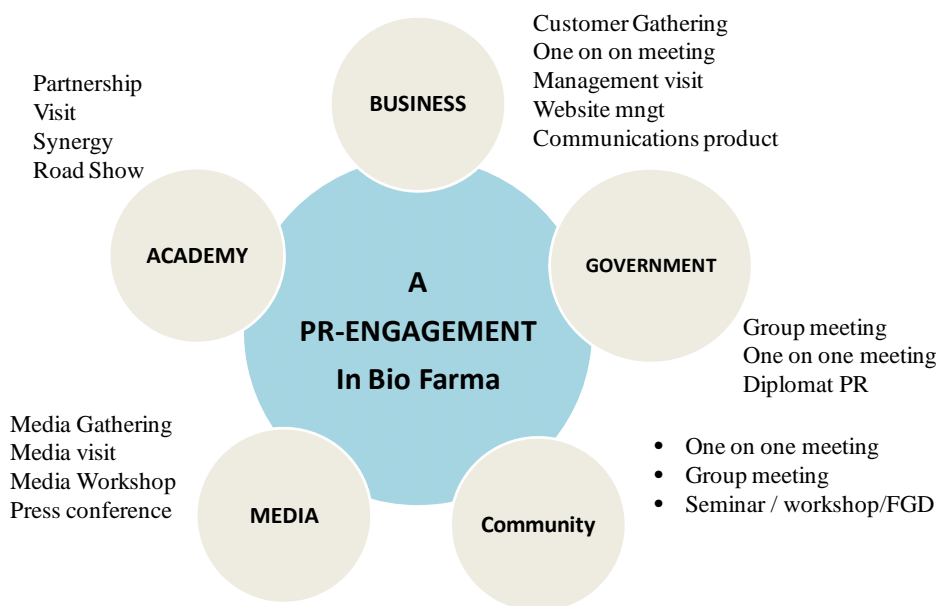


Figure 5: PR Engagement and Stakeholder Relations of BFM

Figure 5 explain on how stakeholder relations through Public Relations Engagement can move beyond simple PR into use the approach of Pentahelix synergy, there are Academician, Business, Government, Media and Community. CSR Communications using cultural diversity based local wisdom, as one of the channel use for building engagement between corporation and community.

IMPLEMENTATION STRATEGY

The implementation plan of the strategies for communicating Cultural Diversity based local wisdom as one of Corporate Social Responsibility Program. The implementation of Public Relations Engagement, through the integrated communication strategy which will lead to be the hub for all BFM's corporate communication. Related to role of corporate for all the stakeholders through the proactive, conversational and participative approach; Develop the communications program in order to raise the reputation of BFM by story tale of cultural

diversity based local wisdom through Corporate Social Responsibility Program. Creating the story tale as a mainstream social campaign for selected partner in the field of Bio-diversity, Geo-diversity and cultural-diversity with all positif, honest, socialize, and proporsional to the public.

Here are the table 1 explain CSR Partner List for Social Public Relations Campaign, starting 2012-2017, Public Relations has a short and medium term plan for CSR Communication Program:

YEAR	CSR PARTNER	LOCAL WISDOM – KEY MESSAGE
2012-2013	Mizumi Koi Fish	“Japanese Koi Born in Sukabumi” Bio Secure Technology Implementation
2014-2015	Batik Pakidulan	“Geopark Ciletuh, Nature Inspiration” Green Product with Nano Technology
2016-2017	Domba Garut “Garut Sheep”	“The Real DNA of Garut Sheep” Conservation of High Quality Sheep

Table 1: CSR Partner List for Social Public Relations Campaign

Besides, Table 2 : Public Relations Campaign and Communication Program has set as a guidance to be implemented using both tradisional and social media, PR Campaign and Brand Movement.

YEAR	CSR PARTNER	PR CAMPAIGN & PROMO PROGRAM
2012-2013	Mizumi Koi Fish	Blogger Collaboration Traditional & Social Media Kick Andy “National TV Show” National & International Expo
2014-2015	Batik Pakidulan	Story Tale Media Placement Brand Movement : Fashion Show National & International Expo
2015-2016	Domba Garut	Story Tale Media Placement Brand Movement : Tourism Program

Table 2: Public Relations Campaign and Communication Program

As a prove of successful program of CSR Communications is Mizumi Koi Farm, now Mizumi Koi become the best National Breeder, acquire a lot of reward and achievement both from Government and Private sector (Figure 6).

Achievement

MIZUMI KOI FARM has received various kinds of achievement and acknowledgement, both regional and national.



2nd winner of Adi Bhakti Mina Bahari award, in the category of Ornamental Fish, from the Ministry of Marines and Fisheries Republic of Indonesia, 2014.



As a speaker and invited guest of Kick Andy Reality Show in Metro TV - Indonesia



1st Achievement Award from the government of West Java, for a category of a Group of Fish Breeders for ornamental fish category, 2013.

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Mizumi Koi is the center of excellence for Koi Fish Breeder in West Java.

We are continually improving the fish quality and providing the best Koi breeder in Indonesia.



Figure 6: Mizumi Koi Fish -National Best Breeder, a CSR Partner of Bio Farma

CONCLUSION

In conclusion, the communication strategy of Cultural-diversity based local wisdom, confirmed that this Social PR Campaign is able to enhance the corporate reputation, and able to support the success of CSR Partner. Results shows that the social campaign through public relations activities and brand movement are more significant to the successful of communication campaign for CSR Program that to develop and local wisdom.

Bio Farma as the state owned enterprise would like to socialize this initiative both for other state owned enterprise company, private company, and all stakeholder in Indonesia and other countries. The communications strategy and implementation. as a prove of the success program in community development and CSR Implementation, the company has achieved the highest acknowledgment both National and International, such as the Gold PROPER from Ministry of Environment and Forestry of the Republic of Indonesia.

