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Community Empowerment Communication Strategy through CSR: A Case Study of the Canting Emas Batik Training

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Abstract: This study aims to analyze the communication strategies of community empowerment implemented through the Corporate Social Responsibility (CSR) program of PetroChina International Jabung Ltd in the form of the Batik Canting Emas Training. This program represents an enabling CSR initiative focusing on enhancing community capacity and fostering women's economic independence in Tanjung Jabung Barat Regency. The research was conducted from January to June 2025, with a three-month data collection period, thereby providing a contextual overview relevant to the socio-economic conditions of the local community. Using a descriptive qualitative approach, the study examines the communication strategies applied in the processes of awareness-building, training, and community assistance. The findings reveal that dialogical communication, interpersonal communication, and participatory approaches constitute the primary strategies in developing awareness, skills, and entrepreneurial motivation among local women. The contribution of this research lies in mapping CSR communication strategies that can serve as a practical reference for other companies in designing community-based empowerment programs. Moreover, the study highlights the added value of women's empowerment, which not only promotes economic independence but also strengthens their social roles within families and communities. These strategies have proven to significantly contribute to creating a positive corporate image while reinforcing social relations between the company, the government, and the community.

Keywords: Communication Strategies, Community Empowerment, Women's Empowerment, CSR, Dialogical Communication, Participatory Communication, Batik, Petrochina.

INTRODUCTION

PT PetroChina International Jabung Ltd. (PCJL), a subsidiary of China National Petroleum Corporation (CNPC), operates in the natural gas exploration and production sector in Tanjung Jabung Barat Regency, Jambi. As part of its efforts to build a positive image and respond to public perceptions of the extractive industry, PCJL implements a variety of Corporate Social Responsibility (CSR) programs, one of which is the *Canting Emas Batik Training* a women's empowerment initiative based on batik-making skills.

This program was designed to address challenges of unemployment and economic inequality in the company's surrounding operational areas. Through an enabling CSR approach that emphasizes creating a supportive environment enabling communities to develop their potential independently rather than relying solely on direct assistance (Hadi, 2011). The program embodies the integration of CSR into corporate communication strategies aimed at fostering relationships with local communities. Among the CSR models, community empowerment programs have the most direct impact, particularly for marginalized groups such as housewives in rural areas. PCJL's *Canting Emas* program exemplifies this enabling CSR model in Tanjung Jabung Barat.

CSR implementation has become a strategic aspect for companies across all sectors, including mining. This is inseparable from public perceptions that associate corporate activities with negative environmental impacts such as operational waste, noise, air pollution, and ecosystem disturbances. CSR in the extractive industry is often perceived as a "license to operate," referring to efforts to gain social acceptance from surrounding communities to ensure smooth operations. However, studies in Indonesia's downstream mining sectors show that communities require more than short-term material aid they need empowerment programs that are sustainable, locally relevant, and capable of fostering independence (Nisya Medina Arinnis, 2022).

Companies today are increasingly expected to make meaningful contributions to society economically, socially, and environmentally. This responsibility is central to CSR implementation, with corporate presence ideally bringing tangible benefits to surrounding communities. (Jaya, 2021) argues that companies that consistently implement sustainable CSR are more likely to gain broad public support, as communities perceive real benefits. In this regard, PetroChina, through initiatives such as the *Canting Emas Batik Training*, has not only delivered tangible benefits but also fostered a positive community perception, thereby enhancing corporate reputation.

The *Canting Emas* training program was carried out through collaboration between the Tanjung Jabung Barat Regency Government and PCJL, involving 35 participants from three villages, including four persons with disabilities and a representative from the Sukorejo Tourism Awareness Group, which is also under PetroChina's community development program. According to the Head of the Manpower Office, the initiative was a follow-up to the Regent's directive during the 2021 *Manpower Fest I*, with the primary objective of introducing and developing local batik motifs (Ampar.id, 2021).

This initiative was also part of a Memorandum of Understanding (MoU) between the Regency Government and PetroChina, later formalized through a Cooperation Agreement (PKS) to support local workforce empowerment. Its goals included enhancing community skills, reducing unemployment, promoting equitable welfare, and fostering synergistic relations between government, business, and society in support of sustainable regional development.

