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## Government Digital Communication Model in Organizing Corporate Social Responsibility Programs in the Tourism Sector (Study in Gunung Kidul Special Region of Yogyakarta)

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<p>Article Info</p> <p>Article history:</p>	<p><b>ABSTRACT</b></p> <p>Gunung Kidul Regency is one of the regions in the Special Region of Yogyakarta which is the poorest district. In 2021, the poverty rate in Gunung Kidul was recorded at 17.69 percent, with the number of poor people reaching 135,330 people. However, Gunung Kidul district has quite large and varied tourism potential, including natural tourism such as beaches, caves, hills, waterfalls, mountains, as well as historical places, cultural tourism and religious tourism. This huge potential can certainly be utilized to improve the community's economy. One of the efforts to develop tourism is through the Corporate Social Responsibility (CSR) program, considering that many companies are implementing CSR programs in Gunung Kidul, especially in the tourism sector. The implementation of the CSR program, of course, needs to be monitored and evaluated in order to provide more benefits, especially in increasing tourism activities which can boost the community's economy. So far, monitoring and evaluation efforts carried out by the Gunung Kidul Regional Planning and Development Agency (BAPPEDA) are still not running optimally. The monitoring and evaluation process is still very limited with conventional technology. Therefore, this research aims to find the Gunung Kidul government's digital communication model in organizing CSR programs, especially in the tourism sector. This research method was carried out using a descriptive qualitative approach with a case study method involving BAPPEDA, other government elements, CSR implementing companies, as well as the community. Data collection was carried out through observation, in-depth interviews, as well as focus group discussions. The results of this research provide recommendations related to the government's digital communication model in organizing CSR programs, especially in the tourism sector, which can be applied in Gunung Kidul and other areas.</p> <p><b>Keywords:</b> Digital Communication; Government; Corporate Social Responsibility; Tourism; Gunung Kidul.</p> <p><b>ABSTRAKSI</b></p> <p>Kabupaten Gunung Kidul merupakan salah satu wilayah di Daerah Istimewa Yogyakarta yang menjadi kabupaten termiskin. Pada tahun 2021, tingkat kemiskinan di Gunung Kidul tercatat sebesar 17,69 persen, dengan jumlah penduduk miskin mencapai 135.330 orang. Meskipun demikian, kabupaten Gunung Kidul memiliki potensi pariwisata yang cukup besar dan beragam, meliputi wisata alam seperti pantai, gua, bukit, air terjun, pegunungan, serta tempat bersejarah, wisata budaya,</p>
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	<p>dan wisata religi. Potensi yang besar tersebut tentu dapat dimanfaatkan untuk meningkatkan perekonomian masyarakat. Salah satu upaya pengembangan pariwisata adalah melalui program <i>Corporate Social Responsibility</i> (CSR), mengingat banyak perusahaan yang mengimplementasi program CSR di Gunung Kidul terutama dalam bidang pariwisata. Pelaksanaan program CSR tersebut, tentunya perlu dilakukan monitoring dan evaluasi guna memberikan kebermanfaatan lebih terutama dalam meningkatkan aktivitas pariwisata yang mampu mendorong perekonomian masyarakat. Selama ini upaya monitoring dan evaluasi yang dilakukan oleh Badan Perencanaan dan Pembangunan Daerah (BAPPEDA) Gunung Kidul masih belum berjalan dengan optimal. Proses monitoring dan evaluasi masih sangat terbatas dengan teknologi konvensional. Oleh karenanya penelitian ini bertujuan untuk menemukan model komunikasi digital pemerintah Gunung Kidul dalam mengorganisasi program CSR khususnya dalam bidang pariwisata. Metode penelitian ini dilakukan dengan pendekatan kualitatif deskriptif dengan metode studi kasus dengan melibatkan BAPPEDA, elemen pemerintah lain, perusahaan pelaksana CSR, maupun juga masyarakat. Pengumpulan data dilakukan melalui observasi, wawancara mendalam, maupun juga <i>focus group discussion</i>. Hasil penelitian ini memberikan rekomendasi terkait dengan model komunikasi digital pemerintah dalam mengorganisasi program CSR khususnya dalam bidang pariwisata yang dapat diaplikasikan di Gunung Kidul maupun juga daerah lainnya.</p> <p>Kata kunci: Komunikasi Digital; Government; Corporate Social Responsibility; Tourism; Gunung Kidul.</p>
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## INTRODUCTION

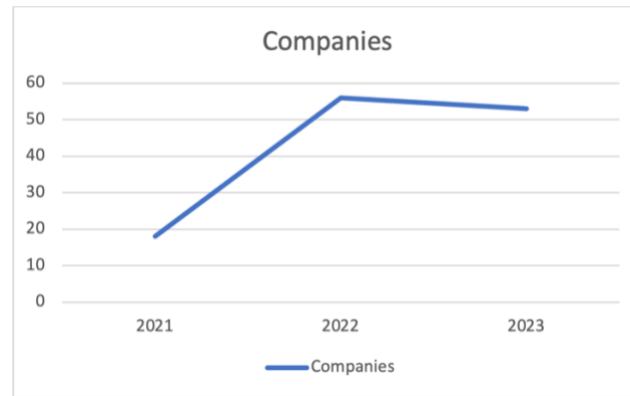
Poverty is still a problem experienced by several regions in Indonesia. As one of the developing countries with the largest population in the world, Indonesia has various kinds of social problems that must be resolved immediately. One of the main challenges often faced by developing countries is poverty. Poverty can be defined as the economic inability to meet basic needs, both food and non-food, which are measured based on the level of expenditure. So the poor can be defined as those who have an average monthly per capita expenditure below the basic needs limit (Zendrato & Lubis, 2024).

Several regions in Indonesia have relatively high levels of poverty. The percentage of poverty in Indonesia according to the Central Statistics Agency in March 2023 was 9.36 percent with the number of poor people in March 2023 amounting to 25.90 million people (Central Statistics Agency, 2023). Meanwhile, according to World Bank calculations, as of 2022, there should be 44 million poor people in Indonesia (Theodora, 2024). Meanwhile, for district areas, Gunung Kidul Regency is one of the regions in the Special Region of Yogyakarta which is the poorest district. In 2021, the poverty rate in Gunungkidul was recorded at 17.69 percent, with the number of poor people reaching 135,330 people (Yuwono & Utomo, 2023).

The background to this research is due to the high poverty rate in Gunung Kidul, while Gunungkidul Regency has quite large and diverse tourism potential, including natural tourism such as beaches, caves, hills, waterfalls, mountains, as well as historical places, cultural tourism and religious tourism (Gunungkidul Regency Regional Government, 2019). This huge potential can certainly be utilized to improve the community's economy. The Gunungkidul Regency Tourism Office, Special Region of Yogyakarta, reported that the number of tourists visiting tourist attractions in the region throughout 2023 reached 3,447,743 people, with a contribution to regional original income from the tourism sector of IDR 25.11 billion (Sutarmi, 2024). This figure is certainly fantastic because not many areas can get that number of tourists in one year. The high tourism potential has made many companies, both private and State-Owned Enterprises (BUMN), distribute social responsibility programs or what is often called Corporate Social Responsibility (CSR) in the Gunung Kidul area to improve community welfare through CSR tourism development programs.

Diagram 1.

## Companies Implementing CSR in Gunung Kidul



Based on the diagram above, it can be seen that over the last 3 years many companies have implemented their CSR programs in Gunung Kidul. This is because of the tourism potential that exists in Gunung Kidul. In 2021 there are 18 companies, in 2022 it will increase to 56 companies, and in 2023 there will be 53 companies. Companies such as BCA, Pertamina, and Astra International are several companies that have succeeded in developing several villages in Gunung Kidul into tourist villages that are busy with tourists. BCA, through their CSR program, has helped Bejiharjo Village, which is now known as the Pindul Cave tourist attraction. This CSR program provided significant results, with Bejiharjo Village in 2016 achieving profits of up to 4 billion rupiah (Fajri et al., 2021).

Currently, many CSR programs from the private sector are channeled to Gunung Kidul. So strong monitoring and evaluation is needed from the Gunung Kidul Regency Government to optimize CSR programs, especially in the tourism sector in order to improve the community's economy. In August 2017, the Gunung Kidul Government through Bapeda and the One Stop Integrated Services and Investment Service (DPMPTS) formed a CSR forum consisting of companies that channel their CSR programs in Gunung Kidul. In its implementation, the CSR Forum is still not well organized because there are still many companies, especially private ones, running CSR programs without any coordination with BAPPEDA. This results in incomplete administrative data regarding the number of companies running CSR programs in the Gunung Kidul area.

CSR programs must also include various stakeholders, both internal and external to the company (Fajri et al., 2021). It is hoped that the implementation of various CSR programs in Gunung Kidul through this forum can run well. In order to support the effectiveness of the CSR program, consistent evaluation is needed to ensure sustainability in the future, especially in supporting tourism activities as one of the potentials in Gunung Kidul. CSR programs must have clear goals and measurable strategies to achieve them. The existence of a government digital communication model in organizing CSR programs is very necessary to prioritize the principles of responsibility, accountability, openness and fairness to optimize the benefits of CSR programs.

Based on the literature review conducted by researchers, research related to Corporate Social Responsibility has been widely carried out, however not many have conducted studies related to digital communications carried out by the government in supporting the implementation of CSR programs, especially in the tourism sector. The research conducted so far focuses on the implementation of CSR programs and business Silva LHV (2021), Mahmud A (2021), Situmeang I.V (2016), and Williams (2023), CSR and SDGs (Seth R, 2022), CSR Impact (Meuter JB, 2023), CSR strategies Nurjanah (2023), Yoon-Kook C. (2017), and Andrews N (2016).

So far, many CSR programs have been implemented in tourism development. Therefore, conducting studies related to CSR in the tourism sector is very necessary. Apart from that, from research that researchers have previously conducted, such as: Dynamics of CSR in companies (Fajri, 2015), CSR and urban development (Prasetyo AD, Fajri, 2020), as well as CSR during the Covid-19 pandemic (Fajri, C, MNF, 2020) researchers have never conducted research related to the CSR digital communication model. Even though CSR is very important in supporting the tourism sector and developing the surrounding community.

Gunung Kidul as one of the tourism destination areas in Yogyakarta requires a digital communication model in developing tourism there through good CSR program management. So far, monitoring and evaluation carried out by the Gunung Kidul Government has not been carried out well, due to various factors and not using digital technology. Because many companies have not implemented CSR programs in accordance with the expectations of the Gunung Kidul Government. It is hoped that the digital communication model will be able to provide an optimal impact in implementing CSR programs, especially in the tourism sector.

## METHODS

This research uses a qualitative descriptive approach with a case study method. This qualitative descriptive approach was chosen because the data obtained basically cannot be generalized and places more emphasis on meaning (Sugiyono, 2011). Furthermore, the case study method was chosen because researchers need in-depth, intensive and detailed data that cannot be quantified (Anasiru, 2011; Baxter & Jack, 2008) to answer research problems, considering that the existing data is in the form of strategic values related to government digital communications. in organizing CSR programs in the tourism sector. What differentiates the case study method from other qualitative research methods is the depth of analysis in a more specific case, whether in the form of a particular event or phenomenon (Rusandi & Rusli, 2021). The phenomenon referred to here is government digital communication in organizing CSR programs in the tourism sector.

