

Genre Analysis of Environmental Section in English Corporate Social Responsibility (CSR) Reporting by Oil-Palm Companies in Indonesia and Malaysia

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Abstract

Background: Genre analysis is a study to explore the role of a language in delivering the communicative phenomenon from a certain community such as business. Language has an important role in Corporate Social Responsibility (CSR) program by organizing the move structure and delivering the communicative purposes through a CSR report. **Aims:** This study aims to examine the move structure and communicative purposes in Corporate Social responsibility (CSR) reports from different oil-palm companies and different countries; Indonesia and Malaysia. This study focuses on the environment section that contains 11 CSR programs from both reports. **Methods:** This study uses a qualitative approach with Genre Analysis theory (Bhatia, 2013), Framework (Nuha, 2016), and Communicative purposes (Swales, 1990). This study also adopted the classification of move structure from (Kanoksilapatham, 2005). The data was collected from companies' websites. The CSR reports were published in 2023 and written in English. **Results:** The findings shows that there are 3 obligatory moves: Headlines, Establishing Credentials, and INTHSE: Introducing the Health, Safety and Environment initiatives. There are 2 communicative purposes that were found from this research: 1. To build the company's brand image to the readers and 2. To promote their company to the readers through environmental performance. **Implications:** This study helps the company to convince readers that they give positive impact and contribute to maintaining environmental sustainability.

Keywords: Corporate Social Responsibility (CSR), Genre Analysis, Move Structure, Communicative Purposes, oil palm company.

Introduction

Genre analysis is a branch of discourse study that provides an approach to explore a deeper analysis of a text by involving the structure and social function both in professional and also academic settings. In genre analysis, the researcher should consider various cross cultural factors to achieve an in-depth understanding of text-genres. Bhatia (2013) states that every genre is a kind of success in delivering specific communicative purposes because it appears on shared linguistics knowledge and language standards that are already established within a particular community.

Move structure is a highly-structured format in a genre that is shaped and agreed by a particular member of the community both in professional and also academic settings. A genre is shaped by a schematic structure that appears in a community, where it gives impact on the choice of content and style of language (Swales, 1990). In discovering the issue of a text or speech structure, it is

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essential to identify the function of the information structure that contains the issue on it (Izomovich, R. Z, 2024). An analysis of the move structure of CSR reports shows how the reports are rhetorically organized and improves comprehension of the genre (Yu & Bondi, 2017). Move structure of a text refers to how the human brain logically processes information and organizes the text in specific ways in order to achieve specific communicative purposes. A genre is also a communicative phenomenon that shows how the members can recognize and understand the communicative goals (Fauzanna et al., 2024). Communicative purpose appears from a particular community that has their own communicative event to be shared through a text and contains some goals (Swales, 1990). Communicative purposes is an important feature in identifying and shaping a genre (Nuha, 2016). A specialist community has their uniqueness on writing a text that is influenced by their goals to produce the information into a genre.

One of the professional settings in the genre is the business field where language has an important role in communication. According to Bhatia (2014), genre appears because of shaping discourse theory into the specific area that contains the specific genre where language is used in educational, academic or professional settings. Bhatia (2014) said that in the field of business especially in corporate, from the previous years, it increased the number of competitions until today. The competition might occur between companies through programs such as corporate social responsibility (CSR).

Corporate Social Responsibility (CSR) is one of the big programs that can be run by some companies in this world as a kind of company's participation in giving positive impact to the social, economy and environment. Sulaiman, A. N. and Muhamad, R. (2017) have mentioned that some kinds of CSR program can be implemented by the company as a contribution to the society such as conducting business class, training the customer about a job, giving the facilitation for education and other related activities. In every sustainability program (CSR), there will be a report to show the company's profile, the progress of the program until the result of the programs.

