



Synergy Between The Government Of Prasung Village And PT Kemas Persada Internasional in The Implementation of Corporate Social Responsibility

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Abstract

Corporate *social responsibility* is an ongoing commitment by the business community to act ethically and contribute to the economic development of the local community or the wider community, along with improving the level of workers and their families. Companies in carrying out social responsibility, should focus on three things, namely profit (*profit*), society (*people*), and the environment (*planet*). Attention to the community and the environment around the company can be done one of them by the way the company carries out activities as well as making policies that can improve welfare, quality of life, and community competence in various fields. By paying attention to the environment, companies can participate in environmental preservation efforts for the sake of preserving the quality of human life in the long run. Law of the Republic of Indonesia Number 40 of 2007 concerning Limited Liability Companies and Government Regulation of the Republic of Indonesia Number 47 of 2012 concerning Limited Liability and Environmental Liability Companies as a legal umbrella for implementing *Corporate Social Responsibility* is no longer voluntary or philanthropic that depends on individual morals, but rather an obligation which must be carried out because it is *mandatory*. The company's obligation to implement the *Corporate Social Responsibility* is conveyed to the community through community service activities with the target audience, namely the people of Pasrung Village, Buduran District, Sidoarjo Regency. Education results from the synergy of village government programs with companies in implementing *Corporate Social Responsibility*, namely PT Kemas Persada Internasional has implemented *Corporate Social Responsibility* with several forms of programs including land clearing for community access, recruitment of workers from the local community. But the people of Pasrung village still don't understand the objectives and the form of *Corporate Social Responsibility*. If the community understands compliance with *Corporate Social Responsibility*, then the community can participate in formulate programs to match what is desired by society itself.

Keywords: Synergty; Village Government; Companies; Social Responsibility.

I. Introduction

The long journey of human life ultimately produces a human wisdom towards humanity and civilization and their respective environments. The journey of civilization gave rise to some basic thoughts including: the earth is a place where all God's creatures and as a place of life and natural resources are natural and if so far exploited by humans become increasingly eroded and drained without accompanied by renewed efforts. Besides the fact that the earth is a place of life for all living things in which there is a wealth of abundant natural resources, the development and progress of science and technology is like a coin which does not always only have a positive impact, but also has a negative

impact including in the recovery of nature. Starting from the three elements, they should be able to work together to overcome the difficulties of protecting the earth from human greed, the development of science and technology and natural threats.

Some people understand that overcoming difficulties and natural threats are only carried out by community groups, which in turn gives birth to local wisdom. Humans as intelligent beings develop the concept of responsibility for the question of who should be responsible for their respective environments. Based on the concept of personal responsibility, everyone must be responsible for all actions. In Article 1365 the Civil Code states that anyone is obliged to take responsibility based on the law whether the person's actions bring harm to others. The concept of responsibility is still in the private sphere. Very rapid development occurs among which certain responsibilities become collective responsibility (*joint responsibility*).

The concept has shifted to corporate responsibility, because in some cases it has been proven that corporations have committed legal actions that are detrimental to third parties. Corporate social responsibility starts with the basic understanding that the company is a community organ that has positive and negative impacts. The fact is in the field, not all parties, all companies, and every stakeholder is consciously always responsible for every action and effect that has been done. Every legal subject is responsible for all matters for his legal actions both morally and legally (civil and public). Nobody has the freedom not to be responsible for the legal consequences of his legal actions. In this case the company is a subject (legal subject / legal entity).

Companies are required to not only think of financial benefits for their own interests and all parts involved in it, but also to the outside community, especially the surrounding environment. The existence and continuity of a company's life is very dependent and determined by the attitude of the community towards the institution / institution concerned. Corporate *social responsibility* is closely related to sustainable development both in the short and long term. Corporate social responsibility (*corporate social responsibility*) is an ongoing commitment by the business community to act ethically and contribute to the economic development of the local community or the wider community, along with improving the level of workers and their families.¹

¹ Wibisono Yusuf. 2007. *Dissecting CSR Concepts and Applications*. (Fascho Publishing: Gresik). Page 7

Companies in carrying out social responsibility, should focus on three things, namely profit (*profit*), society (*people*), and the environment (*planet*). The company must have an adequate level of profitability, because profit is the foundation for the company to be able to develop and maintain its existence. One of the ways to pay attention to the community and the environment around the company is how the company carries out activities and makes 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 environmental preservation efforts for the sake of preserving the quality of human life in the long run.

The company, company owners and other shareholders depend on the community in their efforts to gain recognition and profit from where the company operates. The most fundamental role of trade is as an intermediary to meet the needs of the community including the products and services produced by the company. Equally important for the community is the creation of jobs, both directly and indirectly. This future investment thinking is focused on modern thinking, which is between business and society. Some of the infrastructure needed by the industry include: roads, hospitals, schools, healthy environmental safety and other forms that are a form of long-term commitment. ²

Law of the Republic of Indonesia Number 6 of 2014 concerning Villages, gives a mandate to villages to be able to manage development in the village. This shows that the village is required to plan, carry out development and evaluate its village development program as an effort to improve the quality of life and life to the extent of the welfare of the village community. Although the village gets village funds from the central government, but the assistance is not sufficient for development in the village so it needs to be supported by various parties including the private sector.