Tanjung Jabung Barat itself is rich in natural resources such as plantations, fisheries, mangrove forests, culinary heritage, and tourism destinations, which serve as sources of inspiration for local batik motifs. From the corporate perspective, PetroChina's Community Development representative emphasized that the *Canting Emas* program reflects the company's commitment to harnessing and advancing the community's economic potential. The training aims to create a distinctive Kuala Tungkal batik identity while simultaneously stimulating local economic growth through enhanced batik-making skills.

The program consists of several stages: participant selection, basic and advanced stamping batik training, provision of production equipment to artisan groups from assisted villages and disabled communities, and three cycles of ongoing mentoring. Trainers were drawn from the Yogyakarta Center for Handicrafts and Batik and Sanggar Batik Rindani Jambi. In April 2024, PetroChina, together with the Jambi Office of Cooperatives, Industry, and Trade

(Diskoperindag), also facilitated seven batik artisans and one songket weaver to attend advanced training and obtain national certification (BSN) in Yogyakarta (Ika, 2024).

In this sense, CSR functions not only as social obligation but also as part of a broader organizational communication strategy. It serves as a medium for strategic communication that goes beyond information dissemination to foster positive public perceptions, encourage community engagement, and facilitate participatory social change (A.Greenwood, 2017). As Kamei further notes, communication in CSR is a dialogic process that empowers communities to make collective, informed decisions, aligning CSR with development communication paradigms. (Kamei, 2019)

Women's empowerment has become an essential issue in CSR, particularly in developing countries where economic and gender disparities persist. CSR is not only a mechanism for corporate legitimacy but also a vehicle for improving community well-being, especially among vulnerable groups such as women.

Research shows that CSR programs focusing on women can enhance access to skills training, economic opportunities, and community decision-making participation (Akshita Rajawat, 2024). However, scholars caution that funding alone is insufficient unless programs are gender-responsive, ensure women's active participation, and incorporate sustainable monitoring (Iskandar Zainuddin Rela, 2020).

In extractive industries, women's involvement in CSR programs is often constrained by patriarchal social structures and limited access to productive resources. Studies in Indonesia reveal that when CSR targets women's economic empowerment such as through creative skills training, cooperatives, or MSMEs the impacts extend beyond income generation to strengthening women's social roles within families and communities (Adhi Iman Sulaiman, 2024). Moreover, CSR programs that integrate women's empowerment with local wisdom produce dual benefits: reinforcing cultural identity and opening pathways to sustainable creative economies. In such cases, women are positioned not merely as beneficiaries but as change agents who actively contribute to community development.

Thus, recent literature underscores that the effectiveness of CSR in empowering women hinges on participatory communication quality, cross-sector collaboration, and program alignment with local potential. This is particularly relevant in analyzing PetroChina's *Canting Emas Batik Training*, which is designed not only to improve women's batik-making skills but also to strengthen entrepreneurial motivation, cultural identity, and socio-economic networks in Tanjung Jabung Barat.

While research linking CSR communication with corporate reputation and public trust is extensive, much of it remains outcome-focused emphasizing metrics such as reputation scores while underexploring the communicative processes that underpin grassroots empowerment, especially in extractive sectors across the Global South. Although dialogic and participatory paradigms in CSR communication are increasingly recognized, empirical studies mapping how dialogical, interpersonal, and participatory practices unfold across awareness, training, and mentoring stages remain limited. This gap is particularly evident in the gendered context of women's economic empowerment in creative micro-enterprises like batik, and in enabling CSR models that prioritize capacity building over philanthropy.

By presenting time-bound field data January–June 2025 and a detailed mapping of communication strategies within PetroChina's *Canting Emas* program, this study contributes, an empirical account of dialogic CSR communication in an extractive industry context, gender-responsive insights into skill development and entrepreneurial motivation; and practical implications for designing cross-sector partnerships that move beyond message dissemination toward co-creation and sustainable capacity building.

The *Canting Emas Batik Training* thus represents a tangible example of participatory and interpersonal communication strategies in practice, enhancing not only technical skills but also the social capacity of participants as creative entrepreneurs. The program encompasses

participant selection, training, equipment provision, business mentoring, and market facilitation, demonstrating a holistic approach to empowerment.

Accordingly, this study focuses on analyzing how PetroChina's communication strategies foster community awareness, skills, and independence through CSR initiatives. It argues that the success of community empowerment programs depends not only on their content but also on the quality of communication communication that builds trust, facilitates dialogue, and bridges the gap between companies and communities.

