

IMPACT OF POLICY IMPLEMENTATION *CORPORATE SOCIAL RESPONSIBILITY (CSR)* AT PT. ANEKA BANGUNAN CIPTA IN AMOITO JAYA VILLAGE, SUBDISTRICT OF WOLASI, DISTRICT OF SOUTH KONAWE

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Abstract. This study aims to (a) know the implementation of Corporate Social Responsibility (CSR) program by PT. Aneka Bangunan Cipta, (b) to know the impact of Corporate Social Responsibility (CSR) implementation PT. Aneka Bangunan Cipta in Amoito Jaya Village. The type of this research is qualitative research using qualitative analysis method. Informant research is selected by purposive sampling so obtained 2 informants from the company PT. Aneka Bangunan Cipta, and 4 informants from Amoito Jaya village community. Technique of data collection was conducted through observation, interview and documentation. Based on research results, the implementation of corporate social responsibility (CSR) program of PT. Aneka Bangunan Cipta Buildings have been implemented in the field of environment, economic, and social fields. Corporate social responsibility (CSR) program PT. Aneka Bangunan Cipta buildings have a positive impact to the Amoito Jaya Village community with environmental conservation, environmental impact money, labor recruitment and religious facilities support.

Keywords: *Implementation, Corporate Social Responsibility (CSR), PT. Aneka Bangunan Cipta*

INTRODUCTION

The company is one of the elements that have an important role in economic development of an area, especially in Amuito Jaya Village. In addition, the company is also directly involved in the process of utilizing limited community resources. Therefore, to anticipate the existence of negative potential in the company, it is necessary company to be able to minimize the impact. One of the responsibilities of the company is the existence of awareness programs to the surrounding community in order to share the benefits of the company's activities. This form of awareness is realized by developing Corporate Social Responsibility (CSR) that can provide direct benefits for the community to improve the quality of life.

In the internal scope of the company, the implementation of CSR as a strategic decision of a company consciously designed from the beginning to be able to implement a healthy work environment, employee welfare, aspects of raw materials and waste that is environmentally friendly, and all aspects of running a business is guaranteed not to implement practices which is not compatible with sustainable development. In the external scope of the company, the direction of CSR implementation should be able to improve in the social and economic aspects of the environment around the company in particular and the general community environment (Dadang Azwar Aditya, 2011).

The existence of PT. Aneka Bangunan Cipta is essentially intended to support the strengthening of the economy and able to give a positive impact on improving people's welfare. Company PT. Aneka Bangunan Cipta is increasingly paying attention to social development with the local population after the emergence of social problems that have the potential for cessation of its operational activities by developing CSR program that is by keeping the company's waste so as not to pollute the environment as well as with the so-called environmental impact guarantee program each company receives contract. CSR implementation by PT. Aneka Bangunan Cipta is motivated by the hope to get a positive image, good name, and have a place in the hearts of people. This is done to prevent the occurrence of social conflict that can disrupt the operational activities of PT. Aneka Bangunan Cipta.

In connection with the above description, the establishment of PT. Aneka Bangunan Cipta as one of the construction company located in Amuito Jaya Village, Subdistrict of Wolasi, District of South Konawe, Province of Southeast Sulawesi, certainly has an influence on the life of the surrounding community. Changes that occur due to the establishment of the company will lead to positive things or vice versa, will cause negative things that actually harm the surrounding community. For that the authors are interested to conduct research with the title "Impact Implementation of Corporate Social Responsibility Policy (CSR) At PT. Aneka Bangunan Cipta in Amuito Jaya Village, Wolasi Subdistrict of Wolasi, District of South Konawe".

The concept of implementation according to Hidayatullah is an action or implementation of a plan that has been prepared carefully and in detail. Implementation is the realization of the company to always be close to the community. Implementation of corporate responsibility is an implementation of a concept that focuses on the concerns, braids and voluntary contributions made by the company to employees, communities and the environment (Julianda, 2013). Then, Nurdin Usman (2002) said that the implementation is lead to activities, actions, actions or the existence of a system mechanism, the implementation is not just an activity, but a planned activity and to achieve the purpose of the activity. While Guntur Setiawan (2004) said that the implementation is an extension of activities that mutually adjust the process of interaction between the objectives and actions to achieve it and require an effective network of bureaucratic implementers. Thus, the

implementation is a series of actions undertaken by various actors implementing policies with support facilities based on rules that have been set to achieve the goals set.

Furthermore, the concept of policy implementation according to Wibawa et al. (1994), that the implementation of the policy is an action undertaken by organizations (government and private) either individually or in groups intended to achieve the goal. Implementation of policies is seen as a legal administration tool in which as actors, organizations, procedures, and techniques that work together to implement policies to achieve impact or goals achieved (Wahab 2004: 10).