This research focuses on the specific section of the CSR report is the environmental section. Environmental issues rapidly increase and are more complex, it has interconnection factors between natural processes, human action and socio-economic aspects (Muminovna, D. T & Kizi, A. A. R., 2024). According to Osagie, E. R., Wesselink, R., Blok, V., Lans, T., & Mulder, M. (2016), companies are aware of their role in sustainable development through contributing to the CSR program. This happens because the companies try to balance some aspects between environment, social and economic on their program. The environmental section contains some information about companies' business practices and their achievements. Hys, K. and Hawrysz, L. (2012) state that the content of the CSR report contains some information about the environmental issues and also includes both financial and non-financial data from company management.

The CSR report has been published annually by the oil palm company. The report is published in the company website. For this research, the author analyzes a CSR report from Indonesia and Malaysia. According to Iskandar, M. J et.al., (2018) Indonesia and Malaysia are the two top largest countries in oil-palm production in the world where they achieved 85% of oil palm production. Indonesia and Malaysia have a large number of palm plantations. Because of that Indonesia and

Malaysia can give high palm oil selling prices. There are two top oil-palm companies: Sinar Mas Land from Indonesia and Sime Darby Property from Malaysia.

It is an interesting topic that the researcher will bring for this study because this topic is related to nowadays' globalization issues where the language and economy sectors have an important role in society and also for the sustainability of the environment or known as Sustainable Development Goals (SDGs). Previous studies have discussed the characteristics of CSR and the rhetorical strategy on CSR report but in the other countries except Indonesia and Malaysia. The gap of study for this research is focusing on two different countries, Indonesia and Malaysia with the same field of business being oil-palm companies and the analysis is conducted on environmental sections that consist of several CSR programs. With the research questions:

- 1) What are the move structures of the CSR reports in the environmental section of the two companies?
- 2) What are the communicative purposes of the moves from the two CSR reports?

Methods

Research Design

The method of this research uses the qualitative approach. This study is conducted to analyze the moves structure and communicative purposes. The analysis process includes the data collection and data analysis. The data of this research are from the environmental section of two CSR reports from oil-palm companies in Indonesia and Malaysia. The reports were published on companies' official websites in 2023 and they were written in English.

Data Collection

The data was collected from the official website of each company: Sinar Mas Land (SML) and Sime Darby Property (SDP). The CSR reports for this research was taken based on the newest year of publication which is 2023. The reports are written in English and it is open access for the public. It is searched by adding some key words such as the name of the company and "CSR report" or "Responsibility report". It will lead to some sections of the company's profile and it will display the responsibility reports for each year. After finding the data, the author will select the specific section of the environmental section from each report. In the environmental section, there are 6 CSR programs from SML and 5 CSR programs from SDP with a total 11 programs. The researcher counts the total words in those environmental sections of both CSR reports. Then, the specific sections of reports will be moved into excel file in order to filter the data (Environmental section) of each report into excel document. After the data is collected, the researcher will execute the data by utilizing the flow of data analysis.

Table 1. companies' websites and word count

Company	Website	Word Count
Sinar Mas Land	sinarmasland.com	7.958
Sime Darby Property	sime.com	11.424
Total Word Count		19.382

Data Analysis

The data analysis is started by looking at the research question 1. What are the move structures of the CSR reports in the environmental section of the two companies? and 2. What are the communicative purposes of the moves from the two CSR reports? This research focuses on the analysis of moves structure to construct the environmental section in the two CSR reports from SML and SDP. Not only that, this research also focuses on looking for the communicative purposes that occur on both CSR reports. From this analysis, it gains the moves structure from each oil-palm company on their environmental section of CSR report and their private intention in creating and publishing the report. For this research, the researcher uses theory of Genre Analysis by Bhatia (2013) and Swales (1990). The analysis of move structure is supported by previous study from Nuha (2016) as a conceptual framework. The analysis is started by reading the CSR reports that have been collected on excel files. The researcher reads each program on the environmental section of reports carefully and identifies the move structure that appears on each program based on the Nuha's (2016) conceptual framework. After identifying the move structure, the researcher classifies the move structure based on Kanoksilapatham (2005) on move classification. The classification is conducted by calculating the total moves on the 11 programs in order to get the frequency of move occurrences. After getting the total moves, it is divided by the total programs which is 11 programs and then multiplying with 100%. This is how to get the percentage of move frequency. After finishing the analysis of move structure, it moved to an analysis of the communicative purposes.

