

# The Meaning of Triple Bottom Line in Sustainability Reporting

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**Abstract:-** This study aims to reveal in depth the meaning of the Triple Bottom Line (TBL). To arrive at the aim of this study, the researcher used a semiotic paradigm as the research design. The data obtained in this research comes from the meaning process and also the deepening of WIKA's sustainability reporting. The research process uses your mind and heart to get answers to these research questions. Data collection used in this research is by using documentation techniques, library research and internet searching. Most of the documents collected were written text sourced from print and online media. The data collection procedure is in the form of secondary data in the form of corporate social documents, namely a sustainability report containing narrative text, photos, tables and graphs containing an explanation of the company's sustainability reporting practices. The analysis in this study is to use Pierce's semiotics, because for Pierce, humans can communicate by means of signs. Semiotics is the equivalent of the word logic, because logic must study how people reason.

This research shows that disclosure of information in the form of narrative stories is basically done by companies to form a positive image that WIKA is running its business activities while still paying attention to the social and the environment as well as stakeholders. This is done to control the stakeholders as recipients and users of information. Many narrative stories on companies are presented in the main director's speech points, company profiles, corporate governance reports and social responsibility reports.

**Keywords:-** Triple Bottom Line, Sustainability Reporting, Semiotic

## I. INTRODUCTION

In recent years, the role of organizations, especially companies, has been demanded to participate in sustainable development, namely sustainable development that meets the needs of the present world without neglecting the ability of future generations to meet their needs. One of the ways that the steps towards sustainable development can be measured and transparent is by disclosing sustainability reporting. Disclosure of sustainability reports is a medium for companies to inform organizational performance in their

economic, social and environmental aspects to all stakeholders (Tarigan and Samuel, 2014).

In Indonesia, the publication of sustainability reports has started to become a trend, one of which is supported by the provision of an annual award for sustainability report called the ISRA (Indonesia Sustainability Reporting Award) awards to companies that have made reports on activities related to environmental and social aspects in addition economy to maintain the sustainability of the company itself (Boiral, 2013). In addition, the strengthening of stakeholder demands has encouraged companies to provide transparent, accountable information and good corporate governance practices.

Even though it has become a trend, disclosure of sustainability reporting in Indonesia itself is still voluntary (voluntary) and there are no standard rules that require it (Chariri and Nugroho, 2009; Astuti and Putri, 2019). In fact, the government has issued Law No.40 of 2007 on Limited Liability Companies which regulates corporate social responsibility activities. Article 74 paragraph 3 states that a company that does not carry out its social and environmental responsibility obligations will be subject to sanctions in accordance with the provisions of laws and regulations.

Indonesia is a developing country that is developing in various sectors, one of which is physical development. The construction industry provides benefits to human needs, both because of the activity itself and the social progress it brings. On the other hand, the construction industry also has quite an impact on the environment (Sholihah and Tualika, 2015). There is a tendency for an increase in construction value which has the potential to have a negative impact on the environment and result in a decrease in environmental quality. For some time, problems related to environmental performance have become an interesting topic of discussion in overcoming the problem of construction waste so that the resulting waste is minimized. There are a number of environmental studies related to construction activities (Shen et al, 2005; Tam and Le, 2007).

The issue of environmental impacts, especially those caused by construction companies, is very crucial (Bahri, 2019). Construction construction produces waste in the form of materials that are no longer used in construction activities which are generated in large quantities and result in environmental impacts. This waste can be in the form of

stone, concrete, coal, roofs, electrical installations and so on. Construction material waste is generated in every construction project, be it a construction project or a construction and demolition project (Firmawan, 2012).

This research takes a case study at PT. Wijaya Karya (Persero) Tbk or known as WIKA, which is engaged in Engineering, Procurement, and Construction (EPC) because it is one of the state-owned companies, hereinafter referred to as BUMN in Indonesia, which has made Sustainability Report. And WIKA has also launched environmentally sound development by working on several green projects, such as green construction, green building, and environmentally friendly transportation to encourage economic growth and the quality of life of the community.

Environmentally sound development activities proclaimed by the construction company are carried out to achieve sustainable development. This is due to natural damage due to development systems that are not environmentally friendly and cause water pollution due to project waste, pollution, forest destruction, and damage to the ozone layer which results in global warming. Environmentally sound development is an effort to use and manage resources wisely in a planned and sustainable development to improve the quality of life. The objective of environmentally sound development is that the implemented development does not damage the environment. Therefore, in managing natural resources, it is necessary to pay attention to environmental conditions so that the environmental ecosystem is not disturbed (Maharannie, 2014).

