

Komunikasi Ko-Kreasional Program Sehat Sejahtera (SESERA) PT Pupuk Sriwidjaja dengan Masyarakat Pulau Kemaro

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Abstract

The purpose of this study is to investigate the co-creative communication of the Sehat Sejahtera Program (Sesera) and to construct a collaborative model between corporate and community in the context of implementing ecotourism at the Kemaro Island tourist attraction in Palembang City. This study uses qualitative methodologies and a case study design to handle primary data based on interviews, non-participant observation, and documentation as secondary data. The data analysis employs the Miles and Huberman Interactive Model in three steps, beginning with data reduction and structured in a relationship pattern to facilitate interpretation and drawing or verifying results. Research findings show that co-creational communication referring to Co-Creation Theory is implemented through social responsibility strategies focussing on tourist experiences and interactive relationships with the surrounding community. The collaboration carried out is PT Pupuk Sriwidjaja Palembang's social and environmental responsibility (TJSL) approach to the Kemaro Island tourist destination.

Keywords: Co-Creational Communication; Kemaro Island Tourism; Sehat Sejahtera (SESERA); Sehat Sejahtera (SESERA); TJSL PT Pupuk Sriwidjaja JEL Classification: D13, I31, J22*

1. Introduction

One industry that has a significant impact on the management of Corporate Social Responsibility (CSR) is tourism. Tourism companies and managers are increasingly aware of their responsibilities in promoting business practices through responsible working principles and sustainable vision. Corporate social responsibility in tourism refers to the social responsibility of tourism companies (economic expectations, laws, ethics and community policies). (Peters, 2016).

In addition to contributing significant social, economic, and environmental impacts to tourist destinations, tourism also assists in the implementation of community welfare projects by involving local communities, namely the community as a mutually beneficial interaction. The many interests owned by CSR actors will involve stakeholders, so strong cooperation between these stakeholders is needed. (Roxas et al., 2020) dan (Barrane et al., 2021).

In this context, CSR tourism communities and program organizers will be implemented effectively and sustainably if there is good interaction. The aim is to understand the needs of. The goal is to understand the needs of local communities through involvement in social development projects, skills training, funding education and health programs in tourism destinations. The interaction between destination managers and CSR actors such as industries around the destination plays a role in opening up space for community participation in tourism activities. Companies implement CSR strategies in tourism through the dimensions of community relations, employee relations, environmental issues, and product quality. (Levy & Park, 2011). Community relations CSR

is contextualized and localized to solve CSR issues in tourism that directly affect specific cultural groups, taking into account their beliefs and values. (Luo et al., 2019).

The dimension of relationships or relations with the community in the company plays a role for the sustainability of the life and achievements of a company. Study Hamandia & Haryani (2022) state that relations with the community have access to the availability of company resources, the creation of a sense of security and comfort in doing business, the opening of sources of information as an effort to support business progress and for the state of the region and the company's network connector. Another thing that is very instrumental, namely strategic communication that is able to deal with various developments that have an impact on the survival of the company, such as the fulfillment of community desires from various sectors.

Pragmatically, the concept of ecotourism requires the involvement of stakeholders in communicating the tourism sector and creative economy based on the approach of environmental, social, economic, cultural resources as well as controlling air and river water pollution. In addition, to prosper this nature-based ecotourism and provide social impact for the community also requires strategic tourism development. This is the case with the CSR program initiated by PT Pupuk Sriwidjaja Palembang based on ecotourism. One of the areas that PT Pupuk Sriwidjaja focuses on in implementing CSR or Social and Environmental Responsibility (CSR) programs is Kemaro Island. The existence of long-term interests will have a meaningful impact on tourist destinations. What the program does to improve the welfare of the community with the concept of ecotourism development is aimed at increasing the income of local communities and protecting the natural environment itself.

