



Community Development Model by Corporate Social Responsibility in Indonesia: A Systematic Literature Review

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Abstract

Community empowerment is one form of implementation of corporate social responsibility (CSR) carried out by companies. In its implementation, various models and strategies that can be used to support implementation. In Indonesia, the study of community empowerment by companies has become a new tradition in the development of CSR models. In the last decade, various models of community empowerment by companies have developed resulting from research related to CSR, especially those that examine community empowerment. This research was a systematic literature review to analyze the model of community empowerment by companies that were reviewed based on dissertation research sources published in the 2013-2020 period by Sebelas Maret University. There are nine dissertation studies that were analyzed to find a synthesis of community empowerment models in corporate social responsibility programs. The majority of the studies were conducted in case studies with a qualitative approach. The findings of this study are that the model of community empowerment by companies in Indonesia is developed based on the "local context" and "actor relations" that exist within the scope of the community empowerment program.

Keywords: Community Development Model, CSR, Systematic Literature Review

Introduction

Studies on community empowerment by companies are dominated by studies on corporate social responsibility (CSR) implementation models. The implementation of CSR itself has undergone many developments from various aspects of the study ranging from governance, planning, implementation,

measurement and evaluation to reporting. CSR refers to a company's strategy in running their business ethically and having an impact on society, especially in the development aspect (Ismail, 2009). Meanwhile, studies on CSR globally have experienced a significant increase, especially those who see that companies are important actors in the context of community development (Bank., et al, 2016). In the context of community development, companies or the private sector are now increasingly open and involved in the planning efforts and long-term goals of the community (McLennan & Banks, 2019). With the increasing role of companies in community development through the implementation of CSR, it will encourage the creation of social innovations to solve social problems that exist around the community (MacGregor & Fontrodona, 2008).

In Indonesia, many studies on the implementation of social responsibility have been carried out, one of which is on the perception and implementation of corporate social responsibility (Ridho, 2007). The implementation of CSR in Indonesia also has an impact on poverty alleviation (Handiwibowo, 2018). The strategy for implementing CSR in Indonesia consists of at least four types, namely charity or donations, infrastructure development, capacity building and community empowerment (PROPER, 2021). In practice, companies are encouraged to develop community empowerment strategies as the goal of implementing CSR so that they can contribute to solving social problems in society in a more systematic and structured manner. The systematic implementation of community empowerment by companies through CSR schemes is the difference between the implementation of CSR which is limited to fulfilling obligations and the implementation of CSR which is designed to solve social problems (Widhagdhha & Anantanyu, 2022).

Even so, the various recommendations for existing community empowerment models cannot necessarily be applied in all fields and conditions of society, especially those related to the main business processes of the company as the implementer of CSR. For this reason, this paper aims to examine the model of community empowerment by companies in Indonesia based on a systematic literature review.

Methodology

This study uses a systematic literature review approach by analyzing dissertation publications on the topic of CSR and Community Empowerment resulting from dissertation research at the Development Extension/Community Empowerment Doctoral Study Program, Graduate School, Sebelas Maret University in the period 2013-2020. The limitation of this research is on dissertation studies with the topic of CSR and Community Empowerment which were compiled in the Community Development/Empowerment Counseling Extension Doctoral Study Program, Postgraduate School, Sebelas Maret University because this study program is the only study program at the doctoral level in Indonesia which has a special interest in the field of CSR. The publication of the dissertation in this study program can be seen on the website www.digilib.uns.ac.id and only dissertation studies with the topic of CSR and or community empowerment are carried out. Based on data search on the website www.digilib.uns.ac.id there were nine dissertation research results during that period which were analyzed using a systematic literature review, namely by formulating problems, searching literature, evaluating data to analyzing and interpreting the data found.

Systematic literature review is a systematic, explicit and comprehensive method for identifying, evaluating and synthesizing research results produced by previous researchers (Fink, 2005). A literature review may consist only of a summary of the main sources, but in the social sciences, a literature review usually has an organizational pattern and combines summaries and syntheses, often within specific conceptual categories (Hart, 1998). By conducting a systematic literature review, it is expected to increase understanding of the research framework and identify relevant topics to be developed in further research (Xiao & Watson, 2019).

