



Analysis Implementation Corporate Social Responsibility (CSR) in PT. Saraswanti Prosperous Award TBK (Supplier Fertilizer)

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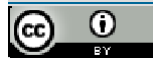
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ABSTRACT

The purpose of this study is to analyze the implementation of CSR carried out by PT. Saraswanti grace Prosperous TBK (Supplier Fertilizer). Method study which done use data qualitative with do interview to party company and developed with literature, book reading and literature creation scientific which relate with study this. Results study which obtained that Application CSR which done by party PT. Saraswanti Anugerah Makmur TBK is in accordance with the regulations that apply in Indonesia because PT. already act ethically, operate legally and contribute for Upgrade quality life from employee and his family, community local, and community broad as it is implementation of CSR this by the company.

INTRODUCTION

Corporate Social Responsibility (CSR) began to emerge in the early 19th century in America United States, and then developed in other countries including Indonesia. In Indonesia CSR began to develop since the 1980s. CSR is a corporate social program for provide assistance and empower the community around the company environment as form of social responsibility or compensation for various things that are lost from society because company operation. CSR has been regulated in Law NO. 40 of 2007 concerning Limited Liability Companies, Law no. 25 year 2007 about Planting Capital, and Regulation Minister Country Body Effort Owned by Country Number Per-5/MBU/2007 concerning BUMN Partnership Programs with Small Businesses and Programs Build Environment, special for companies BUMN. After that not quite enough answer social enterprise listed again in Law no. 40 of 2007 concerning the Company Limited.

CSR is a business commitment to act ethically, operate legally and contribute for Upgrade quality life from employee and his family, community local, and the wider community. The concept of CSR involves partnership responsibility between government, company, and community Public local which characteristic active and dynamic (Marnelly, 2012). Companies when implementing CSR programs will provide distinct benefits for companies, as stated by the Eka Tjipta Foundation, CSR will become a business strategy which inherent in company for guard or Upgrade power competitive through reputation and faithfulness product brand (loyalty) and image company (Widjaja & Pratama, 2008). On study this will study about implementation CSR in PT. Saraswanti grace Prosperous TBK. Writing this expected could Becomes input for company other related importance CSR and empowerment Public so that more maximum in give not quite enough social responsibility in the company's internal and external environment as carried out by PT. Saraswanti TBK Prosperous Award.

THEORETICAL REVIEW

Understanding CSR according to Steiner and Steiner (2009) in Andreas Lako 2011:212) "CSR is the responsibility of a corporation to generate wealth by means no endanger, protect or Upgrade assets social (societal assets). Whereas the definition of CSR according to Anne and James (2011:45) "Corporate social responsibility is the idea that businesses interact with the organization's stakeholders for social good while they pursue economic goals". Ghana in Elvinaro and wall (2011:37) define CSR as following "CSR is about capacity building for sustainable likelihood. It respects cultural differences and finds the business opportunities in building the skills of employees, the community and the government".

This definition provides a deeper explanation that actually CSR builds capacity that is likely to be sustainable. CSR respects cultural differences and discovers opportunities deep business building skills, community and government. The definition of CSR according to Johnson and Johnson, in Nor Hadi. 2011:46 stated that: "CSR is about how companies manage the business processes to produce an overall positive impacts to society". Definition this on basically leave from philosophy how managing the company either in part or as

a whole has a positive impact on him and the environment. For that the company must be able to manage its business operations properly produce product which oriented positive to Public and environment.

METHODOLOGY

The method used in this study is a qualitative method. Qualitative research is research that generates and processes descriptive data, such as transcription interview, notes field, picture, photo, recording videos and other so (Poerwandari, 1998:29). This research is said to be qualitative because basically this research aims to study or researching something object on background natural without there is manipulation in inside, and results what is expected is not based on quantity measures, but meaning or terms quality of phenomena observed. On study this, researcher analyze how Implementation corporate social Responsibility (CSR) at PT. Saraswanti Anugerah Makmur TBK. In collecting data researcher do interview to party company. Then theme developed with look literature, book reading and journal journal tied up which relate with this research.

RESULTS AND DISCUSSIONS

Company committed carry out application CSR based on POJK No. 30/SEOJK.04/2016 and OJK Circular No. 30/SEOJK.04/2016. In 2019 and year-year previously Company has do activity CSR, however not yet arranged and documented with good, so that forward Company will more Upgrade activity CSR better through social activities to provide wider benefits for the Company, community local and community generally.

Not Quite Enough Answer Social Company Field Environment

Company realize that activity operational factory which done have impact to environment around, wrong only one is total waste which generated, so Company has implemented an adequate waste treatment system, problem complaint mechanism environment, and certification in field environment. Company also push efficiency use material and energy which friendly environment and could recycled repeat on whole activity operational office. Among other use energy electricity and tool write office with as efficient possible.

Not Quite Enough Answer Social Company Field Employment

Company uphold tall principles equality gender and opportunity workin recruiting employees regardless of ethnicity, religion, race, inter-group, and level social. Means and safety work which adequate, connection industrial. Among well-knit, harmonious and strong employees. There are also educational programs and/or employee training, social fund facilities to help employees and their families, such as payment money base school, cost House sick, facility transportation as well as Company accept students and students for internship assignments or student visits in the framework studies field.

Not Quite Enough Answer Social Company Field Social Societal

The Company pays special attention to the surrounding community, which is manifested in program appropriate target which give benefit maximum, among them use power work local community empowerment, surrounding community empowerment, improvement of social facilities and infrastructure, donations for victims of natural disasters, helping local residents in the form of providing groceries on a regular basis periodically, like day birthday Company, day highway Eid Fitri and holiday Sacrifice.

Not Quite Enough Answer Social Company to Consumer

Company keep going repair service to consumer with give servicewho are friendly, polite and receptive, hear complaints and suggestions from every consumer, in order Company keep going innovate create product and service which in accordance with consumer needs. Beside that, Company also active in various exhibition so that information related product and expansion distribution channel more and more understood reachable by consumers.

CONCLUSIONS AND RECOMMENDATIONS

This CSR program is a corporate social program to provide assistance and empowering the community around the company environment as a form of responsibility social or compensation for the various things that are lost from society because of its operations company. Which has been regulated in law NO. 40 of 2007 concerning the Company Limited, UU No. 25 year 2007 about Planting Capital, and Regulation Minister Country Body State Owned Enterprises Number Per-5/MBU/2007 concerning SOE Partnership Program with Business Small and Community Development Program, specifically for state-owned companies. After that Corporate social responsibility is included again in Law no. 40 of 2007 about Limited company.

The implementation of CSR carried out by PT. Saraswanti Anugerah Makmur TBK already in accordance with regulation which apply in Indonesia because party PT. already Act in a manner ethically, operate legally and contribute to improving the quality of life of employees and their families, local communities, and the wider community with the implementation of this CSR by party company. Companies need to be aware of the importance of making the right CSR program in the future for the local community. The accuracy of the CSR program is very important, because of the relevance of the assistance determine the success of CSR which will ultimately lead to social welfare. Companies need to continue to evaluate CSR programs, so that they are empowered Public keep going increase and expected so that society can helped by exists not quite enough answer provided by the company.

FURTHER STUDY

On study this will study about implementation CSR in PT. Saraswanti grace Prosperous TBK. Writing this expected could Becomes input for company other related importance CSR and empowerment Public so that more maximum in give not quite enough social responsibility in the company's internal and external environment as carried out by PT. Saraswanti TBK Prosperous Award.

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