

Communication strategies of corporate social responsibility program on sexual reproductive health “Eduka5eks”

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ABSTRACT

The Indonesian government has long focused on sexual reproductive health issues among the younger generation. Contraceptive brand, Durex-Reckitt Benckiser, created a reproductive education program for young people and parents called Eduka5eks. This study aims to find out how the Corporate Social Responsibility (CSR) communication strategy is in the Eduka5eks reproductive health education program. The research method uses descriptive qualitative. Data were obtained through interviews with brand managers, event project managers, and online observations. The results showed that the communication strategy of the Eduka5eks program consisted of research, planning, implementation, evaluation and reporting. The Eduka5eks program emphasizes research and planning to determine the program's key messages contained in the logo. Furthermore, the CSR communication strategy in the Eduka5eks program focuses on “interacting” strategies that involve various stakeholders to communicate the program and use controlled media, such as websites, social media brands, and press releases. Another strategy, namely “informing” is carried out as seen in CSR communication media that connects CSR with the core business objectives of the brand. Media that is not controlled in news in online media is in the form of coverage of events carried out by brands. In the aspect of communication development strategy, the strategy implemented is a media and participatory strategy because this program focuses more on the use of various media and nominating brand ambassadors. Suggestions for brands are the need to increase the role of peer educators and expand the program to youth in rural areas.

Keywords: Communication strategy; corporate social responsibility; reproductive health; adolescent; brand

Strategi komunikasi corporate social responsibility dalam program pendidikan kesehatan reproduksi “Eduka5eks”

ABSTRAK

Pemerintah Indonesia telah lama berfokus pada isu kesehatan seksual reproduksi di kalangan generasi muda. Merek kontrasepsi, Durex-Reckitt Benckiser, membuat sebuah program pendidikan reproduksi bagi generasi muda dan orang tua bernama Eduka5eks. Penelitian ini bertujuan untuk mengetahui bagaimana strategi komunikasi Corporate Social Responsibility (CSR) dalam program pendidikan kesehatan reproduksi Eduka5eks. Metode penelitian menggunakan kualitatif deskriptif. Data diperoleh melalui wawancara dengan brand manager, event project manage, dan melakukan observasi secara online. Hasil penelitian menunjukkan bahwa strategi komunikasi dari program Eduka5eks terdiri dari riset, perencanaan, implementasi, evaluasi, dan pelaporan. Program Eduka5eks menekankan riset dan perencanaan untuk menentukan pesan kunci program yang tertuang pada logo. Selanjutnya, strategi komunikasi CSR pada program Eduka5eks berfokus pada “interacting” strategi yang melibatkan berbagai stakeholder untuk mengomunikasikan program serta penggunaan media yang terkontrol, seperti website, media sosial brand, dan siaran pers. Strategi lainnya yaitu “informing” dilakukan seperti yang tampak di media komunikasi CSR yang menghubungkan CSR dengan inti tujuan bisnis brand. Media yang tidak terkontrol dalam berita di media online berupa liputan event yang dilakukan brand. Pada aspek strategi pengembangan komunikasi, strategi yang diterapkan adalah strategi media dan partisipatif karena program ini lebih menitikberatkan perhatian pada penggunaan berbagai media dan pencalonan duta merek. Saran untuk brand adalah perlu adanya peningkatan peran peer educator dan memperluas program pada remaja di daerah pedesaan.

Kata-kata kunci: Strategi komunikasi; corporate social responsibility; kesehatan reproduksi; remaja; merek

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INTRODUCTION

The issue of sexual and reproductive health of youth has long been a concern for the Indonesian government. Indonesian Adolescent Reproductive Health Survey or Survei Kesehatan Reproduksi Remaja Indonesia (SKRRI) conducted in 2002-2003 found that about 2.4% or 511.336 people out of 21.264.000 teenagers in the group aged 15–19 years and 8,6% or about 1.727.929 people out of 20.092.200 teenagers from the group age 20–24 years, all unmarried, have done the sexual intercourse and this applied more to those who live in big cities (5.7%). Overall, the percentage of male teenagers (15-24 years) with premarital sex is higher than their female counterparts of the same age. In the next decade, the same survey was conducted, and there was a significant rise in the percentage of male teenagers of age group 15-24 years that had premarital sex to 8,3% in 2012 (Kementerian Kesehatan R.I., 2022).