Results

This section presents the results and discussion for answering the two research questions: 1) Identification of move structures on the environmental section of the two CSR reports; 2) the communicative purposes of the environmental section of two CSR reports. This analysis used the Genre Analysis theory by Bhatia (2013) and also supported by the conceptual framework from Nuha (2016) for identifying the move structure of the environmental section on the CSR report and Swales (1990) for identifying the communicative purposes released by the move structures identification. Below is the discussion of the analysis on move structure and communicative purposes of this research.

Table 2. Move Structure of Environmental Section on Two CSR reports

Move	Step	Language Features
M1. Headline		• Climate Change & The Environment • Environment
M2. Establishing Credentials	S1. Introducing the company's broad objectives	• We are committed to reducing our... • management practices, we aim to contribute to both environmental sustainability and the economic...
	S2. Elaboration of corporate responsibility in the Marketplace	• SML has partnered with a waste management company to... • Launched awareness campaigns and competitions to improve waste disposal and recycling habits among residents...

	S3. Elaboration of corporate responsibility in the workplace	• We employ banners, posters and email communication across all our office buildings.... • Collaborated with contractors to enhance the reuse and recycling
Move 3. INTNSE: Introducing the Health, Safety, and Environment Initiatives	S1. Outlining the company's environmental policy	• Our policy prioritises urban biodiversity...
	S2. Introducing the health, safety and environment aspects	• Our three year-development plan guides our effort... • ... This is built on the following foundational pillars: Avoid, Conserve, Regenerate.
	S3. Displaying company credibility	• As of 31 December 2023, we have successfully reduced emissions by 8.6% ... • 2023 key achievements: • Disclosed SDP's Sustainability Governance Structure.
Move 4. DESCOM: Describing community engagement and development	S1. Introducing the community engagement activities	• ...we engaged residents in transitioning to responsible waste management activities. • ...while engaging the community through educational programmes and eco-tourism.

1. Move Structure on Environmental Section of Two CSR Reports

M1. Headlines

Headlines can be found at the first-time people open the report. The form of the headline is very short, but it contains the whole concept of the text about. Based on Nuha (2016), the headline has functioned to gain readers' interest and to show the part of the report that is presented and discussed. Based on Kanoksilapatham (2005) on move classification, this move is classified as obligatory because it has 100% frequency of move occurrence on both CSR reports.

Datum 1

Climate Change & The Environment (SML, Headline)

Datum 2

Environment (SDP, Headline)

The first term that occurs when people open the environmental section of the CSR report on SML (2023) is *Climate Change & The Environment* and on SDP (2023) is *Environment*. Each company has a different style on creating their headline, but they have the same purpose. The companies use the term "environment" on both headlines because they want to inform the readers that the current section discussed the environmental performance. The short term that is used on both CSR reports shows the criteria of headline. They are short, complex and show clear information regarding the section. This is how the data represent the M1. Headline.

M2. Establishing Credentials

In this move, it shows the company's objectives and goals. According to Nuha (2016), this

move explains the company's goals and also shows the company's contribution to their marketplace and workplace. Both companies have part of the report to show the company's credentials. Based on the move classification from Kanoksilapatham (2005), this move is obligatory with a frequency of move occurrence of 100%.

Datum 3

We are committed to reducing our reliance on municipal water by utilising alternative water sources. (SML, p.33-Water Resources Management) (R1P1)

Datum 3 provides an example of the company's objectives and goals on the Water Resources Management program from SML. The example shows the expression of "we are committed to", this term explains that the company has commitment on water resources management. This term explains the company objective and goals on water management because it shows the company's responsibility on the environment through its commitment. The company also shows how they do the commitment by mentioning its action step on "utilising alternative water sources". This term tells the readers that the company strives to find alternative water sources in order to manage the use of clean water in the city. This datum relates to the M2. establishing the company's credentials because the company can convince the readers through its commitment to achieve their objectives and goals.

