

Corporate Social Responsibility (CSR) Activities at PT. XYZ

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ABSTRACT

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This study aims to determine the extent to which the implementation of corporate social responsibility/CSR is carried out by PT. XYZ Indonesia is carried out in accordance with applicable regulations and to find out the effect of implementing these Corporate Social Responsibility activities. The method used in this study is observation by collecting data obtained through interviews with the company and the community and paying attention to the supporting literature. The data obtained were then analyzed qualitatively and presented in detail descriptive by the author. Based on the results of the research and the data obtained, it can be concluded that the CSR activities carried out by PT. XYZ Indonesia in the form of compensation for orphans and slaughter of sacrificial animals which aims to build a positive image and create an image that the company pays attention to the condition of the surrounding community. There are several obstacles faced by the company in carrying out this CSR activity, namely a lot of data that is not in accordance with the database that has been made by the committee, and the difficulty of managing the people who come. However, these obstacles can be overcome with various solutions carried out by the organizers such as coordinating with the local RT/RW and creating a coupon exchange system that has been made before.

Keywords: Corporate, Social, Responsibility

1. INTRODUCTION

With the development of the times, more and more companies have been established, which want to have a good image in the eyes of the community around the company. By carrying out the Corporate Social Responsibility (CSR) program the company has made good relations with the community around the company. Corporate Social Responsibility (CSR) is social responsibility towards the surrounding environment carried out by companies in various forms of activity. Through Corporate Social Responsibility (CSR) the welfare and social life of the community will be guaranteed by providing assistance to the community around the company, providing scholarship assistance for underprivileged children, and other social activities.

Efforts made by the company with Corporate Social Responsibility (CSR) activities in accordance with Law no. 40 of 2007 concerning Limited Liability Companies ("UUPT") and Government Regulation no. 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies ("PP 47/2012") will raise the reputation and good name of the Company in the eyes of the community around the company, besides that Corporate Social Responsibility (CSR) is also a form of strategy used by companies to smooth company production activities or processes. In order for this Corporate Social Responsibility (CSR) activity to run smoothly, during the activity it is

necessary to pay attention or research so that it can benefit, namely the value of a good image for the company in the eyes of society. Based on this background, the writer is interested in taking the title "Corporate Social Responsibility (CSR) Activities at PT. XYZ Indonesia"

2. LITERATUR REVIEW

CSR (Corporate Social Responsibility)

According to Friedman in Ismail Solihin (2017: 8), reveals: "Corporate social responsibility is running a business in accordance with the wishes of the company owners (owners), usually in the form of making as much money as possible by always heeding the basic rules outlined in a society as regulated by laws and regulations". Petkoski and Twose in Kadar Nurjaman and Khaerul Umam (2012: 127) define CSR: "Business commitment to play a role as a supporter of economic development, working with employees and their families, local communities and the wider community, to improve their quality of life in various profitable ways. for business and development". "CSR is a business operation that is committed not only to increasing company profits financially but also to socio-economic development in a holistic, institutionalized and sustainable manner." Edi Suharto, 2010:4).

The definition of CSR that is relatively easy to understand and operationalize is "By developing the concept of the Tripple Bottom Lines (profit, planet, and people) initiated by Elkington (1998). In his book *Cannibals With Fork: The Triple Bottom Line in 21st Century Business* (1998), Elkington emphasized that a good company does not only seek economic profit (profit), but rather has concern for environmental sustainability (planet) and community welfare (people). ". Edi Suharto (2010:4). CSR is "Concern of a company that sets aside a portion of its profit (profit) for the benefit of human development (people) and the environment (planet) in a sustainable manner based on appropriate and professional procedures". Edi Suharto (2010:5).

In Edi Suharto (2010: 10) states: "CSR is the responsibility of an organization for the impacts of its decisions and activities on society and the environment which is manifested in the form of transparent and ethical behavior that is in line with sustainable development including health and welfare. society, taking into account the expectations of stakeholders, in line with established laws and international norms of behavior, and integrated with the organization as a whole". According to Dedi Kurnia (2015: 8) "CSR is management carried out by business entities to achieve sustainable development goals based on economic, social and environmental balance, by minimizing negative impacts and maximizing the positive impacts of each plan". (A+CSR Indonesia). The draft ISO 26000 document, the definition of social responsibility is: "Ethics and actions related to organizational responsibility that consider the impact of organizational activities on various parties in ways that are consistent with the needs of society".