The concept of the company pursuant to Law No. 40 of 2007 concerning PT is a legal entity which is a capital alliance, established under the agreement, engages in business activities with the authorized capital wholly divided into shares and meets the requirements stipulated in this law and its implementing regulations. Company is the place of production activities. Companies in the production activities should pay attention to the surrounding environment. The Company should pay attention to the impact of its business activities. If the impacts can be detrimental to residents living near the company, then the company should take into account what action is being taken to address the impact. The CSR concept emerges as a result of the natural character of every company that seeks to profit maximally without regard to the welfare of employees, society and the environment (Sari et al, 2014). Accordingly, the company is any form of business conducting activities on a regular basis and continuously with the aim of obtaining profit funds or profits, whether organized by individuals or business entities in the form of legal entities or non-legal entities, established and domiciled in the territory of the State Republic of Indonesia.

The concept of a limited liability company is formulated in Article 1 point 1 of Law no. 40 of 2007 which provides the understanding that a limited liability company, hereinafter referred to as a corporation is a legal entity which is a capital alliance, established under the agreement, engages in business activities with the authorized capital wholly divided into shares and meets the requirements stipulated in the law and its implementing regulations. The term "company" refers to the method of determining capital, which is in stocks, whereas the term "limited" refers to the limit of shareholder responsibility, which is only limited to the nominal amount of shares held (Abdulkadir Muhammad, 2010). According to the Law of Limited Liability Company in Article 1 number (1) Limited Liability Company is a legal entity established under the agreement, engages in business activities with the authorized capital wholly divided into shares and meets the requirements stipulated in the Law of Limited Liability Company and its implementing regulations (Hardijan Rusli, 1997: 17).

While the concept of Corporate Social Responsibility (CSR) is an approach of a company that integrates social concerns in business operations and in their interactions with stakeholders based on voluntary principles and partnerships (Nuryana, 2005). In the policy of the Government of Indonesia has regulated the corporate social responsibility as regulated in Law Number 40 Year 2007 About Limited Liability Company. It is stipulated that Article 74 paragraph (1) of Law Number 40 Year 2007 is: "Companies that carry out their business activities in the field and / or related to natural resources are obliged to carry out Social and Environmental Responsibility." Paragraph (2) "Responsibility Social and Environmental Affairs as referred to in paragraph (1) shall be the obligation of the Company which is budgeted and calculated as the cost of the Company whose implementation is conducted with due consideration to the properness and reasonableness. "Paragraph (3)" The Company which does not fulfill the obligation as referred to in paragraph (1) shall be subject to appropriate sanctions with the provisions of laws and regulations. "Paragraph (4)" Further provisions on Social and Environmental Responsibility shall be governed by a Government Regulation."

METHOD

This research uses qualitative research. According to Moleong (2005: 6) qualitative research is a study that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, holistically, and by way of description in the form of words and language, special nature and by utilizing various scientific methods. The study was conducted from June to November 2017. The study was conducted in Amoito Jaya Village, Subdistrict of Wolasi, and District of South Konawe.

The research informant is chosen by purposive sampling which is subjective sampling technique with certain intention or purpose, by assuming that the informant taken has information needed for anyone and researcher. According to Ferdinand (2006: 195) purposive sampling is the determination of samples in which the researchers chose the sample subjectively. The subject of this research is 6 people, consist of 3 employees of PT. Aneka Bangunan Cipta, and 3 representatives of Amoito Jaya village community.

Research instruments are tools or materials to be used for data collection. Tools or materials used in this study are as follows: List of questions that guide the interview to informants ie the company and community, and the Camera as a documentation tool. The type of data used in this study comes from primary data and secondary data.

Data collection techniques used in this study are as follows:

1. Field study is how to obtain data by doing research directly in the field. This study was conducted in a way:
 - a. Interview, intended to obtain primary data by holding direct interview with informant. In this interview used interview guidelines that have been prepared systematically based on the problems studied to obtain a clear picture of the implementation of CSR.
 - b. Observation, ie direct observation in the location of research, especially in relation to the implementation of CSR.
2. Library Studies, is a technique of collecting data by collecting reading materials, including legislation and documents that are related to the problem of CSR.

To establish the validity of the data it is necessary to test the accuracy of the data. This research uses triangulation. Triangulation is to compare and check back the degree of confidence of information gained through different times and tools in qualitative research. This is done by: comparing back observation data with interview result data and comparing interview result with related document contents about corporate social responsibility program.

RESULTS AND DISCUSSION

This research uses descriptive qualitative method that aims to understand social phenomena from the perspective or perspectives of informants.

