



CORPORATE SOCIAL RESPONSIBILITY (CSR) MANAGEMENT PT. BORNEO INDOBARA (BIB) IN COMMUNITY EMPOWERMENT IN THE REGENCY OF TANAH BUMBU

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Abstract

This study aims to identify and analyze the optimization of the role of corporate social responsibility in regional development efforts. This research is examined in two sub-sections, namely, regarding the implementation of regional policies related to corporate social responsibility and corporate social responsibility practices in Tanah Bumbu Regency. This study used qualitative research methods. The data is in the form of research results of government documents related to information on corporate social responsibility. This study uses resource persons from elements of the regional leadership of Tanah Bumbu Regency. The data analysis method uses an interactive analysis model: Miles and Huberman. This research produces findings, namely: the implementation of the coordination of the CSR program by the local government of Tanah Bumbu Regency has not been optimal and the company's CSR practices have not been in accordance with existing regulations. In terms of time, it appears that the implementation of regional policies is progressing slowly. The synchronization steps that have been carried out have not been effective. The results of the study indicate that there is a CSR management of PT. BIB is very structured and planned, through mapping/determining the assisted villages that will be assisted and then according to the needs of the fostered villages so that the CSR provided is truly able to provide benefits to the community in terms of social, cultural, economic and environmental development. From each year the fostered village experiences significant development due to the benefits of the CSR role of PT. BIB. From this research, there are several factors that influence the success of CSR PT. In the 17 villages in the research area, there are 3 different community groups in receiving CSR benefits, namely people who have received benefits from the CSR program, people who have never received the direct impact of CSR and people who have received CSR assistance but the assistance is still felt to be lacking and felt not optimal implementation. Apart from those already mentioned above, good management includes: 1. Determining the priority needs of the community; 2. Collecting suggestions and expectations of the community; 3. CSR program directions; 4. CSR goals and objectives; 5. Company motivation in implementing CSR; 6. Models and patterns of CSR management and implementation; and 7. The role of CSR programs in community empowerment.

Keywords: Role of Responsibility, CSR Practice Management, Community Economic Development.

INTRODUCTION

The development of a country or region is not only the responsibility of the government, but the business world and every citizen plays an important role in realizing the improvement of the quality of life of the community (Widodo, 2011; Julaeha, 2019). One of the roles of the company's business world is very important because the company is directly in the community whose impact is directly felt by the surrounding community (Haris & Purnomo, 2016; Nurbaiti & Bambang, 2017; Wahyuni, 2007).

The existence of a company in an area continuously will have a negative impact on the environment, such as environmental pollution resulting from the company's operational activities (Irawan, 2017; Aryawan et al., 2017). That's where entrepreneurs must have an ethical attitude in carrying out their business processes. Not only thinking about profits, but companies must do business with dignity, namely by thinking about the survival of the community and the environment around the company due to continuous business processes (Sulistiawan et al., 2021; Yuniarto, 2013).

Thus, companies must participate and contribute to community development, especially those in the company's operational areas (Daniri, 2008; Hasan, 2018). Not only has a negative impact, but the existence of the company must provide positive benefits for improving the quality of life and welfare of the community. So that people do not feel disadvantaged by the existence of companies in their environment (Risal et al., 2017; Fatmawatie, 2015; Hendar, 2013).

Moreover, at this time the business world is required not only to pay attention to financial statements (single bottom line), but also to cover financial, social, and environmental aspects (triple bottom line) (Suaidah, 2014; Hasni Opu, 2013). In other words, a good company does not only pursue economic profit, but also has a concern for environmental sustainability and community welfare (Marnelly, 2012; Nayenggita et al., 2019). With the existence of social and environmental concerns, companies must develop sustainable social and environmental awareness programs or CSR, which aim to improve the welfare of the people around the company, and by paying attention to the preservation of the environment around the company, in order to improve the quality of community welfare (Disemadi &

Corporate social responsibility (CSR) is an effort from the company to raise its image in the eyes of the public by making excellent programs that are both external and internal (Kurniasari, 2015). According to the Indonesian CSR study circle, corporate social responsibility (CSR) is an earnest effort by a business entity to minimize the negative impact and maximize the positive impact of its operations on all stakeholders in the economic, social and environmental realms in order to achieve sustainable development goals (Muhdar et al., 2016; Humairoh, 2018).

