

# CSR for Library

## A Study on CSR of Bank BJB for Building the Gasibu Library in Bandung, West Java

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**Abstract**— Literacy movement should be supported by availability of qualified and accessible reading materials for people with reading interest. Public library may support literacy movement, so there must be a public library empowerment. Government of West Java Province has built Gasibu public library located near Gasibu sport arena in Bandung as a result of CSR of Bank BJB. Objectives of this research is to find out process and model of CSR of Bank BJB in building Gasibu library. It used qualitative method and in collecting data used interview, FGD, and library research. The result indicates the process of CSR of Bank BJB in building Gasibu Library was began by the governor of West Java Province communicated directly with the Bank BJB to give its CSR for building a public library. Next step the Bank BJB communicated with Dispusipda Jabar as representative of the government for technical aspect. When the library ready to operate, the Bank BJB hand it over to the West Java Government. The model of CSR is a form of partnership. The Bank BJB gave donation for library building construction, buying books, furniture and computers whereas the Government of West Java Province provides land for library site. Now, Dispusipda Jabar responsible for running the Gasibu library. It is recommended the industry give the CSR fund for developing public library to support literacy movement towards lifelong learner society.

**Keywords**— *Public library; Gasibu library; CSR; Bank BJB; Dispusipda Jabar*

### I. INTRODUCTION

Literacy has been the center of attention of various parties, both government, schools and the community of literacy movement. One example is the launch of the school literacy movement (GLS). It is the activity of reading a book before learning activities in the classroom, where students have to read a book together under the supervision of teachers. Reading, in this case reading a book is the first step that can make a person become smart and knowledgeable. But the news published in the Sindo Newspapers issue on Sunday, May 8, 2016 about the results of research conducted by Central Connecticut State University, March 2016 shows that the level of Indonesian literacy is still very low. Indonesia in position number 60 of 61 countries with the best literacy level. [1] The news illustrates that reading interest especially in reading books on Indonesian still low.

Many factors caused someone does not like reading. Among them is the cultural factor of the Indonesian who

supposedly prefers to speak rather than read and write, thus making a person unusual to read. Next is the family factor that does not inculcate reading habits early on. Lately the presence of the internet is also blamed as a factor causing the community, especially children and or young people to be lazy to read books. By accessing the internet they will be easy to get various information needed for both learning and recreational purposes.

Sutarno explains that the effort to grow reading habit early on will be successful when followed by the availability of interesting reading material both in terms of the physical appearance and in terms of its contents [2]. Thus the growing interest in reading will become reading habit, because children can get reading material that interests them. Furthermore, reading habits can be the foundation for the development of reading culture.

The availability of reading material is an important factor in growing interest, habit and reading culture. However, not all families in Indonesia are able to provide adequate reading material for their children as an effort to foster interest in reading. Actually, the public can obtain various good reading materials in the form of books, magazines, encyclopedias, etc. in public libraries available in the vicinity. Sulistyo-Basuki explains that public libraries are libraries organized with public funds for the purpose of serving the public [3]. The characteristics of public libraries are: open to the public means open to anyone regardless of gender, religion, faith, race, age, political and occupational views; financed by public funds, that is funds originating from communities collected through tax and administered by the government; the services provided are essentially free.

Thus the community actually has a place can be visited to get the reading material for free. In the library a collection of available reading materials consists of selected reading materials that arranged systematically, and easy to find. Also there are library staff who always ready to help when visitors have some difficulties.

Public libraries can be found in every corner of the city in Indonesia, even in rural areas there is also a village library. Even according to the Minister of Education and Culture (Mendikbud) era 2014-2016 Anies Baswedan "library as a supporting infrastructure of reading habit in Indonesia is better than Germany, South Korea, New Zealand and other countries in Europe" [1]. However, why the level of literacy of

Indonesian is still low, and on the other hand many public libraries are less visitors.

