

Corporate Social Responsibility Ruangguru in media digital in times Covid-19 pandemic

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ABSTRACT

The global health, economic, and social impacts of the coronavirus (COVID-19) pandemic are growing day by day. Over the past few months, first China, and now the whole world has been grappling with the effects of the COVID-19 pandemic in businesses, employees, customers, communities, and each other. This paper tries to explore corporate social responsibility (CSR) in social media in times covid-19 pandemic. The research uses qualitative research methods with a case study approach. The researcher also accesses the internet to collect some data which are related to the topic. This way is chose because to find and collect data from internet and digital library is easier. Moreover, the pandemic season requires the writer to stay at home.

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1. Introduction

“This is not just a public health crisis; it is a crisis that will touch every sector. So, every sector and every individual must be involved in the fights,” quoted by Dr. Tedros Adhanom Ghebreyesus, Director-General of World Health Organization (WHO) (WHO, 2020). The coronavirus diseases (COVID-19) pandemic is epitomized as a massive global health disaster and an embryonic economic and social crisis. In Indonesia, the virus had spread to 4,25 M confirmed cases with 144 K death tolls and hundreds of millions of suspected instances around the world (“WHO Coronavirus Disease (COVID-19) Dashboard,” 2020). The people worldwide are now struggling and reacting to the global health disaster and financial crisis by the COVID-19 pandemic (Cortegiani et al., 2020). Therefore, corporate social responsibility needed in social media during covid-19 pandemic (Ngonso & Chukwu, 2021). During a critical period like the COVID-19 pandemic disaster filled with fear and uncertainty, the people worldwide are strongly committed to working together and supporting each other in every way possible; however, the business communities are not exceptional (Cave & Dredge, 2020). They should endure various initiatives to help their employees, customers, and communities during this crisis period through the diversified CSR programs as they did before (Zhong et al., 2020). The actual condition of retail companies in Indonesia also places the issue of CSR on an essential note. This is based on the company’s sense of responsibility towards the community to empower and provide benefits (Susilo & Prayudi, 2021).

This condition makes the relationship between the company and the community not only profit-oriented, though the focus of the company is its business activities. This paper focuses on analyzing how companies are using social media platforms (i.e. Facebook and Twitter) for CSR communication. Three main features were established as important resources for CSR communication on social media profiles: presentation, content, and interactivity. This study is also intended to help scholars and practitioners concerned with the theory and practice of CSR communication, to realize the role of social media in the communication and engagement of CSR efforts.

2. Theoretical Framework

The author will explain CSR's concept with a new concept, namely corporate social responsibility in digital media. These factors make this research have more value than other existing studies. The article uses the concept of corporate social responsibility in digital media and the dragonfly model (Worokinasih & Zaini, 2020). In late 1997, The Institute of Public Relations Research and Education public relations and communications leaders gathered to ask them to demonstrate a number of technology-driven changes and the real and potential impact of changes in the way organizations communicate (Xifra, 2020). Following are some illustrations regarding the impact of this new media technology: (a) The intranet and the internet make possible two-way communication that was never possible, (b) The new media landscape is changing rapidly and will continue for the next several years, (c) Technology is able to distribute and obtain more data and information than before.

3. Method

With the increasing accessibility of the internet, especially online media such as Zoom, people's way of interacting is also changing (Lee et al., 2016). Digital media is specialized in the speed and interactivity of the communication that occurs. The dragonfly model will be the basis for this research. The author chose the dragonfly model because this theory illustrates the power of social media to drive social change. This model can be applied with a social media-based corporate social responsibility program that aims to create change, which is in accordance with the topic under study. (Bowen et al., 2020) formulated the four wings of "the dragonfly model" as a guide for developing a corporate social responsibility program.

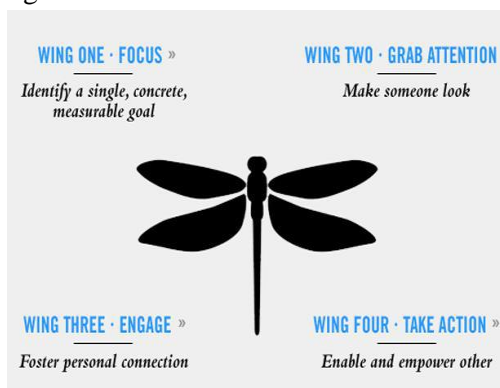


Fig. 1. The Dragonfly Effect

(Source : Aaker et al., 2010)

- 1) Focus. In developing CSR campaigns through social media, what must be considered is to develop focused goals. In this stage, four things must be considered, including the process of determining participants, the process of determining short-term and long-term goals, and researching the program that will be held first.
- 2) Grab Attention. At this stage, the company will try to grab attention by empathizing with the target participants. It is done by making an interesting program. Several aspects need to be considered, including that the message conveyed should be personal, unpredictable, and visualized to be more attractive (Agarwal et al., 2020). The message should also involve all senses, which means the message conveyed can be seen, heard, and felt.
- 3) Engage. This stage is about empowering participants to care about the campaign being delivered. It is done by making personal connections, empathizing, presenting genuine messages, and adding stories. Stories are packaged attractively and then uploaded via videos and blogs. The story will later become more meaningful so that the participants and even the whole world will enjoy it.