Dedi Kurnia (2015:17). Bowem in Totok Mardikanto (2014: 86) defines CSR: "As the obligation of entrepreneurs to formulate policies, make decisions, or follow the desired line of action in terms of community goals and values. Corporate Social Responsibility (CSR) is also a concept that has attracted worldwide attention and gained a new resonance in the global economy, where currently the increasing interest in CSR in recent years has emerged along with globalization and international trade, which has been reflected in the complexity of the business increasing and new demands to increase transparency and good corporate governance". Jamali D. and Rabbath M in Totok Mardikanto (2014:86). CSR as defined by the European Commission in Totok Mardikanto (2014: 86) is "a concept in which companies integrate social and environmental concerns in business operations and in interactions with stakeholders on a voluntary basis which makes them increasingly aware that responsible behavior leads to business success." sustainable". CSR is about managing change at the corporate level in a socially responsible manner which can be seen in two distinct dimensions:

1. Internals; socially responsible practices relate primarily to employees and relate to issues such as investment in capital change, health and safety and human management, while responsible environmental practices relate primarily to managing natural resources and the use of other resources in production .

2. External; CSR is outside the company with local communities and involves various stakeholders such as business partners, suppliers, government, customers, public authorities and NGOs representing local communities and the environment.

CSR benefits

Corporate Social Responsibility (CSR) is a commitment to improve people's welfare through business practices. However that is not charity but the core business strategy of an organization. Post et al 2002 in Solihin in Totok Mardikanto (2014: 86) states that Corporate Social Responsibility is one of several corporate responsibilities to stakeholders.

Benefits of CSR for the Community Chakraborty in Totok Mardikanto (2014: 86) concludes that Corporate Social Responsibility (CSR) is about how companies manage business processes to produce an overall positive impact on society. Thus companies consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, shareholders, employees, communities and other stakeholders, as well as the environment. This looks to go beyond the legal obligation to comply with the law as a voluntary organization in taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large. That the purpose of CSR is not just community development. The core objective of CSR is how community development can continue to exist in society as an effort to balance the environment and nature.

By paying attention to the community, companies can contribute to improving the quality of life of the community. Attention to the community can be done by means of companies carrying out activities and making policies that can improve the welfare, quality of life and competence of the community in various fields. By paying attention to the environment, companies can participate in efforts to preserve the environment in order to maintain the quality of human life in the long term. The company's involvement in environmental maintenance and preservation means that the company participates in efforts to prevent disasters and minimize the impact of disasters caused by environmental damage. On the other hand, Dazahro in Totok Mardikanto (2014: 86) states that the CSR program is an investment for the company for the growth and sustainability of the company and is no longer seen as a cost center but as a profit center.

The CSR program is the company's commitment to support the creation of sustainable development. Pratiwi in Totok Mardikanto (2014: 86) suggests that CSR will have a more positive impact on society, this will depend heavily on the orientation and capacity of other institutions and organizations, especially the government. Studies at the World Bank Howard Fox, in Totok Mardikanto (2014: 86) show, the government's role related to CSR includes developing policies that are healthy for the market, participation of resources, political support for CSR actors, creating incentives and increasing organizational capabilities.

Benefits of CSR for the Government Implementation of CSR also provides benefits for the government. Through CSR, a relationship will be created between the government and companies in overcoming various social problems, such as poverty, low quality of education, lack of access to health and so on. The government's task of creating welfare for its people becomes lighter with the participation of the private sector (companies) through CSR activities. CSR that can play a role in overcoming social problems is CSR that is community development in nature such as giving scholarships, empowering the economy of the poor, building health facilities and so on in Totok Mardikanto (2014: 86). Related to this, experience shows that the presence of CSR contributes quite a lot to the government, in the form of:

- a) Financial support, mainly due to the limited government budget to finance development related to poverty alleviation.
- b) Support for facilities and infrastructure (economy, health, education/training, places of worship, sports facilities, the arts, etc.), both those that are already owned and those built through CSR activities.
- c) Expertise support, through the involvement of company personnel primarily in community capacity building activities.
- d) The involvement of NGO activists in CSR activities is a source of learning, especially in growing, mobilizing and maintaining community participation in development. Benefits of CSR for Cooperatives Companies that implement CSR correctly will have a positive impact on the sustainability of the company itself.