PT Kemas Persada Internasional (PTKPI) is located on Jalan Raya Sidomulyo RT 06 RW 19 Buduran District, Sidoarjo Regency. PT Kemas Persada Internasional, among others, is engaged in *packaging* roll films, *garnishes* teriyaki chicken film, and *instant* noodles. Since the beginning of its operation, PTKPI has carried out various activities to show the good faith of PTKPI as a company and one of the parties who played an active role in the

² Hendrik Budi Untung, Corporate Social Responsibility, (Jakarta: Sinar Grafika, 2009), page 3

development and development, especially villages in the vicinity of PTKPI's operational areas. These various activities include providing assistance to the community and local government, training and increasing the economic capacity of the community, as well as various other types of activities that are included in *Corporate Social Responsibility (CSR)*.

As a company that deals with the interests of the community, PT Kemas Persada Internasional consistently continues to strive to advance while providing welfare for the community and the surrounding environment. Besides that, it is also to avoid negative issues and sentiments from the community related to negative impacts arising from operational activities. PT Kemas Persada Internasional seeks to integrate all stages of operations with environmental management and take into account environmental impacts. Based on the identification of the background of the problem above, it can be formulated as follows: How is the synergy of Prasung village government Buduran District with PT Kemas Persada Internasional in building synergy and maximizing the function of *Corporate Social Responsibility (CSR)*?

The outputs of this community service activity are: the creation of awareness and understanding of the obligations of PT Kemas Persada Internasional in carrying out its obligations, one of the forms is to provide welfare for the community and the surrounding environment, namely the people of Pasrung Village, Buduran District, Sidoarjo Regency. The existence of this understanding is expected to aim and aim in community service activities can be achieved.

II. Method

The activities of this service are carried out by methods including; socialization by providing information and understanding to the people of Pasrung Village in particular, the target of devotion material so that service participants become more familiar with, understand, understand about the form of *Corporate Social Responsibility* activities carried out by PT Kemas Perdana Internasional in Pasrung Village, sub-district Buduran, Sidoarjo Regency. The second method is Question and Answer, which allows getting a feedback from the community regarding the service activities carried out as well as the absorption of the material that has been delivered.

III. Main Heading of the Analysis or Results

Synergy Between The Government Of Prasung Village And Pt Kemas Persada Internasional In The Implementation Of Corporate Social Responsibility

Concern for the community and the environment around the company is increasing from year to year. More and more companies are realizing the importance of *Corporate Social Responsibility (CSR)* and putting it in the issue of their business strategy. From several definitions of *Corporate Social Responsibility (CSR)*, it can be concluded that *Corporate Social Responsibility (CSR)* is a manifestation of the commitment of the business community to continue to act ethically, operate legally, contribute to economic improvement, improve the quality of life of employees and improve the quality of local communities and wider community.³

The implementation of *Corporate Social Responsibility* should also involve the village government by taking an important role in implementing it in the surrounding community so that the function of *Corporate Social Responsibility* in addition to improving the quality of life of the community also has benefits for the company. The relationship between the village government and the company in implementing *Corporate Social Responsibility* is something that must be done to maximize welfare in the community, especially in Prasung Village, Buduran District. In this case the function of *Corporate Social Responsibility (CSR)* is needed in the welfare of society. Forms of *Corporate Social Responsibility* undertaken by the company include: education, as well as adequate facilities for the community. Legally, arrangements relating to *Corporate Social Responsibility* are included in Article 15 of the Law of the Republic of Indonesia Number 25 of 2007 concerning Investment which states that individuals or companies, whether incorporated or not incorporated, are obliged to implement good corporate governance and carry out responsibilities corporate social. In the Law of the Republic of Indonesia Number 1 of 1995 in conjunction with the Law of the Republic of Indonesia Number 40 of 2007 concerning Limited Liability Companies has brought important changes to the business world in Indonesia. *Corporate Social Responsibility* (*CSR*) in Indonesia is known as Corporate Social Responsibility (*CSR*) or Corporate Social and Environmental(*CSR*).

³ Muhadjir and Gita fitri Qurani, Effects of the Application of Corporate Social Responsibility (*CSR*) on the perceptions of Bank customers and their impact on corporate image . Journal The Winners 12, no.2 (2011), p. 181

This activity is carried out in 4 (four) stages, namely: Observation stage, preparation (licensing) stage, Implementation Stage, and Evaluation Stage (RTL). In the Evaluation Phase are the results that have been achieved. The observation phase begins with mapping the targets in this activity. The people of Prasung Village, Buduran Subdistrict, Sidoarjo Regency were targeted in this activity based on the idea that the community did not really understand the role of a company in improving welfare and environmental recovery efforts around its operational areas so that the local community was less well aware of the rights and obligations of a company in the environment around them.