According to the National Board of Family Planning or *Badan Koordinasi Keluarga Berencana Nasional* (BKKBN), it is important for youth to have sufficient knowledge and understanding about their sexual and reproductive health. Sexual and reproductive health education explains the importance of taking care of reproductive organs. It is important to educate children and teenagers

since early age to avoid various sexual violence in this millennial era. The result of the International Conference in Cairo, Egypt, in 1994 consistently affirmed the rights of youth to get information and service about reproductive health (Badan Koordinasi Keluarga Berencana Nasional, 2021). Another research discussed the impact of formal sexual reproductive health education on the tendency of premarital sexual intercourse. This study suggested that teenagers who received complete information on this matter are likely to have longer abstinence periods. The reception of sexual reproductive health at the level of formal education could procrastinate sexual premarital intercourse for youth (Pinandari et al., 2015). This research supported the idea that the better teenagers are equipped with sufficient knowledge about sexual reproductive health, the better decision they would make regarding this matter.

Furthermore, another research noted that sexual and reproductive health knowledge is a variable that determines human sexual behavior (Lukman, 2021). It means that the knowledge of sexual reproductive health is important in predicting human sexual behavior. The low level of knowledge on sexual and reproductive associated with high-risk sexual attitudes and behavior (Salirawati et al., 2014). This research suggested that low-level knowledge of sexual reproductive health would bring disadvantages

in heightening the risk of sexual behavior. On top of that, low-level knowledge of sexual and reproductive health also worsens the risk of premarital sexual activities among teenagers, namely sexually transmitted, HIV/AIDS infection, and unwanted pregnancy (Lukman, 2021). The latest study highlighted more of the negative consequences that might arise as the result of low level of sexual reproductive health knowledge among teenagers.

However, various earlier researches noted that sexual reproductive health education is still put on hold because the issue is still considered taboo for most Indonesians. This view is also reflected in previous research. In traditional life, discussing sex is taboo (Ismail et al., 2016). At the recent webinar Health Talk: “Let’s Talk About Sex Education” conducted by National Family Planning Board (BKKBN), the sexual health expert Dr. H. Boyke Dian Nugraha, Sp. O.G., MARS reportedly said that the issue concerning youth’s sexuality tends to increase due to several factors, namely the attitude of parents who still consider sexual education as taboo, religious and cultural values that are not implemented well, the lack of sexual and reproductive health education and the emerging of online sex and pornography. In line with that, the Head of BKKBN, dr Hasto Wardoyo, was quoted as saying, “Public’s perception still consider sexual reproductive

health is giving more of negative impacts rather than positive ones. This brings rejection towards sexual education as strong opinion in society” (Nadhira et al., 2020). According to him, most people still believe that giving sexual education would only encourage youth to start sexual activities early.

Given those background situations in society Reckitt Benckiser, a company in charge of various hygiene, health, and nutrition brands, surveyed sexual and reproductive issues in five big cities in Indonesia like Jakarta, Bandung, Surabaya, Medan, Yogyakarta in 2019. The online survey interviewed 500 young people from the age of 16 up to 25 years old (CNN Indonesia, 2019).

The result of the research noted that about 61 percent of teenagers are worried about discussing this issue with their parents, and 57 of them feel safer discussing the topic with their peers. Three main issues have never been discussed with the parents: pregnancy and marriage, a detailed explanation of body anatomy and reproductive organs, and healthy sexual relations, including the correct use of contraception. On information sources about sexual and reproductive health, 41 percent of respondents choose to turn to their peers, the internet, and social media (21 percent), leaving the parent as the last option (14 percent) (CNN Indonesia, 2019).

Previously, education programs for youth's sexual and reproductive health were mainly conducted by government and non-governmental organizations (NGOs). One of the programs was discussed in a study in 2015 about the current communication strategy of *Generasi Berencana* (GenRe)—a program dedicated to youth by the National Family Planning Board (Susanti, 2015). Other than that, there was also an education program conducted by a non-governmental organization called PIJAR PKBI Youth Center in Central Java. The research noted that the communication process runs with educational activities, empowerment, and counseling with strategies for the formation of a peer educator, lobbying, advocacy, and collaborative activities, as well as the materials and media used vary widely according to the target (Umaroh et al., 2021).