The thing that distinguishes sustainability reporting from CSR is its disclosure. The implementation of social and environmental responsibility obligations is disclosed by the company in the form of CSR (corporate social responsibility) which is integrated with its annual report. This is different from the disclosure of sustainability reporting which is more detailed and independent, so that it is not integrated with the company's annual report. In addition, in its disclosure indicators, sustainability reporting is divided into three aspects called the Triple Bottom Line, which consists of profit, people, and the planet in the form of labor practices and decent work, human rights, society, and social responsibility (Slaper and Hall, 2011). Meanwhile, CSR only includes information on environmental social responsibility. So, the delivery of CSR information through sustainability reporting can be an added value for a company in measuring and assessing its performance based on the expectations and requirements that exist in society (Kurniawan et al, 2018).

Most of the research results on the effect of triple-p on investors' responses are not too surprising, namely that financial performance (profit aspect) is responded positively by investors, because the company's ability to generate profits is what investors hope for (Burrit, 2012; Ibrahim et al., 2015 ; Lindawati and Puspita, 2015). However, other research shows evidence that investors' response to the company's ability is greater when the company has a high

concern for social issues (people aspect) and environmental issues (planetary aspect). As with several other studies, among others, conducted by Halmi (2019) states that companies must be involved in environmental management and preservation, for example contracting companies that have a role from land arrangement, planting crops, to plant maintenance.

Looking at current issues, research on the triple bottom line is a very interesting study to research. Companies are required not only to prioritize company value which is reflected in economic conditions (financial / profit) but to be more grounded in the triple bottom line concept which covers all aspects of company activities which should be profit, people and planet. The triple bottom line in this study was measured using the Global Reporting Initiative Index standard hereinafter abbreviated as the GRI index). Therefore, this study is intended to analyze the meaning of the triple bottom line in the sustainability report of the WIKA company.

Sustainability reports contain narrative text, photos, tables, and graphics that contain an explanation of the company's sustainability implementation. Therefore, this study uses the semiotic paradigm as a way to interpret the content of narrative text, photos, tables, and graphics in sustainability reports, for example, regarding the company's objectives to reveal its triple bottom line. The semiotic paradigm is an assessment using symbols and language signs or symbolic representations used in accounting to produce meaning for certain realities that are formed in a report. By using a semiotic approach, this study seeks to reveal more deeply the meaning of the triple bottom line in the sustainability reporting of contracting companies.

## II. RESEARCH THEORY

### A. *Semiotic Theory*

Semiotics is a science that examines the use of signs and symbols in human life as part of a code system used to communicate information. This means that everything that is present in human life is accepted by the human senses and can be expressed as a sign, that is, something that must be given meaning. Pragmatists consider a sign as something that represents (Hoed, 2008). A sign carries meaning in relation to the reader. Therefore, it is the reader who will connect the sign with what is considered a sign according to the convention in the language system used (Wahjuwibowo, 2018).

Semiotics as a model of social science, understands the world as a system of relationships which has a "sign" basis. Therefore, semiotics studies the nature of the existence of a sign. A sign can be represented as a lie, because in a sign there is something hidden behind it and it is not a sign in itself.

Signs that exist in human life form a system which is then considered as language. A sign is something that is physical, can be perceived by human senses, also refers to something outside the sign itself, and depends on

recognition by the user so that it can be called a sign. In the marking system that forms language in communication, besides signs, signs and symbols are also known. Wahjuwibowo (2018) argues that all symbolic objects suggest a plan, a plan of action and that the reasons for acting in a certain way towards an object are, among others, hinted at by the object.

Accounting is an information system that is needed by modern companies. As an information system, accounting is needed by various parties both internally and externally from the organization that organizes the accounting. Accounting can be interpreted as a set of language symbols or symbolic representations / representations that point to a certain meaning or reality (Riduwan, 2010). Thus, accounting semiotics is an assessment using symbols and language signs or symbolic representations used in accounting to produce meaning for certain realities that are formed in accounting itself.

Basically, semiotics deals with signs. Humans convey the results of their thoughts through text, context and make contextualization efforts (Mulyadi et al., 2019: 103). By paying attention to these three things, it is hoped that an effort to understand or interpret will become an activity to reconstruct and reproduce the meaning of the text. The meaning is, in addition to tracking how a text is presented by the author and what content the author wants to include in the text he makes, he also tries to reproduce the meaning in accordance with the circumstances when the text is read or understood.

This study uses Charles Sanders Peirce's semiotics, because semiotics for Peirce who is a philosophy and logic expert, human reasoning is always done through signs (Sakina, et al., 2014). That is, humans can only be applied to all kinds of signs. In subsequent developments, the term semiotics is more popular than semiology. In general, semiotics is classified into three basic concepts, namely:

#### 1. *Pragmatic Semiotics (Influence of Language)*

The influence of accounting information on stakeholders is a discussion in studying pragmatic theory.