Behind the specialty of Kemaro Island, which is often a favorite tourist destination for Palembang City residents, this island also has a great journey to develop potential and overcome existing problems. PT Pupuk Sriwidjaja embraces all components of the Kemaro Island community to move together under one umbrella program called Sehat Sejahtera (SESERA) Kemaro Island. PT Pupuk Sriwidjaja Palembang's TJSL program has been based on the harmonization of the triple bottom line (profit, planet, people) and the concept of SDGs (Sustainable Development Goals). TJSL at PT Pupuk Sriwidjaja Palembang has been implemented based on TJSL policies established by the company. (Rahmawati et al., 2023). The policy is stipulated in the Ministerial Regulation of SOEs in 2021 and 2022, that PT Pupuk Sriwidjaja Palembang is committed to implementing sustainable community development programs that are in line with the development of the entire company and are environmentally responsible. Pusri's TJSL program aims to build the quality of life of the Indonesian people. (PT Pupuk Sriwidjaja Palembang, 2016).

PT Pupuk Sriwidjaja's Partnership Program through TJSL activities has provided benefits to the community in the form of working capital loans through small and medium enterprises and cooperatives. This local community development program also targets several fields, namely education and training, health, public facilities and infrastructure, worship facilities, nature conservation, social community, and assistance for victims of natural disasters. The implementation of PT Pusri Palembang's CSR programs generally refers to the provisions of Law No. 40 Year 2007 on Limited Liability Companies as the overarching regulation for the implementation of corporate social responsibility (CSR) in Indonesia and Government Regulation No. 47 Year 2012 on Social and Environmental Responsibility of Limited Liability Companies as its implementing regulation. PT Pupuk Sriwidjaja Palembang's CSR programs are manifested in improving the quality of life of the community which includes seven aspects, namely nature conservation, education, health, worship (spirituality), poverty, natural disasters, and public facilities. (Hamandia & Haryani, 2022).

The implementation of PT Pupuk Sriwidjaja Palembang's TJSL program can be categorized as an effort to address social and environmental issues. Several previous studies have looked at PT Pupuk Sriwidjaja based on its TJSL track record, such as Hamandia and Haryani (2022) revealed that CSR activities in Kalidoni District, such as water and air pollution, as well as social inequality between companies and communities, were only handled through health and nature conservation initiatives. In fact, it has not touched the fundamental problems in the environment around the company.. Santoso et al., (2021) and Lukman et al., (2023) stated that in adopting the principle, there are other aspects that corporations or companies need to consider besides economic growth, namely local community involvement and environmental responsibility and involvement of related parties.

However, researchers see that the movement in the two programs requires development in other fields, such as ecotourism, even in green tourism. This ecotourism and green tourism-based concept can be a new direction or at least develop the milestones of the green economy program in South Sumatra Province. The concept of ecotourism or green tourism in the context of this research refers to the establishment of co-creative communication between partner companies and their stakeholders in an effort to improve the quality of the environment, increase disaster resilience and climate change, and low-carbon development in the Kemaro Island

tourism area, in particular. Green economic growth in the tourism sector is expected to integrate the economic industry sector for all stakeholders on Kemaro Island, so that the utilization of natural resources can be carried out responsibly with the creation of opportunities to improve social welfare. As stated by Ceballos-Lascurain (1987) later refined by The Ecotourism Society in 1993 that ecotourism is responsible travel to natural environments that support conservation and improve the welfare of local people and support environmental, economic, and social sustainability. (Lindberg & Hawkins, 1993).

Based on the explanation of the background, the researcher conveyed the research objectives, namely to explore the communication of PT Pupuk Sriwidjaja's Partnership and Community Development Program and elaborate PT Pupuk Sriwidjaja's co-creational communication on PT Pupuk Sriwidjaja's Partnership and Community Development Program on Kemaro Island tourist destination. Hopefully, this research can be an aspiration through communication in supporting the potential development of Kemaro Island tourist destination as a sustainable tourism area in addition to realizing the promise of Palembang city branding, namely *Charming Palembang*.

Ecotourism Based on Community Empowerment

The development of national tourism has prompted the birth of the idea of creating tourist destinations based on green growth, namely green tourism. This term is also recognized as green tourism or environmentally friendly tourism. This description in green tourism can be used to describe any kind of tourism that occurs in natural places by reflecting economic balance. The main focus is on natural resources or ecologically responsible tourism (Ariyanto, 2022) and (Dewi et al., 2023).

