

Developing a Bilingual Corporate Social Responsibility (CSR) Handbook to Support Corporate Communication at PT Organon Pharma Indonesia Tbk

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ABSTRACT

This research aims to develop a bilingual handbook for PT Organon Pharma Indonesia Tbk to assist company employees and new interns in addressing challenges related to Corporate Social Responsibility (CSR) implementation. The study was developed using the Design and Development Research (DDR) method by Richey and Klein (2009), following the five stages of ADDIE Model which includes the stages of Analysis, Design, Development, Implementation, and Evaluation to produce the handbook. This book is written in two languages, English and Indonesian. It presents information on Corporate Social Responsibility (CSR) program. It also provides information of social impact reports. The product was validated in terms of language and content to improve the quality of the handbook. This research is especially beneficial for PT Organon Pharma Indonesia Tbk by offering practical solutions to challenges in CSR, such as providing a structured and bilingual CSR communication guide to support the implementation of CSR programs consistently between divisions, external partners, and stakeholders.

Keywords: *Bilingual Handbook, Corporate Social Responsibility, Company*

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INTRODUCTION

In this business era, Public Relations (PR) play as a strategic management of communication between an organization and the public to build, manage, and maintain a positive reputation. According to Maria et al., (2024), one of the most important program of PR, Corporate Social Responsibility (CSR) has come to be a key component of long-term economic success, especially in developing countries like Indonesia where stakeholder expectations drive corporate accountability. Ariani et al., (2024) claims that CSR makes an important contribution to environmental sustainability and community development for large companies. Through structured and planned programs that systematically address the many needs of stakeholders, Indonesian businesses are adopting CSR as a higher priority. In order to develop market demands and post-pandemic recovery pressures, they specifically focus community development sectors like education, healthcare, and environmental sustainability practices.

In the pharmaceutical sector, CSR is crucial in addressing public health challenges, building trust, and enhancing company reputation through initiatives such as community health programs as demonstrated by Indonesian companies during the Covid-19 pandemic (Wahyuni & Cheisviyanny, 2023). For multinational companies operating in Indonesia, effective CSR communication bridges cultural and language differences, ensuring alignment between global standards and local expectations.

One of the multinational companies that operates in the pharmaceutical sector, PT Organon Pharma Indonesia Tbk, is a global healthcare company that focuses on women's health, biosimilars, and established medicines, with operations supporting over 10 million patients across Indonesia. According to PT Organon Pharma Indonesia Tbk (2021), Indonesia is participating in CSR activities such as health education campaigns, maternal care programs, and partnerships with local Non-Governmental Organizations (NGOs) to develop Sustainable Development Goal (SDG) 3 (Good Health and Well-being), supporting healthier families and communities through women's health initiatives. These steps are crucial for enhancing a company's reputation through the implementation of effective communication strategies with local and international stakeholders. Therefore, without standardized bilingual tools, internal and external outreach initiatives become ineffective.

Actually, PT Organon Pharma Indonesia already has an integrated handbook that also discusses CSR. However, global standards made of the handbook are less effective if it used for employees and interns students at PT Organon Pharma Indonesia Tbk. Therefore, PT Organon Pharma Indonesia needs a standardized handbook that employees and interns can use to communicate the role of CSR. This highlight the importance of developing a bilingual business environment even in Indonesia, where English is essential for global reporting and communication purposes of Multinational Corporations (MNCs), while local communities can access information through Indonesian (Wahyuningsih & Untsa, 2023).

Several studies have examined the implementation of bilingual and non-bilingual handbook for stakeholder's needs (Lovillea, 2019; Arifananda, 2024; Chumairoh, 2024). The result of these studies proves that handbook developed using the ADDIE model are attractive and suitable for producing the material to access information for international tourists. Yet, some of the previous studies tend to focus on only one language either a bilingual language. Therefore, this research aimed to address the gap by developing a bilingual handbook, which are not only visually good but also act as a more flexible bilingual approach, Indonesian and English. The use of two languages with correct grammar, but still communicative, will increase readability and appeal to both internal and international stakeholders.

