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**INFORMATION LITERACY IN COMMUNICATION STRATEGY OF PT.  
BINTANG TOEDJOE AND TRIBUN MEDIA IN INNOVATION PROGRAM OF  
“TAMAN HERBAL BEJO”**

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**Abstract**

The communication strategy is a design created to change human behavior on a larger scale through the transfer of information and new ideas relating to the environment and traditional health. The analyze is needed in order to measure the benefits of the plan implemented in the program of "Taman Herbal Bejo" (Bejo Herbal Park) by PT. Bintang Toedjoe partnered with Tribune Media Industry. The purpose of this study was to determine (1) the background of innovation and policy of the "Taman Herbal Bejo" program conducted by PT. Bintang Toedjoe and its media industry partner (2) the implementation of information literacy on the communication strategies of related institutions viewed from sources, messages, media channels, and effects (3) obstacles that occur in the implementation of the "Taman Herbal Bejo" innovation program. The research method used is descriptive qualitative. Data collection techniques carried out by observation, interviews, literature study, and documentation. Informants are selected from PT. Bintang Toedjoeh, the Tribun group's media industry, and several residents as agents of activities in "Taman Herbal Bejo." The result shows that Information Literacy is the "suitable way" to sort out the information needed so that the user can maximally utilize useful information. Health literacy is a concept where people can understand and act on health information. Health literacy affects on how to choose access to health that people should get. The concept of health information literacy is an understanding of the problem of access to information, treatment choices, health behaviors, and efforts to obtain health by the community. Information literacy in this particular problem is doing the right way to make "Taman Herbal Bejo," as a means of information and education for the public on traditional health. The background of this program is part of the CSV program: creating share values that are sustainable or CSR programs that are not just philanthropic. The values achieved in this program are (1) Educational value: literary information to educate the public about the benefits of herbal plants. (2) Economic value: teach people to be able to grow red ginger at home (3) Environmental value: the addition of planting plants in the surrounding environment. The implementation is a collaboration of PT. Bintang Toedjoe with the Tribun media. The targeted group is PKK women in the village in five cities. The messages delivered through training to provide more value in terms of knowledge, skills, and social. The impact is expected to increase the ability and knowledge of residents related to herbal

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parks, especially the cultivation of red ginger. Generally, the obstacles that occur caused by technical, resource, and natural factors.

Keywords: Literacy, Information, Communication strategies, innovation, herbal gardens.

## **INTRODUCTION**

The density of a city has implications for the reduction of green open space. In reality, the ratio of green open space in each city is less than the mandatory requirements. Green open space in a city is a necessity that cannot be ignored, as are other social facilities, such as worship, education, health.

There is an implementation of green open space regulations. The Law Number 26 of 2007, concerning Spatial Planning; and Regulation of the Minister of Public Works No.05 / PRT / M / 2008 concerning Guidelines for Provision and Utilization of Green Open Spaces in Urban Areas. Those are the regulations, specifically, mandates the need to provide and utilize green open spaces, the extent of which is determined as little as 30 (thirty) percent of the total area of the city with details consisting of 20% open space are public and 10% private (Permen No 5, 2008).

The term Green Open Space (RTH) is described as an elongated area/lane and group, which is open by nature, a place to grow plants, both those that grow and planted naturally and intentionally (Law number 26, 2007). Innovative efforts in the development of cities bring the consequences of increasing land requirements to accommodate the development. Potential vacant land that has been available is decreasing. This change in land use will cause a degradation of environmental quality. Also, this development will cause the ignored existence of urban green open space as one of the components of the city's ecosystem, although the existence of urban green open space has been expected to overcome environmental problems in urban areas.

One of the innovations in supporting green open space is the "Taman Herbal Bejo," which started in 2015 in several areas, including Jakarta, Bandung, Yogyakarta, Semarang, and Surabaya. Herbal garden innovations are expected to bring many positive impacts, including a more neat, beautiful, and useful environment. It is hoped that in the future, the culture of planting medicinal plants is carried out by all citizens of the city where every citizen is advised to use his yard to plant herbs, vegetables, and others so that it can support economically, ecologically, socio-culturally. Thus, there is no more idle land and vacant land as it is generally used to make a good impact on the environment and surrounding residents.