A reason makes people reluctant to come to the public library is its location away from the residence, or public library location is difficult to reach because no public transport. Therefore, ideally the public library should be established close to the settlement and easily accessible by the community. Alternatively, public libraries are established around community centers such as malls, sports venues, or car free day locations.

Since September 2016 Bandung City has a new public library located near Gasibu Field named Gasibu Library. This micro library attracts the attention of the public, because of its location on the edge of the Gasibu field which is the icon of Bandung City and as the center of community's sports activities. Especially on Sundays and public holidays Gasibu field visited by people who exercise. With the presence of Gasibu Library, after doing sports people can visit the library.

Gasibu Library was built by West Java Provincial Government with donation from CSR of Bank BJB. This is something extraordinary because the West Java Provincial Government has been able to build a new library as an effort to close reading materials to the community in supporting literacy movement. On the other hand, it is also very interesting because Bank BJB has chosen the library as the target of its CSR program. Whereas the industry usually more interested to provide scholarships, or gives assistance to the economic sector or for environmental maintenance as its CSR target.

CSR program for library development is identical to help the development of education, because the library is one of education supporting facility. Especially the public library as lifelong learning facility for the community. The development of public libraries is synonymous with the development of public education in general regardless of age, gender, ethnicity, race, religion.

This paper will present the research results of the process of giving CSR of Bank BJB for the building of Gasibu Library and the CSR model developed in the building of the Gasibu Library.

## II. RESEARCH METHOD

The research method used is qualitative research method with descriptive analysis. Data collection techniques are interviews, focus group discussion, and literature study. Interviews were conducted with key informants are the head of Dispusipda Jabar, Head of CSR Division of Bank BJB. While FGD conducted with some service staff of Dispusipda and Gasibu Library.

## III. RESULT AND DISCUSSION

### A. Process of Giving CSR of Bank BJB for Building Gasibu Library

Gasibu Library is located in the northern corner of the Gasibu field. The small library building with size of 152 square meters consists of two floors and the library is on the second

floor with the front facing to the field Gasibu. So the position is easily seen by people exercising in the Gasibu field.

Gasibu Library was inaugurated by the Governor of West Java Ahmad Heryawan on September 16, 2016. The establishment of the library is the idea of the Governor Ahmad Heryawan who has such a great attention to school literacy movement initiated by Anies Baswedan as Minister of Culture Education of Indonesia period 2014-2016. For example, Ahmad Heryawan launched West Java Leader's Reading Challenge (WJLRC). The WJLRC program is a literacy movement in the form of having to read a book for 15 minutes before the lesson starts at all schools throughout West Java.

School literacy movement or WJLRC for West Java is an effort to establish reading interest in school students, especially high school from seventh grade up to twelfth grade. Efforts to foster interest in reading should be supported by the availability of quality reading materials and easily accessible by the community. As Sutarno says: "Interest in reading that began to develop at an early age and take place regularly will grow into the habit of reading and can be used as a foundation for reading culture [2]. The successful and the fail of the development of habit and culture of reading depends on a number of factors. Those are such as the availability of adequate reading materials, varied, and easy to find, and can meet the desires of readers." Public libraries are public institutions that can meet those needs. Therefore, it is very appropriate if the Governor Ahmad Heryawan has the idea to establish a public library in a location that is easily accessible by the public, which is around the Gasibu field as a place for doing sports for Bandung community.

To realize the idea, Governor Ahmad Heryawan communicates with the Director of Bank BJB as a bank belonging to West Java Provincial Government to contribute in the building of Gasibu Library. Furthermore, Bank BJB welcomed the idea of the governor, because it has a Corporate Social Responsibility (CSR) program that is providing assistance to the community as a form of corporate social responsibility.

PT Bank Pembangunan Daerah Jawa Barat and Banten, Tbk. hereinafter referred to as bank BJB has performed its functions and social responsibility through the distributing of Corporate Social Responsibility (CSR) fund managed by CSR Group. The CSR of Bank BJB is an integral part of serious efforts to organize triple bottom lines, namely Bank BJB not only pursuit of profit, but also pay attention and be involved in fulfillment of people's welfare and contribute to preserve the environment. The realization of Bank BJB participation is contained in CSR fund distribution activities which are divided into three sectors, namely education, health and environment scattered in various areas of West Java, Banten and all operational areas of Bank BJB.