M3. INTHSE: Introducing the Health, Safety, and Environment Initiatives

In this move, the company shows their initiative and performance on environment sustainability. According to Nuha (2016), this move provides information about the order of activities, initiatives or practices to promote their contribution to health, safety and environment. This move also displays the company's environmental policy, aspect and credibility as a measurement of successful practice. Based on Kanoksilapatham (2005) on move classification, this move is obligatory because all programs on both CSR reports have this move and it has 100% frequency of move occurrence.

Datum 4

Our three year-development plan guides our effort in fulfilling our pledge to provide environmental benefits by establishing green open spaces, the planting of trees and the installation of biopori infiltration holes. (SML, p.38-Greening Our Assets and Townships) (R1P3)

Datum 4 is an example of health, safety, and environmental aspect in Greening Our Assets program from SML. It is started by "Our three year-development plan", the company mention their 3 year-development plans for guiding the company to make impact for environmental sustainability. The program runs based on that development plan. The plan includes some aspects: providing the green area, conducting the tree planting, and constructing biopori infiltration holes. The terms use on the report to inform the readers regarding the aspect of environmental practice that run by the company. This datum relates to the M3. INTHSE: Introducing the Health, Safety, and Environment Initiatives because the company has its environmental aspect that also mentioned on the report to run its environmental practices.

Move 4. DESCOM: Describing Community Engagement and Development

This move shows the company's contribution to the society. According to Nuha (2016), this move shows the company's intention to care for the community in its operational areas. It contains the engagement activity between the company and community. Based on Kanoksilapatham (2005), this move is optional because it does not appear on all of the programs, it has 46% frequency of move occurrence.

Datum 5

Through socialisation events, including leaflets distribution, posters, and educational videos distributed to residents' WhatsApp groups, we engaged residents in transitioning to reponsible waste management activities. (SML, p. 35-Waste Management and Circularity) (R1P2)

Datum 5 is an example of community engagement activities that were conducted in the Waste Management and Circularity program from SML. The company conducted socialization programs mentioned in the report with various activities such as sharing the educational videos to the community WhatsApp group. The company also uses the term "we engaged residents" on the report to express that they really do the engagement activity. This datum belongs to M4. DESCOM: Describing Community Engagement and Development because it informs the readers about how the company provides some engagement and development activities to the society.

Datum 6

Established the Elmina Rainforest Knowledge Centre ("ERKC") to lead in the research and conservation of urban biodiversity, while engaging the community through educational programmes and eco-tourism. (SDP, p. 53-Urban Biodiversity) (R2P2)

Datum 6 is an example of community engagement activities in Urban Biodiversity program in SDP. This program provides activities that involve the company and community. The term "engaging the community through educational programmes" and "eco tourism" on the report, it shows that the company conducted some educational programs and a program that related to tourism in the environment area such as conservation. This datum aligns with the M4. DESCOM: Describing Community Engagement and Development because it gives information about company's contribution to engage the society through several engagement and development programs.

As the top oil palm companies in Indonesia and Malaysia, through this CSR program and report, the companies show their contribution to solve environmental issues and reduce the negative impacts that they might produce from their business. The companies provide the CSR report as the media to communicate with society to provide information about their program, to inform the output to the environment, and to convince society that the companies do not only take profit for themselves but they also give benefit for society and environment. The companies used the term that related to environment on the CSR reports.

Table 3. Classification of move structure of the environment section on both CSR reports.