Based on the conclusion of this research, some recommendations could be made in order to improve the communication model for social media and public relations. Other recommendation is the implementation of content management for sustainability of communication.. This study found that the story tale through traditional and social media has the potential to inform public relations practitioners' as the media strategy today. However, the study did have notable limitations and points for numerous future research opportunities.


APPENDIXS

- CSR Partner Name : BATIK PAKIDULAN
- Location : Purwasedar Village, Ciracap, Sukabumi-West Java, Indonesia
- PR Campaign Start : 2014
- Key Message-Local Wisdom : “Geopark Ciletuh, Nature Inspiration, Green Product with Nano Technology”
- Content of PR Campaign: The Story Tale, Fashion Show, Media Placement, National & International Expo

The Story of Pakidulan Batik



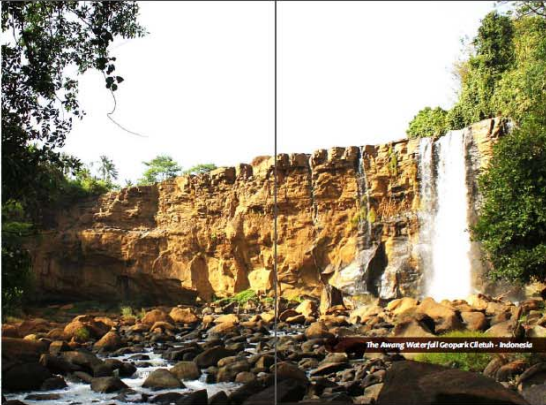
Pakidulan Batik Inspiration



Pakidulan Batik Inspiration

Aliyudin Firdaus, artist and creator of Batik Pakidulan got his inspiration from nature beauty, exotism, the philosophy of pakidulan people and cultural and bio-diversity in Ciletuh Geopark.

Currently there are more than 20 batik Pakidulan craftsmen involved in batik making thus creating new employment for the Pakidulan people life sustainability.




The Amazing Waterfall Geopark Ciletuh - Indonesia

The Signature of Pakidulan Batik

Pakidulan Batik has 3 unique and mainstay motif:

1. **Curug motif or waterfall**, Describe the expression of the waterfall in Ciletuh Geopark Region if environment is polluted.
2. **Panenjoan motif**, which is an artistic expression of highland in Panenjoan Sukabumi which consist of white sky, lush green trees, community houses and rice fields.
3. **Motif Hujungan**, which expresses the scenery of ancient Jampang rock geology which dates back more than 65 million years in Ciletuh Geopark area.



Environmentally friendly Batik

Environmentally friendly Batik


The making of Pakidulan batik involves green process with natural materials and batik coloring using nanotechnology, an environmentally friendly batik coloring. Batik coloring is formulated from roots and trees such as pandan leaves, teak leaf, mahogany tree bark, turmeric, etc.

Pakidulan batik production process implements batik production waste treatment to reduce environmental impacts. Copyright of Pakidulan batik artwork has been registered in Directorate General of Intellectual Property Rights in order to guarantee quality, originality and uniqueness of Pakidulan batik.

Bio Farma plays an active role in promoting Pakidulan batik in various national and international events.

In preserving batik cultural heritage, it is a high time to cultivate living batik art to young generations, which has been done by Asah Hikmat, the founder of Batik Pakidulan and one of the elder of Purwasedar village, sub-region Ciracap.

Pakidulan batik is expected to color and complement the Indonesian batik collection, especially Sukabumi batik to be introduced as Indonesian cultural heritage to the world.



13 Products With Copy Rights

1. Engkang Engkang
2. Centrong
3. Manuk Ngupuk
4. Karang Bolong
5. Rereng Cemarjuring
6. Reulah Kopi
7. Tapak Liman
8. Rereng Bintang Laut
9. Lauk Pari
10. Tegul Sabuk
11. Penyu Midang
12. Mutiara Laut Kidul Karang
13. Waffle

Besides the 13 motifs above, more are also other motif which inspired by Geopark Ciletuh, such as Curug Cimarjuring, Koi Fish, Panenjoan, Basil, Padajaran, and others motif.



MEDIA RELEASE

Batik Pakidulan participated in Expo in the UK

Birmingham, September 6, 2015, Bio Farma CSR Partners "Batik Pakidulan" participated in the Exhibition Autumn Fair 2015, held at the NEC Birmingham, The United Kingdom, on 6-9 September 2015. Batik Pakidulan participation through the coordination of the Ministry of Cooperatives and SMEs and was followed by several SMEs of Indonesia and the Ministry of Trade. On the first day, the exhibition was attended by Hamzah Thayeb, the Ambassador of Indonesia in the UK. He highly appreciated the participation of the Batik Pakidulan at Autumn Fair in 2015.

According to Emilia Suhaimi, Deputy of the Ministry of Cooperatives and SMEs, "This Expo is a regularly updated program of the Ministry of Cooperatives and SMEs in order to promote and improve SME products that are ready to export, especially amid the global economic crisis, SMEs should be encouraged to increase exports. Something unique from natural coloring and Geopark like Batik Pakidulan should be highlighted. Attending the events including a major event in the United Kingdom this. The international buyers have a typical, we could not just participate in once time, it must be done many times. Once an order, we must maintain confidence of the small medium enterprise such as Batik Pakidulan.

At the exhibition, Mr. Budiman, Assistant District Sukabumi also said, "Following the Autumn Fair 2015 Fair Exhibition is a good opportunity for local SMEs remote areas, to determine the interest of international buyers to the unique local products. This event is expected to be participated and communicated to the public to raise their products at an international event in accordance with current opportunities "from local to global" especially in the face of the ASEAN Economic Community and the global market.



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