

Actualization of Corporate Social Responsibility (CSR) as a Form of Civic Responsibility

Case Study of “Decofresh Warnai Jodipan” Program

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Abstract—Corporate Social Responsibility (CSR) is one form of civic responsibility that is expected to be one of the pillars of sustainable development program. In general, this study aims to explore and analyze the responsibilities of citizenship by companies through CSR funds. This study is based on the main problem that is about how the actualization of the use of CSR funds against one of the programs initiated by the youth, namely "Decofresh Warnai Jodipan" in Malang as a form of citizenship responsibility of PT Indana Paint? The approach used in this research is qualitative. The method used in this study is a case study method. Research subjects consisted of three parties, namely company employees, Jodipan Urban apparatus, and Guyspro as the initiator of the program. The results show that the sustainability of a company depends on how far the company is able to be responsible for the impacts of the company's activities, both socially and financially. Concern for the economic, social, and environmental impacts is the value of the company. With Corporate Social Responsibility (CSR), the company is expected to get some long-term benefits, such as an increase in corporate value reflected in stock prices, increased sales, and indirectly able to make the community participate in maintaining the existence of the company. Regardless of the funds to be spent by the corporation to realize CSR. While the synergy generated by youth, companies (through CSR funds), as well as the community is one of the real efforts that is expected to minimize the Legitimacy Gap arising from the difference of conflict of interest.

Keywords—civic responsibility; corporate social responsibility (CSR)

I. INTRODUCTION

Youth actually has a strategic role in the sphere of social life, because youth is the hope of the nation in continuing the ideals of Indonesian founding father. On the shoulders of the youth is the future of the nation lies. Where it indicates the honor as well as responsibility that always accompany the steps of the youth of Indonesia. There are several reasons why youth have a big responsibility in society, such as: a) Purity of idealism; b) Courage and openness in absorbing new values and ideas; c) The spirit of his devotion; d) Spontaneity and devotion; e) Innovation and creativity; f) The desire to immediately realize new ideas g) The firmness of his promise and the desire to display his independent attitude and

personality; h) There is still a lack of experience that can relevance opinions, attitudes, and actions with the fact that there [1]. The reasons are basically embedded as embryos within each young man who, when raised and developed, will undoubtedly produce youth capable of acting as pioneers or leaders in mobilizing the potential that exists within society.

But the facts are starting to worry. Globalization has had an impact on the way of thinking and lifestyle of youth and impacts on the phenomenon in which they override their culture of origin and adopt an incoming global culture. At the same time, the issue of the rise of individualism also arose. Where young people are more likely to accentuate individualism and assume social interaction is not an important thing anymore. If such conditions continue to be tolerated, then the existing problems can become bombs that can explode at times and change the nature of the role of youth in the life of the nation and state as appropriate [2].

One solution to overcome these problems is to provide the widest opportunity for youth to develop their creativity in the development efforts of the surrounding community [3, 4]. The definition of community development according to the United Nations (UN) is a process through its own efforts and community initiatives as well as government activities in order to improve economic, social and cultural conditions. However, the development of youth potential is still minimal support from both central and local government. This is evidenced by the lack of youth budgets in the regions and the budget is given only to youth organizations considered to be representatives of other youth organizations. Therefore, it takes creativity of youth to be able to participate in community development such as holding private parties as donors through CSR funds [2, 5, 6]. The problem here is what synergy will be created between youth and corporate in actualizing Corporate Social Responsibility as a form of civic responsibility. The problem is reflected in a program "Decofresh Warnai Jodipan in Malang".

II. METHODOLOGY

Approach in this research use qualitative approach with case study method. With five informants consisting of one Guyspro member, one from the company, one Head of Paguyuban Kampung Warna-Warni Jodipan, one Bappeda staff member, one Malang City Government staff. The location of

this research is Kampung Warna Warni Jodipan, Malang City. For data collection techniques, researchers use documentation, interview and observation techniques. Then test the validity of data used in this study is the test credibility, transferability test, dependability test, and confirmability test. Further data analysis techniques used are qualitative data analysis techniques that include data reduction, data presentation and conclusion.

III. RESEARCH RESULT AND DISCUSSION

Based on the results of data analysis through interviews, literature studies, observation, and documentation, it was found that PT Inti Daya Guna Aneka Warna (Indana), which is one of the local paint companies based in Malang, has been established since 1983. However, in 2016, the new Indana really started applying CSR that could have a direct impact for the community. This indicates the application of a sustainable CSR concept. John Elkington in 1997 developed the concept of triple bottom line in terms of economic prosperity, environmental quality and social justice [2]. Elkington gives the view that companies that want to be sustainable, should pay attention to "3P". In addition to the pursuit of profit, the company also must pay attention and be involved in the fulfillment of people's welfare (people) and also contribute actively in preserving the environment (planet). Through the Decofresh Warnai Jodipan program in Malang City, the 3P target has been fulfilled. Unlike previous Indana CSR done more can be said as a promotional charity [7].

The transformation cannot be separated from the awareness of a group of students who assume that the main problem facing Indana is the lack of maximum channeling of CSR funds because it still does not meet the 3 P criteria [8]. Therefore, the solution is to find the right target.

Boosting profits and promoting economic growth is important, but it is also important to pay attention to environmental conservation. Here is the need for the

application of triple bottom line or 3BL concept, i.e. profit, people, and planet. In other words, the "heart of the heart" business is not just profit, but also people and do not forget the planet (environment) [2].

The concept of young people who put forward 3 P in CSR actualization is continued by Indana. After Kamphi Warna Warni Jodipan, Indana went on to build Kampung Biru Kidul Dalem, Kampung Putih Klojen, and Kampung 3G Gelintung.

Based on the above explanation, it can be concluded that the main problem faced by Indana in CSR is the inappropriate distribution of the target. The problem is solved by choosing the right target. The key factor in the transformation of Indana's sustainable CSR is none other than youth. In other words, youth have succeeded in becoming pioneers in sustainable CSR transformation.

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