

Determinant Factors on Policy Implementation of Corporate Social Responsibility in Sustainably Increasing Community Empowerment

Hafiz Elfiansya Parawu*

Public Administration, Muhammadiyah University of Makassar, Jl. Sultan Alauddin No.259, Gn. Sari, Rappocini, Makassar City, South Sulawesi 90221

***Corresponding author**

Hafiz Elfiansya Parawu

Article History

Received: 04.07.2018

Accepted: 24.07.2018

Published: 30.07.2018

DOI:

10.21276/sjhss.2018.3.7.9



Abstract: Corporate Social Responsibility (CSR) is a form of community empowerment sustainably implemented by the private sector which is believed to be a strategic approach in an effort to alleviate poverty in Indonesia. Implementation of community-based CSR policy has been also carried out by Semen Bosowa Maros (SBM) Ltd. The main area targeted as community-based CSR is the operational area of PT. SBM in the village of the District Baruga Bantimurung Maros. This study aimed to analyze the determinant factors of policy implementation of CSR Semen Bosowa Maros in sustainably improving the community empowerment of Baruga village. The study took place in the operational area of SBM Ltd. in Baruga village applying qualitative research with a case study approach. Sources of data in the study consisted of primary and secondary data. The study concluded that determinant factors in policy implementation of CSR SBM Ltd. in increasing community empowerment in Baruga village are factor of support policy makers, resources availability, support policy implementor, and community participation.

Keywords: corporate social responsibility, policy implementation, empowerment, community.

INTRODUCTION

Corporate Social Responsibility (CSR) is a concept that is still growing, so that CSR has a variety of definitions. Single definitions and specific criteria for CSR concepts do not exist because CSR implementation and translation of CSR are different, CSR as a business commitment to act ethically, operate legally and contribute to improving the quality of life of employees and their families, local communities, and the wider community [1]. The European Commission [2], defines CSR not only as a liability, but it is voluntary and there is a genuine impulse from within, as well as an investment for the environment and related stakeholders [3].

The World Business Council for Sustainable Development defines CSR as an ongoing commitment among businesses to behave ethically and contribute to economic development while improving the quality of life of employees and their families, local communities, and society as a whole [4]. This definition implies the meaning that CSR must be implemented continuously in order to create sustainable development which is the core of CSR, so that the elements of profit and resources into a unified whole that can provide great benefits and touch all aspects of life [5, 6].

Semen Bosowa Maros (SBM) Ltd. as a cement industry with a capacity of 1.8 million tons per year has given attention to the community around the factory through a variety of proactive approach in anticipating and solving various problems arising from the activities of the company. The existence of Environment and Community Development Department Division in running CSR SBM Ltd. is a very effective breakthrough in minimizing collisions with local culture and socio-economic disparity in order to maintain a harmonious relationship with the surrounding community and to improve the empowerment of the community of Baruga Village in a sustainable manner.

The concept of community empowerment includes understanding of community development and development based on community-based development. Empowerment in the context of society is the ability of individuals who bersenyawa in society and build community empowerment in question [7, 8]. This research sees its policy implementation specific to the determinant factors in it, policy implementation is essentially a practical activity, as distinguished from policy formulation, which is essentially theoretical [9]. The context of the implementation of the new policy will appear to have an effect after the policy is

implemented [10], defines implementation as actions by either individuals or governmental or private officials or groups directed towards the achievement of objectives. goals that have been outlined in the policy [11]. CSR in the context of community empowerment is part of a professionally and institutionalized corporate policy. Implementation of CSR policies in the form of community development must be done by the company, not to mention moving in various fields. Based on the description of the background that has been raised, it appears that the continuous improvement of rural community empowerment can be done through the policy implementation of CSR. The purpose of this study is to determine and analyze the determinants of the policy implementation of CSR corporate SBM in improving the empowerment of society Baruga Village in a sustainable manner.

RESEARCH METHODS

The approach of this research is qualitative, then this research is descriptively designed to know and describe the determinant factors of Company CSR policy implementation BSM in improving community empowerment in Baruga Village, Bantimurung District Maros Regency. Data collection techniques through in-depth interviews, observation, and documentation. Data validation is done by extending observations, increasing research persistence, and source triangulation. The main instrument in this study is the researcher himself who is a key instrument. The series of processes includes data reduction, data presentation, and data verification. This series is used by researchers in describing the results of research.

RESULTS AND DISCUSSION

Factors determinant of CSR policy implementation Semen Bosowa Maros Ltd

Based on the description of various factors determinant of policy implementation that has been put forward by experts and the results of observations of researchers in the location of the study, the researchers found that there are 4 determinant factors in the implementation of CSR policies SBM Ltd. in improving the community empowerment of Baruga Village is described as follows:

Support policy makers

The results revealed that CSR policy implementation of SBM Ltd. has enough support and support from the side of SBM Ltd. it's just support and alignment of the commitment of the SBM Ltd. has not been so focused on activities that can improve the empowerment of the community of Baruga Village in a sustainable manner. Form of assistance in the implementation of CSR policies SBM Ltd. during this dominant still realized in the form of charity and philanthropy.