#### 2. *Sintatik Semiotics (Grammar)*

Syntax (grammar) can relate to logic that is consistently stated in a structured statement, namely: mathematical logic statements, internal logic in abstracts, and abstract statements with standard grammar.

#### 3. *Semantic Semiotics (Meaning of Language)*

The explanation of words, terms, and symbols regarding operational definition in accounting practice is a description of semantic theory.

A sign or representament is something that for someone represents something else in several ways. Something else for Peirce is called an interpretant, it is called the interpretant of the first sign, which in turn refers to a particular object. Thus for Peirce, a sign or

representament has a direct 'triadic' relationship with the interpretant and its object (Wahjuwibowo, 2018).

#### B. *Triple Bottom Line Concept*

TBL is a framework of sustainability reporting that is used by many companies to report the three dimensions in question. According to Fauzi et al. (2010), the concept of TBL reporting refers to the publication of economic, social and environmental information that is integrated in one presentation that reflects the activities and outcomes related to 3 dimensions of company performance. Furthermore, TBL will be implemented through CSR or known as social responsibility. For example in companies, based on research conducted by Shnayder et al. (2015) companies implementing CSR programs report sustainability reporting which is reported and analyzed using the TBL framework involving three dimensions and is useful for determining which aspects of these categories the company should develop but has a limited reach.

Forms of companies that usually carry out CSR programs are companies that carry out business activities in the field and / or are related to natural resources, such as mining companies, manufacturing, especially basic chemicals and textiles or garments, plantations and the construction industry (Turcu, 2015). A construction company is one of the companies that is concerned with implementing corporate social responsibility. Most construction companies apply corporate social responsibility so that the company's operations continue to run well and are able to secure long-term investment, because the company is in direct contact with the surrounding environment on a daily basis.

Triple Bottom Line Accounting (TBLA) is a mainstream management and concern for companies today (Yanti and Rasmini, 2015). TBLA has become a major issue embodied in three pillars, namely people, profit, and planet. People relates to a touch of humanism that is managed by the company. People are also related to social variables such as the level of participation in decision making and the level of ability (Alhaddi, 2015; Fauzi et al, 2010). Profit is an economic variable or quantity that reflects the company's ability to earn a profit or profit. Profit is an economic variable or quantity that reflects the company's ability to earn a profit or profit. Profit is the ideology of the company, in the sense that the company cannot live without profit. However, the concept of profit is not something partial so it must be linked to other pillars, namely people and the environment. The third pillar, namely Planet / environment, reflects the symbiosis with the company's environment, such as air quality, water and biodiversity.

TBL is a framework of sustainability reporting that is used by many companies to report the three dimensions in question. The concept of TBL reporting refers to the publication of economic, social, and environmental information that is integrated in one presentation that reflects the activities and outcomes related to 3 dimensions of company performance. As an example in the food packaging industry, based on research conducted by

Shnayder et al. (2015) companies that implement CSR programs report through sustainability reporting which is reported and analyzed using the TBL framework involving three dimensions and is useful for determining which aspects of these categories the company should develop but has a limited reach.

### C. Sustainability Reporting

A sustainability report is a type of voluntary report. This report is disclosed as a complement to the financial statements (financial statement), so this report is separate from the company's financial statements. Sustainability Reporting for companies is a publication of information that reflects organizational performance in economic, social and environmental dimensions (Fauzi et al, 2010). Another opinion, namely sustainability reporting, is financial and non-financial information that is useful for stakeholders regarding the triple bottom line concept, namely the economy, social and environment run by the company (Pujiastuti, 2015). Sustainability reporting can also be understood as a way for companies to answer stakeholder requests regarding risk management and information about company performance (Boiral, 2013). So, Sustainability Reporting is financial and non-financial reports published by companies through information contained within the scope of the company and its economic and social activities.

Sustainability Reporting is a report made by companies to measure, disclose, and the company's efforts to become an accountable company for all stakeholders for the purpose of company performance towards sustainable development (Thistlethwaite and Melissa, 2016). The purpose of sustainability reporting is to achieve sustainable development (Caliskan, 2014). Sustainable Development is a development effort that includes economic, social, environmental and even cultural aspects for today's needs but does not sacrifice or reduce the needs of future generations.