The occurring problem is how to enable citizens to absorb this innovation through information literacy from mass media and the Internet. The Internet is a form of communication technology that has changed human behavior has to do with the process of circulating information to the public. (Nurudin, 2015). According to Satria (2019), there are three main issues from the Internet, namely security, creativity, and collaboration to promote tourism, local products, and collaboration in various global interests. The choice of communication

strategy largely determines the success of effective communication and literacy activities. According to Cangara (2014), the word "strategy" is a derivative of the Greek word *stratēgos*. The *stratēgos* translated as 'military commander' in the Athenian democratic era. A strategy is an overall approach related to implementing the idea of planning and executing an activity within a particular time period. In dealing with communication problems, the planners have to deal, concerning the strategy, of using existing communication resources to achieve the objectives to be achieved. Rogers (1982) limits the understanding of communication strategies as a design created to change human behavior on a larger scale through the transfer of new ideas.

Middleton (1980) in Cangara (2014) said that communication strategies are the best combination of all communication elements ranging from communicators, messages, channels (media), recipients, and effects designed to achieve optimal communication goals. Strategy selection is a crucial step that requires careful handling in communication planning because if the choice of strategy is wrong then the results obtained are not fulfilling the expectations both from time, material, and energy. A strong communication strategy, according to Cangara (2014), must link all the components answering to the questions in the Lasswell formula: (1) Who? (who is the communicator), (2) Says what? (what message does it state), (3) In which channel? (what media does it use), (4) To whom? (who is the communicant) and (5) With what effect? (expected effect).

Previous research on marketing communication strategies of Gunung Halimun Salak National Park (Taman Nasional Gunung Halimun Salak or TNGHS) includes the use SWOT analysis as one method to describe conditions and evaluate a problem in a project or business concept based on internal and external factors, namely Strengths, Weakness, Opportunities, and Threats. A strategy is determined through SWOT based matrix, including analysis of strengths, weaknesses, opportunities, and threats (Yassiranda, 2011). In this study, the SWOT analysis is used to map the strengths and weaknesses that originated from TNGHS internal marketing communication actors as well as opportunities and threats that TNGHS has from outside. SWOT is also used to design the TNGHS marketing communication strategy formulations. This strategy consists of the S-O marketing communication strategy (strengths-opportunities), the S-T marketing communication strategy (strengths-threats), the W-O marketing communication strategy (weakness-opportunities), and the marketing communication strategy of the W-T (weakness-threats).

According to Effendy (2002), the communication strategy is mostly planning and management to achieve a goal. However, to achieve the strategic objectives, a strategy does not function as a road map that only shows direction but must show the implementation of operational tactics. In the process of both ongoing and completed communication activities, the application of a communication model is needed to assess the success of the communication process, especially the effects of the communication process.

These facts show that the importance of research on communication strategies used by government agencies, the Tribune, and PT. Seven Stars, which can be useful and heavily contribute to citizens. The benefits and contributions of the "Taman Herbal Bejo," such as on

the environment as a green open space or as a family medicinal plant (or toga) needed by the community and sustainable innovation activity that could be delivered with the use of information literacy. Literacy literally means the ability to read and write (Iriantara, 2009)

Based on the description of the facts, this study aims to determine information literacy in communication strategies including (1) the background and the policy of determining the innovation of the "Taman Herbal Bejo", Media Industry, PT. Bintang Toejoe, and government institutions (2) the implementation of information literacy on the communication strategies of related institutions viewed from the sources, messages, media channels and effects, and (3) obstacles that occur in the implementation of the Bejo Herbal Park innovation program.

## **RESEARCH METHODS**

Research on Information Literacy in the Communication strategies of Government Institutions, the Tribune Media Industry and PT Bintang Toejoe in the "Taman Herbal Bejo" Program in Indonesia needs to be done in a natural setting using a qualitative approach. Referring to the explanation of Guba and Lincoln in Mulyana (2018), this study uses the constructivist paradigm, relativism, both local and specific realities constructed together into aspects of ontology. The epistemological aspect of the constructivist paradigm is transactional or subjectivist with a co-created invention, while the methodological aspects are hermeneutical and dialectical.

Moleong (2010) stated that qualitative research is a scientific study, which aims to understand a phenomenon in the social context naturally by prioritizing the process of deep communication interactions between researchers with the phenomenon under study. (Moleong, 2010). This study seeks to understand how the application of communication strategies for an innovation or idea offered to the public by government agencies, the Tribune media industry, or PT. Seven Star. Practically, this understanding will be beneficial for the various parties involved.

