Corporate Social Responsibility (CSR) in Higher Education:

An Indonesian Sustainable Development Perspective

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Abstract—**The social responsibility of higher education institution is a responsibility that is reflected on efforts to educate the nation's life and advanced science and technology. This study aims to explore CSR from higher education institutions in Indonesian sustainable development perspective. There are two steps in the exploration process. First, data were collected through literature studies and interviews. Interviews were conducted with several university leaders. Second, data were analyzed and interpreted through the aspects of sustainable development and CSR in higher education and finally the research results were drawn. The results show that in the context of sustainable development, the social responsibility of higher education institution is implemented in two aspects, namely social and environmental aspects. CSR of higher education institution refers to the 'Tridharma' of higher education which includes education, research and community service. CSR of the institution integrates the social and environmental aspects into its 'Tridharma' implementation.**

Keywords—CS, Tridharma, CSR, higher education

I. INTRODUCTION

Sustainable development is a principled development process that meets the needs of today without sacrificing the needs of future generations [1]. The development includes various aspects such as land, city, business and community. In the context of society, the process of sustainable development cannot be separated in relation to the education aspect. Higher education as part of the national education system has a strategic role in educating the nation's life and advancing science and technology by observing and applying the value of humanities as well as the sustainable culture and empowerment of the Indonesian nation [2]. The strategic role of higher education reflects CSR from higher education institutions. Existentially, CSR is not only the responsibility of the business enterprise. Higher education institution also has a social responsibility to society and the environment [3-8]. These responsibilities are reflected in efforts to educate the nation and promote science and technology. This study aims to explore CSR from higher education institution in the perspective of sustainable development.

II. LITERATUR REVIEW

A. What is Corporate Social Responsibility?

Define the existence of companies in the midst of society is expected to bring a positive impact on people's lives. CSR is present as a form of commitment from the company to act ethically in its operational activities. This commitment to an ethical action is undertaken in various efforts to prosper society and preserve the environment. These efforts reflect the social responsibility of the company.

Corporate social responsibility in Indonesia is regulated in Law no. 40 of 2007 on Limited Liability Company. The law requires companies to implement social and environmental responsibilities. To achieve sustainable economic development, companies are required to commit to improving the quality of life and the environment of the local community as well as society in general also for the company itself [9].

This shows the shift of CSR paradigm from shareholders to stakeholders. In shareholder's paradigm, the company has no other responsibility than to increase their profits [10]. On the other hand, the achievement of profit is not only the form of corporate social responsibility. Law no. 40 of 2007 requires companies to take social and environmental responsibility in the implementation of operational activities. That is, companies in carrying out economic activities must also be in harmony with efforts to prosper the community and preserve the environment [9]. In the context of sustainable development, corporations around the world are struggling with a new role, which is to meet the needs of the present generation without compromising the ability of the next generation to meet their own needs. Organizations are being called upon to take responsibility for the ways their operations impact the societies and the natural environment [11].

B. What is a Higher Education?

Higher education is a final stage of formal learning. It occurs after completion of secondary education. This stage of education can be in the form of universities, academies, or vocational schools. Higher education can be done by government or private. The implementation of higher education in Indonesia is based on 'Tridharma' college. 'Tridharma'

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includes educational activities and teaching, research and community service [2].

'Tridharma' is a goal that must be achieved and become an obligation for universities to implement it. All higher education activities are centered on the 'Tridharma'. As an obligation, the implementation of 'Tridharma' becomes the social responsibility of higher education institutions.

Article 1 says that education is a conscious and well-planned effort to create an atmosphere of learning and learning process so that learners actively develop their potential to have spiritual spiritual strength, self-control, personality, intelligence, noble character, and skills needed of him, society, nation and state. Article 10 explains that research is an activity conducted according to scientific rules and methods systematically to obtain information, data, and information relating to the understanding and / or testing of a branch of science and technology. Article 11 defines that services to the community is the activity of academic civitas utilizing science and technology to promote the welfare of society and the intellectual life of the nation.

III. RESEARCH METHOD

Exploration is an action to seek information. The information in question is related to CSR in higher education. There are two steps in the exploration process. First, data collected through literature studies and interviews. Interviews were conducted with several university leaders. Second, data analysed and interpreted through the aspects of sustainable development and CSR in higher education and finally the research results of CSR exploration in higher education are drawn.