This research begins with collecting field data and literature studies to identify existing problems, then the research focus and key informants as the main data source will be determined. Data collection techniques used include interviews, observation and documentation. In-depth interviews were conducted with Dinas Penanaman Modal dan Pelayanan Terpadu (DPMPPT) and Badan Perencanaan Pembangunan Daerah (BAPPEDA) Gunung Kidul DIY, as well as representatives of several companies who are members of the CSR Forum as key informants. The data analysis used in this research is Miles & Huberman's qualitative analysis with triangulation as a validity technique to produce research conclusions that are valid and able to answer existing research problems (Sugiyono, 2011). It is hoped that the results of this research will be able to find a digital communication model for the government in organizing CSR programs in the tourism sector in Gunung Kidul, Special Region of Yogyakarta.

## RESULT AND DISCUSSION

### A. Implementation of CSR Programs in the Tourism Sector in Gunung Kidul Special Region of Yogyakarta

Corporate Social Responsibility (CSR) is a form of a company's commitment to developing a sustainable economy by prioritizing corporate social responsibility and prioritizing equivalence between attention to economic, social and environmental aspects (H.B. Untung, 2009). CSR aims to improve the quality of life of employees, families of company employees, local communities and communities. It can be concluded that CSR is the responsibility of the company in providing benefits to the community, the efforts aimed by the company in carrying out this responsibility are formulating policies, making policies, making decisions and carrying out activities (Zhao, 2020). Basically the company's CSR leads to the Triple Bottom Line (P) concept, namely, profit (profit) which means that the company's additional income for the company's sustainability, profit is a mandatory thing that must be achieved by the company. People are important stakeholders for a company. The community has a role in the development and existence of the company, therefore it is important to establish a harmonious relationship with the community so that the company has a good image in the eyes of the public. Planet (environment) environment and companies

have a reciprocal relationship. If the company preserves the environment, the environment will benefit the company (Y.B. Wibosono, 2015).

CSR is an essential responsibility of the company that should be implemented, this is based on the argument that the company should have the courage to accept the consequences caused by the company itself, whether it happens intentionally or not to the stakeholders (A.Lako, 2011). There are two strong theories that support companies implementing CSR. First, stakeholder theory which states that the ability to balance the various interests of stakeholders will determine the success and death of a company. According to this theory, the environment and society are the core stakeholders of a company that must be considered. Second, the legitimacy theory which states that the existence of a company in an area because it is politically supported and guaranteed by government and parliamentary regulations is a form of representation from the community. That way the social contract between the company and the community costs and benefits in the sustainability of a corporation.

Many companies implement their CSR programs in Gunung Kidul, especially in the tourism sector. Companies that run CSR programs in the tourism sector such as PT. Astra Indonesia and PT. Pertamina and also the DIY Regional Development Bank (BPD). Many of their CSR programs are carried out in tourism development in the Nglanggeran and Gedangsari Tourism Villages. PT. Pertamina carries out a CSR program in the Nglanggeran Tourism Village in accordance with the needs proposed by the Kencana Mukti Farmers Group in the process of creating a fruit garden. The innovation brought by PT. Pertamina is bringing in practitioners and academics who help train farmer groups in planting, caring for and harvesting effectively and can improve the community's economy. In the agricultural process, water is something that is needed to determine the success of fruit orchard results. So by building a reservoir that can guarantee the availability of water, it is very beneficial for the sustainability of the Nglanggeran orchard.

The innovation brought by PT. Pertamina to Nglanggeran residents, especially farmer groups, is providing appropriate fertilizer for fruit gardens, thanks to the CSR program run by PT. Pertamina makes farmer groups aware of good and appropriate fertilizer for fruit plantations. Even PT. Pertamina sent a special team to distribute fertilizer and provide assistance which lasted for 3 years.

The CSR program in Gedangsari created by PT. Astra Indonesia has provided a positive impact and benefits to the residents of Gedangsari. The sustainability CSR program makes the programs run in Gedangsari more targeted. The innovation brought by PT. Astra Indonesia's impact on Gedangsari residents is through training and assistance aimed at MSMEs in Gedangsari. The existence of training and mentoring allows MSMEs in Gedangsari to compete in the national market online and offline.

In the environmental sector, PT. Astra Indonesia. People who initially lacked awareness about waste management meant that people often put rubbish in the river, making the river polluted and prone to flooding. Due to this concern, PT. Astra Indonesia created a Waste Bank program and provided education to the community about the importance of keeping rivers clean so that they can be used properly by residents.

Meanwhile, the CSR program carried out in the Bejiharjo Tourism Village by the DIY Regional Development Bank (BPD), has provided several innovations that can be useful for the managers of the Bejiharjo tourist village. Such as financial management training programs and there are also programs regarding the socialization of digital financial technology. Digital financial innovation means that managers of the Bejiharjo tourist village do not have to carry out transactions using physical money, but can scan barcodes provided by the manager.

Bejiharjo tourist village managers were also given training in using e-banking and m-banking which can provide management with control over the incoming and outflow of money used for transactions. Apart from that, it can also make it easier for the Bejiharjo Tourism Village manager when upgrading equipment by transferring it to the seller as needed by the manager. Apart from innovation in technology, the Bejiharjo Tourism Village management was also given a special loan program provided by BPD Yogyakarta. This program provides tourism village managers with ease in disbursing money and installment payments can be directly deducted from the nominal account held by the manager.



Not only focusing on developing tourism in the three tourist villages, various companies also strive to provide benefits to all stakeholders, including in the fields of the environment and community welfare. Implementation of CSR programs has provided real benefits not only for society but also for companies. Several research results also state that companies that carry out social responsibility programs receive benefits such as customer satisfaction and favorable customer responses (T. J. Brown and P. A. Dacin, 2017) and (S. Sen and C. B. Bhattacharya, 2021). CSR programs have been implemented by many companies in Gunung Kidul. Several companies have aims and objectives in carrying out CSR programs. Be it for promotions, to company sustainability strategies. Forms of CSR carried out by companies include donations, community empowerment, and development (P. & N. L. Kotler, 2004).

The CSR program that has been implemented in the Nglanggeran, Gedangsari and Bejiharjo Tourism Villages has had a good impact and the community has benefited from every CSR held by the company there. In PT. CSR program. Pertamina in Nglanggeran has established productive fruit orchard agricultural land and is managed by the Kencana Mukti Farmers Group, which is a community in the Nglanggeran Tourism Village. Apart from the agricultural sector, the presence of reservoirs and fruit gardens makes Nglanggeran an alternative choice for tourists who want to visit the Nglanggeran tourist village.

In the tourist village of Bejiharjo, which has great tourism potential, many companies carry out CSR programs there, such as those carried out by BPD DIY, BRI, and also BCA. Most of the programs run by companies provide building structures such as signage and other supporting facilities. During the pandemic, restrictions on community activities meant that tourists in Bejiharjo decreased drastically and programs from companies that were originally going to be held in Bejiharjo were postponed. During the Covid-19 pandemic, BRI, BCA and BPD Yogyakarta took turns providing education on digital financial management which enabled Bejiharjo tourist village managers to make transactions with visitors without direct physical contact or what is usually called cashless.

Then for the Gedangsari area, Gunungkidul there is PT. Astra runs the Kampung Beseri Astra Gedangsari program which is a CSR program to improve community and environmental welfare. PT Program. Astra is still running. Like the program aimed at MSMEs, through the Digital Marketing program so that business actors in Gedangsari can still compete in the national market and can offer their products. Apart from advancing the economy for the welfare of the Gedangsari community, PT. Astra also holds a Waste Bank program aimed at enabling the community to manage waste wisely and generate profits in the economic sector.

## **B. Government Digital Communication Model in Organizing Corporate Social Responsibility Programs in the Tourism Sector in Gunung Kidul Special Region of Yogyakarta**

According to Erliana (2014), Government Communication is the delivery of government ideas and programs to the community to ensure the functioning of the government along with the interest of achieving public welfare. In the CSR communication programs, the aim of the government is to share the improve of the welfare, the more prosperous the people in Indonesia are, the development of Indonesia will experience significant progress.

In the government communications, there are two general types of communication channels. The first to facilitate internal communication in making decisions, or in creating membership in the ongoing social order. The second is media for external communication, media that includes channels to communicate to public, to deliver programs from the government and the government in collaboration with companies and also legislature (A.S. Muhtadi, 2016).

The central government has regulated CSR programs that must be implemented by companies. This is stated in Law no. 40 of 2007 concerning Limited Liability Companies.

Meanwhile, at the regional level, there is the Department of Investment and Integrated Services (DPMPT) which has the main task in the field of control as a driver and monitors CSR programs in its area. DPMPT Gunung Kidul based on its main tasks in 2017 started to carry out CSR development. In 2018, in order to optimize the CSR program, DPMPT invited companies in Gunung Kidul to form a CSR Forum whose function is as a media for exchanging opinions about effective CSR programs carried out in the Gunung Kidul area. In the CSR forum process, DPMPT also involved BAPPEDA Gunung Kidul as the CSR forum secretariat because BAPPEDA has an economic improvement program and has more accurate data about the community's economic and social needs. With the involvement of BAPPEDA, it is hoped that companies can carry out CSR program consultations with BAPPEDA so that the program can be right on target and in line with community needs.

Apart from establishing the Gunungkidul CSR forum, DPMPT also held an awards night called the CSR Award in 2018 and 2019 which was intended as an appreciation for companies that have provided positive impacts and benefits for the people of the Gunungkidul area. The criteria assessed are environmental development, social development, independent cash development, MSME partnerships and cooperatives. Apart from giving awards, DPMPT also held seminars that presented practitioners and academic figures who were concerned about social responsibility programs.

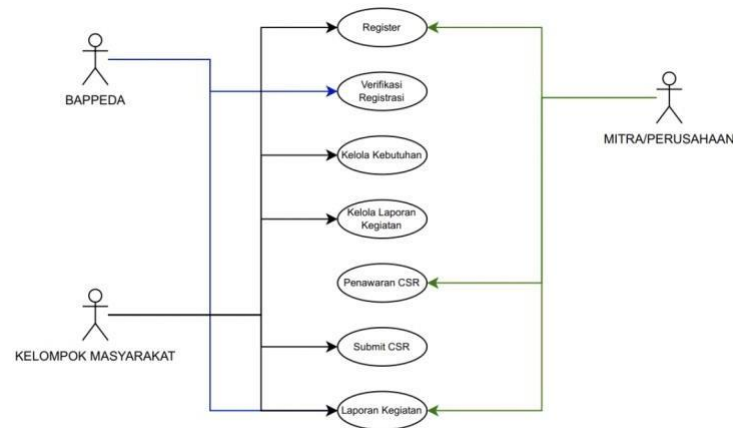
Digital communication carried out by the government in implementing the CSR program has only been limited to social media and also the Gunung Kidul Government website. The digital communication carried out is limited to providing information related to reporting on the implementation of CSR programs, both from company activities and CSR forums. The digital communication carried out is also relatively one-way due to the lack of responses to each question in the comments column on online media.