The subjects of this research are the parties related to the implementation of the communication strategy in the "Taman Herbal Bejo" innovation program, including (1) Government institutions represented by PKK in Bandung, Jakarta, Yogyakarta, and Semarang (2) Tribune media industry in each city (3) The herbal medicine company PT. Bintang Toejoe and (4) Actors of the "Taman Herbal Bejo" program in all five cities. The object of this research includes the concept of a communication strategy applied to the "Taman Herbal Bejo" in the cities, which were made as pilot projects, consisting of communication elements of sources, messages, communication channels, and effects.

Subjects as sources of data in this study serve as primary data. In addition to primary data, various secondary data such as documents, literature, and various other data sources could contribute information related to the phenomenon. In order to strengthen the validity of the data, two types of triangulation techniques will be carried out in this study, in the form of data triangulation and researcher triangulation, as stated by Denzin and Lincoln (2009).

According to Mulyana, case studies are a comprehensive description and explanation of various aspects of an individual, a community group. A single case study provides the possibility to explore in-depth and specific about a particular event or several events of a phenomenon. (Mulyana, 2018). All data obtained will be collected, transcribed, selected or sorted, and classified to support the analysis. The data selection process involves relevant as well as credible data. Research is more directed and focused by using data reduction and by highlighting the main points. The final step is to interpret data through the personal view of the researcher with the help of theory.

## **RESULTS AND DISCUSSION**

### **Background on Bejo Herbal Program Design and Development PT. Bintang Toedjoe**

Information about the design, development, and evaluation of the "Taman Herbal Bejo" Program by PT Bintang Toedjoe is obtained from the program planner and the person in charge of the CSV program, PT. Bintang Toedjoe, Herawati. According to Herawati, the "Taman Herbal Bejo" Development Program was started in 2015. At that time, PT. Bintang Toedjoe wants to run a CSR program that is not only in the form of donations, but wants to build programs that are sustainable and community-oriented (community development).

"Taman Herbal Bejo" is part of the CSV program: creating share values that are sustainable, more than CSR programs that can be incidental or at any time. The values to be conveyed in this program are (1) Educational value - to educate the public about the benefits of herbal plants (2) Economic value - teach the community to be able to have entrepreneurship with red ginger product (3) Environmental value - greening effect. So far, the community seems to accept and even welcome this program without any resistance. PT. Bintang Toedjoe even issued a budget of 3.5 M for Jakarta, Bandung, Yogyakarta, Semarang, Surabaya (5 cities) in 2017.

Herawati, in search of format for the program, discusses it with Lurah (Head of the village) of Cideng. Lurah of Cideng explains that every PKK (Pemberdayaan Kesejahteraan Keluarga or Family Welfare Empowerment) organization at the village level, has four workgroups, namely: (1) Religion (2) Education and Pos Yandu (Pos Pelayanan terpadu or Integrated Service Posts) (3) Agriculture (toga) (4) Health and utilization of TOGA (Tanaman obat Keluarga or Family Medicinal Plant). The third and fourth working groups are considered relevant to the business fields of PT. Bintang Toedjoe. Previously PT. Bintang Toedjoe thought of contributing plants for the park, but this donation was felt to be less than optimal, and do not have long-term benefits.

For this reason, PT. Bintang Toedjoe then contributed to the Herbal garden development program, which was named "Taman Herbal Bejo," the development of the TOGA park, which had previously been owned by people at the village. The design of the development of the Herbal garden program was carried out in stages. There are two park models, first building a new park and secondly, developing a TOGA park that has been managed by residents in the village.

## **Implementation of Information Literacy on "Taman Herbal Bejo" Indonesia's communication strategy**

The program is carried out in stages. 2015 PT. Bintang Toejoe built six new parks in three cities: Surabaya, Medan, four parks in Jakarta (park on the main road in front of the PT. Bintang Toejoe factory, Ria Rio, and two other places. Unfortunately, the park in Medan was damaged and abandoned.

In 2015, PT. Bintang Toejoe held an audience with the Chairperson of the Jakarta PKK, at that time Veronika Basuki Tjahaja Purnama, and the Jakarta PKK team. At the audience event, it was stated that many PKK members were happy and had already planted crops in their gardens, and TOGA gardens managed by PKK. Unfortunately, their activities have not yet received appreciation. Thus, PT. Bintang Toejoe also developed a reward and appreciation program for the best parks.