The next step is to make MOU between West Java Provincial Government and Bank BJB. In the MOU it was agreed that the Provincial Government of West Java provide land, while Bank BJB provides funds for the construction of buildings, procurement of furniture's, computers and books as library collections. As for the management handed over to

Dispusipda West Java as the agency responsible for the development of libraries in West Java.

In the process of building the Gasibu Library, Dispusipda is actively involved in the procurement of books that will become library collections, and designing library buildings. In the process, Dispusipda always consulted with Bank BJB as a funder.

In the procurement of library collections, Dispusipda began by selecting books to be purchased based on the consideration that the books were relevant to the information needs of the community; make a list of books to be purchased and consult the Bank BJB as a funding partner; after the list of books approved by the Bank BJB; and Dispusipda make purchases of books that will become library collections.

When the book has come from the publisher, it begins the book processing until finally the book ready to be stored on the shelf and used by the library visitors. Furthermore Dispusipda also made the design of the building and furniture's for Gasibu library. Then the design is consulted to the Bank BJB and when it is approved the Dispusipda buy the furniture's. The construction of the library building was carried out by the Office of Kimpraswil West Java.

Thus the process of giving CSR from Bank BJB in the building of Gasibu library started from the West Java Provincial Government. Subsequently MOU was made between West Java Provincial Government and Bank BJB. The MOU explained that West Java Provincial Government provided land for library location, while Bank BJB provided fund for building construction, book purchase and library facilities. In the process of developing Gasibu Library, Bank BJB always consulted by Dispusipda acting as representative of West Java Provincial Government.

#### *B. Model of Giving CSR of Bank BJB for Building Gasibu Library*

Library development is not just the responsibility of library managers, but it needs the help and attention from policy makers or government officials. When government officials have an interest in the development of libraries, especially public libraries, there will be many ways that can be done, one of which is by cooperating with the industry.

Partnership with the industry in library development should be started from the library, because the industry do not know that the library needs help [4]. Therefore, library managers should be able to identify the aspects that should be developed in the library, then he is looking for who can be invited to become partners in the development of the library. On the other hand, the industry will actually be happy to contribute to library development, as they also have Corporate Social Responsibility (CSR).

Corporate social responsibility is a commitment to improve community well-being through discretionary business practices and the contribution of corporate resources [5]. Based on the definition of CSR, it can be explained that corporate social responsibility is a commitment to improve the welfare of the community through business activities and resource contribution of the company. Thus CSR is an activity

undertaken voluntarily by a company with the aim to improve the welfare of the community.

In Indonesia, corporate social responsibility (CSR) is necessary for companies, especially those incorporated as Limited Company (PT) under Law No. 40 of 2007 on Limited Company. The law is regulated on social and environmental responsibilities aimed at realizing sustainable economic development to improve the quality of life and the environment that is beneficial to the company itself, the local community, and the general public.

CSR can be implemented directly by the company concerned, or through a company's foundation or social organization, or in cooperation with other parties such as NGOs, educational institutions, mass media or government. CSR activities may include areas such as environmental protection, job security, human rights, corporate interaction and direct involvement with the community, health protection, economic development, education and humanitarian disaster relief.

Gasibu library has been running since September 2016. The building of Gasibu Library get funds from CSR of Bank BJB, while the land for the library site provided by West Java Provincial Government. The executor of the development of Gasibu Library is Dispusipda West Java as one of the technical units within the West Java Provincial Government responsible for library development. Furthermore, Dispusipda is responsible for the management of Gasibu Library.