This handbook will provide interns, new employees, and cross divisional teams with clear bilingual instructions to increase efficiency and professionalism. The goal of this study is to create a bilingual Corporate Social Responsibility (CSR) handbook for PT Organon Pharma Indonesia Tbk in order to facilitate corporate communication. Written in both Indonesian and English, the handbook will offer clear information to improve stakeholder relations and internal information exchange.

METHOD

This study employed the Design and Development Research (DDR) methodology. DDR was chosen due to its relevance in designing, creating, and validating products. According to Richey & Klein (2007), DDR involves the systematic study of design, development, and evaluation processes with the aim of establishing an empirical basis for the creation of instructional and non-instructional products and tools and new or enhanced models that govern their development.

This research adopted the development ADDIE model from (Branch, 2009). There were 5 stages: Analysis, Design, Development, Implementation, and Evaluation.

1. Analysis

In the analysis stage, the researcher observed and identified the current needs of the company. Then, the researcher conducted an interview with the External Affairs and Employee Communication Lead and the results of the interview later served as a guide for the researcher in making the Bilingual CSR Handbook for PT Organon Pharma Indonesia Tbk. In the process of making the product, the researcher also conducted data collection of CSR reports from the company as a reference for the procedures described in the handbook.

2. Design

In the design stage, the researcher designed a bilingual handbook for PT Organon Pharma Indonesia Tbk by selecting content from the interview results. This handbook will contain four chapters including introduction, CSR policy, CSR implementation, and reporting standard. And it will be closed with references. The contents of the handbook will be written in two languages, Indonesian and English.

3. Development

In the development stage, the researcher collected references including company profiles and their vision and mission, definitions of CSR, community relations, community development, and social mapping from official documents and related literature for content in the handbook. The researcher is also responsible for the overall design of the handbook using Canva as the development media, including font selection, colors, and visualization of procedures, while adhering to the writing guidelines of PT Organon Pharma Indonesia Tbk. This stage also conducts expert validation and language validation before the product is implemented to the company.

4. Implementation

In this implementation stage, the researcher launched the product to the Communication employees, L&D employees, and new interns of PT Organon Pharma Indonesia Tbk and share 10 questionnaires to the 10 potential employees and new interns to get the evaluation of the effectiveness of the product.

5. Evaluation

In this evaluation stage, the researcher evaluated and revised the product based on the result of questionnaires. The product will be delivered again to PT Organon Pharma Indonesia Tbk to have an evaluation of the handbook's content.

FINDING AND DISCUSSION

RESEARCH RESULT

Analysis

The researcher conducted observation at PT Organon Pharma Indonesia Tbk during the internship. From this observation, it was found that PT Organon Pharma Indonesia Tbk needed a bilingual Corporate Social Responsibility (CSR) handbook due to lack of communication tool that bridge communication between the internal employee and international stakeholders. Not only that, but new interns also have difficulty implementing CSR programs around the company due to the lack of learning media regarding CSR. Then, the researcher conducted interview with External Affairs and Employee Communication Lead of PT Organon Pharma Indonesia Tbk on January 19th, to discuss the contents of the handbook, ranging from PT Organon Pharma Indonesia Tbk in brief, Corporate Social Responsibility (CSR), community relations, community development, social mapping, CSR policy, CSR implementation in environmental, social, and education, CSR reporting standard, and the design, size, color, font of the handbook created. After obtaining data from observation and interview the researcher asked a permission to had some documents related to the CSR as reference material during handbook creation.

Design

In this stage, the researcher obtained some notes during the internship to create handbook's content. The researcher also obtained all the information of CSR program activities of PT Organon Pharma Indonesia Tbk, the researcher also received permission to bring a set of CSR documents including the CSR annual reports, CSR picture documentation, and also the procedure to making report or book based on the PT Organon Pharma Indonesia Tbk's standard. The researcher also collected data from the official website of PT Organon Pharma Indonesia Tbk to describe the company briefly.