PT. Bintang Toejoe then planned the development program of the "Taman Herbal Bejo" in Yogya, Surabaya, Semarang, and Bandung. However, the program design in these four cities is not entirely the same as the program design in Jakarta; It is related to the policies of the Head of PKK and their respective regional leaders. The program organizer in the cultivation of the red ginger plant in most areas is PKK members. Programs in Semarang, Yogya, Surabaya, and Bandung are carried out by providing a subsidized seed and fertilizer to maintain and improve the quality of the park. In line with the provision of subsidies, the competition program was held to give appreciation for the best parks, which runs until 2016.

In 2017, the development of the TOGA park was focusing on red ginger cultivation by providing subsidized red ginger seed packages, fertilizer, and training also monitoring of cultivation. Red Ginger was chosen because this plant is also a raw material for food supplements produced by PT. Bintang Toejoe, "Bejo Masuk angin". PT. Bintang Toejoe, in collaboration with PT. Yakin Raih Sukses (YRS) supplying seeds and accommodate the program by buying harvest from the TOGA garden. In the 2017 program, there are still various obstacles to the development of red ginger, mainly because people, at that time, do not know how to cultivate red ginger. For this reason, after evaluation of the program, it was decided that starting in 2018, the development of the "Taman Herbal Bejo" also included a training program and mentoring.

In its implementation, this program is still experiencing various obstacles, mainly because of the lack of exposure to information literacy for the community on how to cultivate red ginger. The program in Jakarta is not going well. Red ginger seeds are rotten in the field due to ignorance of how to handle seeds. Some seeds should be used immediately, but instead, it is stored for quite a while, damaging 50-60% of the seedlings, some were affected by the flood. PT. Bintang Toejoe then facilitated the provision of information literacy through agricultural instructors in red ginger cultivation to avoid similar problems. This consultation facilitation is carried out through Whatsapp conversation groups.

In 2018, PT. Bintang Toejoe also supplies high-quality pure ginger seeds. Accompanied by instructors, the 2018 program was running in 4 cities: Yogyakarta, Semarang, Bandung,

Bogor,. The program in Bogor has additional Moringa cultivation. Overall, the response in 4 cities is excellent. Based on this, PT. Bintang Toejoe developed a uniformed program in four cities, in the form of (1) Supply of information literacy on the material/extension of Bejo herbal plants (2) Provision of seeds, planting media. (3) Development of WA groups for consultation (4) Monitoring of information exchange (5) Training for 3 stages/year and (6) Supporting from the media group Tribun for the dissemination of information through reporting and organizing activities, including publication in print, online media, and social media. Bandung, and Bogor replacing Jakarta and Surabaya.

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Figure 1. Green Open Space Bandung city

(sumber: <https://perencanaankota.blogspot.com/2013/09/menhut-ingatkan-pemda-soal-ruang.html>)

Information about the implementation of the "Taman Herbal Bejo" development in the city of Semarang obtained from the Semarang Area Manager of PT. Bintang Toejoe, Wahyudi Soebakir, Bejo Herbal Team Member: Andra Widyastati, and Marketing Supervisor of PT. Bintang Toejoe: Febri Kunde Halili. The Bejo Herbal Toga Park program in Semarang began in 2015. It was initiated by inviting PKK members to manage the TOGA park at the Kelurahan (sub-district) level or RW (Sub-sub-district) level to plant their TOGA garden with any nutritious herbs. In this program, PT. Bintang Toejoe collaborates with the Tribun Jabar and PKK of Semarang City. Like in the cities of Jakarta and Bandung, Tribun Jabar has a role in implementing the program that PT. Bintang Toejoe, including as an event organizer at various Bejo Herbal Garden events, such as the "Taman Herbal Bejo Summit" event.

In 2016, the "Taman Herbal Bejo and Toga" program was focusing on planting red ginger, marked by symbolically giving red ginger seeds from PT. Bintang Toejoe to the TOGA park managers who are generally managed by the PKK members. The red ginger seedlings need about ten months to reach the harvest period. Therefore, in one year, it usually has one planting season and one harvest season. For example, in December 2017, PT. Bintang Toejoe

distributed seeds, polybags, and fertilizer to the villages. Kelurahan (village) official then distributed seeds to PKK in RW (sub-sub district). One village gets 3 kg of red ginger seeds. With a planting period of around ten months, PT. Bintang Toejoe was targeting the harvesting period in October or November. Harvesting is usually done in the form of the "Taman Herbal Bejo" contest, as well as to give appreciation to the manager of "Taman Herbal Bejo."

The program of planting red ginger in the "Taman Herbal Bejo" is also accompanied by a program of forming a Herbal Bejo agent. PT. Bintang Toejoe usually invites the manager of the "Taman Herbal Bejo" at the kelurahan (village) or RW (sub-sub district) level to become a selling agent for them, especially Bejo herbal products. The agent can take the profit obtained, or the park management team can use it as part of the Bejo Herbal Park management fund income.