- 4) **Take Action.** This stage serves to activate and empower the community to take action. In the process of taking action, the company must help participants to be involved in the CSR program. The involvement of participants in CSR actions is one of the achievements of the CSR program.

This research applied a descriptive qualitative research method with a case study approach. Case study data can be obtained from all parties concerned; in this study, the data is collected from various sources (Floreddu & Cabiddu, 2016). Case studies make it possible to investigate a particular event, situation, or social condition and to provide insight into the processes that explain how certain events or situations occur (Basri, 2021). Furthermore, Khair & Adhani (2021) explain that individual, group, or community case studies help show important things of concern, society's social processes in concrete events, and stakeholder experiences. Case study data can be obtained from all parties in charge. The data in this study were collected from various sources according to Stake (1995), including: (a) Data collection, which can be obtained from documents that will be analyzed later. Documents come from companies such as official websites, and social media of PT. Top Tip, (b) A literature review, which is carried out by analyzing, evaluating, and reviewing some literature related to the implementation of online media-based CSR programs. To support research, library data was also collected, such as books, electronic books, journals, online journals, online archives, magazines, and others (Stake, 1995).

The author uses time series analysis by entering the patterns according to Aaker and Smith's four wings of the dragonfly model: focus, grab attention, engage, and take action. The four wings are the theoretical basis for analyzing the data in this study.

4. Results and Discussion

RuangGuru's marketing communication team has done almost all aspects (wings) suggested by referring to the four dragonfly wings in the dragonfly model. However, it is undeniable that several stages have not been maximally carried out by the marketing communication team of Ruang Guru. Below are some assessment results and suggestions from the author.

1) **Focus:** Testable - At this stage, the marketing communication team have done more in-depth research, not only focusing on analyzing brand sponsorship promotions in digital media. Ruang Guru did enough research what the community needs during covid-19 pandemic so that the CSR program's implementation can run well.

2) **Grab Attention**

- a. Deliver the unexpected – The messages conveyed in the CSR program are still less surprising. This can be a concern for the marketing communication team in the future.
- b. Visualize your message - Need to make promotional programs more attractive. This is done as participants are more interested in the visualization of messages displayed on social media, so in the end, they get involved and take real action to make social change through the CSR program.
- c. Make a visceral connection - You need to add a video to make the message easier to digest. Giving more videos will stimulate all senses of the participants, so participants will more easily accept the process of interpreting messages.



Fig. 2. Posting og Ruangguru (Instagram) responding to Covid-19 situation
(source : Instagram.com/ruangguru)

Kind of post in Figure 1 is information, it gives information about ruangguru's program corresponding to covid-19 which requires student to study at home (Setiawati, 2019). Ruangguru gives solution following the change that happens when learning method is accelerated from direct in person to indirect mediated by digital media. This program is accurately and quickly delivered through Instagram.



Fig. 3. Posting of Ruangguru (Instagram) giving Information about free quota to access Ruangguru
(Source: Instagram.com/ruangguru)

Second is online communication, as mentioned previously other than the use of language and online language ability, this dimension is related to the quality of the medium used. There are two elements in Instagram post, which are photo or video and the caption used in the post (Randisa & Nurmandi, 2020). On social dimension, language utilization, especially in caption, is important because it can support the main message of the brand. The use of caption can be stronger if supporting social context related to the society, as mentioned before.



Fig. 4. Posting og Ruangguru (Instagram) with Caption corresponding to Covid-19 situation
(Source: Instagram.com/ruangguru)

This kind of post figure 3 accommodates all kind of post mentioned previously where it consists of information related to online seminar and also action to invite people to participate in the seminar. Through Instagram, public response can be seen through comments given on comment column of the post, considering there are many cities that cannot join the seminar (Ismawati & Anggia, 2021). Not only through verbal, Ruangguru also uses visual communication, such as using public figure, for example, Nashwa with 1.9 million Instagram followers. Finally, online communication is built properly between Ruangguru and the public regarding the online seminar.