In its continuation, this tourism model enters a phase of competition that should be seriously considered (Ihnatenko & Adamchuk, 2020). When referring to the opinion of Doods and Joppe (2001), the components of green tourism include 1) environmental responsibility which includes maintaining, protecting, and improving the quality of the natural and physical environment to maintain the health and sustainability of ecosystems; 2) strengthening the local economy includes supporting the local economy, local businesses, and communities to ensure the strengthening and sustainability of the local economy; 3) cultural diversity includes respect and appreciation for culture and cultural diversity to ensure the sustainability of the welfare of local communities and cultures; and 4) fun experiences, involvement in meaningful activities, and interaction with nature, people, locations, and local cultures.

CSR: A Co-Creative Communication Strategy

Effective two-way co-creative communication is of utmost importance. An outside-in approach requires companies to prioritize stakeholder voices and perspectives. As stated (Johnston (2014) This model of 'engagement' facilitates the conceptualization of co-creational institutional processes as ongoing and evolving interactions between diverse stakeholders. Companies can see that this is also the first requirement in building the foundation of reputation. In this model, communication behaviors, perceptions and opinions are mutually changing, rather than just one party shaping communication and its outcomes. Cannas et al., (2019) states that social values, and especially reciprocity, are the backbone of shared value creation. Cannas adds that shared values foster corporate social orientation, which brings together corporate social responsibility and sustainability, and represents a contribution to enriching theoretical and practical perspectives in this multidimensional field.

Research Iglesias et al., (2020) stated that in an increasingly transparent, digitized and connected environment, customers are increasingly pressuring brands to implement Corporate Social Responsibility (CSR) practices and co-creation activities. While CSR and co-creation are both social and collaborative processes, there is little research examining whether CSR can enhance co-creation.

Baumgartner (2013) and Javed et al., (2019) stated that CSR is a blend of innovation capacity as the best strategy to improve financial performance with responsibility. In addition to the approach to integrate the company's activities based on social and environmental aspects. Wu et al., (2023) stated that CSR is considered as an expectation in playing an important role in the long-term sustainability of the company. In practice, companies that implement co-creation will show the degree of orientation with supporting actors in realizing their goals. The existence of promotional interests and programs that are raised as one of the co-creations to shape and improve the company's image. Participation and integration between company components and ABCGM pentahelix are simultaneously oriented towards company policies.

Co-creation is a business strategy that focuses on customer experience and interactive relationships. Co-creation enables and encourages more active engagement from customers to create value-rich experiences. (Noonan, 2018). Noonan's (2018) co-creation perspective states that co-creation theory is more like a corporate mindset or philosophy, rather than a theory in itself. In this regard, with respect to new product development, messaging, positioning and marketing efforts, applied co-creation theory can make the difference between great success and a mediocre program launch.

Chesbrough (2006) states that co-creation emerged due to several coincidental developments, namely the mainstream adoption of internet technologies, an orientation towards services and experiences, and moreover an open approach to innovation. In fact, in the view of Wever et al., (2016); López et al., (2017) and Sarasvuo et al., (2022) co-creational or co-creation is a term that has entered the design and marketing vocabulary. Co-creation is based on interaction and is considered the underlying process of co-creation and focuses more on the consumer (society)-organization (company) interaction where the two meet and create value for mutual benefit.

Bila Sarasvuo et al., (2022) emphasize the description of co-creation as “co-creating”, whereas Verwey & Benecke (2021) Considering the co-creation perspective consists of focusing on the creation of shared meaning and relationship building. To this end, co-creation of consumer content can be defined as the collaborative activity of (Hanekom & Swart, 2023). In the context of communication strategy, the co-creational paradigm is very close to public relations studies. Since the early 2000s, these studies have emphasized how the public is the creator of meaning and builds relationships between organizations and their strategic publics. (Botan & Taylor, 2006). In fact, in Botan's (2018) follow-up study, there was a development in the birth of a co-creational metatheory that highlights public-centered communication as “what enables shared meanings, interpretations, and goals to be agreed upon.”