Information was taken through observation and in-depth interviews with informants (Parties of PT Aneka Bangunan Cipta and community in Amoito Jaya Village). PT. Aneka Bangunan Cipta is dealing with issues related to the rules that the company must implement with regard to environmental aspects and corporate communications with the community regarding CSR programs. The interview process is very important in collecting data and the expected goal is able to provide a real picture of how the CSR program implemented by PT. Aneka Bangunan Cipta.

1. Program of CSR For Company PT. Aneka Bangunan Cipta

Program of CSR is considered the essence of business ethics where initially PT. Aneka Bangunan Cipta first implemented the program in 2010. Its implementation is motivated by the conflict between the community and the company, because the society demands corporate responsibility that has caused environmental impacts such as smoke and dust that pollute the surrounding community. One example of operational activities at the company PT. Aneka Bangunan Cipta, can be seen in Figure 1



Figure 1: Company operational activities of PT. Aneka Bangunan Cipta that cause environmental impact

Figure 1 above shows that firms not only have economic and legal obligations but also have liabilities to other interested parties whose scope exceeds the above (economic and legal) obligations. So that the attention to PT. Aneka Bangunan Cipta that concern the social development of the company with local people or the community is very important, especially in the village of Amoito Jaya.

The results of interviews to employees of the company showed that there is a company's commitment to social activities in this case CSR, where the company provides an annual budget to support the sustainability of the company's performance PT. Various Creative Buildings consistently from the last 5 years. From the budget is used for goods and donations (cash) for the community. Related to this data CSR budget PT. Aneka Bangunan Cipta last 5 years can be seen in Table 1.

Table 1. Budget Data CSR Program PT. Aneka Bangunan Cipta last 5 years

Activities	Budget allocation (IDR)				
	2012	2013	2014	2015	2016
Environmental impact	25.000.000	25.000.000	26.000.000	27.000.000	27.000.000
Management of the environment	12.000.000	12.000.000	12.000.000	12.000.000	12.000.000
Help the means of worship	5.000.000	-	-	2.000.000	-
Total	42.000.000	32.000.000	38.000.000	41.000.000	39.000.000

Source: Annual Report CSR PT. Aneka Bangunan Cipta (2017)

Data Table 1 above has a varying amount of budget each year because it is tailored to the profit of the company at each production and complaints that arise in the community. Corporate social responsibility program PT. Aneka Bangunan Cipta is not a social activity that became a routine habit but implemented by the company over time and demands from various parties. Such social responsibility programs, among others, due to regulation, law and the obligation of environmental impact analysis so that the emergence of a sense of concern or responsibility for the welfare of the community in the village of Amoito Jaya.

2. Implementation of CSR Program PT. Aneka Bangunan Cipta

CSR program implemented by PT. Aneka Bangunan Cipta based on the needs and complaints that arise from the community around the company as a form of efforts to improve the welfare of society both in terms of environmental, economic and social. CSR Programs PT. Aneka Bangunan Cipta that have been run in Amoito Jaya Village refer to several aspects.

From the results of interviews to employees of the company can be concluded that the CSR program is implemented in the village of Amoito Jaya by PT. Aneka Bangunan Cipta, which is environmental, economic, and social program. The program or activities undertaken by PT. Aneka Bangunan Cipta, ie:

a. Environmental Sector

In the environmental field, CSR program PT. Aneka Bangunan Cipta is to conserve the environment by doing reforestation as an effort to protect the environment around the company against the pressure generated from its operational activities so as to absorb the smoke and dust produced by the company that is by planting teak trees around the company as much as 500 trees and by not throwing away reckless waste oil products. The situation around the company PT. Aneka Bangunan Cipta after planting teak trees as shown in Figure 2.



Figure 2: The situation around the company PT. Various Sakti Buildings after planting teak trees

In addition, PT. Aneka Bangunan Cipta also provides funds in the form of cash called environmental impact money. At the beginning of the distribution the company held a meeting with all the people in Amoito Jaya Village to socialize the program. Then, one of the people is chosen as the person in charge or representative of the community who will receive and distribute the funds to the community.

The program is channeled to the community in Amoito Jaya village until now still running. The environmental impact fund is provided in nominal cash depending on the income of the company in each production. The environmental impact fund is distributed every year once per

head of household with IDR 100.000. The number of household heads is 236, then the total funds issued by the company each year is IDR 23.600.000.

b. Economics

In the economic field, CSR program of PT. Aneka Bangunan Cipta is done by recruitment of the workforce of the community in Amoito Jaya village which was done at the beginning of the establishment of the company and until now still held recruitment if the company is in a production or operating condition that requires additional labor. The data of permanent employees of PT. Aneka Bangunan Cipta recruited from the Amoito Jaya village community can be seen in Table 2.