The implementation of CSR in Indonesia itself is regulated in Law no. 40 of 2007 concerning Limited Liability Companies in article 74: 1) Companies that carry out their business activities in the field and/or related to natural resources are obliged to carry out social and environmental responsibilities; 2) The social and environmental responsibility as referred to in paragraph (1) is the company's obligation which is budgeted and calculated as the company's expense, the implementation of which is carried out with due regard to propriety and fairness; and 3) Companies that do not carry out the obligations as referred to in paragraph (1) are subject to sanctions in accordance with the provisions of laws and regulations. Further provisions regarding social and environmental responsibility are regulated by government regulations (Marthin, 2017).

Paragraph (1) explains that the purpose of a company carrying out its activities in the field of natural resources is a company whose activities are managing and utilizing natural resources. Meanwhile, a company that carries out its business activities related to natural resources is a company whose business activities have an impact on the function of the ability of natural resources. Paragraph (2) suffices to explain that everything related to social responsibility is budgeted and calculated as the company's expenses and carried out in accordance with propriety and fairness. Paragraph (3) explains about sanctions regarding the implementation of social responsibility, what is meant by "subject to sanctions under the provisions of laws and regulations" means being subject to all forms of sanctions regulated in laws and regulations.

The community around the company is basically a party that needs to be appreciated. This appreciation can be realized in the form of increasing their welfare through community empowerment activities carried out by the company's CSR program (Brigita et al., 2020; Mutmainna & Sumarti, 2019). Since the enactment of the legislation on CSR, more and more companies or agencies are competing to carry out imagery to maintain reputation and business continuity. Because, without a good reputation, it is impossible to get a positive response from the public.

These CSR programs can be realized through community programs, such as community empowerment, community business development, establishing business partnerships (partnerships), and also creating fostered villages managed by the company. Therefore, the CSR program is one element of the company that must be carried out properly. With good CSR, the survival of the community and the environment will develop well too, so that the company's business processes are not disturbed or protested against the company by the community, so that the company can maximize its profits while at the same time prospering the community.

Improving the ability to manage community development and empowerment through CSR programs is closely related to sources of basic data information (baseline data) regarding the conditions and potentials as well as the social and cultural values and the environment of the village community around the company which are not yet fully (holistic) known. The coal mining company PT Borneo Indobara (PT.BIB) already has baseline data on the condition and potential of the community around the mine since 2015. The baseline data has existed since 5 years ago, therefore, in the context of the sustainability of the program synergize with the development and development of rural areas around the PT BIB mine, it is deemed necessary to evaluate and monitor the development of conditions and potentials as well as the values of Sosekbud and the environment of the village community around the mine accompanied by an assessment of community social acceptance of the company's CSR program through updating the necessary social data through social mapping activities. Efforts to update data on conditions and potentials as well as values of Sosekbud and the environment of the village community around the mine through social mapping are very important for community development and empowerment through CSR in rural areas that are guided by the company. Supported by data on analysis of community social acceptance of CSR programs, it is hoped that the company's CSR in the future will be able to make rural areas around the mines into productive and independent villages with quality human resources. The CSR program is structured based on the conditions and potentials as well as the social and cultural values and a real rural community environment that will encourage the acceleration of rural economic development towards the development of long-term productive sectors based on strengthening the local economy. So that a village development planning system will be built that is able to coordinate all programs and an intensive community development system that is managed professionally to achieve optimal

results. In the end, the existence of a company that is in direct contact with all rural activities is expected to be able to encourage the welfare of the village community without having to provide direct opportunities to work in the company due to the limited ability of the company to accommodate workers.

Based on the concept of thought, the author needs to examine the development and improvement of the quality of the village community around the mine which is being fostered by the PT BIB company. So, through this research, it is hoped that baseline data can be updated regarding the substantial interests of the community and rural potential through corporate CSR including social, economic and community culture, community environmental conditions and community social acceptance of CSR so that in the future CSR programs can still provide economic, social and development impacts. real area.

This condition becomes interesting for the writer to analyze. Based on the description above, it is necessary to further analyze the problem and arrange it in a thesis with the title "Implementation of Corporate Social Responsibility (CSR) PT. Borneo Indobara (BIB) in Community Empowerment in the Tanah Bumbu Regency Area.