3) Engage

Engage is a process of connection between companies and participants. This is about empowering participants to care and then participate in the CSR programs that are held. This stage is

often referred to as stakeholder engagement as a participant in implementing the corporate social responsibility program. Through the program that Ruang Guru give to the customer from free online school Ruangguru, free quota access to Ruangguru, program seminar, ect. It gives the customer acces to engage wit corporate social responsibility during covid 19 pandemic.

Moreover, those programs are giving innovation by educating children. Also, Ruangguru marketing communication team combines online and offline media. Online media is applied to social media (Instagram) and digital media (Zoom) (Hanaysha, 2021). Offline media is attached to several press releases and the company's internal media. The use of these two media is a symbiotic mutualism relationship; PT Tip Top can increase the echo of social action in online media and profoundly impact activities carried out offline.

4) Take Action

The Take Action stage invites participants to take action or real action. Before Taking Action, the team carried out the Grab Attention and Engage stages. However, sometimes the participants' actions often stopped at that stage. Participants were still limited to being inspired or only inspiring other participants. To simplify the campaign objectives, actions for social change must be made easy.



Fig. 5. Posting of @anangmaulana_12 (Instagram) joining the challenge from Ruangguru

(Source: Instagram.com/ruangguru)

Through the challenge, Ruangguru successfully created interactivity with positive invitation to use mask. Ruangguru's followers can share their enthusiasm towards the brand in their social media, united by their common interest related to Covid-19 Pandemic triggered by social presence of Ruangguru as we can see in figure 4. It is important to note that social presence shows that online social content is informative and it allows users to evaluate content that attracts them to involve in this social interaction (Antheunis et al., 2020).

Different social relationship shows positive and negative impact on corporate social responsibility. Covid-19 Pandemic gives multidimensional effect to people, from health, economy, and also education (Berger & Roloff, 2019). Implementation corporate social responsibility of Ruangguru in education builds positive relationship because the information provided through information in the class and also free internet access by Ruangguru correspond to the social context currently being experienced by the people (Giovani et al., 2020).

It is difficult to explain explicitly the difference of personal and interpersonal or public communication through social media. When we discuss about online communication, caption used here is also community kind where ruang guru builds dialogic relationship by corresponding the message delivered to the public. Relationship with the public is strengthened with the information delivery on figure 3 corresponds to the condition where people staying at home for 24 days due to large scale social restriction regulation and learning at home policy issued by the government (Jin & Yoon, 2017).

Social media has several other characteristics, such as digitalization, interactive, asynchronous, and multimedia (Hart, 2015). Combination of text, picture, and sound in two ways communication built in social media is the difference between new media and old media (Floreddu & Cabiddu, 2016). Current social media, especially Instagram, becomes interactive platform for society to build communication. Instagram becomes a quite popular media and used actively by the society.

According to Indonesia Landscape 2018 research done by We Are Social and Hootsuite, the amount of active Instagram users in Indonesia is 53 million users. In the end, message received by the society is not the same, the society can also determine when and what kind of message received by the society.

As depicted in previous explanations through three kind of post in social media, which are information, community, and action; corporate social responsibility of Ruangguru can be seen during Covid-19 Pandemic to get trust from consumer. Consumer's trust is no longer vertical, where marketing campaign can easily influence consumer's psychology. In horizontal approach, where one consumer is seen as a part of various community, social factors, such as family, friendship, network in social media become the most determining factor in influencing consumer's perception of a brand.

5. Conclusion

Based on it we can see that consumer is always mentioned as having big influence. Moreover, these days consumer is no longer loyal to one particular brand. Once the experience element of brand involvement gone, in many cases, the emotional connection, that consumer has with the brand that gives them unique experience, will follow (Ismawati & Anggia, 2021). Consumer can no longer be seen as a collection of data that moves up and down from time to time and passive, but consumer is seen as a group of people with soul, emotion, and thoughts that interconnected. Brand that can build communication by implementing the three dimensions of social presence will get attention from consumer so the messages conveyed will be more effectively conveyed, especially during Covid-19 Pandemic period.

Along with the social restriction implementation, there is an increment on the use of digital media, especially in social media. Therefore, social presence is important for building brand engagement with consumer. Brand must understand and influence engagement, which will help brand to grow consumer's loyalty and will be impacted to business development. Ideal customer in digital era does not have to be a person who buys much (Setiawati, 2019). Ideal customer can be influencer who can buy in small amount inconsistently, but can also give values and reviews which can be seen and influence other people. Engaged customers might be fanatic to the brand if they are keep being involved, thus creating motivation to do action to brand.

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