CSR activities conducted by SBM Ltd. in the form of development of various facilities and infrastructure and village infrastructure can certainly be said as a form of attention SBM Ltd. in community and environment in Baruga Village. However, in addition the people of Baruga Village very hope the SBM Ltd. can show attention and partisanship through CSR activities that can further improve the welfare and empowerment of the community and can maintain environmental sustainability in a sustainable manner.

Initial commitment of SBM Ltd. in Baruga Village is to be able to give maximum benefit to the community around the factory and also to preserve the environment through CSR activities undertaken. For that, the initial commitment of the SBM Ltd. should be realized through CSR activities undertaken, especially various CSR programs based on community empowerment in order to improve the welfare and sustainability of society and environmental sustainability in Baruga Village.

The stronger the alignment and commitment of SBM Ltd. to focus on implementing CSR in the form of community empowerment program will be very influential in improving the community empowerment around the factory and can maintain environmental sustainability from the impact of plant operation in a sustainable manner. Embodiments of the alignment and strong commitment of the SBM Ltd. is what is expected and anticipated by the people of Baruga Village.

Based on the results of research also shows that the implementation of CSR policies SBM Ltd. in improving the sustainability of the community of Baruga Village in a sustainable manner has received enough attention from the Maros Regency Government. It's just that the support and support should be continuously improved so that the implementation of corporate CSR policy. SBM in improving the sustainability of the community of Baruga Village in a sustainable manner can be realized soon.

Various impacts that occurred in Baruga Village due to the operation of cement factory SBM Ltd. such as problems of dust pollution and waste water pollution factories, karst mountain damage, and still quite a lot of people belonging to families underprivileged, of course, should be the main concern of the SBM Ltd. and Local Government of Maros Regency. For that, the SBM Ltd. and the Regional Government of Maros Regency must reinforce its initial commitment to be able to fix all the impacts caused by the operation of the SBM Ltd. in Baruga Village, especially in improving the empowerment of Baruga Village community in a sustainable manner.

In order to demonstrate its alignment and commitment in addressing the improvement of welfare

and sustainable community empowerment and environmental conservation in Baruga Village, the researcher recommends to the Maros Regency Government to be able to establish a policy in the form of a local regulation or regent regulation governing CSR activities operating in Maros District.

The aims and objectives of the local government policy will be a clear basis for the company in implementing its CSR activities in Maros Regency. The existence of the policy is also to become the basis for the Regional Government of Maros Regency in conducting supervision on the implementation of CSR and at the same time encourage the company, together with the community, and local government and related to pay attention to social and environmental issues in Maros Regency.

Availability of resources

The results reveal, human resources support is very influential in the implementation of CSR policies SBM Ltd. in improving community sustainability in Baruga Village, is the availability of human resources that have a good level of competence in their respective fields of work. The availability of competent human resources in the implementation of PT CSR policy. SBM is absolutely owned by both the Environment and Community Development Department SBM Ltd. itself, TPKS-BB partners, and related parties involved. The higher the competency level of every human resource involved in formulating and running CSR programs based on community empowerment, the chances of successful implementation of CSR policies are greater and sustainable community empowerment can be realized. Competence of human resources is what must be improved by the SBM Ltd. in implementing its CSR policy.

Facilities activities have been provided by the SBM Ltd. for residents and village officials, TPKS-BB partners, and a number of parties involved in CSR activities is a meeting hall, meeting room in the office of Environment and Community Development Department SBM Ltd., and various other supporting facilities.

All the activities are used for meetings, meetings and discussions to formulate a number of CSR programs to be performed. The adequate support of facilities is very useful and greatly affects the successful implementation of CSR policies. SBM in Baruga Village. Support the availability of funding from SBM Ltd. whether in the form of funds or in the form of cement aid or in other forms, seems to be increasingly improved. Funds and cement assistance that is very needed by the Baruga Village community in the process of disbursement and granting is often delayed.

Even sometimes the delay is coupled with inconsistencies with the funds and cement assistance as required by the people of Baruga Village. Providing CSR assistance SBM Ltd. in accordance with the demand of the community, both in terms of amount and time of giving it important to note again so that people do not experience the disappointment of the delay and shortage of CSR assistance from SBM Ltd. Important things to do by the SBM Ltd. is to create and provide clarity and report to the general public, especially the community in Baruga Village, will be the amount of CSR funds specifically allocated by the SBM Ltd. Transparency and accountability is very important to be put forward so that information disclosure related CSR budget allocation PT. SBM in each year in the form of CSR reports can be known by the community.

Support policy implementor

Based on the result of research, the ability of personnel member of Environment and Community Development Department looks good enough in terms of knowledge and experience in CSR SBM Ltd. so far. This ability is also increasing through education and training and technical guidance on CSR that they often attend. The capabilities of all TPKS-BB partners are also seen quite well, especially regarding the knowledge of the problems occurring in their hamlets and villages. The related parties that are invited to work together also have good skills in their respective fields.

Responsiveness in the form of liveliness and enthusiasm of the implementors involved in the implementation of CSR policies SBM Ltd. will have a positive impact on the community, and it becomes very important to get good participation support from the people of Baruga Village.