Botan said 'co-creation' represents a paradigm shift in strategic communication from a managerial view that views communication as a function to 'manage' the public, to a 'co-creational' model that embraces the public as co-creators of shared meaning. Implementation of co-creational communication in research Hou (2021) and Hou & Chaidaroon (2022) It states that a co-creative approach to strategic communication entails dialogic, interactive, and socially-oriented communication between practitioners and communities, both exercising joint (de)coding, (re) interpretation and (de)construction of meaning.

Apart from its theoretical significance, this notion of 'co-creation' is particularly relevant to the field of tourism communication as an interactive communication process involving companies and communities. The number of tourism marketing studies that explore and examine the concept of value co-creation is increasing. The experience of innovation through co-creation is critical to the competitiveness of tourism businesses. (Zizka et al., 2018). Therefore, this research looks at one application of Co-Creation Theory of Kemaro Island tourist destinations in the context of ecotourism as a sustainability program of PT Pupuk Sriwidjaja's Healthy and Prosperous Program (Sesera) through a creative TJSL strategy.

2. Method

The research design used in this study is qualitative using a case study approach. Referring to Creswell (2021), The selection of qualitative methods is a process of study and understanding that uses techniques to examine social phenomena and human problems. In this study, researchers developed a comprehensive picture of detailed reports from the informant's point of view and conducted investigations in real situations regarding co-creational communication. In this study, researchers used a single case type with a holistic single case type that shows only one case, namely the local community of Kemaro Island tourist destination, Palembang City as a unit of analysis. The researcher also assumed that the formulation of the problem in this study would be more focused on knowing, describing, interpreting and concluding about the elaboration of co-creational communication that occurred in depth and thoroughly between PT Pupuk Sriwidjaja and the community on Kemaro Island, precisely in RT 17 and RT 18. This research is an exploratory type that produces data derived from primary and secondary data obtained directly from the field, therefore there are three ways of collecting data used in this study, namely in-depth interviews, non-participant observation and documentation studies. As for the determination of informants in the research, the researcher selects the researcher on the basis of the researcher's needs in the study with all good considerations. Research informants are distinguished based on group and profile criteria. The group category refers to the main and supporting actors. Likewise, with the profile criteria category, the determination of informants refers to the Partnership and Community Development Program Owner Company with informants of the Social Responsibility Manager of PT Pupuk Sriwidjaja, the community around Kemaro Island tourism, tourism managers and local government and the Palembang City Tourism Office.

At the data analysis stage, researchers applied the Miles and Huberman Interactive Model (2014), through an interactive approach that has three steps. First is data condensation that focuses, simplifies, abstracts, and transforms data based on all parts of written field notes, interview transcripts, documents and other empirical materials. Second is displaying the data to see the overall picture of the research by trying to make clues, tables, graphs, and others. The data is organized in a pattern of relationships so that it can be easily understood. Third is drawing or verifying conclusions. This final step is to draw conclusions or verify research findings from qualitative research. New findings that have never existed are expected. These findings can be in the form of abstract object descriptions to clarify one research after another.

3. Result and Discussion

Pulau Kemaro: Delta Magnet Strategic

Kemaro Island or also known as Kembara Island is located in Ilir 1 Village, Ilir Timur 2 Subdistrict, Palembang City, South Sumatra Province. The area of Kemaro Island is 79 hectares and administratively located in Ilir 1 Village, with a total area of $\pm 0.79 \text{ km}^2$, while the area included in Ilir 1 Village is $\pm 0.65 \text{ km}^2$ and occupies 7% of the area of Ilir Timur II District (BPS Palembang City, 2022). With an altitude of 5 meters above sea level, Kemaro Island is a lowland area with coastal topography, close to the sub-district capital (4.1 km) and district capital (6.5 km) with a population of 624 people (Sriwidjaja & Puspahadi, 2023).