IV. CSR IN HIGHER EDUCATION : A SUSTAINABLE DEVELOPMENT PERSPECTIVE

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A. Sustainable Development Perspective: Social and Environmental Aspects

Sustainable development is a conscious and planned efforts of all Indonesian people by combining environmental, social and economic aspects in each activity. The efforts are made to ensure the integrity of the environment and the safety, abilities, welfare and quality of life of present and future generations [12]. This concept asserts that every activity of the organization needs to pay attention to environmental and social aspects.

The purpose of higher education is to educate the nation's life and advance science and technology [2]. The purpose implies that higher education has the responsibility to educate the life of the nation and advance science and technology. That

responsibility has a meaning as a responsibility in social life, a responsibility of society both around the institution and society generally. Such a social responsibility cannot be separated from the responsibility of the environment. Society and environment are inseparable parts. The community and its activities affect the environment as well as the environment affects the community's activities.

There are three considerations underlying the responsibility of the institution to protect the universe. First, the harmony of the cosmos will suffer and the existence of nature becomes damaged if the institution does not contribute to preserving nature. Second, there are limited natural resources. Third, there are various forms of environmental pollution as an impact of natural management by the company [13].

According to biocentrism, not only humans have value. Nature also has value and precious to itself, because there is a life in it, regardless of human interest. Biocentrism theory is based on the consideration that life is valueable so that humans have a moral obligation to nature [14].

The basic philosophy of Deep Ecology, called Ecosophy, means the wisdom of managing life in harmony with nature as a household [14]. This wisdom comes from the understanding that everything in nature has value to itself. The necessity of ideological change especially concerns the appreciation of the quality of life so that people are able to take action to preserve the environment. The responsibility of the institution should be directed to developing, protecting, and caring for nature.

B. CSR in Higher Education

Institutions that organize higher education is a public organization. As an organization, higher education institutions have an obligation to implement CSR. University social responsibility is done in the form of campus sustainability movement such as waste reduction and ecological conservation [15]. In the other perspective, university social responsibility is in the areas of organizational governance, human rights, environment, information for students and community development [16].

The CSR program is synergized by universities through the implementation of the third 'Tridharma', namely community service [7]. Their programs are focused in the empowerment of micro small and medium enterprises. CSR in the university is related to six dimensions, namely the dimensions of alumni oriented projects, inter-university cooperation, university-high schools / other projects cooperation, community-oriented international cooperation, and socio-cultured and ecological projects [8].

On the other hand, CSR is in the form of internal and external activities of the campus [4]. Internal activities such as the provision of Hot Spot area for 24 hours, food center, rest area, parking area with CCTV, student dormitory, polyclinic, sports and art facilities, and scholarships for outstanding students. External activities such as social service, zakat, mass circumcision or cheap bazar expo.

The CSR of higher education institutions are in two forms; as a partner (object) in the implementation of CSR from the company and as the subject / executor [3]. As partners, higher

education institutions receive assistance in organizing the education of the company. As an implementer, the institution conducts CSR for internal parties such as scholarships for students and provision of study assistance for lecturers who are continuing their studies. For external parties, community service activities are provided in the form of various trainings, providing social assistance and creating employment opportunities for communities around the campus. In addition, the other forms of CSR are tree planting activities to maintain environmental sustainability.Based on interviews with institutional leaders, it was found that the implementation of higher education institutions in Indonesia is focused on 'Tridharma'. The implementation of the 'Tridharma' becomes a concrete form of CSR for higher education institutions.