METHOD

This study employs a qualitative approach with a case study method to gain an in-depth understanding of communication strategies in the implementation of PetroChina's Corporate Social Responsibility (CSR) program through the Batik Canting Emas Training. A qualitative approach is considered appropriate for examining social phenomena contextually and holistically, where the researcher plays an active role as the primary instrument in interpreting data. The case study method was chosen because it allows for in-depth exploration of specific CSR practices, particularly in the context of empowering local communities in the company's operational areas (Creswell, 2007).

Data obtained from interviews, observations, and documentation were analyzed using Miles & Huberman's interactive model of analysis (Miles, 2014)). This model provides a systematic framework for interpreting qualitative data through three cyclical components: first, Data Reduction, which involves organizing and categorizing information into themes such as dialogic communication, interpersonal communication, and participatory approaches in the implementation of the Batik Canting Emas program. Second, Data Display, in which reduced data are presented in the form of narratives, tables, and matrices that illustrate the relationship between communication strategies and empowerment outcomes for instance, how dialogic communication was applied in the awareness stage, or how interpersonal communication strengthened relationships between trainers and batik participants. Last, Conclusion Drawing and Verification, where tentative conclusions were drawn throughout the data collection process and repeatedly verified through cross-informant checks and triangulation. This cyclical analysis ensured that the interpretations were valid and reliable. The application of this interactive model enabled the researcher to comprehensively understand PetroChina's CSR communication processes. The cyclical nature of the analysis allowed findings to not only describe communication practices but also explain interaction patterns that supported women's empowerment through the Batik Canting Emas program.

The research subjects included various stakeholders involved in the CSR program, such as PetroChina's Community Development team, batik training participants, trainers from partner institutions, and representatives of relevant government agencies. A purposive sampling technique was used to select informants based on their direct involvement, relevant experience, and ability to provide in-depth information regarding the implementation and impact of the program (Miles, 2014). The study was conducted from January to June 2025 in villages assisted by PetroChina in Tanjung Jabung Barat Regency. Data collection techniques included in-depth interviews, participant observation, and documentation of activities such as training reports, photographs, and media publications. In addition, a literature review was conducted on development communication theories, CSR, and community empowerment to strengthen the analysis and interpretation of findings.

In-depth interviews and participant observations were the primary data collection techniques. The interviews were conducted using semi-structured, open-ended questions to gain insights into participants' perspectives and experiences regarding the Batik Canting Emas CSR training program. Direct observations were also carried out to understand interactions among the research subjects, including PetroChina's community development team, batik trainees, and related stakeholders. These observations were recorded without altering or manipulating the

natural conditions of the field (Kumar, 2023). This approach enabled the researcher to capture how communication strategies were applied in raising awareness, training, and mentoring the target community.

Secondary data were obtained from various relevant sources, such as PetroChina's CSR activity reports, online media articles, government publications, and academic literature on development communication and community empowerment. To gain a comprehensive picture of program implementation, the researcher engaged in participatory observation by being directly involved in field activities, especially in interactions among batik participants, trainers, PetroChina's implementing team, and surrounding communities in the three villages where the program was held. The researcher documented naturally occurring activities without altering field conditions to ensure data authenticity and contextual accuracy. During these observations, attention was paid to how training was conducted, the extent of participants' active involvement, how communication was built between trainers and participants, and how the community responded to the program. In addition, key informants were purposively selected based on their direct roles in the program. Through these interviews, the researcher gained insights into participants' experiences and perspectives on the training process and its socio-economic impacts.

Documentation techniques were also employed by collecting written records and other relevant supporting materials. All data gathered through observation, interviews, and documentation were then analyzed qualitatively using the interactive approach, with the aim of obtaining a more comprehensive understanding of how PetroChina's communication strategies supported local community empowerment. By involving various actors—including the company, local government, professional trainers, and local communities this study aims to generate representative data that reflect diverse perspectives on the effectiveness of CSR programs in the context of community-based development communication.

RESULTS AND DISCUSSION

Result

Corporate Social Responsibility PetroChina

In general, the concept of Corporate Social Responsibility (CSR) refers to a company's commitment to contributing to sustainable development by maintaining a balance between economic, social, and environmental interests. CSR is not merely a philanthropic activity but also an integral part of a business strategy that can create shared value between the company and the community. From a development perspective, CSR can be viewed as a communication instrument for development, encouraging community participation, strengthening capacity, and generating long-term impacts.