Meanwhile, Muljati in Totok Mardikanto (2014: 86), seeing the benefits of CSR for the company itself, is:

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- a) Improving the company's image. By carrying out CSR activities, consumers can get to know the company better as a company that always does good activities for society.
 - b) Strengthening the "Brand" of the company. Through the activity of providing product knowledge to consumers by distributing products free of charge, it can raise consumer awareness of the existence of the company's products so as to enhance the company's brand position.
 - c) Develop cooperation with stakeholders. In carrying out CSR activities, the company certainly cannot do it alone, so it must be assisted by stakeholders, such as the local government, the community, and local universities. Then the company can open good relations with these stakeholders.
 - d) Differentiate the company from its competitors. If CSR is carried out by the company itself, the company has the opportunity to highlight its comparative advantage so that it can differentiate it from competitors who offer the same product or service.
 - e) Generate innovation and learning to increase corporate influence. Choosing CSR activities that are in accordance with the company's main activities requires creativity. Planning CSR consistently and periodically can trigger innovation within the company which can ultimately increase the company's role and position in global business.
 - f) Open access to investment and financing for companies. Investors now have awareness of the importance of investing in companies that have carried out CSR. Likewise, providers of funds, such as banks, prioritize the provision of financial assistance to companies that carry out CSR.
 - g) Increasing share price. In the end, if the company routinely carries out CSR activities in accordance with its main business and does it consistently and routinely, the business community (investors, creditors, etc.), government, academics, and consumers will become more familiar with the company, then the demand for the company's shares will increase. rise and automatically the company's stock price will also increase.

CSR principles The Brundtland Commission in Totok Mardikanto (2014: 86) has established CSR principles which include:

- a) Principles of accountability Mainly related to the impact on society and the environment.
- b) Principles of ethical behavior Based on the principles of honesty, fairness and integrity.
- c) The principle of respecting the interests of stakeholders In the sense of respecting, considering and dealing with the interests of stakeholders.
- d) The principle of respect for the rule of law Namely the organization must accept that respect for the rule of law is mandatory.
- e) The principle of respecting international norms of behavior.
- f) The principle of respect for human rights
- g) In a sense organizations must respect human rights and recognize their importance and universities.

3. RESEARCH METHOD

The type of research used is descriptive qualitative research. Descriptive qualitative research is research that is used to analyze data by describing or describing data that has been collected properly without intending to make generally accepted conclusions or generalizations (Sugiyono, 2012). According to Mukhtar (2013: 10) descriptive qualitative research method is a method used to find knowledge of research subjects at certain times. The author in this study uses descriptive qualitative research because researchers want to know and get in-depth information related to the topic (Sugiyono, 2012)

Data collection techniques in this study are observation and interviews. The observation in this research is participant observation. The interview in this study was through semi-structured interviews where the interviewer had prepared a topic and a list of interview guide questions before the interview activity was carried out, the researcher needed to explore further a topic based on the answers given by the participants. Data collected from interviews with informants

According to Creswell (2016) the data analysis model in this study follows the concept of activities in qualitative data analysis carried out interactively and continuously at each stage of the research so that it is complete. Components and data analysis in this study are:

1. Data reduction.

The data obtained from the report is quite a lot, so it needs to be recorded carefully and in detail. Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns.

2. Data Presentation

After the data is reduced, the next step is to display the data. In qualitative research, the presentation of data can be done in brief forms, charts, relationships between categories, and with narrative text. By displaying data it will make it easier to understand what happened and plan further work based on what has been understood

3. Data Verification or Inference

The initial conclusions put forward are still temporary, and will change if strong evidence is found to support the next stage. But if the conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

4. RESULTS AND ANALYSIS

CSR activities at PT. XYZ Indonesia PT. XYZ Indonesia in forming a positive image in society by carrying out CSR activities. Corporate Social Responsibility (CSR) is one of the social activities carried out by PT. XYZ Indonesia to the public. There are several CSR activities carried out by PT. XYZ Indonesia, by providing compensation to orphans, slaughtering sacrificial animals, and planting trees. But currently there are only 2 activities that are carried out routinely every year, namely:

1. Provide compensation to orphans

This compensation activity is one of the activities to foster the company's sense of concern for the surrounding community. Compensation activities are activities that are routinely carried out every year by collecting orphans who live in the area around the company. This activity is always carried out at the Al-Ikhwan mosque PT. XYZ Indonesia, by inviting 80 employees and 60 residents around the company. In the event of compensation for orphans PT. XYZ Indonesia formed a committee to carry out CSR activities, the HR (Human Relations) Division coordinated directly with the company and coordinated with the RW and RT heads around the company area by collecting data on local residents. The CSR activities carried out by the company coincided with the Isra Mi'raj day and in this activity the company not only invited orphans, but the company invited Habib Bahar Ali Bin Smit, an employee of PT. XYZ Indonesia, RW and RT officials to participate in orphan compensation events. This activity began with a lecture led by Ustad Habib Bahar bin Smit, and after that introduced the name PT. XYZ Indonesia in the midst of the community who attended CSR activities so that the company can be closer to the community and vice versa the community can also get to know the company. The last event of this CSR activity was giving compensation to orphans in the form of money and gifts which contained school equipment such as bags, pens, pencils and notebooks.