Located in the middle of the Musi River, Kemaro Island is better known as a delta with exotic attractions as a tourist destination, both historical, cultural and religious. The viscosity of the intertwining entities located on Kemaro Island has also attracted tourist visits since Kemaro Island became one of the leading destinations of Palembang City and South Sumatra. The rich culture, art and history of this island can certainly be an opportunity for tourism-based community development in order to help increase the level of community welfare.



Figure 1 One side of Kemaro Island becomes a magnet for religious, historical and cultural tourism destinations and inspires sustainable tourism. (Rozalena, 2024b)

The specialty of life on Kemaro Island, besides being surrounded by the water of the Musi River, is also “approached” by the business elements of several companies that are very tangent to nature on Kemaro Island. However, since the government paid special attention and included the Cap Go Meh celebration in the Palembang City tourism event calendar (Calender Charming Event) since 2018, the island has become very famous and is always visited by many tourists, especially for people who worship and travel. As well as historical and cultural tourism such as the Sultan Agung Mosque which is the fifth oldest mosque in Palembang built by elder Ki Abunawar and local residents, 9-story pagoda, Hok Tjing Rio Temple, Buddhist Temple, the tomb of Tan Bun An, Siti Fatimah, and his bodyguard, they are believed to be the figures of the origin of Kemaro Island and so on. (Hanadya et al., 2023).

Geographically, the island, which is interpreted as an island that is dry or an island that never sinks when the Musi river is high tide, is adjacent to the PT Pupuk Sriwidjaja building. The proximity of this location makes the community in Kelurahan 1 Ilir a priority for the company's community development program. (Dyanrini et al., 2023). PT Pupuk Sriwidjaja's relationship with the local community or community, especially in RT 17 and RT 18, began with the potential for historical and religious tourism on Kemaro Island, which has many stories that have been told from generation to generation and attracts a lot of attention from the outside community to visit the island (Rahmawati et al., 2023) and (Dyanrini et al., 2023). This is due to the function of the Musi River as an economic and transportation route, so that it has a good impact on the growth and economic turnover of the

surrounding community. The commitment built is assistance and development programs in an effort to optimize community empowerment, infrastructure development, and optimize potential to improve the welfare of the people of Kelurahan 1 Ilir.

TJSL SESERA: Strategi Sumber Daya Tarik

The Sehat Sejahtera Program (SESERA) is an empowerment program that aims to improve the welfare and health conditions of the people on Kemaro Island through efforts to solve problems and develop community potential comprehensively. This program began in 2018, when PT Pupuk Sriwijaya CSR explored this island as a disadvantaged area compared to other areas due to its location which is more difficult to access and isolated from the mainland. Then as a CSR commitment, PT Pupuk Sriwijaya developed a program to improve the welfare of Kemaro Island.

The main foundation for the implementation of the TJSL program in question is the concept of Sustainable Development Goals (SDGs) or Sustainable Development Goals (TBP) with the Healthy and Prosperous (SESERA) program as the flagship. This empowerment contribution to the Kemaro Island community has achieved TBP through poverty alleviation, hunger alleviation, healthy and prosperous living, gender equality, clean and affordable energy, decent work and economic growth, reduced inequality, responsible consumption and production, climate change management, and partnerships (Dyanrini et al., 2023) dan (Dyanrini, 2024).

The strengthening of the SESERA Program continued in 2020 to 2024 as the end of the program, namely community-based agro-ecotourism. The goal is not only to design in improving the quality of health and welfare of the community on Kemaro Island, but also to ensure that these problems can be resolved properly. In this case, the target is RT 17 and RT 18 as an ecotourism area that is able to improve economic welfare and ecological balance in the region.

The importance of ecosystem sustainability as an ecotourism object on Kemaro Island is embodied in the Healthy and Prosperous (SESERA) program road map, through two sources of attraction. First, the interaction between elements while still striving for environmental sustainability. Second, sources derived from the needs of local communities to achieve economic sustainability are outlined in the social pillar in PT Pupuk Sriwidjaja's TJSL. The SESERA program has targeted social and environmental aspects, various activities that are ecologically beneficial as well as beneficial to public education, health, and energy conservation. The TBP described below is based on the social pillars of PT Pupuk Sriwidjaja's TJSL.

