

Visi retorikal korporasi tentang keberlanjutan bisnis (analisis tema fantasi ceo message laporan keberlanjutan perusahaan pemenang Indonesia sustainability report award periode 2008 2014) = Rhetorical vision of corporation about business sustainability fantasy theme analysis of ceo s message in sustainability report of the Indonesia sustaianbility report award 2008 2014 period prize winning corporates

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Abstrak

ABSTRAK

Isu keberlanjutan menyediakan ruang bagi korporasi untuk menciptakan ulang realitas berdasarkan konteks mereka. Melalui retorika, korporasi menyediakan berbagai informasi kepada publiknya untuk mengatasi dan merespon ketidakpastian dan spekulasi atas keberlanjutan sosial, ekonomi, dan lingkungan. Pelaporan korporat adalah salah satu bentuk komunikasi strategis untuk secara formal menyampaikan kepentingan, motif dan motivasi korporasi.

Tujuan penelitian ini adalah pertama, ingin mengidentifikasi tema fantasi yang terkandung dalam laporan keberlanjutan; kedua, mengidentifikasi visi retorikal korporasi tentang keberlanjutan bisnis. Berpijak pada paradigma konstruktivis, sebanyak 36 laporan keberlanjutan dari 10 perusahaan pemenang Indonesia Sustainability Report Award periode 2008 hingga 2014 dibedah menggunakan pisau Analisis Tema Fantasi dari Ernest Bormann.

Hasil kajian penelitian menemukan tema-tema fantasi yang terkandung dalam laporan keberlanjutan bisa dikenali melalui symbolic cue berupa slogan, semboyan ataupun judul program; prinsip triple bottom line sebagai fantasy type dan Saga dari teladan pendiri bisnis serta kisah sukses dari program kemitraan. Visi Retorikal bersama korporasi tentang keberlanjutan bisnis terbentuk melalui Setting Theme (situasi dramatis keberlanjutan lingkungan dan krisis ekonomi global), Character Theme (perusahaan yang heroik, gurandil (penambang liar) sebagai tokoh jahat, pemerintah sebagai tokoh pendukung), serta Action Theme (aksi-aksi sosial dan penyelamatan lingkungan).

ABSTRACT

Sustainability issues give stage for corporations to re-create reality based on their context. Through the rhetoric, the corporation provides various information to its stakeholders to address and respond to the uncertainty and speculation over the sustainability of the social, economic, and environmental. Corporate reporting is one form of strategic communication to formally convey the interests, motives and corporate motivation.

The purposes of this study are the first, to identify the fantasy theme that contained in the sustainability report; second, identify the corporate rhetorical vision of business sustainability. The constructivist paradigm as perspective, as many as 36 of the 10 corporate sustainability reports Indonesia Sustainability Report Award winners 2008 to 2014 period are analyzed by using Fantasy Theme Analysis of Ernest

Bormann.

Results of the research study found the fantasy theme analysis contained in sustainability reports can be identified through the symbolic cue in the form of a slogan, motto or title of the program; triple bottom line principle as a fantasy type and the Saga of business founders as well as the success story of the partnership program. Rhetorical vision corporation about the business sustainability was formed through the Settings Theme (dramatic situation of environmental sustainability and the global economic crisis), Character Theme (company as the hero), gurandil (illegal miners-- as the villain), the government as the supporting character), and Action Theme (social?philanthropic action and environmental protection).</i>