Earlier, there was also Corporate Social Responsibility (CSR) program by the chemistry industry, PT Tjiwi Kimia, in East Java that focused on HIV/AIDS prevention (Ramadhani, 2014). The communication strategy used in that CSR program was carefully drafted and flexibly adapted to the company's internal and external stakeholders. The communication strategies were environmental scanning, formative research, planning, design, message execution, and evaluation.

The previous research has shown the

importance of sexual reproductive health education towards youth and the communication strategies of programs dedicated to educating young people regarding this matter. However, the sexual reproductive health education programs were mainly conducted by the government and NGOs. There was one company that was concerned about related sexual reproductive health, which was HIV/AIDS prevention. No earlier research about CSR programs conducted by a brand focused on this issue. Therefore, this research would like to analyze the CSR communication strategies of contraception brands on the education of sexual reproductive health among youth.

CSR is an “essentially contested concept,” which is also flexible (Ihlen et al., 2012). CSR can be defined as a business strategy for dealing with the social and environmental context (Ihlen et al., 2012). Some like to add a normative dimension and argue that CSR is about conducting business “in a manner that meets high social and environmental standards” (Ihlen et al., 2012). In sum, CSR as an activity is the corporate attempt to negotiate its relationship with stakeholders and the public. At a minimum, CSR focuses on how corporations handle economic, social, and/or environmental issues (Ihlen et al., 2012).

CSR is a company's commitment not only to gain better financially but also to develop

surrounding social and economic sustainability sustainably (Saleh et al., 2020). CSR is also said to serve as a form of a company's responsibility to its external stakeholder (Hidayaturrehman, 2017).

The communication function is vital for the CSR program. Every company running a CSR program should understand the importance of effective stakeholder communication. Therefore, effective communication between the company and its public who receive the benefits would determine the program's success (Nurjanah et al., 2019).

According to Rogers, a communication strategy is a plan created to modify human attitudes on a big scale by transferring new ideas. Meanwhile, according to Middleton, communication strategy is the best combination of all communication elements, from the communicator, message, and channel to the effect designed to achieve communication purposes optimally (Wijaya, 2015).

CSR is part of the communication of development. There are some strategies in development communication, in which every strategy reflects a series of priorities about how to use communication to achieve what is required by development. The first strategy is based on media (this strategy usually categorizes their activity around the medium they favor the most). The second instructional design strategy

(this strategy focuses on individual learning).

The third participation strategy (the fundamental principles of this strategy is about organizing activities that focus on community cooperation and personal growth) (Wijaya, 2015).

There is also a model for strategic CSR communication called the "informing" and "interacting" strategies. Informing strategy entails providing coherent messages to the public to enhance organizational visibility and foster public trust. In order for this strategy to make CSR communication effective, such communication material must (1) emphasize CSR as a shared concern between the organization and its public, (2) link CSR to core business objective, (3) contain visible evidence that shows organizational support, and (4) contain CSR results (Ajayi et al., 2021).

On the other hand, the interacting strategy involves organizations engaging with the public in developing and implementing their CSR programs. The interacting CSR strategy includes having social partnerships with community leaders and non-profit organizations, local articulation, which is denoted as corporate engagement with a community by inviting or being invited to external publics for open communication, and receiving proactive endorsements from external publics about corporate good deeds (Ajayi et al., 2021).

There are also communication channels

that should be concerned with CSR communication strategy. The communication channels are controlled and uncontrolled (Kim, 2014). The controlled channels are channels owned and managed by the organization. They include websites, press releases, reports, social network pages, company newsletters, brochures, print adverts, company blogs, CSR beneficiaries, company direct mail, and local stores. Uncontrolled channels are channels the organization does not own or manage but disseminate its CSR information. They include newspapers, online news, and expert blogs (Ajayi et al., 2021).

The abovementioned facts are the reasons that encourage Reckitt Benckiser through one of its brands, Durex Indonesia, to create a Corporate Social Responsibility (CSR) Program. The program, called Eduka5eks, aimed to get society to start understanding, discussing, and raising awareness about sexual and reproductive health. This program received a “*Best Social PR Program 2021*” award from Marketing Mix in March 2021 (Setiawan, 2021).

There is a close affiliation between stakeholder thinking and the equally popular concept of corporate social responsibility (CSR) (Ihlen et al., 2012). Nowadays, CSR is part of a company’s strategy to build and maintain relationships with its stakeholder. Thus, Reckitt

Benckiser is aware of such opportunities that CSR brings to the company by making the issue of sexual and reproductive health the core of their CSR activity.