The result of this study is in the form of a handbook that contained company profiles and their vision and mission, definitions of CSR, community relations, community development, and social mapping, CSR policies, CSR vision and mission related to SDGs and legal bases such as Law No. 40/2007, the implementation of environmental, social, and educational pillars, reporting standards and frameworks. And also ended with the reference. This handbook used Brief Card (BC) paper and Hout Vrij Schrijfpapier (HVS) 100gsm paper, with a size of A4 (21 x 29.7 cm), according to the company's demand. The researcher utilized Canva as a development media.

Development

In this stage, the researcher accepted additional information and finalized the handbook by including all the prepared content. This stage also conducts expert validation and language validation before the product is implemented to the company. For the handbook cover could be seen in figure 3.1:

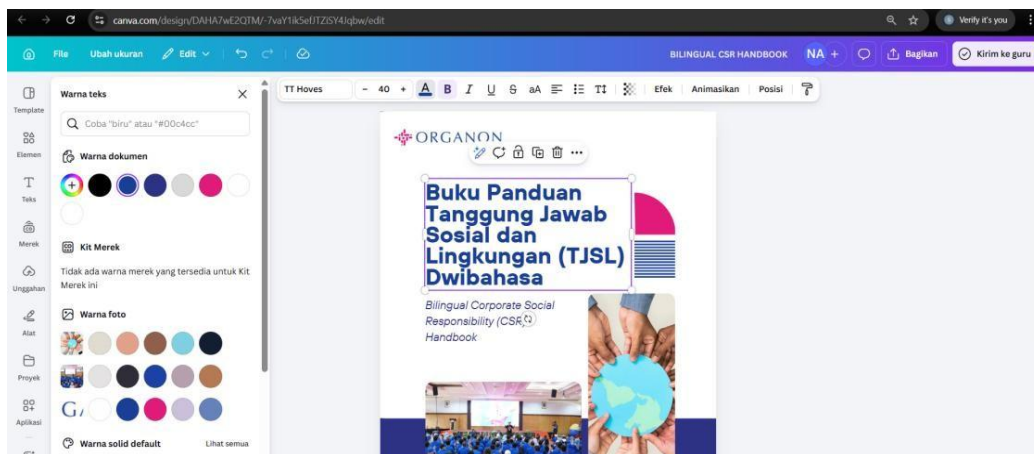


Figure 1: CSR Bilingual Handbook Cover

Figure 1 presents the handbook used blue and pink color in accordance with the color of the PT Organon Pharma Indonesia Tbk's logo. The dominant white background and black color for Indonesian language font and blue color for English language font, give a clean and straightforward handbook. For the overview of process in developing a bilingual handbook could be seen in figure 2:

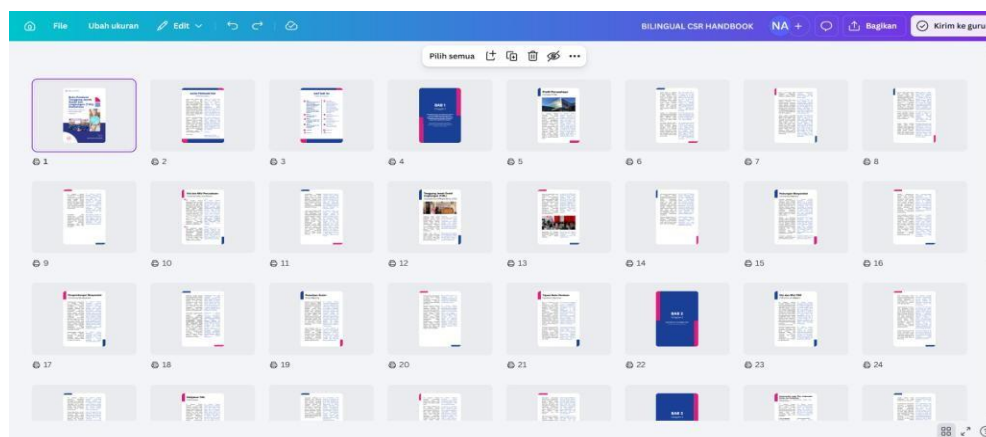


Figure 2: Overview of Process in Developing a Bilingual Handbook

Figure 2 shows the process in developing a bilingual handbook with Canva used as the design tool. The researcher conducted interview and asked for the document of brand guidelines to select the handbook's color tone. The handbook should have the same color as PT Organon Pharma Indonesia Tbk, easy-to-read fonts, short but clear words, and few icons or elements. The handbook size is A4 (29,7 × 21 cm), as requested by the company, using Brief Card (BC) paper for the cover and back cover, and Hout Vrij Schrijfpapier (HVS) 100gsm paper for the book contents. For the finalizing handbook could be see in figure 3 and 4:

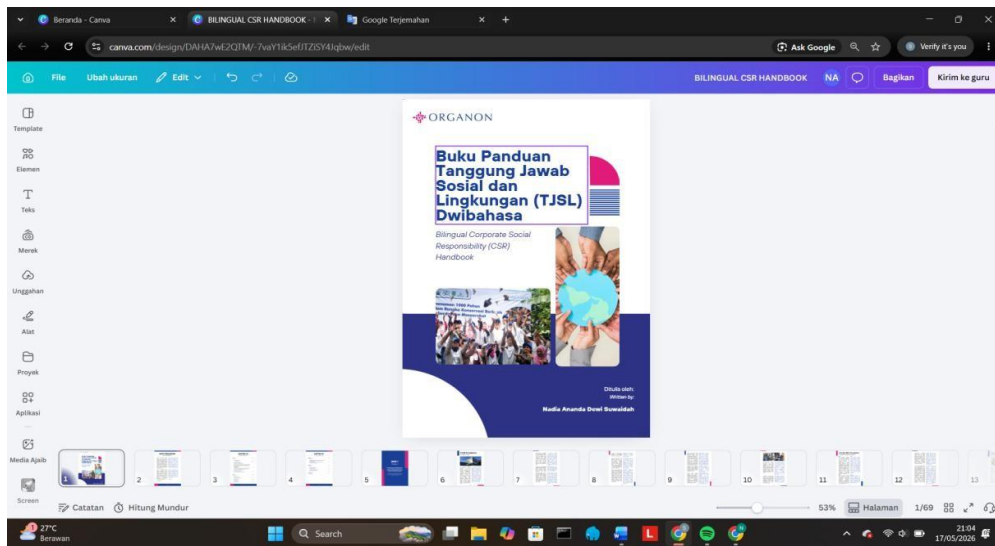


Figure 3: The Front Cover of Handbook

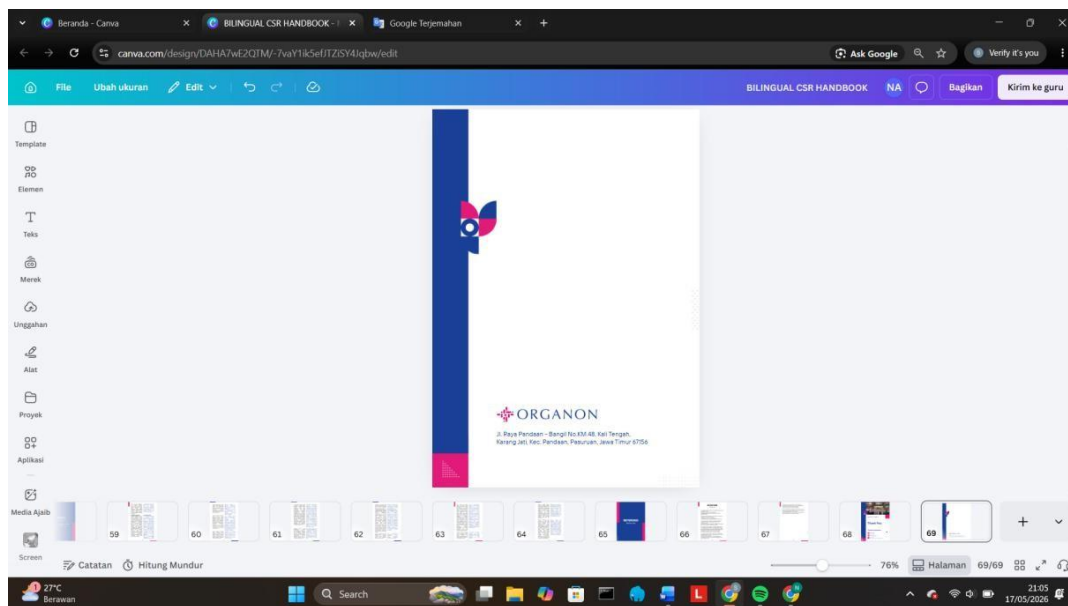


Figure 4: The Back Cover of Handbook

Figure 3 and figure 4 shows the first step is fixing the front cover and back cover of the handbook. For the front cover, the researcher asked a photo from the External Affairs and Employee Communication Lead of PT Organon Pharma Indonesia Tbk to be used in the photo on the left of front cover. For the photo on the right of front cover, the researcher used a photo that signifies the CSR symbol. Followed by the title of the handbook, namely 'Bilingual Corporate Social Responsibility (CSR) Handbook' followed by the English language located directly below it. In the bottom right corner is placed the researcher's name as a

sign that the handbook was created by the researcher. For other elements are used to support the visual design to make it more attractive. The colors and fonts have been adjusted to the official standards of PT Organon Pharma Indonesia Tbk.

For the expert validation, firstly the researcher got a 92,5 score on the expert validation result, which indicates that the product is “Excellent” and can be used by the company. Moreover, the expert suggested adding references related to CSR program of PT Organon Pharma Indonesia Tbk, namely the Organon Science Awards 2025. Next, in the language validation section, the researcher received a score of 95, indicating that the product was resulted “Excellent”. However, the researcher was advised to revise several sentences to avoid ambiguity. And the last the researcher got a 97,5 score on the design expert validation result, which indicates that the product is “Excellent” and can be used by the company. However, there were still revisions to the product, including changes to the table of contents design and added images at the beginning of sub-chapters.

Implementation

At this implementation stage, the researcher distributed the product to the company for field testing. In the assessment, the researcher made a questionnaire given to ten respondents. The field testing involved ten respondents from PT Organon Pharma Indonesia who represented the primary target users of the developed bilingual handbook. The respondents consisted of the External Affairs and Employee Communication Lead, employees from the Communication and Learning & Development (L&D) departments, and new interns. These participants were selected because they are directly involved in corporate communication activities or are the intended users of the handbook during the onboarding process. The researcher chose ten respondents because this number was considered sufficient to evaluate the handbook's quality, usability, readability, and practicality in a real workplace setting. Field testing was conducted on Friday, May 15th, 2026, from 2:00 PM to 4:00 PM at PT Organon Pharma Indonesia. During the session, respondents completed a field-testing questionnaire designed to assess the effectiveness, clarity, and overall quality of the handbook. In addition, the questionnaire included a suggestion and comment section, allowing respondents to provide qualitative feedback for further product improvement. The results of this field testing were used to determine whether the handbook was effective, practical, and suitable for supporting corporate communication within the company. Overall, the research indicates positive feedback from the Communication and L&D employees of PT Organon Pharma Indonesia Tbk, with a good response.