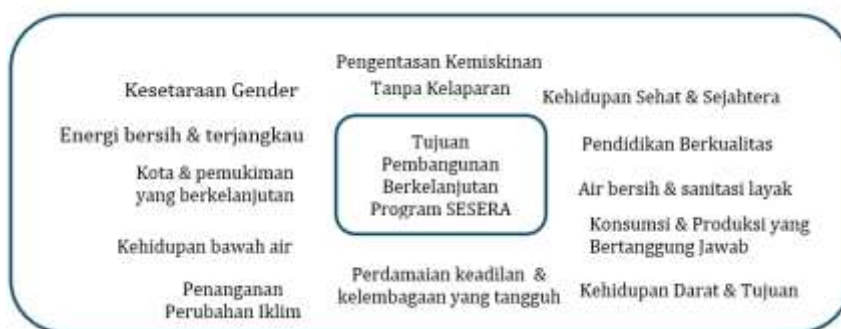


Figure 2 Sustainable Development Goals (SDGs) of the Healthy and Prosperous Program (SESERA).

In its continuation, the Healthy and Prosperous Island Program (SESERA) has an exit strategy, namely agro-tourism which is also one umbrella with other empowerment programs, such as local fish farming, horticultural agriculture, and the provision of clean water facilities. All of these programs are integrated and support the realization of Kemaro Island as the location and foundation of the ecotourism program (Latifa, 2024). As for realizing the independence of community groups in each program, it requires careful planning and effective execution in the form of a long-term planning design.



Figure 3 Floating net cages as part of the ecotourism exit strategy in the waters of the Musi River managed by Kemaro Island residents (Rozalena, 2024a)



Figure 4 The side of the floating restaurant managed by the Independent Women's Cooperative assisted by PT Pupuk Sriwidjaja to become a new ecotourism-based destination on Kemaro Island. (Rozalena, 2024c).

4. Result and Discussion

Initially, PT Pupuk Sriwidjaja Palembang's CSR (Corporate Social Responsibility) program was a top-down charity program (Dyanrini, 2024). After the evaluation, PT Pupuk Sriwidjaja Palembang realized that the results of the charity program were not significant enough to improve the welfare of the community. For this reason, starting in 2019, PT Pupuk Sriwidjaja Palembang began to change the community development strategy from top-down to bottom-up through the use of village community forums in the three areas fostered by PT Pupuk Sriwidjaja Palembang. This step received a good response from the community forums of the fostered villages and responded through proposals of community needs in the form of proposals. On the basis of the proposal, PT Pupuk Sriwidjaja Palembang then responded with financial assistance.

Referring to the co-creative communication model of the (Botan, 2018), An organization with a creative grand strategy seeks to integrate itself into an evolving organization's network of relationships with its environment to know the background of what is happening at that time is called an integrative grand strategy. Although organizational identity is important, maintaining a clear separation, as the partner organization does, is not very important in cocreational organizations. Therefore, the approach taken to the community of RT 17 and RT 18 Kemaro Island will require the collaboration of various components of the community. Not only that, their participation and involvement are also expected for the implementation of the program. Kemaro Island has its own characteristics in advancing its territory, through the presence of local heroes the community is helped in its direction and movement. The leadership strength of the local hero is an interesting thing for PT PUSRI to be equally involved in the process of prospering and advancing Kemaro Island. The existence of formal and informal pioneers will facilitate and accelerate the development process.

The following table shows how PT Pupuk Sriwidjaja's TJSL views in the form of a co-creational communication strategy that has been carried out based on an examination of the environment, change, the public, issues, research, communication and practitioners.