The responsiveness of the implementors involved in the implementation of PT CSR policy. SBM is very influential is related to the liveliness, enthusiasm, and care of the policy implementation CSR of SBM Ltd. on community needs in Baruga Village. This responsiveness should be increasingly put forward and enhanced.

Strategic factors of the actors CSR policy implementation SBM Ltd. becomes very important and greatly affects the success of CSR activities undertaken. Seen on the strategy of community involvement in the construction of village roads, farm roads, bridges, and community drinking water supply basins. Strategy of collaboration with other related parties, for example in the program of building family latrines in cooperation with the police, soldiers, sub-district, and public health center as a driver and motivator for the community. In the program of cultivating Palawija (replacement of rice) in the yard of the house to the process of making organic fertilizer, also carried out the strategy by empowering the mothers assisted by agricultural extension workers.

Strategy of approach which have been done by all actors of CSR policy implementation. SBM, is very influential on the success of any CSR activities conducted in the field. Implementation strategy by involving active participation of various parties, especially community participation, will support the successful implementation of CSR policy SBM Ltd. mainly on activities related to sustainable community empowerment.

Community participation

Based on the results of the research, the participation of the community in the form of compliance of the Baruga villagers appears in the form of the use of 50 cement / hamster cement assistance and other assistance well and according to its allocation must be the influencing factor so that the PT. SBM to date still distributes its CSR support. Similarly, the obedience of mothers who are members of women farmer group (KWT) in following all activities, ranging from socialization activities, training, to the practice of planting, making fertilizer, and the manufacture of organic pest toxins in the yard of citizens. The form of compliance is very influential in the implementation of CSR policies SBM Ltd. is the use of CSR support both in accordance with its allocation and compliance in following the series of CSR activities undertaken. This form of compliance from the community is very influential in supporting the success of CSR policy implementation of SBM Ltd. in improving the empowerment of Baruga Village community.

The active participation of the community must be a factor that influences so that the SBM Ltd. is still channeling its CSR funds and is now beginning to intensify community based empowerment activities in a sustainable way. The active participation of the community has made SBM Ltd. feels that the CSR programs they have done so far, especially those that are community empowering, can be well received by the people of Baruga Village.

Active participation of the community can grow if the responsiveness and compliance of the CSR policy implementor of SBM Ltd. is also good. The community will be easy to participate in every CSR activities of SBM Ltd. if they see the presence of responsiveness, compliance, and active participation of the policy implementor. This condition should be pursued and enhanced for various CSR programs SBM Ltd. especially those related to sustainable community empowerment can be realized in accordance with the planned.

CONCLUSION

Determinant factors in the policy implementation of CSR Semen Bosowa Maros Ltd. in improving the empowerment of Baruga Village community, is a factor of policy support, availability of

resources, support of policy implementors, and community participation. Implementation strategy by involving active participation of various parties, especially community participation, will support the successful implementation of CSR policies SBM Ltd., mainly on activities related to sustainable community empowerment.

REFERENCES

1. Anatan, L. (2010). Corporate Social Responsibility (CSR): Tinjauan Teoritis dan Praktik di Indonesia. *Jurnal Manajemen Maranatha*, 8(2), pp-66.
2. Wiwoho, J. (2008). Corporate social responsibility (csr) ditinjau dari aspek sejarah, falsafah, dan keuntungan serta kendalanya.
3. Wiwoho, J. (2008). Corporate social responsibility (csr) ditinjau dari aspek sejarah, falsafah, dan keuntungan serta kendalanya.
4. Moon, J. (2007). The contribution of corporate social responsibility to sustainable development. *Sustainable development*, 15(5), 296-306.
5. Rahadhini, M. D. (2012). Peran Public Relations Dalam Membangun Citra Perusahaan Melalui Program Corporate Social Responsibility. *Ekonomi dan Kewirausahaan*, 10(1).
6. Seitanidi, M. M., & Crane, A. (2009). Implementing CSR through partnerships: Understanding the selection, design and institutionalisation of nonprofit-business partnerships. *Journal of business ethics*, 85(2), 413-429.
7. Carroll, A. B. (2016). Carroll's pyramid of CSR: taking another look. *International journal of corporate social responsibility*, 1(1), 3.
8. Prasojo, E. (2004). People and Society Empowerment: Perspektif Membangun Partisipasi Publik. *Jurnal Ilmiah Administrasi Publik*, 4(2), 10-24.
9. Mardikanto, T., & Soebiato, P. (2012). *Pemberdayaan masyarakat dalam perspektif kebijakan publik*. Alfabeta.
10. Dunn, W. N. (2003). *Pengantar Analisis Kebijakan Publik*. Edisi Kedua. (Diterjemahkan oleh: Samodra Wibawa.dkk.) Yogyakarta: Gajah Mada University Press.
11. McLaughlin, M. W. (1987). Learning from experience: Lessons from policy implementation. *Educational evaluation and policy analysis*, 9(2), 171-178.
12. Van Meter, D. S., & Van Horn, C. E. (1975). The policy implementation process: A conceptual framework. *Administration & Society*, 6(4), 445-488.