The Gunung Kidul government also has not integrated the social media used so that posts on Instagram are not the same as those displayed on Facebook and Twitter. The rapid development of technology requires all kinds of institutions and organizations to be able to adapt to trends occurring in society. The Gunung Kidul government, both through DPMPT and BAPPEDA, should be able to take advantage of the momentum of technological development by reactivating all social media that has been used. The active social media Instagram will be followed by other social media when the social media are well integrated so that the Gunung Kidul Government will have a wide range of information dissemination at the community level and obtain feedback in implementing CSR programs. The use of social media available in online media will increase the effectiveness of the success of digital communication programs run by the Gunung Kidul Government through media to optimize the implementation of CSR programs in the tourism sector.

In organizing CSR programs, the Gunung Kidul Government has so far communicated directly with both companies through CSR forums and communities receiving CSR programs. This is due to the lack of human resources at DPMPT and BAPPEDA who are able to manage digital media well. This results in various monitoring and evaluation processes still being carried out conventionally. This is certainly an obstacle in efforts to increase the usefulness of CSR programs to provide greater benefits. Besides that, in the process of organizing CSR programs carried out by DPMPT there are still problems with company reporting. Many companies that carry out CSR programs in Gunung Kidul do not report the results of their programs. So DPMPT does not get complete data about CSR programs that have been held in Gunung Kidul. Apart from reporting the results of CSR programs, many companies in Gunung Kidul implement CSR programs without notifying DPMPT. So DPMPT and BAPPEDA also do not have data about which companies will hold CSR programs in the Gunung Kidul.

Therefore, efforts are needed to facilitate the process of monitoring and evaluating CSR programs, especially in the tourism sector, in order to provide greater benefits. A digital communication model is needed to integrate various existing interests, including the government in Gunung Kidul (DPMPT and BAPPEDA), corporate partners, and also community groups. The following is a design for a digital communication model in implementing the CSR program in the tourism sector in Gunung Kidul DIY.

Picture 1.



Source: Researcher

From the digital communication model, it can be seen that there are 3 users who have a role in this application, namely the Gunung Kidul government (DPMPT and BAPPEDA), company partners, and community groups. Each element has a role in implementing the CSR program in the tourism sector in Gunung Kidul as follows:

1. The Gunung Kidul Government (DPMPT and BAPPEDA), has a role in verifying the validity of community groups and companies providing CSR funds. DPMPT and BAPPEDA can monitor all CSR offers from various company partners. Apart from that, DPMPT and BAPPEDA can also monitor all CSR program applications from the community. Furthermore, DPMPT and BAPPEDA can monitor all activities of community groups who are beneficiaries of the CSR program.
2. Company partners in this application play a role in offering CSR programs that can be implemented to the community. Corporate partners can also view and provide offers to community groups. In this application, company partners also have the facility to access and download various activity and budget reports from various community groups who receive CSR benefits. Corporate partners have the opportunity to accept/reject CSR applications from community groups.
3. Community groups play a role in inputting needs related to tourism development in an area. Community groups can view CSR funding offers from company partners. With this application, community groups also have the opportunity to apply for CSR funds from company partners. Community groups can provide input from activity reports along with budget usage.

Based on the government digital communication model above, it is hoped that it will make it easier for the Gunung Kidul government to communicate with related parties, namely partner companies and the community. These three elements can collaborate to optimize the implementation of CSR programs in the tourism sector in Gunung Kidul. The existence of facilities to offer village potential in Gunung Kidul provides opportunities for tourist attraction managers to seek funding through CSR programs. On the other hand, companies can also find out potential tourist attractions that are suitable for implementing CSR programs. Meanwhile, the Government can monitor and evaluate the implementation of

CSR programs in the tourism sector, and provide an assessment of development efforts that can be carried out.

## CONCLUSION

Based on the research that has been carried out, the results show that many companies are implementing CSR programs, especially in the tourism sector in Gunung Kidul. Optimizing the implementation of the CSR program is needed to provide greater benefits for tourism development in Gunung Kidul. These efforts can be carried out through an effective digital communication model for CSR programs. This digital communication model aims to integrate various elements involved in implementing the CSR program in Gunung Kidul, namely the government (DPMPT and BAPPEDA), company partners and the community. Through this model, these three elements can collaborate to optimize the implementation of CSR programs in the tourism sector in Gunung Kidul. The existence of facilities to offer village potential in Gunung Kidul provides opportunities for tourist attraction managers to seek funding through CSR programs. On the other hand, companies can also find out potential tourist attractions that are suitable for implementing CSR programs. Meanwhile, the Government can monitor and evaluate the implementation of CSR programs in the tourism sector, and provide an assessment of development efforts that can be carried out.

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**2. BUKTI KONFIRMASI REVIEW 1 DAN  
HASIL REVIEW  
(09 SEPTEMBER 2024)**

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**admin komunikator** <journalumy@gmail.com>  
to me ▾

Wed, Sep 18, 2024, 10:56 AM

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Choirul Fajri:

We have reached a decision regarding your submission to **Komunikator**,  
"Government Digital Communication Model in Organizing Corporate Social  
Responsibility Programs in the Tourism Sector (Study in Gunung Kidul Special  
Region of Yogyakarta)".

Our decision is to: Revisions Required  
Due date: 28 September 2024

admin **komunikator**  
Universitas Muhammadiyah Yogyakarta  
[adminjkm@umy.ac.id](mailto:adminjkm@umy.ac.id)

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## REVIEWER 1

### COMMENT TO AUTHOR

#### Abstract

1. The abstract is unstructured  
Abstract structure includes  
Purpose  
Design/methodology/approach  
Findings  
Implication  
Originality/value

#### Introduction

1. This paragraph is general. the author suggests delet
2. The background of this research (typo)
3. Need hight quality figure
4. Add the theory used in this research and the reasons for using that theory.

#### Result and Discussion

1. Figure 1. Need hight quality figure

#### References

1. Please refer to the article in the Journal of Communication and please add at least 10 International Scopus journal references.

Comments and Suggestions for Authors	Author's Responds
The abstract is unstructured, abstract structure includes: purpose, design/methodology, approach, findings, implication, originality/value.	Thank you. The abstract structure has been improved according to suggestions, includes: purpose, design/methodology, approach, findings, implication, originality/value.
Introduction: This paragraph is general. the author suggests deleted. The background of this research (typo). Need hight quality figure. Add the theory used in this research and the reasons for using that theory.	Thank you. Paragraphs have been made specific, typos have been corrected, images have been made high quality, and related theories have been added.
Result and Discussion: Need hight quality figure	Images have been made high quality
Please refer to the article in the Journal of Communication and please add at least 10 International Scopus journal references.	References have been added with international journals indexed by Scopus.



## **REVIEWER 2**

### **COMMENT TO AUTHOR**

#### **Title**

1. Kindly shorten the title no more than 14 words.

#### **Abstract**

1. Shorten the abstract no more than 2000 words including keywords.
2. Kindly to adding theoretical framework in abstract to be more proper
3. Shorten the abstract no more than 200 words

#### **Introduction**

1. Better to use automatic citation/referencing tools like Mendeley or Zotero to be more accurately citing and writing references.
2. Diagram 1.  
See the journal template how to write the diagram in Komunikator style. Komunikator use Figure 1 2 3 to name the diagram, chart, pictures etc. Please insert source details also.
3. First, we didn't not find research objective here, kindly to add a research objective. Then, it is important to add research question at the end of introduction.

#### **Result and Discussion**

1. As you may know, result should be research findings. It could be quantitative or qualitative. Result should answer the research questions proposed In introduction. However, we did not find the research question previously.  
  
Then, discussion should be the author's interpretation towards findings. The discussion could be exploring why and how the findings appear, even what is the upcoming consequence of findings.
2. Kindly revised the sub heading not to use numbering A. but only written in bold with each word being capitalized. It also prevails to the others.
3. Kindly revised the sub heading not to use numbering B. but only written in bold with each word being capitalized. It also prevails to the others.

- Picture 1. See the journal template how to write the diagram in Komunikator style. Komunikator use Figure 1 2 3 to name the diagram, chart, picture etc. Please insert the source details also.

## Conclusion

- Has the conclusion answered the research questions?. Unfortunately we did not find the research question at the beginning.
- We also suggest you to add the research limitation by exploring what is the weakness of the research and also future research recommendations besides practical recommendation.

## References

- Has this referencing style already been adjusting APA6th style?. Please check the details of reference writing.

Comments and Suggestions for Authors	Author's Responds
Kindly shorten the title no more than 14 words.	Thank you. Title has been shortened.
Abstract: Shorten the abstract no more than 2000 words including keywords. Kindly to adding theoretical framework in abstract to be more proper. Shorten the abstract no more than 200 words	Thank you. The abstract has been shortened and the theoretical framework has been added.
<p>Introduction: Better to use automatic citation/referencing tools like Mendeley or Zotero to be more accurately citing and writing references.</p> <p>Diagram 1. See the journal template how to write the diagram in Komunikator style. Komunikator use Figure 1 2 3 to name the diagram, chart, pictures etc. Please insert source details also.</p> <p>First, we didn't not find research objective here, kindly to add a research objective. Then, it is important to add research question at</p>	<p>Thank you. References have been changed using mendeley. Diagrams have been adjusted to the komunikator journal template. Research objectives and research urgency have been added.</p>

the end of introduction.	
<p><b>Result and Discussion:</b></p> <p>As you may know, result should be research findings. It could be quantitative or qualitative. Result should answer the research questions proposed In introduction. However, we did not find the research question previously.</p> <p>Then, discussion should be the author's interpretation towards findings. The discussion could be exploring why and how the findings appear, even what is the upcoming consequence of findings</p> <p>Kindly revised the sub heading not to use numbering A. but only written in bold with each word being capitalized. It also prevails to the others.</p> <p>Kindly revised the sub heading not to use numbering B. but only written in bold with each word being capitalized. It also prevails to the others.</p> <p>Picture 1. See the journal template how to write the diagram in Komunikator style. Komunikator use Figure 1 2 3 to name the diagram, chart, picture etc. Please insert the source details also.</p>	<p>Thank you, the research question has been added. The discussion has also added the author's interpretation related to the findings. The discussion has also been explored related. The numbering has been corrected. The subtitles have also been adjusted. The images have been adjusted to the communicator journal template.</p>
<p>Has the conclusion answered the research questions?. Unfortunately we did not find the research question at the beginning.</p> <p>We also suggest you to add the research limitation by exploring what is the weakness of the research and also future research recommendations besides practical recommendation.</p>	<p>Thank you, the research question has been added. Research limitations and future research recommendations have also been added.</p>
<p>Has this referencing style already been adjusting APA6th style?. Please check the details of reference writing.</p>	<p>References are already using APA 6.</p>

**3. BUKTI KONFIRMASI SUBMIT REVISI  
PERTAMA  
(28 SEPTEMBER 2024)**

## Government Digital Communication Model in Corporate Social Responsibility Programs (Study in Gunung Kidul, Yogyakarta-Indonesia)

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d)[fiftin.novianto@tif.uad.ac.id](mailto:fiftin.novianto@tif.uad.ac.id), e)[alankusuma@unimma.uad.ac.id](mailto:alankusuma@unimma.uad.ac.id)