RESEARCH METHODS

The author uses a qualitative approach in this study. The author chooses this approach because he considers the qualitative method to be quite relevant to the problem to be studied, namely the phenomenon of people's social life. Qualitative approach, using the researcher as the main instrument (key instrument) in data collection, as well as in this study.

The implementation of this research is located in the target area of PT. BIB in Tanah Bumbu Regency, South Kalimantan Province. The author chose the location on the basis of the consideration that in addition to the location being relevant to the problem being studied, the location is also quite strategically located, not too far from where the author lives and the data is easily obtained. So, the author can conduct in-depth research on the problems referred to above.

The primary data in this study were sourced from officials within the local government of Tanah Bumbu Regency, consisting of: the Regent of Tanah Bumbu, the Chairman of the Regional House of Representatives (DPRD) of Tanah Bumbu Regency, and the Head of the Regional Development Planning Agency (Bappeda) of Tanah Bumbu Regency. The author also uses secondary data in the form of events. Documentation of events related to CSR programs that occurred in Tanah Bumbu Regency. The author uses photo documents and news releases owned by the Subdivision of Reporting and Reporting of the Public Relations and Protocol Section of the Regional Secretariat of Tanah Bumbu Regency.

This study uses data analysis techniques which consist of three flow of activities that occur simultaneously, namely data reduction, data presentation, and drawing conclusions/verification. In this study, the authors used two techniques to check the validity of the data. The author chose to perform a triangulation examination technique in order to meet the credibility of the results of this study. In addition, the authors also try to meet the criteria of certainty (confirmability) by presenting a detailed description of the data.

RESULTS AND DISCUSSION

1. CSR in Business Strategy

a. Company profile

PT. Borneo Indobara (PT. BIB) is a mining company, a subsidiary of Sinar Mas, located in Angsana District, Tanah Bumbu Regency, South Kalimantan. PT. BIB began to actively carry

out the exploration and infrastructure development stages in 2006 and began carrying out the coal exploration stage in 2008 with the Coal Entrepreneur Work agreement area (PKP2B) with a concession area of 24,100 Ha which is divided into 4 mining blocks, namely the Batulaki block, the Sebamban Bawah (Bunati) block.), the Upper Sebamban (Kusan) block, and the Girimulya block. Of these four blocks, only the Girimulya Block has not yet entered the exploitation stage. In its production operations, there are several contractors who cooperate with PT. Borneo Indobara, namely PT. Sapta Indra Sejati (PT. SIS), PT. Wira Bhumi Sejati (PT. WBS), and PT. Build Arta Utama (PT. BAMA), with a target coal production of 20,000,000 tons per year.

The legal basis for CSR includes Article 33 of the 1945 Constitution, Law no. 32/2015 on environmental protection and management, Law no. 22/2001 on oil and gas, Law no. 25/2007 on investment, Law no. 40/2007 concerning Limited Liability Companies and SOE Ministerial Decree No. 5/2007 concerning SOE Partnership Program with Small Business and Community Development Program. In these various regulations, basically, various efforts must be made by the government and companies (private/BUMN) to carry out community development and empowerment efforts, both in social, educational, economic, health, institutional and other aspects. The most important thing from the CSR concept is the achievement of a balanced development in local, regional and national communities to achieve justice and equitable development. CSR values and principles are cooperation, participation, rely on the capacity and initiative of local communities, sustainability, togetherness, solidity and change from within. So the CSR programs must be oriented to 3 things, namely community relations, community development (community development) and community empowerment (community empowerment).

By implementing these 3 things, basically the community around the location of the coal mining company will also benefit from the company's existence and activities through CSR programs managed by the company. Viewed from a broad perspective, the implementation of community development and community empowerment through CSR programs is quite a challenge for the company. This is due to the complexity of the interests of the people who are the target of the activity. Therefore we need a systematic model in program planning. The link between implementation and what the expectations and needs of the community are needed to achieve optimal results.

