

Analisis peran investor relations PT. Semen Indonesia (Persero) Tbk dalam mengkomunikasikan corporate social responsibility perusahaan terhadap investor terkait socially responsible investing = Analysis of investor relations role in Indonesia communicating corporate social responsibility to investors related to socially responsible investing

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Abstrak

[ABSTRAK
 Seiring dengan peningkatan keprihatinan dunia akan isu-isu sosial dan lingkungan, maka

berkembang suatu tren baru dikalangan investor yakni Socially Responsible Investing (SRI). Socially responsible investors (SRIs) sangat peduli akan praktik tanggung jawab sosial yang dilakukan perusahaan. Hal ini membuat perubahan peran investor relations yang tidak hanya mengkomunikasikan performa perusahaan secara finansial tetapi juga perlu mengkomunikasikan mengenai nilai, prinsip dan visi perusahaan secara jelas yang juga diwujudkannyatakan dalam praktik Corporate Social Responsibility (CSR) perusahaan tersebut. Oleh karena itu peran investor relations (IR) saat ini juga turut mengkomunikasikan CSR perusahaan kepada publiknya. Makalah ini menganalisa peran IRO dalam mengkomunikasikan CSR perusahaan dengan menggunakan metode deskriptif kualitatif berdasarkan hasil wawancara terhadap Investor relations officers PT Semen Indonesia (Persero) Tbk sebagai salah satu perusahaan yang masuk dalam indeks SRI Kehati, yakni indeks yang mengacu pada tata cara Sustainable and Responsible Investment (SRI). Hasil analisa ini menyatakan bahwa dalam deskripsi pekerjaannya investor relations tidak diharuskan untuk mengkomunikasikan CSR kepada publiknya, sehingga selama ini CSR hanya menjadi topik sisipan dalam komunikasi antara Investor relations dengan investornya. Investor mendapat informasi CSR perusahaan melalui lembaga independen. Sehingga dari hasil analisa ini penulis memberi rekomendasi mengenai peran IRO dalam mengkomunikasikan CSR terkait perkembangan SRI saat ini.<hr>

ABSTRACT
 Regarding to the increasing of the world concern of social and environment issues, so there is a

new trend in investment that called Socially Responsible Investing (SRI). Socially responsible investors are really concern to Corporate Social Responsibility (CSR). This causes the changing roles of investor relations that not only communicate financial performance of their institutions but also communicate about firm?s values, principle, and vision that implemented in their CSR.

Therefore, now the role of investor relations is also to communicate CSR to their investors. This paper analyze the role of IRO regarding to communicate CSR through qualitative descriptive method based on interview with investor relations from PT Semen Indonesia (Persero) Tbk that included in the list of SRI-Kehati Index which refers to the procedures for Sustainable and Responsible Investment (SRI). The result of this analysis tell that the role of investor relations to communicate CSR is not in their job description therefore CSR just an additional topic between investor and IR. Obviously investor get the information about CSR from independent insitutions.

Afterwards from these analysis the author give some recommendations toward the changing role of investor relations to communicate CSR due to the development of SRI will be given., Regarding to the increasing of the world concern of social and environment issues, so there is a new trend in investment that called Socially Responsible Investing (SRI). Socially responsible investors are really concern to Corporate Social Responsibility (CSR). This causes the changing roles of investor relations that not only communicate financial performance of their institutions but also communicate about firm's values, principle, and vision that implemented in their CSR. Therefore, now the role of investor relations is also to communicate CSR to their investors. This paper analyze the role of IRO regarding to communicate CSR through qualitative descriptive method based on interview with investor relations from PT Semen Indonesia (Persero) Tbk that included in the list of SRI-Kehati Index which refers to the procedures for Sustainable and Responsible Investment (SRI). The result of this analysis tell that the role of investor relations to communicate CSR is not in their job description therefore CSR just an additional topic between investor and IR. Obviously investor get the information about CSR from independent insitutions. Afterwards from these analysis the author give some recommendations toward the changing role of investor relations to communicate CSR due to the development of SRI will be given.]