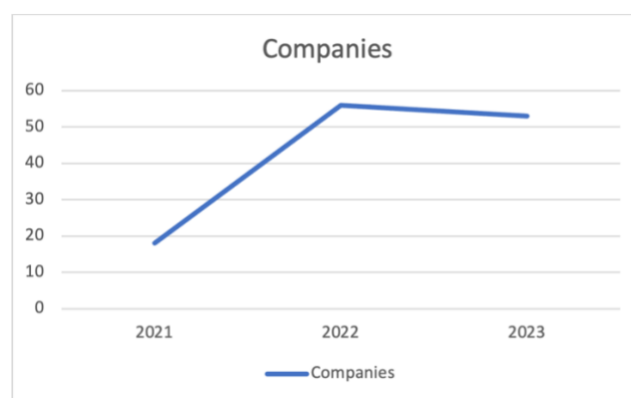
<p>Article Info</p> <p>Article history:</p>	<p><b>ABSTRACT</b></p> <p>This research is a qualitative case study research by conducting a study of government digital communications in implementing the Corporate Social Responsibility (CSR) program in Gunung Kidul Yogyakarta. The research team conducted in-depth interviews, observations and focus group discussions to analyze the efforts made by the Government to optimize the implementation of CSR programs, especially in the tourism sector. So far, many companies have implemented CSR programs in Gunung Kidul considering the large amount of tourism potential that can be developed there, however, the Regional Government through the Regional Development Planning Agency (BAPPEDA) is still not optimal in carrying out monitoring and evaluation of the CSR program, monitoring and evaluation is still carried out regularly. conventional. Therefore, this research aims to find the government's digital communication model in implementing CSR, especially in the tourism sector. This digital communication model, developed from the concept of digital communication by Werner, is based on: cyberspace, virtual communities, interactivity, and multimedia. So far, not much research has been carried out which attempts to find a digital-based CSR communication model. With this model, these stakeholders can collaborate to optimize the implementation of CSR programs in the tourism sector in Gunung Kidul.</p> <p><b>Keywords:</b> Digital Communication; Government; Corporate Social Responsibility; Tourism; Gunung Kidul.</p> <p><b>ABSTRAKSI</b></p> <p>Penelitian ini adalah penelitian kualitatif studi kasus dengan melakukan kajian terhadap komunikasi digital pemerintah dalam pelaksanaan program Corporate Social Responsibility (CSR) di Gunung Kidul. Tim peneliti melakukan wawancara mendalam, observasi, dan focus group discussion untuk menganalisis upaya yang dilakukan Pemerintah dalam mengoptimalkan pelaksanaan program CSR, khususnya di bidang pariwisata. Selama ini banyak perusahaan mengimplemantasikan program CSR di Gunung Kidul mengingat banyaknya potensi pariwisata yang dapat dikembangkan di sana, akan tetapi Pemerintah Daerah melalui Badan Perencanaan Pembangunan Daerah (BAPPEDA) masih belum optimal dalam melakukan monitoring dan evaluasi program CSR tersebut, monitoring dan evaluasi masih</p>
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	<p>dilaksanakan secara konvensional. Oleh karenanya, dalam penelitian ini bertujuan untuk menemukan model komunikasi digital pemerintah dalam pelaksanaan CSR khususnya bidang pariwisata. Model komunikasi digital ini, dikembangkan dari konsep komunikasi digital oleh Werner, yang didasarkan pada: dunia maya, komunitas maya, interaktivitas, dan multimedia. Selama ini penelitian ini yang berupaya untuk menemukan model komunikasi CSR berbasis digital belum banyak dilakukan. Dari model ini, berbagai pemangku kepentingan dapat berkolaborasi untuk mengoptimalkan program CSR bidang pariwisata di Gunung Kidul.</p> <p>Kata kunci: Komunikasi Digital; Government; Corporate Social Responsibility; Tourism; Gunung Kidul.</p>
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## INTRODUCTION

The background to this research is due to the high poverty rate in Gunung Kidul, while Gunung Kidul Regency has quite large and diverse tourism potential, including natural tourism such as beaches, caves, hills, waterfalls, mountains, as well as historical places, cultural tourism and religious tourism (Gunung Kidul Regency Regional Government, 2019). This huge potential can certainly be utilized to improve the community's economy. The Gunung Kidul Regency Tourism Office, Special Region of Yogyakarta, reported that the number of tourists visiting tourist attractions in the region throughout 2023 reached 3,447,743 people, with a contribution to regional original income from the tourism sector of IDR 25.11 billion (Sutarmi, 2024). The high tourism potential has made many companies, both private and State-Owned Enterprises (BUMN), distribute social responsibility programs or what is often called Corporate Social Responsibility (CSR) in the Gunung Kidul area to improve community welfare through CSR tourism development programs.

Figure 1.  
Companies Implementing CSR in Gunung Kidul



Based on the figure 1 above, it can be seen that over the last 3 years many companies have implemented their CSR programs in Gunung Kidul. This is because of the tourism potential that exists in Gunung Kidul. In 2021 there are 18 companies, in 2022 it will increase to 56 companies, and in 2023 there will be 53 companies. Companies such as BCA, Pertamina, and Astra International are several companies that have succeeded in developing several villages in Gunung Kidul into tourist villages that are busy with tourists. BCA, through their CSR program, has helped Bejiharjo Village,

which is now known as the Pindul Cave tourist attraction. This CSR program provided significant results, with Bejiharjo Village in 2016 achieving profits of up to 4 billion rupiah (Fajri et al., 2021).

Currently, many CSR programs from the private sector are channeled to Gunung Kidul. So strong monitoring and evaluation is needed from the Gunung Kidul Regency Government to optimize CSR programs, especially in the tourism sector in order to improve the community's economy. In August 2017, the Gunung Kidul Government through Bappeda and the One Stop Integrated Services and Investment Service (DPMPITS) formed a CSR forum consisting of companies that channel their CSR programs in Gunung Kidul. In its implementation, the CSR Forum is still not well organized because there are still many companies, especially private ones, running CSR programs without any coordination with BAPPEDA. This results in incomplete administrative data regarding the number of companies running CSR programs in the Gunung Kidul area.

CSR programs must also include various stakeholders, both internal and external to the company (Fajri et al., 2021). It is hoped that the implementation of various CSR programs in Gunung Kidul through this forum can run well. In order to support the effectiveness of the CSR program, consistent evaluation is needed to ensure sustainability in the future, especially in supporting tourism activities as one of the potentials in Gunung Kidul. CSR programs must have clear goals and measurable strategies to achieve them. The existence of a government digital communication model in organizing CSR programs is very necessary to prioritize the principles of responsibility, accountability, openness and fairness to optimize the benefits of CSR programs.

Based on the literature review conducted by researchers, research related to Corporate Social Responsibility has been widely carried out, however not many have conducted studies related to digital communications carried out by the government in supporting the implementation of CSR programs, especially in the tourism sector. The research conducted so far focuses on the implementation of CSR programs and business: Manuel & Herron, (2020), Silva LHV (2021), Mahmud A (2021), Situmeang I.V (2016), and Rhou & Singal, (2020). CSR and SDGs: Seth R, (2022) and Williams & Murphy, (2023). CSR Impact: Meuter JB (2023), Zhao et al., (2020). CSR strategies: Nurjanah (2023), Yoon-Kook C. (2017), and Andrews N (2016). Modelling CSR: Pedersen, (2010). CSR and Reputation Company: Nurjanah (2021). CSR Policy: Buhmann, (2011), CSR as Social Policy (2016), Ishida, (2015).

So far, many CSR programs have been implemented in tourism development. Therefore, conducting studies related to CSR in the tourism sector is very necessary. Apart from that, from research that researchers have previously conducted, such as: Dynamics of CSR in companies (Fajri, 2015), CSR and urban development (Prasetyo AD, Fajri, 2020), as well as CSR during the Covid-19 pandemic (Fajri, C, MNF, 2020), researchers have never conducted research related to the CSR digital communication model. Even though CSR is very important in supporting the tourism sector and developing the surrounding community.

Gunung Kidul as one of the tourism destination areas in Yogyakarta requires a digital communication model in developing tourism there through good CSR program management. So far, monitoring and evaluation carried out by the Gunung Kidul Government has not been carried out well, due to various factors and not using digital technology. Because many companies have not implemented CSR programs in accordance with the expectations of the Gunung Kidul Government. It is hoped that the digital communication model will be able to provide an optimal impact in implementing CSR programs, especially in the tourism sector. So the formulation of this research is what the government's digital communication model is in implementing CSR programs in the tourism sector in Gunung Kidul, Yogyakarta, Indonesia. Meanwhile, the aim of this research is to find a digital communication model for implementing CSR programs in Gunung Kidul, Yogyakarta, Indonesia.

In studying this problem, researchers developed Werner's (2001) concept of digital communication, where digital communication is a communication process that can take place using electronic devices and internet networks as a medium for connecting communicators which includes reading, writing, various video cameras, and communication. via the internet network. According to Werner (2001), digital communication is related to: cyberspace, virtual communities, interactivity,

multimedia. This is of course very relevant to this research, where researchers are trying to develop a government digital communication model in implementing the CSR program in Gunung Kidul, which is based on cyberspace (integration of computer network devices), virtual communities (enabling the formation of digital CSR management communities), interactivity (carrying out two-way communication), and multimedia (displaying various text, data, graphics, sound and video). With the development of this digital communication model, it is hoped that the implementation of the CSR program can be more optimal and provide benefits for tourism development in Gunung Kidul.

## **METHODS**

This research uses a qualitative approach with a case study method. This qualitative approach was chosen because the data obtained basically cannot be generalized and places more emphasis on meaning (Sugiyono, 2011). Furthermore, the case study method was chosen because researchers need in-depth, intensive and detailed data that cannot be quantified (Anasiru, 2011; Baxter & Jack, 2008) to answer research problems, considering that the existing data is in the form of strategic values related to government digital communications in organizing CSR programs in the tourism sector.

This research begins with collecting field data and literature studies to identify existing problems, then the research focus and key informants as the main data source will be determined. Data collection techniques used include interviews, observation and documentation. In-depth interviews were conducted with Department of Investment and Integrated Services (DPMPT) and Regional Development Planning Board (BAPPEDA) Gunung Kidul DIY, as well as representatives of several companies who are members of the CSR Forum as key informants. The data analysis used in this research is Miles & Huberman's qualitative analysis with triangulation as a validity technique to produce research conclusions that are valid and able to answer existing research problems (Sugiyono, 2011).

## **RESULT AND DISCUSSION**

### **Implementation of CSR Programs in the Tourism Sector in Gunung Kidul Special Region of Yogyakarta**

Corporate Social Responsibility (CSR) is a form of a company's commitment to developing a sustainable economy by prioritizing corporate social responsibility and prioritizing equivalence between attention to economic, social and environmental aspects (H.B. Untung, 2009). CSR aims to improve the quality of life of employees, families of company employees, local communities and communities. It can be concluded that CSR is the responsibility of the company in providing benefits to the community, the efforts aimed by the company in carrying out this responsibility are formulating policies, making policies, making decisions and carrying out activities (Zhao, 2020). Basically the company's CSR leads to the Triple Bottom Line (P) concept, namely, profit (profit) which means that the company's additional income for the company's sustainability, profit is a mandatory thing that must be achieved by the company. People are important stakeholders for a company. The community has a role in the development and existence of the company, therefore it is important to establish a harmonious relationship with the community so that the company has a good image in the eyes of the public. Planet (environment) environment and companies have a reciprocal relationship. If the company preserves the environment, the environment will benefit the company (Y.B. Wibosono, 2015).

