

## Communication Strategy and Marketing Strategy of Supervised SMEs under PT. Chevron Geothermal Indonesia, Ltd. (PT. CGI) Darajad Garut Improving Product Competitiveness of SME's Businessman in Samarang and Pasirwangi

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**Abstract:** The growth of various local products may give benefit in the development of human and natural resources in particular area, other than the income for the society and the regional government. The emergence of various local products from remote areas in both food processing and creative product is real evidence that SMEs is growing positively as the result from CSR program. This reality is what happens to SMEs in Kecamatan Samarang and Pasirwangi under the initiative of Chevron Geothermal Indonesia, Ltd. in cooperation with Perkumpulan Peningkatan Usaha Kecil (PUPUK-Association for Small Enterprise Improvement) Bandung. Until recently, the products from the SMEs in both Kecamatan are not easily accessible in terms of the marketing processes, in either local or regional level. Therefore, various strategies are necessarily attempted by businessmen in order to improve their local products to be the competitive products. This research implements qualitative research. Case study method applied in this research is aimed at describing that the given marketing and communication strategies are the concepts of communication and marketing that are created and processed continuously. Professionalism through partnership under the supervision of PT. CGI and PUPUK is acknowledged as the cooperation that can improve society's condition in Samarang and Pasirwangi Village.

**Key words:** Corporate social responsibility, communication strategy, marketing strategy, Samarang, applied

### INTRODUCTION

**Background to the study:** Basically the growth of local products can provide benefits in the development of natural resources and human resources in particular area as well as bring in revenue for the community and government. The emergence of various local products from remote areas, in both food processing and creative product becomes real evidence that is taken into account by PT. PT. Chevron Geothermal Indonesia, Ltd. (PT. CGI) Darajad Garut.

In the unstable national economic condition due to world financial crisis, Small Medium Enterprises (SMEs) are faced into hard challenges in improving their businesses. With highly optimistic spirit, PT. Chevron Geothermal Indonesia, Ltd. (PT. CGI) Darajad, Garut is committed to implementing its Corporate Social Responsibility (CSR), through the activities carried out in the operating area with environmentally friendly operations. The operation itself is intended to to prosper and encourage the development of sustainable activities.

As one of the largest energy companies in Indonesia, PT. CGI always upholds the environmental values by providing benefits to the surrounding community, namely by performing its social responsibility program. Additionally, PT. CGI also attempts to make people revive and change their economic downturn as well as tries to help improve the quality of life of the communities around its operations.

PT. CGI is committed to strengthen SMEs in order to survive under the oncoming obstacles to improve economic growth to provide job vacancy to decrease poor level and to increase society's prosperity. SMEs play an important role in supporting sustainable economic growth of Indonesia and the society in Samarang and Pasirwangi Villages. Therefore, it provides many new economic opportunities that can be made use by the society.

The growth of SMEs in Kecamatan Samarang and Pasirwangi relates closely to the communication strategy and marketing strategy implemented by PT. CGI in cooperation with PUPUK and surrounding society. In the given communication strategy, what goals to be achieved