Improving the ability to manage community development and empowerment through CSR programs is closely related to sources of basic data information (baseline data) regarding the conditions and potentials as well as the social and cultural values and the environment of the village community around the company which are not yet fully (holistic) known. The coal mining company PT Borneo Indobara (PT.BIB) already has baseline data on the condition and potential of the community around the mine since 2015. The baseline data has existed since 5 years ago, therefore, in the context of the sustainability of the program synergize with the development and development of rural areas around the PT BIB mine,

Efforts to update data on conditions and potentials as well as values of Sosekbud and the environment of the village community around the mine through social mapping are very important for community development and empowerment through CSR in rural areas that are guided by the company. Supported by data on analysis of community social acceptance of CSR programs, it is hoped that the company's CSR in the future will be able to make rural areas around the mines into productive and independent villages with quality human resources. The CSR program, which is prepared based on the conditions and potentials as well as the social and cultural values and the real rural community environment, will encourage the acceleration of

rural economic development towards the development of a long-term productive sector based on strengthening the local economy.

b. Biophysical Potential

The land potential in the 17 village areas that are the object of research, most of the land has been used for oil palm plantation activities and large-scale coal mining activities. The characteristics of the land when viewed from the characteristics of the physical environment (climate and soil) and an analysis of the value of the condition of the research area is carried out, it does not have significant inhibiting factors so that it is suitable for use for the development of various agricultural, plantation and forestry commodities. Including plans for the development of rubber plantations and agarwood plantations. The average land ownership for farming is 1.12 hectares, which are generally gardens. The widest land ownership for farming is 5 hectares and the narrowest is 0.50 hectares.

Ownership of the most land area is 1 and 2 hectares. The form of land cover in the research area is in the form of open land, primary/secondary forest/mangrove areas, oil palm plantations, settlements, shrubs, dry fields, ponds and mining. The available grasslands and shrubs are still quite extensive and quite suitable for the development of rubber plantations and/or animal husbandry as well as for aquaculture according to the existing land use. In the mangrove forest area, it is used as a pond area and is located in Sungai Loban District. In Satui, Angsana and Kusan Hulu sub-districts, land use is concentrated for oil palm plantations. Meanwhile, in the Districts of Kusan Hulu, Kuranji and Sungai Loban, rubber plantation activities are concentrated. In Sungai Loban and Angsana sub-districts, cattle farming activities are also concentrated. The activities of smallholder oil palm and rubber plantations as well as fish husbandry are the flagship programs of the Tanah Bumbu Regency Government. The company's role is to synergize with the local government to accelerate the implementation of the three programs. In terms of increasing human resources, capital and strengthening institutional capacity can be played by the company.

c. Community Profile

Based on the description of the community profile by comparing the social mapping of the community in 2015 and 2020 there was a change in the profile of the community seen from the aspects of community profile, social, economic, environmental, cultural, political, institutional, roles of women and youth. This change in profile leads to positive changes in line with the progress of development in rural areas. Judging from the community profile, there was an increase in the number of residents but with the number of ethnicities remaining the same in a period of 5 years. Meanwhile, the economic profile for types of work in general remained the same, dominated by work as farmers in a broad sense with 19 other types of work. Income has changed for groups of people with an income of 2 million and above (above the South Kalimantan UMP of Rp. 1,870,000). Economic facilities such as village markets, although their presence is not routine, are already established and spread in all villages, while government-owned banks such as BRI are already available in all sub-districts. Changes also occurred for the level of education which increased in number for the age of 9 years of compulsory education (SD-SLTP) this was supported by the local government's program for free education for 9 years. The social profile of health services has increased because Puskesmas have been established in all sub-districts with an adequate number of health workers spread across the sub-district and in the village. This is also because it is supported by the local government's program for free health

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The Human Development Index (HDI) of Tanah Bumbu Regency in 2015-2020 released by the BPS in 2020 shows the number 71.09 (upper middle scale) which is ranked 9 out of 14 urban districts in South Kalimantan Province. HDI is measured based on aspects of health (life age), knowledge (education, literacy and school graduation) and a decent standard of living (income). Oriented to efforts to increase HDI in order to achieve a high score (>80) the local government can synergize with the company through the company's CSR program. The 9-year free education program, free health services and the development of people's plantations as well as the development of smallholder fishery are real efforts of the local government to boost the HDI of Tanah Bumbu Regency.