2. Tree Planting Activities

Tree planting activities carried out by PT. XYZ Indonesia is a form of concern for the environment. PT. XYZ Indonesia is a company that produces musical instruments, one of which is guitars, where one of the materials for producing guitars is wood. In tree planting activities carried out by PT. XYZ Indonesia uses meranti, nyato, and sono keeling trees. The CSR activity carried out is planting trees in the Sukabumi area, Pelabuhan Ratu, West Java. The company forms a committee in tree planting activities so that the activities carried out run smoothly and are in accordance with the rounddown that was previously made.

3. Sacrificial Animal Slaughtering Activities

The activity of slaughtering qurban animals is a form of activity that has an attitude and sense of social concern, the activity of slaughtering qurban animals is also a form of alms given by PT. XYZ Indonesia. CSR activities of sacrificial animal slaughter are carried out routinely every year by PT.

XYZ Indonesia. Prior to the slaughtering of sacrificial animals, the company makes coupons that will be given to employees of PT. XYZ Indonesia, the surrounding community, by coordinating directly with the local RW and RT. Before the qurban animal slaughtering activity was carried out, the company held a congregational prayer at the PT. XYZ Indonesia, which was attended by employees, the surrounding community, so that the company can be closer to the community and vice versa the community can also get to know the company.

In the activity of slaughtering sacrificial animals, the company invites ustad to give lectures and fill events. After this activity was carried out, the company gave meat to employees and the surrounding community who had been recorded and had coupons that had previously been given by the company. It is hoped that with the existence of CSR activities, the community can feel the good impact. Not only for the community around the company, this CSR activity is also given to employees of PT. XYZ Indonesia in order to form a sense of social care for employees, and make them proud because they have worked at PT. XYZ Indonesia which has helped improve the welfare of the people around the company. The influence gained from CSR activities for PT. XYZ Indonesia is able to form a positive image of the company, and enhance the good name of PT. XYZ Indonesia. In implementing CSR activities at PT. XYZ Indonesia, the company formed a committee to carry out CSR activities carried out at the Al-Ikhwan Mosque PT. XYZ Indonesia.

Benefits of CSR PT. XYZ Some of the benefits that are expected to be felt by the company and the surrounding community by holding this CSR activity are:

1. Benefits for the company

a. Building a positive image of the company because it is considered to care about the religious activities of the surrounding community which will certainly add value to the continued development of PT. XYZ.

b. Creating an image as a company that pays attention to the surrounding conditions because routinely providing compensation to orphanages means that the company sets aside a portion of profits for social activities.

c. Shows that the company has a religious organizational culture because it always organizes its social activities for charity to the surrounding community with reference to religious elements.

i. Benefits for society

2. Orphans around the company feel very helped by the provision of this routine compensation because it can meet the various needs needed by orphans, especially for a number of matters related to basic needs.

a. The tree planting CSR activity carried out by the company is a form of concern for the environment, where the company uses wood as a basic material for production.

b. The activity of slaughtering sacrificial animals which is carried out routinely every year at the Eid al-Adha event certainly provides a lot of assistance to the surrounding community, especially for small communities who find it very difficult to buy meat for their food **consumption**.

Obstacles faced in CSR activities at PT. XYZ

1. Music Manufacturing Indonesia In implementing CSR activities at PT. XYZ Indonesia found several obstacles. Following are some of the obstacles in CSR activities at PT. XYZ Indonesia as follows:

a. Many orphans came but did not match the existing data. In the event of compensation for orphans, the company invited 80 people for employees, 60 people for the community around the company. By inviting many orphans to attend the orphan compensation event, the committee faced obstacles. Personal data that does not match the data previously recorded by the committee is a problem. This makes time inefficient so that the event is not in accordance with the rounddown that has been made by the committee, due to the need to re-check the data that is not appropriate.

b. Lack of care makes the plants grow not well. In carrying out tree planting activities carried out by PT. XYZ Indonesia, the obstacle is the lack of supervision in caring for the plants so that the plants become damaged. In addition, the plants that have grown large enough are eaten by cows and goats that are around

c. It is difficult to regulate the community when exchanging coupons for taking qurban animal meat In this sacrificial animal slaughtering activity the company makes coupons and will distribute them

to the surrounding community, but with many local people coming to exchange their coupons, many people do not follow the rules given by committee. The community also did not want to queue at the place provided by the committee, resulting in incidents of pushing one another and creating commotion in the coupon exchange process, so that the committee had difficulties in exchanging coupons for the collection of sacrificial animals.