CSR is an essential responsibility of the company that should be implemented, this is based on the argument that the company should have the courage to accept the consequences caused by the company itself, whether it happens intentionally or not to the



stakeholders (A.Lako, 2011). There are two strong theories that support companies implementing CSR. First, stakeholder theory which states that the ability to balance the various interests of stakeholders will determine the success and death of a company. According to this theory, the environment and society are the core stakeholders of a company that must be considered. Second, the legitimacy theory which states that the existence of a company in an area because it is politically supported and guaranteed by government and parliamentary regulations is a form of representation from the community. That way the social contract between the company and the community costs and benefits in the sustainability of a corporation.

Many companies implement their CSR programs in Gunung Kidul, especially in the tourism sector. Companies that run CSR programs in the tourism sector such as PT. Astra Indonesia and PT. Pertamina and also the DIY Regional Development Bank (BPD). Many of their CSR programs are carried out in tourism development in the Nglanggeran and Gedangsari Tourism Villages. PT. Pertamina carries out a CSR program in the Nglanggeran Tourism Village in accordance with the needs proposed by the Kencana Mukti Farmers Group in the process of creating a fruit garden. The innovation brought by PT. Pertamina is bringing in practitioners and academics who help train farmer groups in planting, caring for and harvesting effectively and can improve the community's economy. In the agricultural process, water is something that is needed to determine the success of fruit orchard results. So by building a reservoir that can guarantee the availability of water, it is very beneficial for the sustainability of the Nglanggeran orchard.

The innovation brought by PT. Pertamina to Nglanggeran residents, especially farmer groups, is providing appropriate fertilizer for fruit gardens, thanks to the CSR program run by PT. Pertamina makes farmer groups aware of good and appropriate fertilizer for fruit plantations. Even PT. Pertamina sent a special team to distribute fertilizer and provide assistance which lasted for 3 years.

The CSR program in Gedangsari created by PT. Astra Indonesia has provided a positive impact and benefits to the residents of Gedangsari. The sustainability CSR program makes the programs run in Gedangsari more targeted. The innovation brought by PT. Astra Indonesia's impact on Gedangsari residents is through training and assistance aimed at MSMEs in Gedangsari. The existence of training and mentoring allows MSMEs in Gedangsari to compete in the national market online and offline.

In the environmental sector, PT. Astra Indonesia. People who initially lacked awareness about waste management meant that people often put rubbish in the river, making the river polluted and prone to flooding. Due to this concern, PT. Astra Indonesia created a Waste Bank program and provided education to the community about the importance of keeping rivers clean so that they can be used properly by residents.

Meanwhile, the CSR program carried out in the Bejiharjo Tourism Village by the DIY Regional Development Bank (BPD), has provided several innovations that can be useful for the managers of the Bejiharjo tourist village. Such as financial management training programs and there are also programs regarding the socialization of digital financial technology. Digital financial innovation means that managers of the Bejiharjo tourist village do not have to carry out transactions using physical money, but can scan barcodes provided by the manager.

Bejiharjo tourist village managers were also given training in using e-banking and m-banking which can provide management with control over the incoming and outflow of money used for transactions. Apart from that, it can also make it easier for the Bejiharjo Tourism Village manager when upgrading equipment by transferring it to the seller as needed by the manager. Apart from innovation in technology, the Bejiharjo Tourism Village management was also given a special loan program provided by BPD Yogyakarta. This program provides tourism village managers with ease in disbursing money and installment payments can be directly deducted from the nominal account held by the manager.

Not only focusing on developing tourism in the three tourist villages, various companies also strive to provide benefits to all stakeholders, including in the fields of the environment and community welfare. Implementation of CSR programs has provided real benefits not only for society but also for companies. Several research results also state that companies that carry out social responsibility programs receive benefits such as customer

satisfaction and favorable customer responses (T. J. Brown and P. A. Dacin, 2017) and (S. Sen and C. B. Bhattacharya, 2021). CSR programs have been implemented by many companies in Gunung Kidul. Several companies have aims and objectives in carrying out CSR programs. Be it for promotions, to company sustainability strategies. Forms of CSR carried out by companies include donations, community empowerment, and development (P. & N. L. Kotler, 2004).

The CSR program that has been implemented in the Nglanggeran, Gedangsari and Bejiharjo Tourism Villages has had a good impact and the community has benefited from every CSR held by the company there. In PT. CSR program. Pertamina in Nglanggeran has established productive fruit orchard agricultural land and is managed by the Kencana Mukti Farmers Group, which is a community in the Nglanggeran Tourism Village. Apart from the agricultural sector, the presence of reservoirs and fruit gardens makes Nglanggeran an alternative choice for tourists who want to visit the Nglanggeran tourist village.

In the tourist village of Bejiharjo, which has great tourism potential, many companies carry out CSR programs there, such as those carried out by BPD DIY, BRI, and also BCA. Most of the programs run by companies provide building structures such as signage and other supporting facilities. During the pandemic, restrictions on community activities meant that tourists in Bejiharjo decreased drastically and programs from companies that were originally going to be held in Bejiharjo were postponed. During the Covid-19 pandemic, BRI, BCA and BPD Yogyakarta took turns providing education on digital financial management which enabled Bejiharjo tourist village managers to make transactions with visitors without direct physical contact or what is usually called cashless.

Then for the Gedangsari area, Gunungkidul there is PT. Astra runs the Kampung Beseri Astra Gedangsari program which is a CSR program to improve community and environmental welfare. PT Program. Astra is still running. Like the program aimed at MSMEs, through the Digital Marketing program so that business actors in Gedangsari can still compete in the national market and can offer their products. Apart from advancing the economy for the welfare of the Gedangsari community, PT. Astra also holds a Waste Bank program aimed at enabling the community to manage waste wisely and generate profits in the economic sector.

### **Government Digital Communication Model in Organizing Corporate Social Responsibility Programs in the Tourism Sector in Gunung Kidul Special Region of Yogyakarta**

According to Erliana (2014), Government Communication is the delivery of government ideas and programs to the community to ensure the functioning of the government along with the interest of achieving public welfare. In the CSR communication programs, the aim of the government is to share the improve of the welfare, the more prosperous the people in Indonesia are, the development of Indonesia will experience significant progress.

In the government communications, there are two general types of communication channels. The first to facilitate internal communication in making decisions, or in creating membership in the ongoing social order. The second is media for external communication, media that includes channels to communicate to public, to deliver programs from the government and the government in collaboration with companies and also legislature (A.S. Muhtadi, 2016).

The central government has regulated CSR programs that must be implemented by companies. This is stated in Law no. 40 of 2007 concerning Limited Liability Companies. Meanwhile, at the regional level, there is the Department of Investment and Integrated Services (DPMPT) which has the main task in the field of control as a driver and monitors CSR programs in its area. DPMPT Gunung Kidul based on its main tasks in 2017 started to carry out CSR development. In 2018, in order to optimize the CSR program, DPMPT invited companies in Gunung Kidul to form a CSR Forum whose function is as a media for exchanging opinions about effective CSR programs carried out in the Gunung Kidul area. In

the CSR forum process, DPMPT also involved BAPPEDA Gunung Kidul as the CSR forum secretariat because BAPPEDA has an economic improvement program and has more accurate data about the community's economic and social needs. With the involvement of BAPPEDA, it is hoped that companies can carry out CSR program consultations with BAPPEDA so that the program can be right on target and in line with community needs.

Apart from establishing the Gunungkidul CSR forum, DPMPT also held an awards night called the CSR Award in 2018 and 2019 which was intended as an appreciation for companies that have provided positive impacts and benefits for the people of the Gunungkidul area. The criteria assessed are environmental development, social development, independent cash development, MSME partnerships and cooperatives. Apart from giving awards, DPMPT also held seminars that presented practitioners and academic figures who were concerned about social responsibility programs.

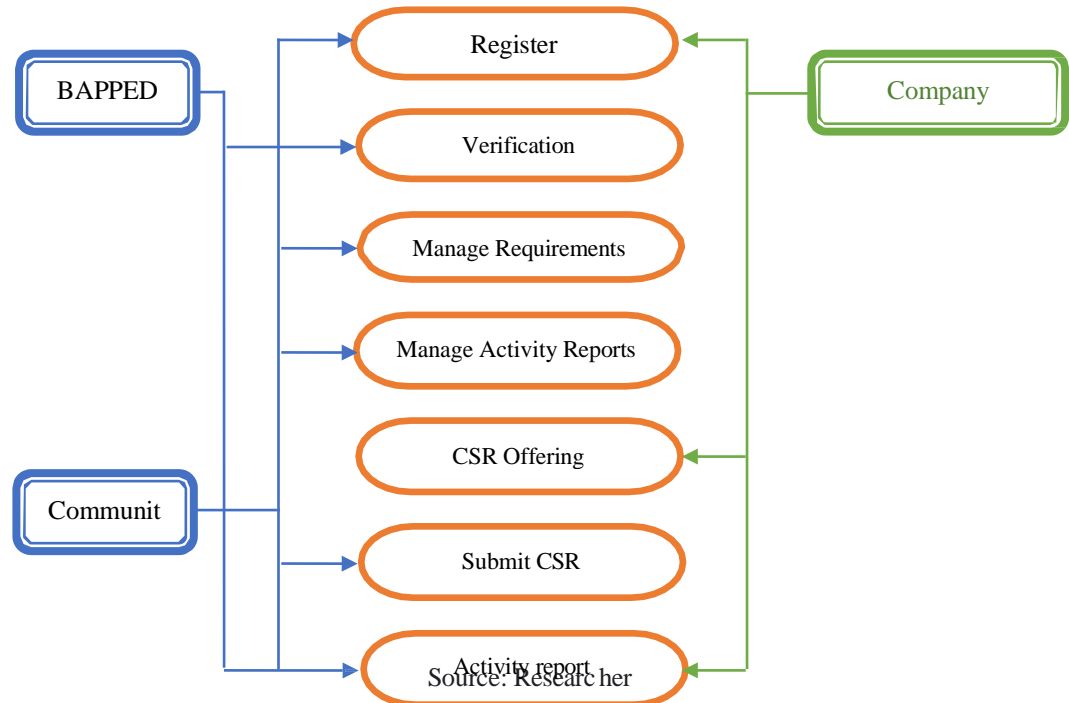
Digital communication carried out by the government in implementing the CSR program has only been limited to social media and also the Gunung Kidul Government website. The digital communication carried out is limited to providing information related to reporting on the implementation of CSR programs, both from company activities and CSR forums. The digital communication carried out is also relatively one-way due to the lack of responses to each question in the comments column on online media.