The study and observation phase was conducted on 4-6 February 2020. These studies and observations resulted in internal and external identification and classification in the implementation of *Corporate Social Responsibility* in Pasrung Village, Buduran District, Sidoarjo Regency based on SWOT analysis, among others in the following table:

Internal Factors	Eksternal Factors
<p data-bbox="242 987 373 1025">Strengths</p> <ol data-bbox="242 1059 798 1982" style="list-style-type: none"> <li data-bbox="242 1059 798 1585">1. The recruitment of workers carried out by the company PT Kemas Persada Internasional received a positive response from the local village community due to a separate quota by the company that was intended for the community. It can be concluded that some of the workers at the company are Pasrung village community <li data-bbox="242 1619 798 1982">2. The company and the Pasrung village government try to maximize related to the implementation of Corporate Social Responsibility is the frequent holding of collaborative tournament activities between the company and the local community 	<p data-bbox="858 987 1023 1025">Weaknesses</p> <ol data-bbox="826 1059 1356 1422" style="list-style-type: none"> <li data-bbox="826 1059 1356 1422">1. <i>Corporate Social Responsibility</i> still sounds unfamiliar to the people of Pasrung Village, Buduran Subdistrict so that the public does not know what is done by PT Kemas Persada Internasional and even seems to be indifferent

3. Pack Persada PT International had to give up some land for the company's local community access roads, in line with government programs such Pasrung village to improve the welfare of local communities	
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The preparation phase, begins with coordination with the company and Pasrung village community that is represented by Mr. Harun as HRD PT Kemas Persada Internasional and Mr. Muhammad Zaky As Secretary of Pasrung Village and also indirectly through communication tools.

Implementation Phase, this Community Service Activity was carried out on Saturday, February 8, 2020 at the Pasrung Village Hall, Buduran District, Sidoarjo Regency with 35 participants from Pasrung Village and Pasrung Village officials and representatives from PT Kemas Persada Internasional. In the evaluation phase, the service team evaluates including:

1. Investments in the program in *Corporate Social Responsibility* addition to improving community welfare is to support infrastructure development, or do processing Imbah, water and the natural environment. With the help of *Corporate Social Responsibility*, the company which in this case is PT Kemas Persada Internasional has done a number of things in improving road infrastructure, namely by semenisasi environmental roads, surrendering part of the company's land for community access roads, construction of elementary school yards, construction PAUD building and construction of sports facilities. The findings in the field of infrastructure development with the assistance offunds *Corporate Social Responsibility* are in line with the opinion of Mukti Fajar, ⁴that *Corporate Social Responsibility* better understood as the company's commitment to build quality a better life together with the parties involved, especially the people around him and the social environment in which the company is located, which is carried out

⁴ Mukti Fajar, *Corporate Social Responsibility in Indonesia: Study of the Application of CSR Provisions in Multinational, National Private and SOE Companies in Indonesia*, (Jakarta: Student Library, 2010) page 5

integrated with its activities business in a sustainable manner. Infrastructure development is one of Prasung Village's priority programs to facilitate facilities transportation within the village, making it easier for road access between residents village and can beautify the atmosphere of the Village, let alone developed it tourism village. If the road is still damaged and impassable, of course difficult to attract the attention of visitors. Besides that, school construction is also very much needed by the world of education so that community education is even higher.

2. Providing assistance for social, economic and environmental activities around the company is a form of PT Kemas Persada Internasional's commitment to managing funds *Corporate Social Responsibility* for always present and share in various situations. This must be accompanied by empowerment and competence in society, so that the role of *Corporate Social Responsibility* in improve rural community development and equitable distribution of results development can always be sustainable.

IV. Conclusion

The team can conclude with regard to community service activities are first synergy between the community and the company has particularly pretty good relationship, in this case the company PT Kemas Persada Internasional implemented a program *Corporate Social Responsibility* in rural communities Pasrung by providing various policies in improving standard of living and welfare of the community in the Pasrung village. Second, the community is also enthusiastic about various programmed program activities by the company so that the relationship between the community and the company is good can be woven well. With the implementation of the program, it is now reaping positive results in the community where the community can improve their welfare with the *Corporate Social Responsibility* program provided by the company. The role of village governments and companies in the implementation of *Corporate Social Responsibility*, the government also took an important role in implementing the *Corporate Social Responsibility*. In this case, the Pasrung village government bridges the community and companies in implementing the *Corporate Social Responsibility* program. The village government also mediates various activities conducted by the company together with

the community. In the program sometimes the company itself plunges directly into the community, and will be delegated to the village government when there are various things that are not can be resolved by the company and the community.

Suggestions that the author can give are first, community service is related to community understanding related to the Program *Corporate Social Responsibility* which is a form of company obligation, preferably in the application of the program the time allotted must be in accordance with that promised. In this case, the program is *Corporate Social Responsibility* often neglected by uncertain time issues. Should the company not only the Dnatural programs for the activities alone, but with improvement of adequate village facilities. Second, dissemination of the *Corporate Social Responsibility* program provided by the company to the public should be improved so that people can participate in formulate programs to match what is desired by society itself.

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