1) Education: Education is a conscious and planned effort to create an atmosphere of learning and learning process so that learners are actively developing their own potential. Ministry of research, technology and higher education through Regulation of Minister of Research, Technology and Higher Education no. 62 of 2016 has required universities to implement internal quality assurance system in the organization of higher education [17]. Internal quality assurance refers to the 24 national standards of higher education as a minimum standard in the implementation of higher education. The implementation of higher education based on these 24 quality standards becomes a social aspect of CSR in higher education institution in the field of education. CSR in the field of education related to environmental aspects can be done by preparing a curriculum that contains the relationship between science with the environment or the concept of sustainable development such as environmental accounting, sustainable construction, sustainable tourism, etc. CSR is also interpreted as the responsibility of the institution to the community, especially to families who have entrusted their children to study in the institution. Therefore, the role of parents in higher education is very important. Parents have the right to know about the fulfillment of the rights of their children as students. To bridge communication between parents and institution can be done through parent's day activities in every academic of and institution that needs to establish a campus service unit.To support the learning process, it is necessary to support infrastructure facilities that have no potential to decrease the quality of the environment around the campus. Various activities such as campus building, private car and motorcycle use, lecture activities can negatively impact the quality of the environment around the campus. To that end, the institution can apply the concept of green campus that focuses on the application of green technology in infrastructure and building facilities and campus layout.

2) Research: Research is an activity undertaken by lecturers and students according to scientific principles and methods systematically. This study aims to obtain information and data relating to the understanding and / or testing of science and technology. Research activity is the other form of CSR in the institution. The social and environmental aspects of research activities are seen from various kinds of research focused on solving social and environmental problems in the community. Institutions can work with local governments to conduct research on local issues so as to assist local governments in taking policy for the welfare of the people. In addition, research topics are also directed to sustainable development.

3) Community service: Community service is the activity of civitas academica by utilizing science and technology. The activity is done to improve the welfare of the people and the intellectual life of the nation. As a form of CSR, the social aspect of community service is aimed at internal campus and external campus community.For internal campus community, it is in the form of reward of certain achievement, giving scholarship and giving study aid. For external communities such as local government drafting assistance activities, it is in the form of academic texts, IT training for local government officials, accompanying learning for children in the market, assistance activities for asylum seekers held in immigration detention houses, social services, and improving the welfare of communities through various training, as well as blood donation activities. CSR is also interpreted as a social responsibility to the community around the campus. These responsibilities relate to options for the poor such as helping the poor around the campus. Students and lecturers are given the opportunity to share their knowledge through English language program, free medical examination, and providing accessible health clinic for the community. In addition, CSR activities related to environmental aspects such as beach clean-up and afforestation.

V. TRIDHARMA AS A FORM OF CSR IN HIGHER EDUCATION INSTITUTION

Various existing CSR practices show that CSR in higher education institution covers social and environmental aspects. Most institutions focus their CSR on the social aspect such as the institution can do for the community. CSR of higher education in the context of sustainable development cannot be separated from the social and environmental aspects. CSR in higher education needs to integrate social and environmental aspects into the implementation of 'Tridharma'such as follows,.

A. Education

- Implementing an internal quality assurance system in the provision of higher education by referring to and exceeding the 24 national standards of higher education

- Developing a curriculum that contains the relationship between science with the environment or the concept of sustainable development such as environmental accounting, sustainable construction, sustainable tourism, etc.

- Carrying out parents' day activities in each academic year

- Establishing a campus service unit.
- Applying green campus concept
- Doing alumni oriented projects

B. Research
- Focusing on solving social and environmental problems that exist in society.
- Working with local governments to conduct research on local issues so as to assist local governments in taking policy for the welfare of the people.
- Research topics directed towards sustainable development.
- National and international research collaborations

C. Community Service
1) Internal campus:
- Giving awards for certain achievements
- Awarding scholarship achievement and providing further study assistance
- Waste reduction
- Providing supporting facilities such as a 24-hour hot spot area, food center, rest area, parking area with CCTV, student dormitory, sports and art facilities

2) External campus:
- Activities for the preparation of local regulations in the form of academic texts
- Training for local government employees
- Learning for children in the market
- Mentoring of asylum seekers held in detention immigration homes
- Social services and other social / religious activities
- Blood donors.
- Training for community around the campus
- Free medical examination
- Providing jobs for the community around the campus
- Providing accessible health clinics for the community
- Empowering micro small and medium enterprises
- Cleaning the beach
- Greening.

VI. CONCLUSIONS

The social responsibility of higher education institution is a responsibility that is reflected in efforts to educate the nation's life and advance science and technology. In the context of sustainable development, social responsibility is implemented in two aspects, namely social and environmental aspects. CSR in higher education institution refers to the 'Tridharma' of higher education which includes education, research and community service. CSR on an institution needs to integrate the social and environmental aspects into its 'Tridharma' implementation.

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