The Gunung Kidul government also has not integrated the social media used so that posts on Instagram are not the same as those displayed on Facebook and Twitter. The rapid development of technology requires all kinds of institutions and organizations to be able to adapt to trends occurring in society. The Gunung Kidul government, both through DPMPT and BAPPEDA, should be able to take advantage of the momentum of technological development by reactivating all social media that has been used. The active social media Instagram will be followed by other social media when the social media are well integrated so that the Gunung Kidul Government will have a wide range of information dissemination at the community level and obtain feedback in implementing CSR programs. The use of social media available in online media will increase the effectiveness of the success of digital communication programs run by the Gunung Kidul Government through media to optimize the implementation of CSR programs in the tourism sector.

In organizing CSR programs, the Gunung Kidul Government has so far communicated directly with both companies through CSR forums and communities receiving CSR programs. This is due to the lack of human resources at DPMPT and BAPPEDA who are able to manage digital media well. This results in various monitoring and evaluation processes still being carried out conventionally. This is certainly an obstacle in efforts to increase the usefulness of CSR programs to provide greater benefits. Besides that, in the process of organizing CSR programs carried out by DPMPT there are still problems with company reporting. Many companies that carry out CSR programs in Gunung Kidul do not report the results of their programs. So DPMPT does not get complete data about CSR programs that have been held in Gunung Kidul. Apart from reporting the results of CSR programs, many companies in Gunung Kidul implement CSR programs without notifying DPMPT. So DPMPT and BAPPEDA also do not have data about which companies will hold CSR programs in the Gunung Kidul.

Therefore, efforts are needed to facilitate the process of monitoring and evaluating CSR programs, especially in the tourism sector, in order to provide greater benefits. A digital communication model is needed to integrate various existing interests, including the government in Gunung Kidul (DPMPT and BAPPEDA), corporate partners, and also community groups. The following is a design for a digital communication model in implementing the CSR program in the tourism sector in Gunung Kidul DIY.

Figure 2.  
Government Digital Communication Model in Organizing Corporate Social Responsibility



From the digital communication model, it can be seen that there are 3 users who have a role in this application, namely the Gunung Kidul government (DPMPT and BAPPEDA), company partners, and community groups. Each element has a role in implementing the CSR program in the tourism sector in Gunung Kidul as follows:

1. The Gunung Kidul Government (DPMPT and BAPPEDA), has a role in verifying the validity of community groups and companies providing CSR funds. DPMPT and BAPPEDA can monitor all CSR offers from various company partners. Apart from that, DPMPT and BAPPEDA can also monitor all CSR program applications from the community. Furthermore, DPMPT and BAPPEDA can monitor all activities of community groups who are beneficiaries of the CSR program.
2. Company partners in this application play a role in offering CSR programs that can be implemented to the community. Corporate partners can also view and provide offers to community groups. In this application, company partners also have the facility to access and download various activity and budget reports from various community groups who receive CSR benefits. Corporate partners have the opportunity to accept/reject CSR applications from community groups.
3. Community groups play a role in inputting needs related to tourism development in an area. Community groups can view CSR funding offers from company partners. With this application, community groups also have the opportunity to apply for CSR funds from company partners. Community groups can provide input from activity reports along with budget usage.

Based on the government digital communication model above, it is hoped that it will make it easier for the Gunung Kidul government to communicate with related parties, namely partner companies and the community. These three elements can collaborate to optimize the implementation of CSR programs in the tourism sector in Gunung Kidul. The existence of facilities to offer village potential in Gunung Kidul provides opportunities for

tourist attraction managers to seek funding through CSR programs. On the other hand, companies can also find out potential tourist attractions that are suitable for implementing CSR programs. Meanwhile, the Government can monitor and evaluate the implementation of CSR programs in the tourism sector, and provide an assessment of development efforts that can be carried out.

## CONCLUSION

Based on the research that has been carried out, the results show that many companies are implementing CSR programs, especially in the tourism sector in Gunung Kidul. Optimizing the implementation of the CSR program is needed to provide greater benefits for tourism development in Gunung Kidul. These efforts can be carried out through an effective digital communication model for CSR programs. This digital communication model aims to integrate various elements involved in implementing the CSR program in Gunung Kidul, namely the government (DPMPT and BAPPEDA), company partners and the community. Through this model, these three elements can collaborate to optimize the implementation of CSR programs in the tourism sector in Gunung Kidul. The existence of facilities to offer village potential in Gunung Kidul provides opportunities for tourist attraction managers to seek funding through CSR programs. On the other hand, companies can also find out potential tourist attractions that are suitable for implementing CSR programs. Meanwhile, the Government can monitor and evaluate the implementation of CSR programs in the tourism sector, and provide an assessment of development efforts that can be carried out. The research results in the form of recommendations for a digital communication model for implementing this CSR program still need to continue to be developed, especially in optimizing the involvement of relevant stakeholders. So, in the future, this research will be developed by testing a digital communication model for implementing the CSR program in the tourism sector in Gunung Kidul, to get input from relevant stakeholders. The results of the trial will be developed into an effective government digital communication model in optimizing the implementation of CSR programs in Gunung Kidul.

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**4. BUKTI KONFIRMASI REVIEW KE-2  
DAN HASIL REVIEW  
(03 OKTOBER 2024)**



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Choirul Fajri:

I hope you are doing well.

I would like to suggest some improvements for the Results and Discussion section of your manuscript. Specifically, it would be beneficial to incorporate more references to strengthen the arguments presented. Please aim to include additional references to reach a total of 45, in accordance with the author guidelines.

This enhancement will greatly improve the overall quality and credibility of the work.

Thank you for your attention to this matter. I look forward to seeing the revised section version no later than 8 October 2024.

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**5. BUKTI KONFIRMASI SUBMIT REVISI  
KE-2  
(03 OKTOBER 2024)**

## Government Digital Communication Model in Corporate Social Responsibility Programs (Study in Gunung Kidul, Yogyakarta-Indonesia)

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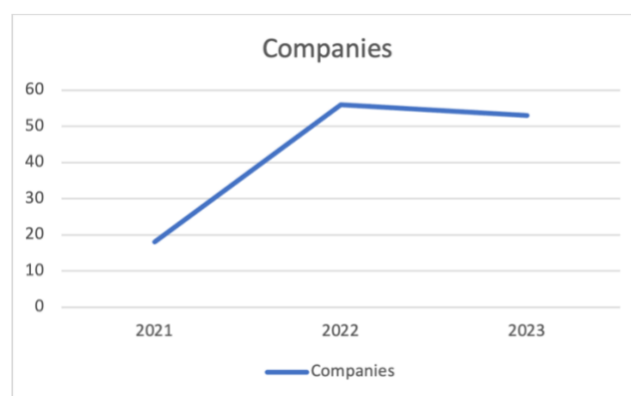
<p>Article Info</p> <p>Article history:</p>	<p><b>ABSTRACT</b></p> <p>This research is a qualitative case study research by conducting a study of government digital communications in implementing the Corporate Social Responsibility (CSR) program in Gunung Kidul Yogyakarta. The research team conducted in-depth interviews, observations and focus group discussions to analyze the efforts made by the Government to optimize the implementation of CSR programs, especially in the tourism sector. So far, many companies have implemented CSR programs in Gunung Kidul considering the large amount of tourism potential that can be developed there, however, the Regional Government through the Regional Development Planning Agency (BAPPEDA) is still not optimal in carrying out monitoring and evaluation of the CSR program, monitoring and evaluation is still carried out regularly. conventional. Therefore, this research aims to find the government's digital communication model in implementing CSR, especially in the tourism sector. This digital communication model, developed from the concept of digital communication by Werner, is based on: cyberspace, virtual communities, interactivity, and multimedia. So far, not much research has been carried out which attempts to find a digital-based CSR communication model. With this model, these stakeholders can collaborate to optimize the implementation of CSR programs in the tourism sector in Gunung Kidul.</p> <p><b>Keywords:</b> Digital Communication; Government; Corporate Social Responsibility; Tourism; Gunung Kidul.</p> <p><b>ABSTRAKSI</b></p> <p>Penelitian ini adalah penelitian kualitatif studi kasus dengan melakukan kajian terhadap komunikasi digital pemerintah dalam pelaksanaan program Corporate Social Responsibility (CSR) di Gunung Kidul. Tim peneliti melakukan wawancara mendalam, observasi, dan focus group discussion untuk menganalisis upaya yang dilakukan Pemerintah dalam mengoptimalkan pelaksanaan program CSR, khususnya di bidang pariwisata. Selama ini banyak perusahaan mengimplemantasikan program CSR di Gunung Kidul mengingat banyaknya potensi pariwisata yang dapat dikembangkan di sana, akan tetapi Pemerintah Daerah melalui Badan Perencanaan Pembangunan Daerah (BAPPEDA) masih belum optimal dalam melakukan monitoring dan evaluasi program CSR tersebut, monitoring dan evaluasi masih</p>
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	<p>dilaksanakan secara konvensional. Oleh karenanya, dalam penelitian ini bertujuan untuk menemukan model komunikasi digital pemerintah dalam pelaksanaan CSR khususnya bidang pariwisata. Model komunikasi digital ini, dikembangkan dari konsep komunikasi digital oleh Werner, yang didasarkan pada: dunia maya, komunitas maya, interaktivitas, dan multimedia. Selama ini penelitian ini yang berupaya untuk menemukan model komunikasi CSR berbasis digital belum banyak dilakukan. Dari model ini, berbagai pemangku kepentingan dapat berkolaborasi untuk mengoptimalkan program CSR bidang pariwisata di Gunung Kidul.</p> <p>Kata kunci: Komunikasi Digital; Government; Corporate Social Responsibility; Tourism; Gunung Kidul.</p>
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## INTRODUCTION

The background to this research is due to the high poverty rate in Gunung Kidul, while Gunung Kidul Regency has quite large and diverse tourism potential, including natural tourism such as beaches, caves, hills, waterfalls, mountains, as well as historical places, cultural tourism and religious tourism (Gunung Kidul Regency Regional Government, 2019). This huge potential can certainly be utilized to improve the community's economy. The Gunung Kidul Regency Tourism Office, Special Region of Yogyakarta, reported that the number of tourists visiting tourist attractions in the region throughout 2023 reached 3,447,743 people, with a contribution to regional original income from the tourism sector of IDR 25.11 billion (Sutarmi, 2024). The high tourism potential has made many companies, both private and State-Owned Enterprises (BUMN), distribute social responsibility programs or what is often called Corporate Social Responsibility (CSR) in the Gunung Kidul area to improve community welfare through CSR tourism development programs.

Figure 1.  
Companies Implementing CSR in Gunung Kidul



Based on the figure 1 above, it can be seen that over the last 3 years many companies have implemented their CSR programs in Gunung Kidul. This is because of the tourism potential that exists in Gunung Kidul. In 2021 there are 18 companies, in 2022 it will increase to 56 companies, and in 2023 there will be 53 companies. Companies such as BCA, Pertamina, and Astra International are several companies that have succeeded in developing several villages in Gunung Kidul into tourist villages that are busy with tourists. BCA, through their CSR program, has helped Bejiharjo Village,

which is now known as the Pindul Cave tourist attraction. This CSR program provided significant results, with Bejiharjo Village in 2016 achieving profits of up to 4 billion rupiah (Fajri et al., 2021).