### D. Global Reporting Initiative (GRI)

The increasing trend of sustainability reporting is often followed by an increase in guidelines or regulations provided by government agencies and industrial bodies (Gobel, et al., 2014). However, over time, one of the emerging frameworks is the Global Reporting Initiative (GRI) (Ching, et al., 2013). As stated by Wibowo and Faradiza (2014), GRI, which is located in the Netherlands, is the world's authority in regulating sustainability reporting. The GRI sustainability reporting guidelines are the most widely used comprehensive sustainability reporting standards in the world (Moneva et al, 2006). According to the Certified General Accountants Association of Canada (CGA (2005: 81), the sustainability reporting guidelines provided by GRI are the best framework for achieving the required standardization. The attractiveness of the GRI guidelines as standards for sustainability reporting is largely due to its multi-stakeholder approach. adopted in the development of its guidelines.

GRI itself was founded in 1997 in Amsterdam-the Netherlands by a number of companies and organizations that are members of the Coalition for Environmentally Responsible Economies (CERES) (Adi and Taufiq, 2013). GRI is an international non-profit organization with a network-based structure whose activities involve thousands of professionals and organizations from various sectors, constituencies and regions (GRI, 2013). Furthermore, GRI (2013) states that, GRI's mission is to make sustainability reporting a standard practice, so that all companies and organizations can report their economic, environmental, social and governance performance and impacts, by making sustainability reporting guidelines free of charge. The framework provided by GRI is designed to be used by a variety of organizations of different sizes, sectors and locations, taking into account the practical considerations faced by various organizations, from small companies to companies that have extensive operations and are scattered in various locations (GRI, 2013).

Now GRI comes with its fourth generation of guidelines, namely GRI version 4 or more popularly known as GRI-G4, continued GRI-G3.1, which was released in May 2013. The objective of GRI-G4 is simple, namely to help reporters prepare meaningful sustainability reports steady and targeted sustainability reporting has become standard practice (GRI, 2013). GRI-G4 produces a conceptual framework, principles, guidelines and generally accepted indicators to drive the level of transparency and consistency needed to produce reliable, relevant and standardized information that can be used to assess opportunities and risks, and enable more mature decision making, both within the company and among its stakeholders (GRI, 2013).

## III. RESEARCH METHODOLOGY

### A. Research Approach

This study uses a qualitative method, in the form of an activity in interpreting images or text contained in WIKA's 2019 sustainability reporting using the semiotic paradigm. Qualitative research is descriptive in nature and tends to use inductive analysis. Researchers will examine the data and use existing theories as explanatory material (Kamayanti, 2016: 21). The main characteristic of qualitative research is conducting research in natural conditions, directly to the data source, the researcher being the key instrument, and then presenting the data in the form of words or pictures without emphasizing numbers, prioritizing processes over products, and emphasizing more on the expression of meaning.

This study uses a communicative semiotic paradigm on the sustainability report of a construction company WIKA, where the semiotic paradigm is in the form of signs of implementing integrated reporting elements which are then concluded descriptively. Semiotics according to Friedman and Thellefsen (2011) is the study of signs in human life. The sign referred to here is everything that is present in human life, that is, everything that must be meaningful. The purpose of the sign in this study is the

company's sustainability report, which in this case is the construction company WIKA. This study intends to find the meaning of the triple bottom line in photos and text in the sustainability reporting of construction companies and to understand the meaning behind its disclosures

#### B. Research Data Sources

Qualitative research requires that researchers deal directly with data sources and examine situations in which they behave or work. Which elements are the focus of the study, which objects to study or who are the sources of the data, really depend on the theory used. Goetz and LeCompte (1984) argued, "the context of theories determines which elements, objects, or people in the empirical work construct of the researcher's population or data sources".

Taking sampling, the researcher chooses the sample on purpose. This is done with the intention of enriching the data from the research carried out because the researcher determines the criteria for certain participants. The selected participant is a WIKA construction company that has published sustainability reporting in accordance with the researcher's objectives. WIKA has been making sustainability reporting since 2015 which is consistently reported annually until now.

#### C. Data Collection Techniques

Data collection used in this research is by using documentation techniques, library research and internet searching. Most of the documents collected were written text sourced from print and online media. The data collection procedure is in the form of secondary data in the form of corporate social documents, namely a sustainability report containing narrative text, photos, tables and graphs containing an explanation of the company's sustainability reporting practices. Using documentation data on the grounds that the meaning of using semiotics by Ferdinand de Saussure is never objective and scientific. This is because understanding is not "knowing" statically and outside the time frame, but always in certain circumstances, for example in history. All living experiences are historical, language and understanding are also historical (Raharjo, 2008: 119).