Results

Based on searches related to the topic of CSR and Community Empowerment conducted in the Sebelas Maret University database (www.digilib.uns.ac.id), nine dissertation research articles were found that examine the model of community empowerment by companies through CSR implementation schemes. The most recent article was written in 2020 with three articles, while the article was written in 2019, 2018, and 2013 with two articles each year. The nine articles explore various types of institutions ranging from the corporate sector/private sector to community groups as the unit of research analysis. Of the nine articles reviewed, the majority (six) articles used a qualitative approach – case studies as a research methodology, while others explored other methodologies such as explanatory and correlational quantitative, mixed methods with dominant quantitative and qualitative – grounded theory.

In terms of the use of theory, research on community empowerment models by companies conducted at Sebelas Maret University is quite diverse, ranging from functional structural theory,

consumer behavior, social change, legitimacy, gender, communication to the most commonly used theory of community empowerment.

The findings in the study also show mixed results, ranging from modifications to the community empowerment model to operational concepts from existing theories. Agustinawati (2020) for example, produced functional structural modification findings in a triple helix partnership by adding cultural elements and responsibilities that play a role in the implementation of community empowerment. Wibowo (2018) found the construction of a community empowerment model based on local socio-economic institutions and local wisdom in supporting the implementation of CSR, especially in the field of environmental conservation. Meanwhile, Nurjannah (2018) finds the role of gender synergy through the GAD (Gender and Development) approach in designing community empowerment models.

The complete results of a systematic literature review on the nine dissertation studies conducted by Sebelas Maret University, especially the doctoral program on development counseling/community empowerment in the 2013-2020 period can be seen in the following table.

Table 1. Systematic Literature Review of Community Development Model in Sebelas Maret University Research in Period 2013-2020

No	Title	Year	Author	Method	Theory	Finding
1	Government, Community and Company Social Responsibility Partnership Model to Realize a Child Friendly Village in Badran, Yogyakarta	2020	Eva Agustinawati	Qualitative - Grounded Theory	Functional Structural Theory (Parson, 2009), Triple Bottom Line Concept (Elkington, 1970)	Modification of the Structural Functional Model in the Triple Helix Social Responsibility (Culture & Responsibility) Partnership
2	Hotel Corporate Social Responsibility (CSR) Model through Customer Participation for Empowerment of Micro Farmers in Environmental Conservation	2020	Johny Subarkah	Mixed Method (Dominant Quantitative & Less Dominant Qualitative)	Consumer Behavior, Legitimacy Theory, Triple Bottom Line Concept (Elkington, 1970)	4P+G (Planet, People, Profit, Participation + Governance) Model as a Hospitality CSR Strategy
3	Community Empowerment through Indigo Creativa Natiton Program (Case Study of PT Telkom Indonesia's Corporate Social Responsibility in Jogja Digital Valley)	2020	Maulana Agung Pratama	Qualitative - Case Study	Social Change Theory, Classical Modernization Theory	Economic-based community empowerment model digital
4	Model for Empowering Micro Entrepreneurs through the Synergy of Social Responsibility of Local Banks and Local Governments	2019	Arzalvery Agus	Qualitative - Case Study	Community Empowerment Theory (Ife & Tesoriero, 2008)	Sharing Program as a CSR Partnership Model for Companies and Local Governments
5	Model for Empowering Micro Entrepreneurs through the Synergy of Social Responsibility of Local Banks and Local Governments	2019	Agung Wibowo	Qualitative - Case Study	Social Change Theory, Social Institutions, Local Values, CSR	Construction of CSR Implementation Models Based on Local Socio-Economic Institutions and Local Wisdom in the Environmental Sector
6	Community Empowerment Model around Kusuma Sahid Hotel and Pose In Hotel Surakarta through Corporate Social Responsibility (CSR)	2018	Purwanto	Qualitative - Case Study	Community empowerment theory (Ife & Tesoriero, 2008), CSR, Legitimacy, Stakeholders	Capacity Development as a Model of Community Empowerment in Hospitality CSR
7	Community Empowerment through Synergy of Gender Roles in the CSR Program of the Waste Bank Mandiri PT Holcim Indonesia Tbk Cilacap Plant	2018	Adhianty Nurjanah	Qualitative - Case Study	Community Development Theory (Ife, 1995), Social Change Theory, Gender Theory, Dialectical Relationship Theory, Dialogic	Community empowerment model through the synergy of gender roles in the GAD (Gender and Development) approach