Currently, many CSR programs from the private sector are channeled to Gunung Kidul. So strong monitoring and evaluation is needed from the Gunung Kidul Regency Government to optimize CSR programs, especially in the tourism sector in order to improve the community's economy. In August 2017, the Gunung Kidul Government through Bapeda and the One Stop Integrated Services and Investment Service (DPMPTS) formed a CSR forum consisting of companies that channel their CSR programs in Gunung Kidul. In its implementation, the CSR Forum is still not well organized because there are still many companies, especially private ones, running CSR programs without any coordination with BAPPEDA. This results in incomplete administrative data regarding the number of companies running CSR programs in the Gunung Kidul area.

CSR programs must also include various stakeholders, both internal and external to the company (Fajri et al., 2021). It is hoped that the implementation of various CSR programs in Gunung Kidul through this forum can run well. In order to support the effectiveness of the CSR program, consistent evaluation is needed to ensure sustainability in the future, especially in supporting tourism activities as one of the potentials in Gunung Kidul. CSR programs must have clear goals and measurable strategies to achieve them. The existence of a government digital communication model in organizing CSR programs is very necessary to prioritize the principles of responsibility, accountability, openness and fairness to optimize the benefits of CSR programs.

Based on the literature review conducted by researchers, research related to Corporate Social Responsibility has been widely carried out, however not many have conducted studies related to digital communications carried out by the government in supporting the implementation of CSR programs, especially in the tourism sector. The research conducted so far focuses on the implementation of CSR programs and business: Manuel & Herron, (2020), Silva LHV (2021), Mahmud A (2021), Situmeang I.V (2016), and Rhou & Singal, (2020). CSR and SDGs: Seth R, (2022) and Williams & Murphy, (2023). CSR Impact: Meuter JB (2023), Zhao et al., (2020). CSR strategies: Nurjanah (2023), Yoon-Kook C. (2017), and Andrews N (2016). Modelling CSR: Pedersen, (2010) and ("Corporate Social Responsibility Model," 2013). CSR and Reputation Company: Nurjanah (2021). CSR Policy: Buhmann, (2011), CSR as Social Policy (2016), Ishida, (2015). Digital Communication CSR: Chen & Hang, (2017), Van der Merwe & Al Achkar (2022), Lin & Zhang (2023), Glozer & Hibbert (2017), Zhu et al. (2024), Famularo (2023), Du & Yu (2017), Mishra & Bakshi (2017), and Pang et al. (2017).

So far, many CSR programs have been implemented in tourism development. Therefore, conducting studies related to CSR in the tourism sector is very necessary. Apart from that, from research that researchers have previously conducted, such as: Dynamics of CSR in companies (Fajri, 2015), CSR and urban development (Prasetyo AD, Fajri, 2020), as well as CSR during the Covid-19 pandemic (Fajri, C, MNF, 2020), researchers have never conducted research related to the CSR digital communication model. Even though CSR is very important in supporting the tourism sector and developing the surrounding community.

Gunung Kidul as one of the tourism destination areas in Yogyakarta requires a digital communication model in developing tourism there through good CSR program management. So far, monitoring and evaluation carried out by the Gunung Kidul Government has not been carried out well, due to various factors and not using digital technology. Because many companies have not implemented CSR programs in accordance with the expectations of the Gunung Kidul Government. It is hoped that the digital communication model will be able to provide an optimal impact in implementing CSR programs, especially in the tourism sector. So the formulation of this research is what the government's digital communication model is in implementing CSR programs in the tourism sector in Gunung Kidul, Yogyakarta, Indonesia. Meanwhile, the aim of this research is to find a digital communication model for implementing CSR programs in Gunung Kidul, Yogyakarta, Indonesia.

In studying this problem, researchers developed Werner's (2001) concept of digital communication, where digital communication is a communication process that can take place using

electronic devices and internet networks as a medium for connecting communicators which includes reading, writing, various video cameras, and communication. via the internet network. According to Werner (2001), digital communication is related to: cyberspace, virtual communities, interactivity, multimedia. This is of course very relevant to this research, where researchers are trying to develop a government digital communication model in implementing the CSR program in Gunung Kidul, which is based on cyberspace (integration of computer network devices), virtual communities (enabling the formation of digital CSR management communities), interactivity (carrying out two-way communication), and multimedia (displaying various text, data, graphics, sound and video). With the development of this digital communication model, it is hoped that the implementation of the CSR program can be more optimal and provide benefits for tourism development in Gunung Kidul.

## METHODS

This research uses a qualitative approach with a case study method. This qualitative approach was chosen because the data obtained basically cannot be generalized and places more emphasis on meaning (Sugiyono, 2011). Furthermore, the case study method was chosen because researchers need in-depth, intensive and detailed data that cannot be quantified (Anasiru, 2011; Baxter & Jack, 2008) to answer research problems, considering that the existing data is in the form of strategic values related to government digital communications in organizing CSR programs in the tourism sector.

This research begins with collecting field data and literature studies to identify existing problems, then the research focus and key informants as the main data source will be determined. Data collection techniques used include interviews, observation and documentation. In-depth interviews were conducted with Department of Investment and Integrated Services (DPMPT) and Regional Development Planning Board (BAPPEDA) Gunung Kidul DIY, as well as representatives of several companies who are members of the CSR Forum as key informants. The data analysis used in this research is Miles & Huberman's qualitative analysis with triangulation as a validity technique to produce research conclusions that are valid and able to answer existing research problems (Sugiyono, 2011).

## RESULT AND DISCUSSION

### Implementation of CSR Programs in the Tourism Sector in Gunung Kidul Special Region of Yogyakarta

Corporate Social Responsibility (CSR) is a form of a company's commitment to developing a sustainable economy by prioritizing corporate social responsibility and prioritizing equivalence between attention to economic, social and environmental aspects (H.B. Untung, 2009). CSR aims to improve the quality of life of employees, families of company employees, local communities and communities. It can be concluded that CSR is the responsibility of the company in providing benefits to the community, the efforts aimed by the company in carrying out this responsibility are formulating policies, making policies, making decisions and carrying out activities (Zhao, 2020). Basically the company's CSR leads to the Triple Bottom Line (P) concept, namely, profit (profit) which means that the company's additional income for the company's sustainability, profit is a mandatory thing that must be achieved by the company. People are important stakeholders for a company. The community has a role in the development and existence of the company, therefore it is important to establish a harmonious relationship with the community so that the company has a good image in the eyes of the public. Planet (environment) environment and companies

have a reciprocal relationship. If the company preserves the environment, the environment will benefit the company (Y.B. Wibosono, 2015).

CSR is an essential responsibility of the company that should be implemented, this is based on the argument that the company should have the courage to accept the consequences caused by the company itself, whether it happens intentionally or not to the stakeholders (A.Lako, 2011). There are two strong theories that support companies implementing CSR. First, stakeholder theory which states that the ability to balance the various interests of stakeholders will determine the success and death of a company. According to this theory, the environment and society are the core stakeholders of a company that must be considered. Second, the legitimacy theory which states that the existence of a company in an area because it is politically supported and guaranteed by government and parliamentary regulations is a form of representation from the community. That way the social contract between the company and the community costs and benefits in the sustainability of a corporation.

Many companies implement their CSR programs in Gunung Kidul, especially in the tourism sector. Companies that run CSR programs in the tourism sector such as PT. Astra Indonesia and PT. Pertamina and also the DIY Regional Development Bank (BPD). Many of their CSR programs are carried out in tourism development in the Nglanggeran and Gedangsari Tourism Villages. PT. Pertamina carries out a CSR program in the Nglanggeran Tourism Village in accordance with the needs proposed by the Kencana Mukti Farmers Group in the process of creating a fruit garden. The innovation brought by PT. Pertamina is bringing in practitioners and academics who help train farmer groups in planting, caring for and harvesting effectively and can improve the community's economy. In the agricultural process, water is something that is needed to determine the success of fruit orchard results. So by building a reservoir that can guarantee the availability of water, it is very beneficial for the sustainability of the Nglanggeran orchard.

The innovation brought by PT. Pertamina to Nglanggeran residents, especially farmer groups, is providing appropriate fertilizer for fruit gardens, thanks to the CSR program run by PT. Pertamina makes farmer groups aware of good and appropriate fertilizer for fruit plantations. Even PT. Pertamina sent a special team to distribute fertilizer and provide assistance which lasted for 3 years.

The CSR program in Gedangsari created by PT. Astra Indonesia has provided a positive impact and benefits to the residents of Gedangsari. The sustainability CSR program makes the programs run in Gedangsari more targeted. The innovation brought by PT. Astra Indonesia's impact on Gedangsari residents is through training and assistance aimed at MSMEs in Gedangsari. The existence of training and mentoring allows MSMEs in Gedangsari to compete in the national market online and offline.

In the environmental sector, PT. Astra Indonesia. People who initially lacked awareness about waste management meant that people often put rubbish in the river, making the river polluted and prone to flooding. Due to this concern, PT. Astra Indonesia created a Waste Bank program and provided education to the community about the importance of keeping rivers clean so that they can be used properly by residents.

Meanwhile, the CSR program carried out in the Bejiharjo Tourism Village by the DIY Regional Development Bank (BPD), has provided several innovations that can be useful for the managers of the Bejiharjo tourist village. Such as financial management training programs and there are also programs regarding the socialization of digital financial technology. Digital financial innovation means that managers of the Bejiharjo tourist village do not have to carry out transactions using physical money, but can scan barcodes provided by the manager.

Bejiharjo tourist village managers were also given training in using e-banking and m-banking which can provide management with control over the incoming and outflow of money used for transactions. Apart from that, it can also make it easier for the Bejiharjo Tourism Village manager when upgrading equipment by transferring it to the seller as needed by the manager. Apart from innovation in technology, the Bejiharjo Tourism Village management was also given a special loan program provided by BPD Yogyakarta. This program provides tourism village managers with ease in disbursing money and installment payments can be directly deducted from the nominal account held by the manager.

Not only focusing on developing tourism in the three tourist villages, various companies also strive to provide benefits to all stakeholders, including in the fields of the environment and community welfare. Implementation of CSR programs has provided real benefits not only for society but also for companies. Several research results also state that companies that carry out social responsibility programs receive benefits such as customer satisfaction and favorable customer responses (T. J. Brown and P. A. Dacin, 2017) and (S. Sen and C. B. Bhattacharya, 2021). CSR programs have been implemented by many companies in Gunung Kidul. Several companies have aims and objectives in carrying out CSR programs. Be it for promotions, to company sustainability strategies. Forms of CSR carried out by companies include donations, community empowerment, and development (P. & N. L. Kotler, 2004).

The CSR program that has been implemented in the Nglanggeran, Gedangsari and Bejiharjo Tourism Villages has had a good impact and the community has benefited from every CSR held by the company there. In PT. CSR program. Pertamina in Nglanggeran has established productive fruit orchard agricultural land and is managed by the Kencana Mukti Farmers Group, which is a community in the Nglanggeran Tourism Village. Apart from the agricultural sector, the presence of reservoirs and fruit gardens makes Nglanggeran an alternative choice for tourists who want to visit the Nglanggeran tourist village.