The eduka5eks program promoted five steps for the public to understand sexual and reproductive health better. The five steps proposed are: *let us learn, talk about it, respect each other, be responsible, and do a frequent check-ups*. However, given the nature of Durex Indonesia as a contraception brand and the attitude of most Indonesian people towards the issue, this would be a challenging task to conduct. The company is dealing with some challenges. They are the wide range of targets of the CSR program, the diverse and various social, economic, and cultural backgrounds, and the negative stigma about sexual reproductive health education.

Given the current development of sexual reproductive health issues among youth in Indonesia, there should be parties other than the government and NGOs to assist in addressing the issue. In this case, Corporate Social Responsibility (CSR) could be a way for a brand to mitigate social issues. The nature of Durex-Reckitt Benckiser as a contraception brand has relevance concerning sexual reproductive health. Therefore, this study aims to analyze the communication strategy of corporate social responsibility carried out by the contraception

brand in an education program on sexual reproductive health.

RESEARCH METHOD

This research uses a descriptive qualitative method. Qualitative research is a process of understanding a social problem conducted in a natural setting, based on the description being developed in complex and whole, from the perspectives given in detail by informants (Creswell, 2013). According to Creswell, the descriptive research method gathers information about the present condition. He also explained that the purpose of the descriptive method is to find a detailed explanation and description of the object of the research systematically (Creswell, 2013). In this study, the researcher tries to understand the communication strategy used in the corporate social responsibility program regarding the issue of sexual and reproductive health. Informants would be interviewed in a natural setting so that they would share their clear perceptions.

The data collection method for this study is the interview and online observation. The interview is defined as a conversation with a specific purpose. The instrument for data collection is a list of questions (Moleong, 2013). The researcher prepares a list of questions based on the concepts used in this study, namely CSR, communication strategy, and education program

on sexual reproductive health. The researcher uses the purposive sampling technique in which specific considerations are taken to choose resources (Sugiyono, 2017). Once the set of questions is completed, the researcher interviews people who have met specific criteria as the informant. Those criteria are as follows: understand the nature of the company's corporate social responsibility and the education program on sexual reproductive health. Based on those criteria, the researcher has narrowed informants into people with the following job description: Brand Manager of Reckitt Benckiser Indonesia and Client Supervisor of Edelman Communication Consultant Agency.

The research was conducted through an online interview on the Zoom application in 2020. Besides having the interview, the researcher also observed the social media content of CSR "Eduka5eks" to strengthen the analysis of research findings.

The analysis method used in this research is a narrative analysis referring to the text and social life practice. The narrative is how people manage real-life practice and their subjective understanding (Creswell, 2013). There are steps taken in the process of data analysis. The first is data reduction. It is a process of reducing and summarizing important parts of the study. Once the interview transcripts were completed, the researcher searched for the parts that best

served this study's purpose. In this study, the researcher would search for answers regarding the main concepts of this study, namely CSR, communication strategy, and education programs on sexual reproductive health. The second is data display. It is a detailed and organized description of the research's results. Once all data regarding the main concepts of this study is gathered, the researcher then searches for pattern connections to get a correct conclusion. The last one is the conclusion. The findings have never existed in past research, and the last stage of the process is to give meaning to the analyzed data. In this part, the researcher answers the research question about the CSR communication strategy in education programs on sexual reproductive health.

RESULTS AND DISCUSSION

CSR Program Eduka5eks by Durex-Reckitt Benckiser Indonesia started in 2019 and continues. Based on the interview with Brand Manager and Program Manager, Eduka5eks has done the five steps of communication strategy as conveyed in previous research. They are research, planning, implementation, evaluation, and reporting (Cangara, 2013). Before conducting the official research, the internal team revealed the reason for the CSR theme. The program manager described this as follows:

“We first looked at the nature of our company, focused on consumer's product, and more specifically on health product, then narrowed it down to the brand. It is Durex, the contraception brand. Then we searched for relevant social issues that can be overcome by public education, like unwanted pregnancy and sexually transmitted diseases. From there, we came up with the CSR idea of Eduka5eks” (M. G, interviewed on March 20, 2020)

Both informants said that a brand's values had become crucial in determining what kind of activity the CSR would do. Reckitt Benckiser is a company of various brands and products of hygiene and health. Durex sells contraception. Therefore the closest issue they can work on is sexual reproductive health. Moreover, as the brand, it should work according to the company's values and the characteristic of the product it sells.