Evaluation

In this final stage, the researcher revised the product according to the comments and suggestions from the field testing results on Friday, May 15th, 2026. The researcher only received one suggestion to provide a picture in the handbook on page 10. Due to the time limitation, this suggestion has been discussed with the company so it can be revised as soon as possible by the researcher. The product results that have been revised by the

researcher are returned to PT Organon Pharma Indonesia Tbk via soft file according to the request of the External Affairs and Employee Communication Lead from PT Organon Pharma Indonesia Tbk.

Moreover, the researcher received positive comments for the handbook product, from ten respondents, including:

- Helpful, thanks
- Very good
- Nothing, overall good
- Interesting
- Good
- Very nice
- That's good
- Good point kaak^^
- good handbook
- Nicee, but please add one picture above the text on page ten, please?

The score on field testing is 95, which is excellent and highly usable for the company. The handbook product created by the researcher can be used by PT Organon Pharma Indonesia Tbk to assist while transferring CSR information to the international stakeholders. Not only that, but it is also very helpful for new interns as a guide to make it easier to find out information about CSR programs of PT Organon Pharma Indonesia Tbk.

Comments given by the respondents are also very positive, proving that the handbook can help Communication employees, L&D employees, and new interns to understand more about CSR programs of PT Organon Pharma Indonesia Tbk. The soft file form of the handbook is placed on Google Drive in the form of a Canva link so that everyone can access it easily. (<https://bit.ly/3Qgl8oP>)

DISCUSSION

The researcher uses the Design and Development Research (DDR) theoretical foundation from Richey & Klein (2007). The researcher completed this handbook through all stages of Analysis, Design, Development, Implementation, and Evaluation (ADDIE) from Branch (2009). Used observation, interview, and questionnaire as data collection methods.

The results obtained from the field trial of the bilingual CSR handbook for PT Organon Pharma Indonesia Tbk provided informative information, which is in line with the handbook objectives on page 31 to provide a clear reference information. The results of the field test were quite positive, with an overall score 95 out of 100, indicating that the handbook meets the needs of Communication employees, L&D employees, and new interns of PT Organon Pharma Indonesia Tbk.

This substantiates the ADDIE model that evaluation and feedback are important in the process of improving handbook materials. The findings of this study are also in line with previous research, such as that conducted by Arifananda (2024), which developed a bilingual handbook aimed at guiding employees in the export-import department effectively. Similar with Arifananda's handbook that provides export-import information for

supply chain management, the researcher's handbook also can act as a helpful tool for Communication employees, L&D employees, and new interns of PT Organon Pharma Indonesia Tbk who lack of CSR information tools in their daily business process.

In summary, the implementation of this bilingual CSR handbook can help the process of implementing CSR programs that will be carried out by Communication employees, L&D employees, and new interns of PT Organon Pharma Indonesia Tbk while transferring information to the international stakeholders or simply studying and implementing CSR programs around the company.

CONCLUSION

This research used Design, Development, and Research (DDR) by Richey and Klein (2013) through 5 stages: Analysis, Design, Development, Implementation, and Evaluation. Based on these stages, researcher created a handbook containing the main information of Corporate Social Responsibility (CSR) programs at PT Organon Pharma Indonesia. The handbook consists of five main chapters. Chapter 1 contains an introduction including company profiles and their vision and mission, definitions of CSR, community relations, community development, social mapping and the objectives of the handbook. Chapter 2 discusses CSR policies and the CSR vision and mission related to SDGs and legal bases such as Law No. 40/2007 about CSR. Chapter 3 outlines the implementation of environmental, social, and educational pillars. Chapter 4 explains reporting standards and frameworks. And the last ended with references.

This book has two languages, English and Indonesian, with the aim of making it easier for readers to use the handbook. This handbook is intended to assist Communication division, L&D division, and new interns to successfully align messages, provide reports, and promote projects of CSR programs easily. This handbook also can be used by future internship students from State Polytechnic of Malang. This handbook is printed but also available as soft file in Google Drive.

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