PetroChina implements CSR through an enabling approach, which means creating conditions, resources, and capacities that allow communities to develop independently. This approach aligns with the principles of development communication, where participatory and locally driven communication serves as the key to program success. Through dialogic, interpersonal, and participatory communication strategies, PetroChina not only transfers skills but also builds critical awareness, fosters collaboration, and strengthens the sense of ownership toward the program.

The success of this program demonstrates that strategically designed CSR can generate significant structural impacts. Improvements in participants' technical and entrepreneurial skills have strengthened economic independence, expanded social networks, and fostered a collective community identity. By involving the community in every stage of the program from planning to evaluation PetroChina has realized the principles of community-based communication, emphasizing active participation and equality in the development process. PetroChina's enabling CSR approach has produced structural and sustainable impacts for the target communities. The community has not only gained technical skills but also access to

resources, networks, and new business opportunities. Moreover, this approach fosters a sense of ownership over the program, strengthens the community's collective identity, and enhances its adaptability to future economic challenges.

In its implementation, PetroChina's enabling CSR is carried out through collaboration with local governments, professional training institutions, and local communities. This cross-sector collaboration strengthens program effectiveness while ensuring active community involvement at every stage. This is consistent with the principles of participatory development communication, where program success depends on the extent to which the community can serve as both the subject and decision-maker in its development process. PetroChina adopted the enabling CSR concept through the Canting Emas Batik Training Program in Tanjung Jabung Barat Regency. The program was designed not only to provide batik-making skills but also to build a supportive ecosystem encompassing advanced training, provision of production equipment, business mentoring, and facilitation of market access.

The concept of enabling CSR refers to a corporate social responsibility approach that goes beyond direct assistance, creating conditions, environments, and capacities that enable communities to develop their potential independently. Within this paradigm, the company acts as a facilitator and driver of change, rather than merely a resource provider. This approach differentiates enabling CSR from traditional CSR, which tends to be philanthropic and short-term, by emphasizing sustainability, participation, and community independence.

One important contribution to raising awareness and developing the potential of residents around the company comes from the facilitator role played by the Canting Emas Batik Training CSR Organizing Committee, particularly through the leadership of its secretary. This role successfully fostered entrepreneurial spirit among housewives in Sungai Gebar, Tungkal I, and Serdang Jaya villages, leading them to agree to organize the Canting Emas Batik Training.

This awareness-building effort began with direct visits, together with the women from the three villages, to Batik Idola, an SME in Tanjung Jabung Timur fostered by PetroChina International Jabung Ltd. Batik Idola was recognized as one of the 12 inspiring SMEs at the 2022 National Capacity Forum (Kapnas II). Its achievements also earned PetroChina the Gold category at the 2021 Indonesia Sustainable Development Goals Award (ISDA) for women's economic and financial empowerment through the Batik Development Program at KUB Batik Idola (PetroChina, 2022).

The purpose of the visit was to generate creative ideas for batik motifs and products while expanding participants' perspectives and awareness. Through this hands-on experience, participants observed the batik production process, engaged in discussions with Batik Idola entrepreneurs, and learned the steps that led to the successful establishment and growth of the batik craft business. The visit thus became a starting point that motivated participants to initiate and develop batik businesses in their respective villages.

The dialogic communication established by the Canting Emas Batik Training Committee placed participants on an equal footing with facilitators, ensuring that the process was free from idea indoctrination or coercion. Through this communication model, the idea for the Canting Emas Batik Training was conveyed and accepted well, as it began with open discussions involving the women. Consequently, the determination of batik motifs and products to be developed was the result of collective agreement and shared awareness among the participants.

The next stage involved following up on the visit's outcomes by creating opportunities for desired change through the implementation of the Canting Emas Batik Training. This activity consisted of several stages, ranging from participant recruitment for basic stamped batik training, the implementation of two basic training classes and one advanced class, to the provision of batik-making equipment to four artisan groups from Sungai Gebar, Tungkal I, and Serdang Jaya villages. In addition, three post-training mentoring sessions were conducted for each group to ensure the sustainability of the skills and businesses developed.