#### D. Data Analysis Techniques

The analysis in this study is to use Pierce's semiotics, because for Pierce, humans can communicate by means of signs. Semiotics is the equivalent of the word logic, because logic must study how people reason. Signs allow humans to think, relate to other people and give meaning to what sustainability reporting shows.

In this research, Charles Sander Peirce's semiotic process is a process of interpreting a sign that starts from perception on the basis, then refers to the object, finally the interpretant occurs. The application of Peirce's trichotomic model is carried out in this study as follows: how do researchers see the images or signs in WIKA's sustainability report that make it refer to an object, which is attached to a certain group belief concept that sees it as a sacred event. The next process is when interpreting it, for example: that

the picture indicates that there is a last supper and the leader is in the middle of saying goodbye to his friends (Sobur, 2009: 25).

### IV. RESEARCH FINDINGS: COLLECTION OF SIGNS

#### A. Sintaktik Aspect in WIKA's Sustainability Reporting

##### 1. Cover Sustainability Report WIKA

Cover Sustainability report is designed to describe the image of a company. The cover of KPC's 2019 sustainability report is entitled "Improving Ability for a Quality Life". Cover consists of certain images and designs whose use is not without purpose, but has a certain meaning.

The WIKA cover consists of several pictures and designs, which show the activities of WIKA's company. The use of these images and designs is not without purpose but has a certain meaning. The first image can be interpreted as a sign that shows its operational activities. WIKA is working on an environmentally friendly transportation project, namely Mass Rapid Transit (MRT). It is hoped that this environmentally friendly transportation can reduce congestion, GHG emissions, and encourage economic growth and the quality of life of the community. In 2018, WIKA stated in its sustainability report that WIKA has carried out environmentally friendly operational activities as an effort to preserve the environment. WIKA, which directly impacts the quality of the environment along with changes in land use and conditions, is obliged to take precautions so that the changes that occur do not cause a prolonged impact in the form of degradation (degradation) of environmental quality.

The second image shows the existence of environmentally friendly housing with green plants around it and uses solar power plants. This picture shows that WIKA cares and strives to build construction and building projects that can provide a quality life not only supported by economic development, but also the existence of a community environment that continues to develop in a positive direction, as well as a sustainable environment. This is in line with WIKA's vision to be at the forefront of investment and sustainable EPC for a better quality of life. The background of the cover display of WIKA's sustainability report is dominated by blue. The blue color leaves an impression of serenity, peace, responsibility and trust. This shows that WIKA is indeed trying to form a corporate image in the 2019 sustainability report as a report on WIKA's sustainability performance by displaying the dominance of blue on the cover. WIKA wants to highlight corporate responsibility and increase stakeholder trust.

The description above shows that WIKA has a specific goal that it wants to convey through the cover of the sustainability report. In advertising, images are presented in the best possible way, the meaning of the images can be understood clearly or at least have a clear meaning. The cover of the 2019 WIKA sustainability report can be used by companies in forming a positive image or image of

WIKA. The cover shows that WIKA really highlights all aspects of CSR activities included in the 2019 sustainability report, starting from the operational activities of environmentally friendly companies and the company's concern for the preservation of ecosystems in the environment around the company's construction and building projects. Green construction and green buildings can reduce energy consumption by up to 30% compared to conventional buildings.

## 2. President Director

The main director is the person authorized to formulate and determine a general policy and program of a company or organization in accordance with the limits of authority given by a management body or a similar leadership body such as the board of commissioners. The main director must not only have quality and professionalism, but also must really understand and understand the basic values, principles and corporate culture. So that later it can help direct human resources, vision, and company goals.

One of the aspects revealed in the sustainability report is the existence of the main director, which is shown through the photos contained in the sub-chapter of the company profile in the sustainability report. Photos are not just visualizations, but they hold a certain meaning. In each period of the sustainability report, WIKA displays a profile photo of the main director.

In the WIKA 2019 sustainability report, the image of the main director smiling while sitting while holding his ipad in the photo reflects his friendliness, because smiling is considered to provide positive energy. Pak Tumiyana's sitting position is slightly sideways with one hand resting on the chair holding the ipad and the other hand on the leg, those who sit with their hands on their feet are a type of leader. People who are brave, have high self-confidence, and focus well when communicating and doing their jobs. Those who have the habit of placing their hands on their feet while sitting are also people who are not afraid to face problems so they can make decisions appropriately and benefit others.

## 3. Overview of WIKA's Sustainability

On page 49 of WIKA's sustainability report, it shows a picture of several people sitting in discussion with others and one person standing giving a briefing. This picture shows how WIKA wants to increase the capabilities and capacities of human capital. By conducting socialization related to anti-corruption and GCG principles, which can be seen from page 49.