Until 2018, 177 villages throughout Semarang City involved in this program. The strategy of PT. Bintang Toejoe Center in the "Taman Herbal Bejo" program is expected to make TOGA park managers more excited in managing the park as it provides added economic value to the benefits of herbal plants, especially red ginger because the output production of red ginger can be sold to the industry. PT. Bintang Toejoe itself is ready to accommodate the entire production of red ginger planted in every "Taman Herbal Bejo."

Stepping into the third year of the "Taman Herbal Bejo" program, Wahyudi considers this program to be quite successful. The enthusiasm of residents is very high to participate in the program. The final of the "Taman Herbal Bejo" competition held at Simpang Lima Semarang, an area in the center of Semarang, was attended by more than three thousand representatives from 177 "Taman Herbal Bejo" managers. The enthusiasm of the residents has a reliable support from the head of PKK Central Java Province, the wife of the Governor of Central Java, Atikoh Ganjar Pranowo, who directly come to support and attend the Final "Taman Herbal Bejo" program.

Wahyudi stated the reason that the "Taman Herbal Bejo" program in Semarang was quite successful because the Semarang people were reluctant to reject any invitation. Semarang people are accustomed to respecting friends who invite or guests who come. When PT. Bintang Toejoe invited park managers to manage their gardens with their best effort and plant red ginger; the PKK members were eager to welcome the invitation.

The example for this successful program is in a park owned by residents in RT 1 RW 1, Barusari Village, South Semarang District. The park, which surrounds a volleyball field-sized place, has been managed by residents for many years. However, the management of the park is getting better since PT. Bintang Toejoe invited residents, especially PKK members, to join the "Taman Herbal Bejo" program and take part in the competition.

This park owned by residents of RT 1 RW 1 is located in a strategic location, in the middle of a residential area, which is always visible to residents. Its strategic location urges people to take care of the park as it is directly visible from the doors and windows of the people's homes. When PT. Bintang Toejoe held a garden assessment competition, residents not

only managing PKK's shared parks, they even enthusiastic about decorating their home yards so that the residential aisle was like a beautiful integrated park.

The same enthusiasm for the "Taman Herbal Bejo" program also occurs in the residents of RW 08, Banget Ayu Wetan Village. According to the head of PKK of RW 08, Sriwahyuni, the "Taman Herbal Bejo" in their neighborhood was regularly cared for by more or less 20 administrators. Various types of plants are being cultivated for community use. Managers also conduct experiments on the use of nutritious plants, such as processing noni fruit into coffee or making bitter leaves as skincare ingredients. After a successful trial, they announced and marketed the results to residents. The cultivation of red ginger began by the RW 08 park manager since January 2018. When the TOGA park was visited, this prime plant was only six months old. They still have to wait four months for the first harvest.

### **Tribun Group: Information Literacy Partner of Bejo Herbal Program of PT. Bintang Toejoe**

In 2016, PT. Bintang Toejoe invited Warta Kota to help implement the "Taman Herbal Bejo" program, especially to promote red ginger cultivation. For this reason, Warta Kota acts as an "EO" - Event Organizer, specifically as a liaison between PT. Bintang Toejoe and other suitable parties for partnership. Marketing Communication Staff handling this program at Warta Kota is Daniel Andi Sehyo.

In the first stage, Warta Kota connected PT. Bintang Toejoe with PKK DKI Jakarta (when the program was started, the PKK of DKI Jakarta was under Veronika Basuki T Purnama, the then-wife of Basuki T Purnama or Ahok). PKK of DKI Jakarta receives the program quite well, which then ordered the PKK organization to the RT level to participate in the success of the red ginger cultivation program. In addition to being a network link, Warta Kota also helped the distribution of cultivation materials such as red ginger seedlings, soil (for cultivation programs in Jakarta due to the difficulty in obtaining raw materials), fertilizers, polybags); as an EO, Warta Kota also conducted training in cultivation, agenda-setting news coverage in printed and online media, evaluation of both training and overall programs. The socialization was carried out entirely through the PKK DKI Jakarta organization channel and reporting in the printed and online of Warta Kota, not involving social media.