Furthermore, in the first research phase, Reckitt Benckiser invited a Public Health University Indonesia faculty team to survey five big cities in Indonesia. Those cities were Jakarta, Bandung, Surabaya, Yogyakarta, and Medan in 2019, with 1500 respondents. Other than conducting a survey, Reckitt Benckiser Indonesia via Durex brand was having some consultation with various stakeholders to get insights about the programs:

“We discussed with stakeholders to understand the issue. We first discussed the idea with Reckitt Benckiser as the corporate. Once approval had been made, we talked to the Ministry of Health and asked the psychologist, an expert sexual

educator Inez Trisanti. We cooperate with the University of Indonesia Faculty of Public Health to create a survey regarding sexual reproductive health knowledge among youth. From there, we discover ways to communicate the topic to our audience” (I. F, interviewed on March 20, 2020).

The CSR team discussed the idea of Eduka5eks to Reckitt Benckiser as their corporate. Once they got the approval, they started working with other related stakeholders, such as ministries and experts. Once they had all the information required, the online survey was launched. This phase reflected the corporate’s concern toward their internal stakeholder before conducting further research. Not only that, but this part also showed part of the “informing” strategies to link CSR to core business objectives. The nature of Durex as a contraception brand aligns with the education program on sexual and reproductive health.

The survey’s result noted that about 61 percent of teenagers felt anxious about discussing sexual reproductive health with their parents, and 57% said they felt safer and more comfortable discussing this with their peers. Three main issues would never be discussed with parents: pregnancy and marriage, a detailed explanation of body anatomy and reproductive organs, and healthy sexual relations, including the right usage of contraception. Regarding the information source of sexual and reproductive

health, about 41 percent of respondents chose to ask peers, 21 percent chose to search on the internet and social media, and only 14 percent opted to ask their parents (CNN Indonesia, 2019).

The next step is planning. In this phase, the CSR team brainstormed to determine how to implement the Eduka5eks program. Durex -Reckitt Indonesia has been cautious about the theme of the program, as explained by the manager below:

“People tend to associate Durex as a condom. People might think, “So what do you want, huh? Do we want to teach our kids to have free sex?” Given that fact, we should make sure that we talk as sexual reproductive health educators. We are so much more than just a condom brand” (IF, interviewed on March 20, 2020).

Therefore, in this planning step, the team planned the communication strategy. The strategy was based on data collection from a survey and discussion with Health Ministry, Psychologist, Doctors, and Public Health Faculty.

“Once data was gathered, we brainstormed, which resulted in choosing sexual reproductive health as our CSR topic. We found some ways to communicate our message to the audience. For example, on the digital platform, we created articles, Instagram content, and Instagram Live. While the offline event was campus visits to some universities in Jakarta” (IF, interviewed on March 20, 2020)

After the planning phase, the next step would

be implementation. In this implementation phase, the communication strategy conducted by the brand followed the “informing” and “interacting” strategies suggested by Morin (Ajayi et al., 2021). In informing the public of this program, the team should frame the message in a way that does not seem too vulgar, whether on conventional or new media. That should be done to avoid negative perceptions from stakeholders.

The message of this education program was conveyed simply by the program’s name, “Eduka5eks”. The program’s name stands for “education” and “sex”. The logo displays five simple messages, one concise picture, and one hashtag *#enaknyadiobrolin* or “it is good to talk about”. The hashtag is the summary of all messages this program delivers. Therefore it is

clear that the purpose of this activity is to give education about sexual reproductive health.

Brand Manager also said that by the shape of the font and logo of the program, people would easily recall the five easy steps of this program. The symbol of the lamp shows that the program aims to enlighten people’s knowledge. The choice of blue, pink, and white colors is in line with the colors of the brand logo. Using the number “5” to replace the “S” alphabet means emphasizing the five simple steps offered by the program. The five messages also appear clearly on the logo. Those messages are the main key issues the program communicates to its targets. Figure 1 is the picture of the Eduka5eks logo.

The goal of “Eduka5eks” is following its name, “Education” about “Sex”. As described earlier, the number “5” replaced the word “S” to



Source: Durex website, 2020

Figure 1 Five basics steps for sexual reproductive health education program

highlight the five main goals of the program: (1) let's learn, (2) let's talk, (3) respect each other, (4) always responsible and (5) have a routine check. On goals 3, 4, and 5, the brand refers to young people respecting others' choices regarding sexual reproductive health if they show responsibility for their health. One of many ways to care for their sexual reproductive health is by having a routine check when they are sexually active.