In the picture, there is also a display on the wall, which looks the same as the cover of WIKA's 2019 sustainability report. This picture would like to indicate that WIKA wants to impart a picture of WIKA's future mission to employees. So that employees are required to attend training and education to be able to improve their abilities, so that they can grow and develop in order to achieve quality sustainability performance for stakeholders and quality of life.

## B. Pragmatic Aspect in WIKA's Sustainability Reporting

Pragmatics is a discussion that focuses on the effect of information on changes in the behavior of report users. Accountants, capital market players, managers, and auditors are examples of information users whose behavior changes can be measured. The things that become indicators of changes in the behavior of users of information include changes in stock prices, share volume, managerial performance, employee performance, company performance, and differences in the choice of accounting methods.

The economic dimension has major problems, namely global change and globalization. The point is changes in the state of the global environment (ecology) and economic globalization. Companies are required to be oriented to seek economic benefits that allow them to continue to operate and develop. In developing its operations, WIKA stated in the sustainability report 2018 page 18 paragraph 2, that:

*WIKA ensures that operational activities are in accordance with the standards and principles that are followed, both from national and international organizations. Thus, WIKA is increasingly confident in facing business competition. WIKA follows and supports several principles and initiatives, including from the International Organization for Standardization (ISO) for management standards, Occupational Health and Safety Assessment Series (OHSAS) for K3 management system standards, International Financial Reporting Standard (IFRS) for financial reporting standards, and POJK No.51 / POJK.03 / 2017, as well as the Global Sustainability Standard Board (GSBB) of the Global Reporting Initiative (GRI) for sustainability reporting reporting standards.*

In this explanation, WIKA wants the company's performance to be improved. Wika would like to inform the audience that WIKA follows national and international standards and principles. Changes in company performance can be seen from several awards received by WIKA. As for the national K3 award in the Zero Accident Award category for projects in North Sulawesi, awards for the sustainability aspect in 2019 which are included in the list of SRI KEHATI index companies, WIKA won the first place in the International infrastructure competition in Singapore, the 2018 WIKA sustainability report award from ASSRAT 2019 event.

Just like in previous years, in 2018 the pragmatic aspect can also be seen from the awards received by the company. The discussion on the pragmatic aspects of the sustainability report shows that what is an indicator of changes in the behavior of users of information presented by companies through sustainability reports, namely an increase in company performance and differences in the choice of strategies related to financial performance. These two indicators have led to changes in the behavior of users of information as manifested by the acquisition of various awards and an increase in profit for the year.

## V. IDEOLOGY BEHIND SIGNS

### A. Introduction Section

This section contains introductory words from WIKA's management in the form of narrative text. For both the 2018 and 2019 sustainability reports, this section has three message points that are conveyed to the audience, namely.

#### 1. Purpose of WIKA's Sustainability Report

WIKA's sustainability report is used as a management tool and corporate communication tool to provide clear information for stakeholders. The following is WIKA's statement on page 10 paragraph 1 which states that this report is intended as a management tool and company communication tool:

*WIKA, as one of the BUMNs engaged in the EPC and investment sector, plays an important role in showing its support for Sustainable Development projects in Indonesia. In achieving the goals of sustainable development, WIKA understands that the expectations of stakeholders are no longer based on economic growth, but also on environmental improvements and a better quality of life.*

From the statement, there is the word "stakeholder expectations" which is a benchmark for WIKA to be able to give a good impression and complement annual report to stakeholders, namely by making a Sustainability report. WIKA wants to show corporate concern for the safety of the environment and the surrounding environment for its business processes because many companies have businesses that use natural resources directly or indirectly. Sustainability reports are made in order to maintain and enhance the company's reputation. Improved transparency and reporting of positive things is the best way to build public trust in a company's business.

#### 2. WIKA's Expectation for Audience's Hope (Feedback)

WIKA really hopes that there will be feedback from the audience regarding the published sustainability report. With the response from the audience, WIKA can increase sustainability report reporting in the coming year. This is very clearly stated in the sustainability report, for example on page 86 paragraph 3 of the 2019 sustainability report below:

*To maintain customer trust, WIKA provides a media for submitting complaints and complaints, and responds within 1x24 hours.*

From this explanation, it can be interpreted that WIKA uses sustainability reports as a communication tool and management tool to gain recognition from stakeholders. Acceptance and recognition are a reason for WIKA to publish its sustainability report, because it is important for the existence of a company.

### B. Company Profile

WIKA's profile is disclosed on pages 12-20 of the 2018 sustainability report and on pages 28-48 of the sustainability report in 2019. The 2018 sustainability report

is explained in the form of narrative text, graphics, tables and pictures. It is the same with the sustainability report in 2019 which is also explained in the form of narrative text, graphs, tables and figures.