The solution that was made after CSR activities were carried out at PT.

Yamaha Music Manufacturing Indonesia In addition to the obstacles encountered in CSR activities, PT. XYZ Indonesia has a solution to get over the obstacles found in Corporate Social Responsibility (CSR) activities at PT. XYZ Indonesia, among others:

1. Before the orphan compensation activities are carried out, the committee re-confirms with the local RW and RT for the completeness of the orphan's data which the committee will later create a database for so as to avoid mistakes in recording the personal data of the orphans present.
2. The company coordinates with local residents who are responsible for carrying out routine checks, so as to produce good plants.
3. In carrying out the activities of slaughtering sacrificial animals, the committee before giving the coupons to local residents that have been made by dividing into two sessions.

5. CONCLUSION

Conclusion

1. CSR activities at PT Yamaha Music Manufacturing Indonesia CSR activities are one of the social activities carried out by the company to create a positive image in the eyes of society.
2. CSR activities of PT. XYZ consists of compensation activities for orphans which are carried out every year to increase a positive image in the eyes of the public, in this activity involving employees and the surrounding community.
3. Tree planting is a form of the company's concern for the environment, PT. XYZ Indonesia is a company that produces musical instruments, one of which is guitars, where one of the main materials is wood.
4. One form of alms made by PT. XYZ Indonesia by conducting sacrificial animal slaughtering activities, apart from that this activity is to foster a sense of social and concern that the company provides for local residents.
5. The benefits obtained in CSR activities at PT. XYZ Indonesia
 - A. Benefits for the company
 - a. Building a positive image and increasing the company's reputation in religious activities, increasing value for the development of PT. XYZ Indonesia
 - b. Creating a positive image of the company to the community, with this CSR activity the company has set aside some profits for social activities.
 - c. With the CSR activities carried out, the company has a religious organizational culture.
 - B. Benefits for society
 - a. With the orphans' compensation activities carried out by PT. XYZ Indonesia makes orphans around the company feel helped to meet their daily needs.
 - b. Tree planting CSR activities carried out in the Sukabumi area, West Java, provide considerable benefits to local residents, where the company gives responsibility to local residents who will later be rewarded by the company.
 - c. The activity of slaughtering qurban animals provides a lot of assistance to the surrounding community, especially small communities who cannot afford to buy meat for consumption.
- Obstacles faced in CSR activities at PT. XYZ Indonesia
 - a. Obstacles in orphan compensation activities found by the committee, namely the orphans' personal data that did not match the data that had been prepared by the committee, making time inefficient and the event not running according to the roundwon.
 - b. Lack of care makes the results obtained not optimal, because the plants that have grown large enough are eaten by cows and goats.

c. It was difficult to organize the people who came to exchange the sacrificial animal coupons because many people did not want to follow the rules made by the committee.

The solutions made in overcoming the obstacles faced by PT. XYZ Indonesia

a. Before carrying out the orphan compensation activities, the committee checked again for the data of orphans who were present at the activity so that there were no mistakes.

b. Coordinate with local residents to be responsible for checking trees.

c. In the activity of slaughtering sacrificial animals, the committee divided into two sessions in exchanging coupons to avoid commotion in exchanging coupons for taking qurban animal meat.

Suggestion

The advice given by the author for PT. XYZ Indonesia in implementing CSR activities:

1. In this case, a few days before the implementation, the company must coordinate with the local RW and RT to provide data on orphans who have completed filling out forms from the company. Later the company will create a database to record orphans who will attend the Orphans Compensation Event. Before entering the compensation event, orphans who come must first register to match existing data so that there are no errors in recording.

2. Before planting trees, the company should coordinate with local residents who have a high responsibility so that they pay attention to the development of plants to produce good plants.

3. We recommend that the organizing committee make a schedule for exchanging coupons by dividing the collection time so that things don't create a commotion. Before the coupons are distributed to the community, the committee must make a collection schedule, where the coupons are stamped with a different type, for example type A during the day and type B in the afternoon so that the exchange of coupons for taking qurban animal meat becomes more efficient.

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