“Brand never intended to encourage premarital sexual relations, as what has been a concern for many opposing parties about sexual reproductive health. Durex Indonesia only wanted to provide information about the risk of unhealthy premarital sexual relations. The program wants to communicate the knowledge, but the final decision was fully given to youth” (I. F, interviewed, March 20, 2020).

Based on that answer, it was clear that the brand highlighted understanding and acceptance. The brand's purpose was to educate and provide information so youth could have a safer, smarter, and wiser choice regarding their sexual reproductive health. Accepting that the issue is important and thus deserves to have a place in society and is no longer considered taboo to discuss. The informant did not explicitly name these as their main goal because they initially expected to achieve understanding and acceptance first.

Moreover, on the implementation, communication strategy is the best combination

from all communication element from communicator, message, channel until the effect that are designed to achieve communication purpose optimally (Wijaya, 2015). In order to communicate effectively, the communication target should be clear. Moreover, in the implementation, the communication strategy is the best combination of all communication elements, from the communicator, message, and channel until the effect is designed to achieve communication purpose optimally (Wijaya, 2015). Below is the explanation from the informant:

“For Target, we focus on young people, parents, and newlywed couples. Because they are most interested in learning about sexual education, they may want to ask their friend or parents but tend to feel ashamed. That is why we want to educate them” (M.G., interviewed, March 20, 2020).

These people are the main target of Eduka5eks because they are considered a group with the most interest in sexual reproductive health. An adolescent might find physical changes due to puberty confusing, not to mention the fluctuation of hormones. These factors encourage them to learn more about sexual reproductive health. The newlywed couple is also included in the target group because this mark the first-time person who might be engaged in sexual relations in their whole life. As in parents, this refers to parents with pre-teens and teenagers. They should

understand how to communicate with their children regarding this issue. Since they vary in demographic background, it would impact the message's communication.

This part of communication also aligns with the “interacting” strategies, which include having social partnerships with community leaders and non-profit organizations. Eduka5eks invited collaborative partners from Health Ministry, doctors, and psychologists. Inez Kristanti, a psychologist with a specific concern for sexual reproductive health for youth, is a member of the Angsa Merah Foundation and was also chosen as the brand spokesperson for the program. Recently they also have nominated some students to become Campus Ambassadors as *peer educators* for students. This choice of

Campus Ambassador reflected the external public endorsement of CSR activities proposed by Morin (Ajayi et al., 2021).

For communicators from the expert group (doctors, authorities, and psychologists), the brand puts credibility as the first consideration to improve public acceptance and trust. Meanwhile, for the University Ambassador, the brand stressed the familiarity and similarity between the communicator and the targets, both young. Figure 2 is the Instagram post (@durexindonesia) about the announcement of “Eduka5eks University Ambassador”:

The implementation of peer educators in the form of University Ambassadors follows an earlier study that noted that policy implication was the requirement of medical workers to



Source: Durex website, 2020

Figure 2 Post on the announcement of Eduka5eks University Ambassador

coordinate with peer groups, especially for male teenagers, to give positive examples in reducing premarital sexual behavior (Suparmi et al., 2016). Another previous study also noted a strong relationship between peer educators and the increase in knowledge level regarding education on HIV/AIDS prevention (Sumartini et al., 2020).

On the message element of the communication process, the five simple steps offered on the logo were the key messages. The first two messages (let's learn and let's talk) aim to get an understanding of knowledge and normalization of sexual reproductive health issues among youth. The third and fourth messages (respect each other and be responsible) encourage people to respect others with different perspectives and be responsible for every choice they make. The fifth message is for the prevention act; it is about having a routine check, especially for those who are sexually active.