PetroChina's communication strategy in this program has proven effective in strengthening the quality of relationships between the company and the community. The dialogic approach created participatory spaces that allowed the community to openly express their aspirations, consistent with the principles of two-way development communication (Kamei, 2019). Interpersonal communication through mentoring also succeeded in fostering more harmonious relationships between participants and facilitators, which is a key factor in building social engagement within CSR programs (A.Greenwood, 2017).

Meanwhile, the participatory approach encouraged a sense of ownership over the program. This was reflected in participants' initiatives to create batik motifs inspired by the local heritage of Tanjung Jabung Barat, such as mangrove and river fish motifs. Community involvement in all stages of the training from selection to marketing indicates the success of the communication strategy in creating a community that is not only trained but also sustainably empowered.

Communication Strategy-CSR

This study found that the implementation of communication strategies in the Canting Emas Batik Training CSR Program by PetroChina adopted dialogic, interpersonal, and participatory approaches. These approaches served not merely as channels for delivering information but also as spaces for interaction and idea exchange between the company, trainers, participants, and the local community. These efforts have made a tangible contribution to enhancing individual capacity and strengthening the economic independence of the target community.

Table 1. Implementation of Communication Strategies and Their Impacts on the Canting Emas Batik Training

Communication Strategy Component	**Forms of Field Implementation**	**Perceived Impact**
Dialogic Communication	Open discussions, Q&A forums during training sessions, socialization between actors (company–community)	Enhances participants' understanding and builds community trust in the company
Interpersonal Communication	Intensive mentoring, direct coaching by batik trainers, informal interactions during training	Increases motivation and emotional closeness between participants and organizers
Participatory Approach	Active involvement of participants in decision-making, creation of distinctive local batik motifs, and production process	Fosters a sense of ownership, independence, and participants' creativity

Source: Processed data, 2025

The findings of this study address the research question posed, namely how communication strategies are implemented in PetroChina's CSR program to promote community empowerment. Referring to the concept of development communication, program success is determined not only by the training content provided but also by the communication process that facilitates active community engagement (Rindrasih, 2024). In this context, communication strategies function as instruments of social change, linking corporate interests with community needs to create mutually beneficial relationships (Lee, 2021).

The communication strategies employed are participatory, dialogic, and interpersonal, aligning with the development communication approach that positions the community as the

subject rather than merely the object of the program. This two-way communication pattern enables the exchange of information, ideas, and aspirations, which in turn strengthens the sense of ownership over the program (Sari, 2024). These findings are consistent with the theory of participatory development communication, which emphasizes community involvement in program planning and implementation as the key to bridging understanding gaps and building trust between the company and the community (Wibowo, 2023).

Beyond serving as a medium for skills training, the program also functions as a vehicle for community-based social and economic transformation. Participants not only acquire technical competencies but also develop personal capacities, expand networks, and initiate independent ventures within their communities. This is consistent with the principle of community empowerment, which highlights the importance of strengthening individual capacity to drive sustainable collective change. Accordingly, PetroChina's CSR program has the potential to serve as a model of effective development communication practice, generating positive impacts not only for individuals but also for the socio-economic structure of the community as a whole (Habibullah, 2020).

Discussion

This study demonstrates that the communication strategies implemented by PetroChina in the Canting Emas Batik Training Program are consistent with the principles of development communication, which position the community as the primary actor in the process of social change. The dialogic, interpersonal, and participatory strategies used encourage active community involvement, capacity building, and community-based social transformation.

The concept of development communication emphasizes the importance of inclusive, participatory, and locally contextualized communication, in which communities are not only recipients of benefits but also decision-makers. In this context, PetroChina has created an open communication space by involving participants in all program stages, from planning and training to post-training mentoring. This practice reflects a dialogic approach as a communication strategy capable of fostering critical awareness, collaboration, and collective action.