					Relationship Theory	
8	Community Empowerment through Corporate Social Responsibility Activities (Case of PT Holcim Indonesia Tbk Cilacap Plant)	2013	Pramono Hadi	Quantitative – Explanatory & Correlational Study	Community Development Theory (Ife, 1995), Triple bottom line CSR concept (Elkington, 1970) Perception, Participation (Margono, 2017)	Quadruple Bottom Line-Based Community Empowerment Model with additional Social Investment Aspects
9	Empowerment of the Poor through Corporate Social Responsibility (CSR) Programs	2013	Dewangga Nikmatullah	Qualitative - Case Study	Teori Pemberdayaan (Mardikanto, 2010; Suharto, 2010), Partisipasi	The concept of 3P (Profit, People, Planet + Cultural) as a Model for Empowering the Poor

Source: Authors, 2022

Discussion

Each of the findings in the dissertation research which is analyzed using this systematic literature review shows that each company has a different model of community empowerment and is highly dependent on several aspects, such as the type of company operation, regional characteristics, and community demographic characteristics. Although each company has different recommendations for community empowerment models, but in general the model of community empowerment by companies in Indonesia synthesized in the systematic literature review in this paper refers to a model of community empowerment that involves the role of actors/stakeholders in developing a model of community empowerment.

The majority of studies on CSR and community empowerment studied are models or forms of the community empowerment process carried out by the company to the community around the company. This is a characteristic of the output of research publications on CSR and Community Empowerment which is represented from the output of the publications studied that the community empowerment model is a topic that is still relevant to be disclosed in Indonesia. This may be driven by the very high level of social and cultural diversity in Indonesia so that each empowerment practice can produce a separate model that differentiates it from other regions.

The resulting CSR model also varies from the banking sector, hotel services, telecommunications to the extractive industry. This shows that the community empowerment model built from the CSR Program is very dependent on the type of company and the type of business. The telecommunications company will carry out a community empowerment program that encourages community capacity building in digital literacy and the use of internet media. Meanwhile, extractive companies such as the cement industry will develop community empowerment programs that seek to make the community self-sufficient through the resources around them so they do not depend on the existence of an unsustainable cement industry.

One of the interesting findings from the systematic literature review conducted by the author in this study is his findings regarding the community empowerment model produced by previous researchers such as developing Elkington's Triple Bottom Line concept which integrates the People, Planet and Profit approach or what is known as 3P to become a Quadruple Bottom Line (Hadi, 2013) by adding aspects of social investment which are considered to have an important role in developing community empowerment, or Nikmatullah (2013) who developed 3P with additional cultural aspects as important factors that must be considered in developing CSR programs. In addition, Subarkah (2020) also develops the 3P concept but with slight changes by adding Participation and Governance indicators as pillars of the CSR Program.

The development and modification of CSR models that were previously compiled by experts, then disassembled and rearranged according to local socio-cultural conditions by these researchers shows that the study of the science of community empowerment continues to develop from time to time, especially in Indonesia, which has been for several years. decades experienced a period of extraordinary development, aspects of development that focused on community empowerment also always had a place. This is certainly encouraging in social studies, especially community empowerment because with the development of study topics, good practices regarding community empowerment in Indonesia can be studied and disseminated.

Conclusion

A systematic literature review can provide a synthesis of the model of community empowerment by companies in Indonesia which is dominated by partnerships and the involvement of actors / stakeholders in order to adapt to the type of company operations, regional characteristics and demographic characteristics of the community.

The majority of research on the model of community empowerment by companies is carried out qualitatively, but in theory it is quite diverse, ranging from social change theory, consumer behavior to gender theory. This shows that the variety of community empowerment carried out by the company has developed in broader issues.

Suggestion

Further related research can be developed based on the model of community empowerment by companies carried out at other time periods in order to obtain a greater synthesis of how the model of community empowerment by companies in Indonesia is designed either by the company or other interested parties. In addition, further research can also explore more specific topics based on the type of company operation according to industry categorization so that it can provide an overview of the relationship between the type of company industry and the community empowerment model implemented. Qualitative methodology – case studies are the most common approaches used in reviewing community empowerment models by companies, so methodologically, this certainly needs to be analyzed further by comparing other approaches such as quantitative and/or mixed methods so that the results found can be more valid and represent the current situation. actually on a much larger scale.

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