Specifically, in DKI Jakarta, at the request of the Head of the PKK, TOGA park management competition program, or the "Taman Herbal Bejo" is not organized as Basuki T Purnama, the Governor of DKI Jakarta, not permitted all the park manager to obtain money or prizes outside the regional DKI Jakarta budget. Other cities, on the other hand, such as Bogor, competitions were held for the ginger plant cultivation program and the management of the "Taman Herbal Bejo," as the mayor allowed it. The competition was also carried out to increase the passion and enthusiasm of the park manager.

Warta Kota began to handle the Bejo Herbal Cooperation program from 2016 to 2017 for the city of Jakarta. In 2018, the Jakarta program was stopped, but the Warta Kota was asked

to handle the city of Bogor. At present, the "Taman Herbal Bejo"'s Red Ginger Cultivation program in Bogor has conducted the first stage of training. Annually, the training will be held three times. The second training will be held after Eid al-Fitr, inviting expert speakers in the field of red ginger and Moringa cultivation. The plan is they will invite Moringa plant cultivation experts from Bandung.

Warta Kota states, as an evaluation material, this program must obtain greater information exposure, as well as more intensive field monitoring so that red ginger cultivation can achieve maximum results. In order to correct various discrepancies in the early stages, PT. Bintang Toedjoe and Warta Kota have a plan to create a more intensive evaluation program, the next stage, developed in Bogor, involving the head of the field instructor program.

In Semarang, Central Java Province, information literacy on the "Taman Herbal Bejo" program was carried out by Tribun Jateng. In 2018, the program entered its third year. The role of the Tribun Jateng is to carry out various activities, which regulate more technical matters, such as organizing the technical implementation of the competition and socializing various rules and calendar of activities to the participants.

Tribun Jateng is willing to join this cooperation program because, in its early five years as a media, Tribun Jateng is still looking for a position in the media scene. From the business side, Tribun Jateng requires a client/partner. From the internal of the Tribun Jateng, this program is also an excellent opportunity for the Tribun Jateng's team to improve its human resource capabilities. Tribun Jateng involves the promotion team and journalists in this program in which the journalist team is involved in covering the activity. Tribun Jateng's contribution is ten times coverage for each activity. In each event, there was 13 times coverage. Three, which has been used for corporate advertisements of PT. Bintang Toejoe. The remaining ten coverage was used to cover 20 nominated parks. The entire amount of coverage spreading for a year in printed media.

In online media, Tribun Jateng accommodates PT. Bintang Toejoe by doing socialization, informing the timeline or calendar of activities, what should be done, with its target audience participants or residents as well as PKK of Central Java Province at the city and provincial level.

Tribun Jateng conveyed the evaluation of its main program on aspects of cultivation management of red ginger as followed: (1) The ginger farmer experts brought by the organizer should continue to monitor the progress of the park manager. (2) Park managers are difficult to be reached. (3) There should be a consultant on ginger (ginger farmers) who can be contacted at any time. (4) in every visit, there should be a consultant accompanying; it is not enough to contact by telephone or WhatsApp.

In line with the statement of the Area Manager of PT. Bintang Toejoe, Wahyudi, and staff responsible for the collaboration program with PT. Bintang Toejoe from Tribun Jateng, Agustinus Afridhes Ahmad, and the human resources division of Tribun Jateng, Prastowo, they all said that Semarang residents do have high spirits in creating something. In Semarang, there are many thematic villages such as sweets villages, fishing villages (from sewers), batik

villages, rainbow villages, family planning villages. Tribun Jateng itself initiated the emergence of the paper village. Residents were asked to utilize used newspapers as a material of handicrafts products, such as trays, plates, flower vases, and pots. So far, the plan for cooperation in Information Literacy with PT. Bintang Toejoe itself has not been terminated, as long as the request keeps coming to the company.

## **CONCLUSION**

"Taman Herbal Bejo" program conducted by PT. Bintang Toejoe is designed as community empowerment and part of CSV (Creating Shared Value) activities. CSV develops positive values for the company, which is then spread to all the communities built by the company. The program has been running since 2015 and is considered quite successful, literacy of information about the company's promotional value, as evidenced by the enthusiasm of the park management community in the cities where the "Taman Herbal Bejo" program takes place. In developing this program, there was an organizational communication process as well as information literacy on various values of the company to the residents joining park management. In cities considered successful in this program, such as Semarang, the development of the "Taman Herbal Bejo" has even become a media to strengthen social relations between residents involved. Excellent communication with partners is needed to enable the continuity of the activity, residents around the park, who can feel the benefits, would be able to disseminate their experience to other communities so that education through a responsible information literacy can be carried out in spreading and developing information.

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