Thus the model of giving CSR in the building of Gasibu Library is a model of partnership between West Java Provincial Government and Dispusipda Jabar with Bank BJB. Then the partnership model can be described in the following Fig. 1:

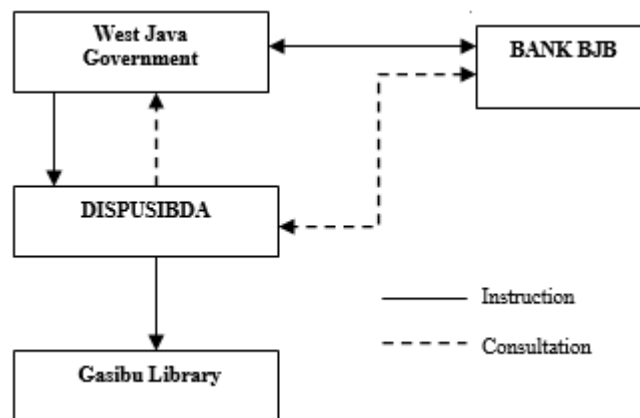


Fig. 1. Model of Partnership in Gasibu Library Building

Based on the partnership model in Gasibu Library building above, it can be seen that the Government of West Java Province in this case is Governor Ahmad Heryawan who started communicating directly with the Bank BJB. Furthermore, in the process of development began to involve Dispusipda especially related to library technical aspects such as books that must be purchased, furniture and library building design. In this case, there is a consultative communication between the Dispusipda with Bank BJB.

After the library is completed and ready to be operated, it handover from the Bank BJB to the Governor of West Java. The inauguration ceremony of Gasibu Library was signed by Director of Bank BJB and West Java Governor Ahmad Heryawan. Furthermore, the Governor handed over Gasibu Library to Dispusipda to be managed in accordance with public library management.

The partnership model in giving CSR of Bank BJB in the building of Gasibu Library could be said to be appropriate, because it can benefit both parties. The advantage gained by the West Java Provincial Government is able to provide public libraries as a place of sources of information that can be utilized by the community as a supporter of the literacy movement. While Bank BJB has giving CSR funds on the right target, that is to support public education to gain lifelong learner society.

Furthermore, Bank BJB gives CSR funding as a form of compliance with Law No. 40 in 2007 on Limited Companies which in article 74 outlines the obligations of all companies in the natural resources sector to carry out social and environmental responsibility. In addition, Bank BJB has social benefits in the form of corporate promotions. Logo of Bank BJB existing in the environment Gasibu Library can create a positive image in the community [6].

After the Gasibu library handed over to the Government of West Java Province, then there is no longer involvement of the Bank BJB. This is the same as the grant process in general. The grantor will no longer know or monitor how the proceeds from the funds or goods they have provided.

Ideally, the Bank BJB CSR Division creates a mechanism for monitoring the running of Gasibu Library management to ensure that the CSR funds that have been provided are utilized optimally. The communication will also be beneficial for the sustainability of Gasibu Library which will always require the development of all aspects such as the collection aspect, both the number and coverage of the subjects, the service system, the library management staff, and even the library building. As has been mentioned by Ranganathan since 1931 [7], that library is a growing organism, libraries should always be developed in order to meet the demands of users' information needs. Therefore, ideally between the Division of CSR Bank BJB with Dispusipda as the manager of Gasibu library still established formal communication.

#### IV. CONCLUSION

Gasibu library was built as a result of partnership between West Java Provincial Government and Bank BJB. West Java Provincial Government provides land and Bank BJB provides funds for the construction of buildings, purchase of books collection, computers and furniture. Furthermore, the management of Gasibu Library is the responsibility of Dispusipda Jabar under the Division of Library Automation Service and Archives.

The process of giving CSR of Bank BJB in building Gasibu Library started by the communication from West Java Provincial Government to Bank BJB. In the process of the development always established good communication between CSR Division of Bank BJB with Dispusipda Jabar as the executor of development.

The model of giving CSR of Bank BJB in building Gasibu Library is a partnership model between Bank BJB and West Java Provincial Government which is technically represented by Dispusipda Jabar. The partnership model is considered the ideal CSR model because the CSR funds provided will be well targeted and managed well.

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