Table 1 Grand strategy of co-creational communication strategy

Dimention	Company Attitude Concept	Application
Environment	Integral part of the environment and cooperation towards open two-way communication and creation of shared meaning	<ol style="list-style-type: none"> 1. Building multi-stakeholder commitment (stakeholder mapping) to support social innovation and sustainability of the SESERA program. 2. Community empowerment to realize economic independence and commit to environmental sustainability that has positive benefits. 3. Reaching out to the community members of RT 17 and 18 Kemaro Island, 1 Ilir Village, Ilir Timur II District as partners/relations of the SESERA program.
Changes	Cultivate a positive attitude and evolve to become better at identifying the need for change and implementing change.	<ol style="list-style-type: none"> 1. Develop plans that are targeted and effective. 2. Resolve community problems gradually from 2018-2024 and social innovation has economic, welfare and environmental impacts on the Kemaro Island community. 3. Exit strategy agro-ecotourism with floating cages, with agro-ecotourism.
Public	How to define the relationship with the community: collaboration, togetherness or cooperation.	<ol style="list-style-type: none"> 1. Commitment and responsibility are shown through the KJA subprogram, Floating Resto, to support Kemaro Island as an ecotourism area. 2. The company conducts mapping and identification related to the potential, problems, and actors in the area to be empowered. 3. The presence of stakeholders as potential and opportunities to gain and exchange knowledge, skills.
Issue	How to build co-creation with the community.	<p>Implementation of community empowerment through three issues.</p> <ol style="list-style-type: none"> 1. Increasing economic income through the creation of floating net cages, floating restaurants, floating waste banks, agricultural cultivation (floating farming/zerowaste), water hyacinth coenzym/composting processing, independent cooperatives and cost efficiency by procuring clean water installations and drinking water treatment. 2. Residents' welfare and life satisfaction through income,

		employment, education (Reading Corner Program) and health.
		3. Emission reduction, environmental waste reduction, floating farming.
		4. Infrastructure through installation of solar cell lighting, establishment of adequate houses,
Riset	Importance of strategy and program evaluation. The public is seen as a cocreator of issues. Research focuses not only on how the public thinks and feels but on the relationship between the organization and its public.	<ol style="list-style-type: none"> 1. Internal research through Kemaro Island community field reports, social innovation studies, and preparation of Social Return on Investment (SROI). 2. External research by academics/universities.
Communication	Organizations and publics are products of communication. There is a recurring flow of communication between the organization and its public, both internal and external.	<ol style="list-style-type: none"> 1. An attitude of openness to participate in providing views, assessments, consultation and even collaboration in every activity. 2. The power of communication through in-depth dialogues that will be held together to the methods.
Practitioner	Strategic leadership.	<ol style="list-style-type: none"> 1. Selection of local hero 2. Actors of Tourism Awareness Group 3. SESERA Independent Women's Cooperative

The co-creational communication perspective based on community relations requires dialogic, interactive and socially oriented communication between the company and the community. The company plays a role in carrying out togetherness through the message of community empowerment in the social and environmental pillars planned from 2019 to 2024, the community receives an important message of the sustainability of the Kemaro Island ecosystem and the waters of the Musi River by building sustainability-motivated ecotourism.

An important contribution to Kemaro Island tourism is bottom up strategic communication through the application of cocreational thinking as a community empowerment-based tourism practice. We specifically provide valuable perspectives on, and useful strategies to maximize the ability to facilitate co-creation in various elements.

5. Conclusion

Co-creational communication was realized against the backdrop of the Healthy and Prosperous (SESERA) program to the Kemaro Island community based on social and environmental activities. One form of sustainability of corporate responsibility to stakeholders through the initiation of ecotourism empowered by the Kemaro Island community. The SESERA program with an ecotourism exit strategy shows co-creation communication or co-creation that focuses on building and meeting public needs. As a form of togetherness, PT Pupuk Sriwidjaja states its involvement in co-creational institutions as a sustainable and evolving interaction between diverse stakeholders. The community interprets what PT Pupuk Sriwidjaja does to maintain the harmony of public relations. The meaning that is built is a lesson learned in the form of the importance of increasing community participation and involvement, involving stakeholders, inclusiveness and focusing on vulnerable communities. In addition, action based on

academic research, improving the standard of living of the Kemaro Island community and the importance of organizational management and transparency.

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