One form of creating an open communication space was through direct visits with women from three villages to IKM Batik Idola in Tanjung Jabung Timur, one of the small and medium industries fostered by PetroChina International Jabung Ltd. According to Yuliana Eka Safitri, Community Development Officer at PetroChina International Jabung Ltd, this direct visit was expected to facilitate dialogue between housewives and the batik artisans of IKM Batik Idola. Through such interactions, the women were expected to gain inspiration to develop batik motifs and products that could serve as the foundation for their own businesses, thereby opening opportunities for improved welfare through alternative livelihoods in the future. This was emphasized in the following interview excerpt:

> "This visit was expected to serve as a medium for direct discussion and learning for housewives by observing the batik production process at IKM. The hope was that the experience would motivate them to develop batik motifs and products as alternative businesses, particularly for families whose husbands' incomes are limited, such as farm or plantation laborers. In today's increasingly difficult economic conditions, relying solely on a husband's income is considered insufficient. The enthusiasm of the women was clearly evident, even though they had to endure an all-day motorcycle journey. The activity involved eight selected participants out of thirty housewives grouped into four community groups."
> *(Interview with Yuliana Eka Safitri, Community Development Officer, PetroChina International Jabung Ltd, May 5, 2023)*

The interview results indicate that the Batik Canting Emas Training Committee fostered participants' awareness through direct communication grounded in real-life conditions. The subsequent discussions were directed toward the success stories of IKM Batik Idola artisans, who had developed their businesses from scratch until they flourished. This communication pattern is considered effective in enhancing the awareness of housewives as beneficiaries of the CSR program.

Case study: Development Communication

The findings of this study reveal that the communication strategies implemented in the Batik Canting Emas Training Program are consistent with the framework of development communication, which emphasizes dialogue, participation, and sustainability. A closer examination identifies several dimensions of development communication embedded within this program.

First, communication as a facilitator of social change. The program demonstrates that communication is not merely the transmission of information but rather a dialogical process that facilitates the exchange of knowledge, experiences, and aspirations across sectors such as corporations, government, facilitators, and the community. This aligns with Servaes' idea that development communication is a two-way process which enables communities to actively articulate their own needs and solutions (Sarvaes, 2008).

Second, locally based transformative communication. The visit of housewives to IKM Batik Idola provides a concrete example of how development communication connects communities with sources of inspiration and new knowledge. Through such interactions, women not only acquire technical skills but also engage in processes of social learning that stimulate changes in mindset. This approach is in line with the principle of local ownership, whereby cultural identity and local wisdom such as batik motifs inspired by flora, fauna, and mangrove ecosystems serve as the foundation of empowerment.

Third, communication as a process of gender empowerment. The program illustrates a shift in women's roles from beneficiaries to agents of change. Communication through group discussions, mentoring, and training creates space for women to express ideas, make decisions, and build social networks. This resonates with the gender and development perspective, which emphasizes communication as a means of redistributing power within gender relations. Fourth, cross-sector collaborative communication. The synergy between PetroChina, local government, training institutions, and the community exemplifies the practice of governance communication, in which communication functions as a bridge for coordination among actors. Such collaboration not only ensures the program's sustainability but also strengthens the company's social legitimacy in the eyes of the community.

Last, communication as a driver of social resilience. By strengthening technical and entrepreneurial skills, the program creates resilience communication that enables communities to adapt to economic dynamics. In this sense, development communication is not only about producing new entrepreneurs but also about reinforcing social capital in the form of solidarity, production networks, and community collaboration. In other words, the Batik Canting Emas CSR Program is not merely an expression of corporate social responsibility; it functions as a tangible arena for practicing development communication. The program illustrates that when communication is placed at the center of development grounded in dialogue, participation, and local values—the outcomes extend beyond economic empowerment to encompass deeper and more sustainable social transformation.

Community based communication

The program has also successfully adopted the principles of community-based communication, where communication serves as a tool to foster collective identity, social networks, and solidarity among participants. This is evident in the creation of distinctive local

batik motifs designed based on community aspirations, as well as the inclusion of persons with disabilities and tourism awareness groups. Communication grounded in local values of this nature is also referred to as a transformative approach in development communication, which respects diversity, equality, and sustainability.

Furthermore, PetroChina's communication strategies have been shown to strengthen community empowerment structurally. In addition to enhancing technical skills such as batik-making and entrepreneurship, they have expanded participants' access to certified advanced training, production facilities, and local business promotion. Communication-based empowerment requires the provision of a conducive space for social dialogue, knowledge transfer, and active community engagement in the process of sustainable development.

The synergy between the company, local government, training institutions, and the community also represents a tangible form of governance communication cross-sector communication aimed at collaboration and the achievement of shared goals. This collaborative approach is essential for ensuring the sustainability of impacts and maintaining the program's social legitimacy in the eyes of the community. Thus, the communication strategies in this program not only support the company's image but also reinforce sustainable social transformation.