Move	Step	R1+R2 occurrences (.../11)	Percentage (%)	Classification
M1. Headline		11/11	100%	Obligatory
M2. Establishing Credentials		11/11	100%	Obligatory
	S1. Introducing the company's broad objectives	11/11	100%	Obligatory
	S2. Elaboration of corporate responsibility in the Marketplace	9/11	82%	Conventional
	S3. Elaboration of corporate responsibility in the workplace	8/11	73%	Conventional
M3. INTHSE: Introducing the Health, Safety, and Environment Initiatives		11/11	100%	Obligatory
	S1. Outlining the company's environmental policy	5/11	46%	Optional
	S2. Introducing the health, safety and environment aspects	8/11	73%	Conventional
	S3. Displaying company credibility	11/11	100%	Optional
M4. DESCOM: Describing community engagement and development		5/11	46%	Optional
	S1. Introducing the community engagement activities	5/11	46%	Optional

2. Communicative Purposes on Environmental Section of Two CSR Reports

The analysis of communicative purposes on CSR reports refer to Swales (1990). It is started from the move structure identification and classification. The classification showed obligatory, conventional, and optional moves. The communicative purposes of the CSR reports are released from the obligatory moves because the move appears on all programs in the environmental section of both CSR reports. From the analysis of move structure on both CSR reports in 11 programs of the company's environmental sections, there are several communicative purposes that could be found:

Communicative Purpose 1: To build the company's brand image to the readers

The M1. Headline and M2. Establishing Credentials are obligatory moves that provide information about the company. M1. Headline, each company writes it on their environmental section of CSR reports. It functions to tell the readers about the report, to catch readers attention about what they will read on the report and make the readers easier to find out CSR reports in specific sections. Because this research focuses on the environmental section, the headlines are Climate Change & The Environment and Environment. M2. EST: Establishing Credentials, provides the information about the company's objective. From the two obligatory moves, it releases the communicative purpose of building the company's brand image to the readers. The companies share their goals on contributing to the environment through the CSR report especially on headlines

and Establishing Credentials. “*We are committed*”, this term shows that the company is committed to contribute on the environmental sustainability.

Communicative Purpose 2: To promote their company to the readers through environmental performance

The second communicative purpose can be found on M3. INTHSE: Introducing the Health, Safety, and Environment Initiatives. This move provides information regarding the company’s performance on the environment. From this move, the company can promote its company to readers through their track record and achievements. The company describes their contribution through some programs to reduce environmental problems. From the M3. INTHSE: Introducing the Health, Safety, and Environment Initiatives as an obligatory move, it can be found the communicative goals of the company on providing the information about their environmental performance. The companies intend to promote themselves through beneficial environmental programs. The promotion is also conducted through sharing the positive information in the CSR report and building a good image

Conclusion

This research aims to identify the move structure and communication purposes on the environmental section of the two CSR reports from oil-palm companies in Indonesia and Malaysia. Each report has some programs in the environmental section with 6 programs from SML (report 1) and 5 programs from SDP (report 2). There are some moves in constructing the CSR reports. There are 3 obligatory moves: Headlines, Establishing Credentials, and INTHSE: Introducing the Health, Safety and Environment initiatives. There are 2 communicative purposes that were found from this research: 1. To build the company’s brand image to the readers and 2. To promote their company to the readers through environmental performance. This research only conducted on looking for the move structure and communicative purposes of CSR reports from oil-palm companies in two different countries in ASEAN are Indonesia and Malaysia. Due to this undergraduate thesis, this research has limitations on following the framework from other research to verify the move structure and communicative purposes of the CSR report. There are still a lot of issues that can be analyzed more deeply from this topic, especially for CSR reports. It can be analyzed through a deeper analysis with another theory that can be used for this data.

Originality Statement

The author declares that this article is their own work and to the best of their knowledge it contains no materials previously published or written by another person, or substantial proportions of material which have been accepted for publication in any other published materials, except where due acknowledgment is made in the article. Any contribution made to the research by others, with whom the authors have worked, is explicitly acknowledged in the article.

Conflict of Interest Statement

The author declares that this article was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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