Table 2. Data of permanent employees of PT. Aneka Bangunan Cipta from Amoito Jaya village community

No	Name	Age	Type of work
1.	Risal	32	Driver
2.	Roi	23	Driver
3.	Mario	24	Driver
4.	Adnan	26	Driver
5.	Amran	50	Driver
6.	Hendra	32	Driver
7.	Dedi	30	Security
8.	Habi	50	Security
9.	Arlin	46	AMP
10.	Darwin	26	AMP
11.	Said	40	AMP
12.	Sultan	35	AMP
13.	Jeris	26	AMP
14.	Wayan	48	AMP
15.	Ipeng	40	Stone crusher

Source: Employee Data Company PT. Aneka Bangunan Cipta year 2017

Based on the above data proves that the recruitment program of permanent employees by PT. Aneka Bangunan Cipta from Amoito Jaya village community is true and amounts to 15 people.

c. Social Sector

In the social field, CSR program PT. Aneka Bangunan Cipta is providing aid equipment in the mosque or worship facilities such as carpets, loudspeakers, and amplit and many others. One of the aids of such equipment can be seen in Figure 3.



Figure 3: One of the means of worship

3. Impact of CSR Program Implementation PT. Aneka Bangunan Cipta Amoito Jaya Village Community

Establishment of PT. Aneka Bangunan Cipta in Amoito Jaya Village gives a significant impact on the environment of society and PT. Aneka Banguna Cipta.

From the above statement shows that the impact of PT. Aneka Banguna Cipta among others:

- a. The existence of a company can grow and sustain by getting a good image or positive from the public.
- b. Companies can maintain quality human resources.
- c. Companies can improve decision making on critical matters so as to facilitate risk management.

The existence of CSR programs in the field of environment, economic, and social fields not only positively impact the company as the implementer of the program but also the Amoito Jaya village community has felt the positive impact of the program.

a. Impact of CSR Program Implementation on Environmental Sector

Company involvement PT. Aneka Bangunan Cipta in the maintenance and preservation of the environment shows that the company participated in environmental conservation efforts that can improve the welfare and quality of life of people in Amoito Jaya village in the long term.

Based on the results of interviews to the community, shows that the impact felt by the people in the village of Amoito Jaya with the CSR program is to increase the environmental sustainability of the community and maintain cleanliness and environmental conditions by doing reforestation around the operational area. Likewise, the environmental impact fund program is also welcomed by the community even though its nominal is not so great. This can give people a good idea that not all companies have bad image, so it will not create social conflict between company and society.

b. Impact of CSR Program Implementation on Economic Sector

CSR programs play a role to encourage healthy economic growth by considering also environmental factors. Now the business world is no longer just looking at the company's single bottom line record, but already covering the financial, social, and environmental aspects of the so-called (triple bottom line) synergy of these three elements is the key to the concept of sustainable development.

In line with the CSR program PT. Aneka Bangunan Cipta is how to push the country's economy progresses. One of them is to create jobs for the community around the company, especially in Amoito Jaya village as a form of community economic strengthening.

Based on the results of interviews to the public it appears that the existence of employment recruitment programs and employing communities around the company bring a positive impact on people's lives. So it can raise the quality of life of the people living around PT. Aneka Bangunan Cipta.

c. Impact of CSR Program Implementation on Social Sector

Social sector programs undertaken PT. Aneka Bangunan Cipta to the environment around the company can create social harmony between companies and the community environment. In the development of a country not only the responsibility of government and the company alone, but also play a role to realize social welfare and the quality of life management community.

With the CSR program PT. Aneka Bangunan Cipta in the field of social that is by facilitating religious infrastruktur one mosque in Amoito Jaya village so as to make people comfort in worship.

Based on the results of interviews with the community shows that in the implementation of this program bring's a good impact for the community in this case help and facilitate the community, especially Muslims in the village of Amoito Jaya in conducting worship.

CONCLUSION

Based on the results of research and discussion, it can be concluded that PT. Aneka Bangunan Cipta is a company that has implemented corporate social responsibility (CSR) program in the field of environment, economic and social field as a form of commitment and awareness to the community around the company that has been budgeted every year. Implementation of the company PT. Aneka Bangunan Cipta are based on the obligation to comply with existing rules and become fully part of the company's strategy. From the implementation side, PT. Aneka Bangunan Cipta has a positive impact for the Amoito Jaya Village community who became the target of the program with the increase of environmental sustainability of operations, the existence of employment, as well as the availability of facilities of worship, especially in the Mosque.

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