Besides the message, there are also hashtags *#EnaknyaDiobrolin* as the key message of the Eduka5eks program. Normalizing the issue means being comfortable talking about it daily. Below is the statement from Project Manager regarding the key message:

“The use of hashtags stressed the key message not to be afraid or awkward to discuss sexual and reproductive health because it is a normal and important matter” (M. G, interviewed, March 20, 2020)

On medium of communication as mentioned by Kim, there are controlled and uncontrolled media (Kim, 2014). The controlled channels are channels owned and managed by the organization. The CSR team has picked some controlled media in disseminating their message: mass media, the brand's website, and social media. From the researchers' observation, the choice of social media is also based on demographic background. For example, the brand used Instagram for teenagers and young couples, while for parents, they used YouTube and Website. For mass-media online, the news covered research results and the activity of campus visits. The uncontrolled media for this program included the news or online mass media articles. Based on the researcher's observation, there were some news articles regarding “Eduka5eks”, starting from the coverage of offline events to the award given to the brand regarding its achievement in this program.

As mentioned earlier in the message content, the receiver element has different characteristics for each target. For example, on Instagram posts that focused on the younger generation, they brought up the topic that attracted the interest of young people the most. Figure 3 is the Instagram post uploaded by one of the selected Campus Ambassadors.

Korean celebrities are favored by most girls nowadays. Thus choosing this photo

and caption to post would encourage young girls to read the message. The word “*chingu*” means friends. It also emphasized that the peers convey the message. Other content created by peer educators is dedicated to their peers, so they all suit the favor of adolescents from the caption, photos, and designs.

Unlike the above social media content, there are also contents specially designed for parents. The content is an interview video with some parents regarding their habits in discussing sexual reproductive health with their kids. Some parents seem resourceful and open about the issue, while others seem clueless and refer to teachers and schools as responsible for this topic. The choice of presenting the interview video sought similarities between parents. The audience was expected to be familiar with other parents they watch on this



Source: @Jowvita Instagram, 2020

Figure 3 Korean actor tells message on reproductive health

Youtube channel.

Not only through social media, the brand also had visitation events at some universities in Jakarta. At that event, journalists from various mass media were there to cover and publish the news in their papers (both online and in print). Based on those examples, it was clear that different receivers should receive different kinds of messages through various mediums and delivery styles.

The last step of the communication strategy there is monitoring and evaluation. Both informants said that they were always active in doing media monitoring, listening public both from mass media and social media. The team always tried to ensure no negative opinions from the public. Another informant added that the team always had regular discussions with a representative from the Ministry of Health to get advice about the program’s implementation. However, this part has yet to be studied further, as it should be researched under more specific methods. Moreover, the Eduka5eks program is still going on until recently. Given the pandemic situation, the program is only limited to digital media.

Based on the result above, the program’s communication strategy is media and participation based. Media-based strategy categorizes their activity based on the most often used medium (Wijaya, 2015). Meanwhile, participatory strategy is organizing activities that focus on

the cooperation of communities and personal growth. The media-based strategy was shown by Eduka5eks when they used the event as a medium to have a panel discussion with experts on their campus visit. Other than that, this CSR program also used mass media and social media to communicate with its targets. They use various media, including the brand's website, Instagram, Facebook, YouTube, and Twitter.

Concerning the definition of participatory strategy, there is a cooperation of communities, in this case, cooperation with the related universities. Meanwhile, a participatory strategy was shown by nominating five students as Campus Ambassadors who serve as peer educators about sexual reproductive health. Campus Ambassadors are also responsible for posting informative content on the issue on their respective personal social media. As in personal growth, the involvement of universities student as campus ambassadors could elevate the personal development of respective chosen students.

The strategy of using peer educators is also following the previous study. Earlier research noted that based on Survey *Kesehatan Reproduksi Remaja Indonesia* (SKRRI) in 2012, about 29% of girls and 48% of boys receive information about sexual reproductive health from their peers (Kementerian Kesehatan R.I., 2022). However, research also showed that

peers with negative behavior tend to influence these teenagers negatively. Thus, the best thing to do is to provide these young people with special education and training for their selected peers to impact others positively (Suparmi et al., 2016).

Moreover, another research suggested that peer educators' strategy is more effective in positively impacting teenagers' behavior rather than implementing the adult or expert intervention (Oktarini et al., 2021). This research could be a consideration for Eduka5eks to focus more on their strategy for the Campus Ambassador role in communicating information about sexual reproductive health for teenagers. At the same time, other targets, such as newlywed couples and parents, can still use experts as the main communicators.