CONCLUSION

The CSR initiative implemented by PetroChina adopts the principles of community-based communication, wherein communication serves as a medium to cultivate collective identity, social networks, and solidarity among participants. This is evident in the emergence of distinctive local batik motifs designed in accordance with community aspirations, as well as the involvement of persons with disabilities and tourism awareness groups. Communication rooted in such local values is also referred to as a transformative approach to development communication.

Furthermore, the communication strategies employed by PetroChina have been proven to strengthen structural community empowerment. Beyond enhancing technical skills such as batik-making and entrepreneurship, the program has expanded participants' access to certified advanced training, production facilities, and the promotion of local businesses. Communication-based empowerment must provide a conducive space for social dialogue, knowledge transfer, and active community engagement in sustainable development processes.

The synergy among the company, local government, training institutions, and the community also represents a tangible form of governance communication, namely cross-sector communication oriented toward collaboration and the achievement of shared goals. This collaborative approach is essential to ensuring sustainable impact and maintaining the program's social legitimacy in the eyes of the community. Thus, the communication strategies embedded in this program not only support the company's image but also reinforce sustainable social transformation.

In addition to direct economic benefits and skill development, the Batik Canting Emas CSR Training Program has generated broader social impacts that extend beyond the immediate sphere of batik production and entrepreneurship. These impacts can be categorized into several dimensions: cultural preservation, gender empowerment, community solidarity, and long-term social resilience. First, the program has made a significant contribution to the preservation and revitalization of local cultural heritage. By encouraging participants to design batik motifs inspired by the natural and cultural assets of Tanjung Jabung Barat—such as mangroves, river fish, and local flora and fauna—the program strengthens cultural identity and community pride. This creative process not only reinforces the community's connection to its cultural heritage but also creates distinctive products.

Second, the program plays an important role in promoting gender empowerment. The active participation of housewives from Sungai Gebar, Tungkal I, and Serdang Jaya villages

has challenged traditional gender norms by positioning women as key economic actors in their households and communities. Through skills development, market access, and entrepreneurial mentoring, women have gained greater self-confidence, decision-making capacity, and financial independence.

Third, the initiative has strengthened community solidarity and collective action. The participatory and dialogical approaches adopted in the program have created an environment of trust and collaboration among participants, facilitators, and stakeholders. This sense of togetherness has been reinforced through joint decision-making processes, such as agreements on batik motifs and the coordination of production schedules. As a result, community members have become more motivated to support one another's businesses. In addition, the program has enhanced long-term social resilience. By equipping participants with technical skills and entrepreneurial knowledge, the initiative has improved the community's capacity to adapt to economic fluctuations and market changes. The development of production networks, partnerships with local government institutions, and collaborations with tourism groups have contributed to a more diversified economic base, thereby reducing vulnerability to external shocks.

From the perspective of development communication, these broader social impacts reaffirm the transformative potential of enabling CSR approaches when integrated with community-based and participatory strategies. This demonstrates that CSR, when implemented as a catalyst for empowerment rather than short-term philanthropic aid, can serve as a driver of cultural sustainability, social cohesion, and inclusive economic growth. The Batik Canting Emas CSR Training Program illustrates how strategic communication, cultural sensitivity, and inclusive participation can generate multidimensional social impacts. Its success in cultural preservation, gender empowerment, community solidarity, and resilience building underscores its potential as a replicable model for other CSR initiatives in similar sociocultural contexts.

Despite its contributions to understanding development communication strategies through CSR initiatives, this study has several limitations that must be acknowledged. First, the research was conducted within a limited timeframe, which may not fully capture the long-term dynamics of the program. Second, the study was focused on a specific location in Tanjung Jabung Barat, and therefore the findings may not be generalizable to broader contexts. Third, the perspectives gathered were largely from female participants and company representatives, while voices from other community groups—such as men, youth, or external actors—remain underrepresented.

Future research is recommended to broaden the geographical scope and include more diverse community groups to obtain a more comprehensive understanding of CSR program impacts. In addition, longitudinal or sustained studies are needed to assess the long-term sustainability of program outcomes. Comparative studies with CSR programs in other industrial sectors would also provide richer insights into the variations of development communication practices and community empowerment initiatives in Indonesia.

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