Narrative text is used in explaining WIKA's brief identity, reviewing WIKA's business operations, and business development in the current year. The charts in the 2018 sustainability report explain the development of share ownership and the acquisition of new WIKA contracts that year. The graph in the 2019 sustainability report apart from explaining the development of share ownership and the acquisition of new WIKA contracts, also explains the economic value generated in the last 3 years, namely from 2017-2019. The pictures in WIKA's profile for both the 2018 and 2019 sustainability reports include images of buildings that have been worked on, organizational structure charts, business line tables, association membership tables, and world maps that show WIKA's operational areas throughout the world.

According to self-presentation theory, people (including management) provide an explanation of their behavior which is formed either consciously or unconsciously, to maintain their statement about social identity or a positive image (Aerts, 1994). In terms of the sustainability report of WIKA, behavior can be analogous to the short identity of WIKA, review of WIKA's business operations, development of explanations regarding the four things done to maintain a positive image of WIKA.

#### 1. Management System

What's interesting in this section is how WIKA explains the relationship between companies, customers and all interested parties by producing superior, competitive products and services, upholding the aspects of safety, occupational health, and security and risk management. The 2018 and 2019 sustainability reports both contain information about the importance of the SHE management system implemented by WIKA. In the 2018 and 2019 sustainability reports, WIKA explained in the form of narrative text. WIKA states that relationships and partnerships with employees, partner workers and subcontractors, even guests who are reviewing projects are a priority for WIKA's SHE management system. The following is an excerpt from the 2019 sustainability report page 70, pre-graphic 2:

*WIKA's policy for implementing occupational safety and health (K3) was updated by integrating environmental management and K3 management systems, so that the current policy is the Safety, Health and Environment (SHE) Management System Policy. To meet international standards, the implementation of SHE does not only apply to WIKA's internal employees, but it is also strictly mandatory for employees of work partners and subcontractors, even to guests who are reviewing projects that are 100% protected in the SHE management system.*

From the above expression, the SHE WIKA management system seems not only to prioritize internal employees, but also to partners and sub-tractors. WIKA's main target and commitment is to prevent accidents and environmental damage. This is because previously disclosed that WIKA has a mission to provide integrated EPC services and products based on the principles of quality, safety, health and the environment. Through the integration of the management system, the company is optimistic that it can meet the expectations and satisfaction of customers and all interested parties by producing superior products and services that are competitive and prioritize safety, occupational health, and security and risk management aspects.

## 2. Corporate Governance

What's interesting in this section is how WIKA explains the relationship between companies and stakeholders. The 2018 and 2019 sustainability reports both contain information on the importance of building a whistleblowing system. The following is an excerpt from the sustainability report 2019 page 48 paragraph 1:

*In order to implement the principles of Good Corporate Governance, WIKA has committed to building a whistleblowing system. The Whistleblowing System functions as a means of preventing, disclosing violations or fraudulent acts within the Company.*

From the above expression, WIKA seems to prioritize the importance of implementing good governance, namely by building a violation reporting system that can function to prevent irregularities in the company. Because WIKA realizes that the risk challenges in the stages before and after the construction process, until the delivery of the final product to the project owner cannot be separated from environmental and social risks. So that the need for supervision either from WIKA employees or from outside parties who find irregularities in the company.

## C. Triple Bottom Line Disclosure and Reporting

From the various CSR activities disclosed in the 2019 WIKA sustainability report, it shows that WIKA is trying its best to make various efforts to minimize all the bad impacts that can occur due to construction activities carried out by WIKA. All the efforts expressed in the sustainability report show WIKA's seriousness in carrying out its responsibilities to society and the environment.

This can be seen from the explanation of one of WIKA's CSR activities, namely in environmental and waste management on page 79 paragraph 3 of WIKA's 2019 sustainability report:

*WIKA seeks to manage the impact of waste generated from the project. One example of waste management that has been carried out is the construction of a wastewater management installation to drain used construction runoff mixed with soil.*

What WIKA said shows that sustainability report is a rhetoric used to convey company messages to audiences that are considered influencing company recognition. WIKA wrote WIKA's activities carried out in the sustainability report in 2019 using language that was firm, concise but clear and easy to understand, so that it was able to convince the audience to believe what was stated in the report. Each CSR program that is carried out is also clearly and briefly described along with picture evidence that explains the supporting data for WIKA's 2019 CSR activities.