The abovementioned showed that communication strategy is something adjustable based on context and situation. A previous study suggested that mass and intercultural communication are relevant for communication strategy, especially for social empowerment, to be more efficient and effective (Saleh, A., & Sihite, 2020). That has something in common with the findings of this research on the part of mass communication. However, the Eduka5eks program has yet to emphasize intercultural communication. Meanwhile, the targeted big cities in Indonesia, as reflected in an earlier

survey, are Jakarta, Bandung, Yogyakarta, Surabaya, and Medan. These various cities are rich in cultural differences, and thus, the implementation of intercultural communication is relevant.

The communication strategy conducted by the CSR team of Eduka5eks is in line with concepts used in earlier studies. The most highlighted elements are the research phases that included a survey with joint coordination with the Faculty of Public Health University Indonesia and brainstorming with related national offices like the Ministry of Health and the National Board of Planning.

The creative content and various events of the “Eduka5eks” program itself that focused on sexual and reproductive health should also be able to assist the government in tackling the issue. Previous research analyzed the effectiveness of government programs in decreasing adolescent pregnancy. In order to estimate the effectiveness of this program, the earlier study measured effects of the education-based Sexual and Reproductive Health Program on adolescent pregnancy rates in Indonesia. The result of the study noted that estimation showed that at least one program did not significantly affect adolescent pregnancy rates, namely, the Expansion of Information on Family Planning Programs through Mass Media (Thalita, 2020). The more party join the effort in educating youth

regarding this issue, the more possibilities that the outcome will succeed.

Other important and interesting elements are on message and media. Every message was carefully tailored for different targets. In this case, a Korean actor was chosen as the picture on an Instagram post to reach teenage audiences—the choice of Instagram as a medium also consideration that this is the social media favored by youth. Meanwhile, for parents, the content displayed is an interview video with parents concerning their opinion about the discussion on sexual reproductive health with their children. This kind of content is highly relevant to the audience, and the media chosen is YouTube, as this is more popular with people around the parents’ age.

However, CSR programs cannot be entirely separated from business interests. The main targets of Eduka5eks are adolescents, newlywed couples, and parents who live in big cities, as reflected on the survey at the beginning of the program. These groups are also the main consumer target of Durex Indonesia. On the contrary to that, past studies about demographic factors in communication, information, and education about sexual reproductive health showed that adolescents who live in big cities have relatively better knowledge compared to their peers in rural areas. Male teenagers are considered to have the slightest knowledge

compared to their female peers (Lukman, 2021). Therefore, to answer the problem better, the target for Eduka5eks should expand to this demographic group.

Furthermore, using social media as the main medium to communicate with the targets is also supported by previous studies. The first study noted that the effect of social media was so significant that it could organize the relationship between businesses and the public pretty well (Prescott et al., 2010). Another study noted that social media enabled the business to build a consumer basis (Schroeder, 2014).

Brand Manager stated that this program is still going on up to recently until the goal is achieved. In the context of Eduka5eks, it started in 2019. Due to the Covid-19 pandemic, the program focuses more on digital media than a live event. Such a statement indicates that sustainability is one of the requirements of CSR (Hidayaturrehman, 2017).

At first, the program was conducted both offline and online. The offline was a campus visit that suddenly stopped due to the pandemic. The decision to entirely shifted to digital platforms during the Covid-19 pandemic is also the manifestation of communication strategy implementation. Communication strategy is a combination of communication planning and communication management. It means that to achieve the goals. There should be operational,

tactical ways in which the approach could differ from time to time based on the situation and condition.

CONCLUSION

Communication strategies of the corporate social responsibility program on sexual reproductive health “Eduka5eks” should be continued to support the effort of the government and all concerned parties in approaching this issue. The communication strategy of the CSR program “Eduka5eks” are inclusive of research, planning, implementation, evaluation, and monitoring. However, the evaluation and monitoring part needed to be discussed sufficiently, as the program is still running. The kind of communication strategies mainly used in this program is both “informing” and “interacting” strategies, with more emphasis on the “interacting” ones. Regarding communication development strategy, the strategies implemented are media and participatory, as the program mainly focused on using various media and the nomination of a University Ambassador. The dominant media in this program are controlled media like the brand’s website, the brand’s social media brand, and the social media of the University Ambassador. The suggestion for the brand is to heighten the roles of peer educators and expand the program for an adolescent from

rural areas. On the academic side, this research could further be explored by the receivers' side of this program. The following research could determine whether youth, newlyweds, and parents are getting the right message from the brand. There could also be a comparison study of communicators' effectiveness between expert, authoritative, and peer educators.

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