In the tourist village of Bejiharjo, which has great tourism potential, many companies carry out CSR programs there, such as those carried out by BPD DIY, BRI, and also BCA. Most of the programs run by companies provide building structures such as signage and other supporting facilities. During the pandemic, restrictions on community activities meant that tourists in Bejiharjo decreased drastically and programs from companies that were originally going to be held in Bejiharjo were postponed. During the Covid-19 pandemic, BRI, BCA and BPD Yogyakarta took turns providing education on digital financial management which enabled Bejiharjo tourist village managers to make transactions with visitors without direct physical contact or what is usually called cashless.

Then for the Gedangsari area, Gunungkidul there is PT. Astra runs the Kampung Beseri Astra Gedangsari program which is a CSR program to improve community and environmental welfare. PT Program. Astra is still running. Like the program aimed at MSMEs, through the Digital Marketing program so that business actors in Gedangsari can still compete in the national market and can offer their products. Apart from advancing the economy for the welfare of the Gedangsari community, PT. Astra also holds a Waste Bank program aimed at enabling the community to manage waste wisely and generate profits in the economic sector.

### **Government Digital Communication Model in Organizing Corporate Social Responsibility Programs in the Tourism Sector in Gunung Kidul Special Region of Yogyakarta**

According to Erliana (2014), Government Communication is the delivery of government ideas and programs to the community to ensure the functioning of the government along with the interest of achieving public welfare. In the CSR communication programs, the aim of the government is to share the improve of the welfare, the more prosperous the people in Indonesia are, the development of Indonesia will experience significant progress.

In the government communications, there are two general types of communication channels. The first to facilitate internal communication in making decisions, or in creating membership in the ongoing social order. The second is media for external communication, media that includes channels to communicate to public, to deliver programs from the government and the government in collaboration with companies and also legislature (A.S. Muhtadi, 2016).

The central government has regulated CSR programs that must be implemented by companies. This is stated in Law no. 40 of 2007 concerning Limited Liability Companies. Meanwhile, at the regional level, there is the Department of Investment and Integrated



Services (DPMPT) which has the main task in the field of control as a driver and monitors CSR programs in its area. DPMPT Gunung Kidul based on its main tasks in 2017 started to carry out CSR development. In 2018, in order to optimize the CSR program, DPMPT invited companies in Gunung Kidul to form a CSR Forum whose function is as a media for exchanging opinions about effective CSR programs carried out in the Gunung Kidul area. In the CSR forum process, DPMPT also involved BAPPEDA Gunung Kidul as the CSR forum secretariat because BAPPEDA has an economic improvement program and has more accurate data about the community's economic and social needs. With the involvement of BAPPEDA, it is hoped that companies can carry out CSR program consultations with BAPPEDA so that the program can be right on target and in line with community needs.

Apart from establishing the Gunungkidul CSR forum, DPMPT also held an awards night called the CSR Award in 2018 and 2019 which was intended as an appreciation for companies that have provided positive impacts and benefits for the people of the Gunungkidul area. The criteria assessed are environmental development, social development, independent cash development, MSME partnerships and cooperatives. Apart from giving awards, DPMPT also held seminars that presented practitioners and academic figures who were concerned about social responsibility programs.

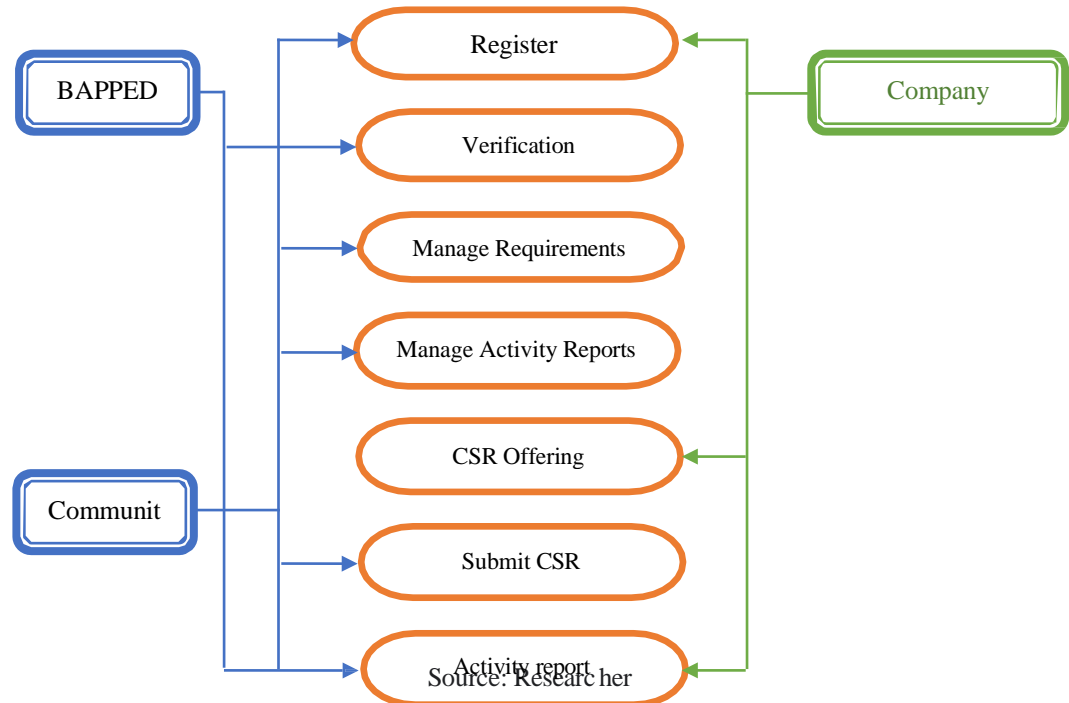
Digital communication carried out by the government in implementing the CSR program has only been limited to social media and also the Gunung Kidul Government website. The digital communication carried out is limited to providing information related to reporting on the implementation of CSR programs, both from company activities and CSR forums. The digital communication carried out is also relatively one-way due to the lack of responses to each question in the comments column on online media.

The Gunung Kidul government also has not integrated the social media used so that posts on Instagram are not the same as those displayed on Facebook and Twitter. The rapid development of technology requires all kinds of institutions and organizations to be able to adapt to trends occurring in society. The Gunung Kidul government, both through DPMPT and BAPPEDA, should be able to take advantage of the momentum of technological development by reactivating all social media that has been used. The active social media Instagram will be followed by other social media when the social media are well integrated so that the Gunung Kidul Government will have a wide range of information dissemination at the community level and obtain feedback in implementing CSR programs. The use of social media available in online media will increase the effectiveness of the success of digital communication programs run by the Gunung Kidul Government through media to optimize the implementation of CSR programs in the tourism sector.

In organizing CSR programs, the Gunung Kidul Government has so far communicated directly with both companies through CSR forums and communities receiving CSR programs. This is due to the lack of human resources at DPMPT and BAPPEDA who are able to manage digital media well. This results in various monitoring and evaluation processes still being carried out conventionally. This is certainly an obstacle in efforts to increase the usefulness of CSR programs to provide greater benefits. Besides that, in the process of organizing CSR programs carried out by DPMPT there are still problems with company reporting. Many companies that carry out CSR programs in Gunung Kidul do not report the results of their programs. So DPMPT does not get complete data about CSR programs that have been held in Gunung Kidul. Apart from reporting the results of CSR programs, many companies in Gunung Kidul implement CSR programs without notifying DPMPT. So DPMPT and BAPPEDA also do not have data about which companies will hold CSR programs in the Gunung Kidul.

Therefore, efforts are needed to facilitate the process of monitoring and evaluating CSR programs, especially in the tourism sector, in order to provide greater benefits. A digital communication model is needed to integrate various existing interests, including the government in Gunung Kidul (DPMPT and BAPPEDA), corporate partners, and also community groups. The following is a design for a digital communication model in implementing the CSR program in the tourism sector in Gunung Kidul DIY.

Figure 2.  
Government Digital Communication Model in Organizing Corporate Social Responsibility



From the digital communication model, it can be seen that there are 3 users who have a role in this application, namely the Gunung Kidul government (DPMPT and BAPPEDA), company partners, and community groups. Each element has a role in implementing the CSR program in the tourism sector in Gunung Kidul as follows:

1. The Gunung Kidul Government (DPMPT and BAPPEDA), has a role in verifying the validity of community groups and companies providing CSR funds. DPMPT and BAPPEDA can monitor all CSR offers from various company partners. Apart from that, DPMPT and BAPPEDA can also monitor all CSR program applications from the community. Furthermore, DPMPT and BAPPEDA can monitor all activities of community groups who are beneficiaries of the CSR program.
2. Company partners in this application play a role in offering CSR programs that can be implemented to the community. Corporate partners can also view and provide offers to community groups. In this application, company partners also have the facility to access and download various activity and budget reports from various community groups who receive CSR benefits. Corporate partners have the opportunity to accept/reject CSR applications from community groups.
3. Community groups play a role in inputting needs related to tourism development in an area. Community groups can view CSR funding offers from company partners. With this application, community groups also have the opportunity to apply for CSR funds from company partners. Community groups can provide input from activity reports along with budget usage.

Based on the government digital communication model above, it is hoped that it will make it easier for the Gunung Kidul government to communicate with related parties, namely partner companies and the community. These three elements can collaborate to optimize the implementation of CSR programs in the tourism sector in Gunung Kidul. The existence of facilities to offer village potential in Gunung Kidul provides opportunities for

tourist attraction managers to seek funding through CSR programs. On the other hand, companies can also find out potential tourist attractions that are suitable for implementing CSR programs. Meanwhile, the Government can monitor and evaluate the implementation of CSR programs in the tourism sector, and provide an assessment of development efforts that can be carried out.

## CONCLUSION

Based on the research that has been carried out, the results show that many companies are implementing CSR programs, especially in the tourism sector in Gunung Kidul. Optimizing the implementation of the CSR program is needed to provide greater benefits for tourism development in Gunung Kidul. These efforts can be carried out through an effective digital communication model for CSR programs. This digital communication model aims to integrate various elements involved in implementing the CSR program in Gunung Kidul, namely the government (DPMPT and BAPPEDA), company partners and the community. Through this model, these three elements can collaborate to optimize the implementation of CSR programs in the tourism sector in Gunung Kidul. The existence of facilities to offer village potential in Gunung Kidul provides opportunities for tourist attraction managers to seek funding through CSR programs. On the other hand, companies can also find out potential tourist attractions that are suitable for implementing CSR programs. Meanwhile, the Government can monitor and evaluate the implementation of CSR programs in the tourism sector, and provide an assessment of development efforts that can be carried out. The research results in the form of recommendations for a digital communication model for implementing this CSR program still need to continue to be developed, especially in optimizing the involvement of relevant stakeholders. So, in the future, this research will be developed by testing a digital communication model for implementing the CSR program in the tourism sector in Gunung Kidul, to get input from relevant stakeholders. The results of the trial will be developed into an effective government digital communication model in optimizing the implementation of CSR programs in Gunung Kidul.

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**6. BUKTI *ACCEPTED***  
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# #23765 Review

SUMMARY

REVIEW

EDITING

## Submission



Authors	Choirul Fajri, Muhammad Najih, Kirti Dang Longani, Fiftin Novianto, Alan Kusuma 
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Section	Articles
Editor	Jan Ali 

## Peer Review

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## Editor Decision

Decision	Accept Submission 2024-10-29 <span>Tanggal Accepted</span>		
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