## 1. To Whom Is Information Disclosed?

Sustainability reports are intended for a wider range of parties, namely stakeholders. This can be seen in the sustainability report of WIKA 2019. This report states that the purpose of this report is to provide information for stakeholders. WIKA continues to strive to have good relations and provide benefits for both parties. WIKA also takes the input and needs of stakeholders into consideration. This can be seen on page 21 paragraph 1 of WIKA's 2019 sustainability report:

*This year, stakeholders were involved in the process of determining the topic of the report material, through filling out a questionnaire. The role of stakeholders in this process is very helpful for management to find out topics of concern to stakeholders. In addition, WIKA identifies issues and main topics that are the concern of each stakeholder.*

Furthermore, the stakeholders in question include: shareholders, employees, employers (owner), work partners, creditors, society, and regulators.. So, the audience for WIKA's sustainability report is the parties mentioned above. What WIKA mentioned shows that sustainability report is a rhetoric used to convey company messages to audiences that are considered influential on WIKA.

## 2. Avoiding Image Negative

The use of language narcissism is not only limited to forming a positive company image. However, it can also be used to avoid negative images. Through language narcissism, negative impressions can be broken or engineered in such a way that stakeholders can accept it. So that the company in the eyes of the stakeholders is always good and profitable. This can be seen in WIKA's narrative text sustainability report page 79 paragraph 2, namely:

*Other efforts to reduce emissions in the WIKA building environment include regular maintenance of vehicles and machines. Currently, the Company has not been able to disclose the conversion of GHG emissions resulting from operational vehicles, energy used, and heavy equipment in the project, because there is no integrated record.*

The company tries to avoid a negative image that stakeholders will think about. If you look at the sustainability report, there is monitoring of emissions and dust from generators at WIKA's head office, but monitoring of emissions and dust from the project area is not detailed in monitoring emissions from the generator set. The disclosure of monitoring of emissions and dust from WIKA's



generators is disclosed based on GRI 305-2 regarding indirect GHG energy emissions, namely:

*Energy indirect (scope 2) GHG emissions include, CO2 emissions from power plants purchased or obtained, heating, cooling, and steam consumed by an organization. (GRI 305: Emissions 2016, page 10).*

The power plant disclosed by WIKA is the generator used at the head office. This is an effort by WIKA to monitor emissions from power plants at the head office. However, here WIKA has not been able to disclose the conversion of GHG emissions resulting from operational vehicles, energy used, or heavy equipment in the project, because they do not exist. Therefore, by using the excuse that there is no integrated record, WIKA tries to make the stakeholders understand this. Even implicitly, WIKA explained that :

*One of the contributors to carbon emissions in construction activities is the mobility of heavy equipment. Apart from carbon emissions, heavy equipment mobility also generates air and dust pollution. To minimize the negative impact of project work, watering the project area is carried out every day. The watering is carried out using rainwater collected at the project site (WIKA 2019 Sustainability Report, page 79 paragraph 3).*

In the narrative text section, WIKA seeks to divert stakeholders by stating the various efforts that have been made in order to reduce emissions and the impact of climate change by using language narcissism. Seen in the narrative text, the word minimizing is used right after explaining the causes of carbon emissions. Which illustrates that WIKA has made efforts to reduce the impact of carbon emissions from construction activities so that stakeholders do not have to worry about the company's environmental impact anymore.

## VI. CONCLUSION

### A. Conclusion

Based on the discussion that has been done, it can be concluded that the preparation of the sustainability report by WIKA is a semantic and syntactic aspect. Symbolizing that is carried out by WIKA in providing information about the company's physical activities is symbolized by the company through the form of sustainability reporting or an integrated sustainability report. The semantic and syntactic aspects in the sustainability report are shown in the reporting points. The pragmatic aspect can be seen in the awards received by WIKA. These awards show that the information conveyed by WIKA through the sustainability report provides changes in the behavior of the wearer, both positive and negative, so that the users give appreciation through these awards. And basically, the reporting done by the company is in accordance with the principles and elements needed in preparing sustainability reporting.

Disclosure of information in the form of narrative stories is basically done by the company to form a positive image that WIKA is carrying out its business activities while still paying attention to social and environmental issues and stakeholders. This is done to control the stakeholders as recipients and users of information. Many narrative stories on companies are presented in the main director's speech points, company profiles, corporate governance reports and social responsibility reports..

### B. Research Limitations

This research is a qualitative research in which the researcher himself becomes the instrument or research tool so that there are several limitations in its manufacture. The first limitation is related to the research results because the object of research is only focused on one company, namely WIKA, so the results obtained do not describe the same results when applied to different companies. The second limitation, this study analyzes the application of triple bottom line in semiotic sustainability reporting of WIKA with an interpretive paradigm, so there is the subjectivity of the researcher.

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