Institutionally, there was a decrease in the active role of Karang Taruna and an increase in the active role of LPM, Gapoktan and NGOs. Not much different from 2015 in social interactions in 2020, mutual cooperation, yasinan, friendship at marriage, religious holidays and death have high collaborative activities. The social capital that dominates the community is a sense of togetherness.

Judging from the environmental profile of the community, on average, they have lived in the village for less than 10 years and above 35 years, it shows that there are indigenous local communities and immigrant communities who mingle and settle in the same rural environment. Even though the community states that they feel comfortable living in the rural environment they currently live in, sometimes rural environmental facilities such as clean water, lighting, sanitation and livable housing facilities are still an obstacle for the community. Improving the quality of these facilities needs to be fully supported by the company through CSR programs.

Judging from the profile of traditional culture related to cultural arts, it is reflected in the existence of 8 ethnic groups in the villages around the company. This is a local potential that needs to be encouraged for its development. Coaching assistance, assistance for trainers and equipment assistance are very much needed so that these cultural arts remain sustainable. Companies can encourage the creation of a cultural village in order to create synergy in creating tourism opportunities in Tanah Bumbu Regency. The preservation of the culture that still exists is in the form of annual celebrations and parties that are still ongoing since the 2015 social mapping.

The profile of rural women around the company shows their role not only in the reproductive sector according to their nature, such as giving birth and caring for children, but also playing a role in the production and social sectors. The largest percentage is found in the role of women in the employment sector as farm laborers such as taking wages for planting, maintaining and harvesting rice. Meanwhile in the plantation sector, they also work as palm oil

laborers for planting activities, maintaining/cleaning grass and leaves as well as fertilizing/liming and laboring in rubber plantations. In the institutional sector, women also play a role so that in decision making in the village women's voices are also heard. Even though this role has emerged in the future, there is still a need for rural women's empowerment programs so that they can actually appear equal to men for production activities so that they can help and support the household economy optimally. PKK institutions can be a good forum for synergizing with companies through CSR programs based on household-scale productive businesses.

2. The Importance of CSR to the Company

PT. BIB requires a conducive atmosphere to be able to carry out sustainable production activities. Knowing the socio-culture of the local community will be very easy to help adapt and live side by side in a peaceful and mutually beneficial way. There is a shift in ownership of the business world, from private ownership to public ownership. Indirectly, this means that the company is no longer just a business institution, but has shifted to a social institution. The business world is not only tasked with making profits, but also must play a role as an institution that has social responsibility. Awareness of the importance of implementing CSR,

In addition to the reasons above in implementing corporate social responsibility (CSR), companies also benefit from the program, including those described by the United States-based Business for Social Responsibility (US-BSR), companies that have practiced CSR (Corporate Social Responsibility) PT . BIB benefits include:

1) Improve the company's brand image and reputation

Corporate social responsibility (CSR) PT. BIB can make the company better known to the public so that the company's reputation will also increase if the company implements the program as well as possible.

2) Increase sales and customer loyalty.

If the CSR program is carried out well by the company, the customers will become more loyal because customers not only know the quality but also the company's good goals.

3) Reduce operational costs

With CSR, companies no longer need to spend a budget for promotion costs, because the product or company will definitely become better known to the public. Thus the company's operating costs will decrease.

4) Improve financial performance.

With CSR, it is expected that the company's profit will increase further because sales will also increase. Thus the financial performance of the company will automatically increase as well.

3. CSR in Sustainable Development

PT. BIB in implementing CSR in sustainable development, has 3 main pillars (economic growth, poverty alleviation, sustainability) which originate from two important ideas, namely:

1) The idea of needs, especially essential needs that should be given top priority.

2) The idea of limitations, which is rooted in the state of technology and social organization of society on the ability of the environment to meet the needs of the present and the future.

So in this paradigm, the aim of economic and social development must be pursued with sustainability, which means that it does not have to meet current needs without considering future needs. However, strive for the sustainability of meeting these needs in the next generation in the next generation.

In this regard, the business world (copotare) is no longer required to only manifest its image through a good campaign but must also be able to show accountability to the public interest. The corporate social responsibility (CSR) program is a long-term investment that is useful for minimizing social risks, and serves as a means to improve the company's image in the eyes of the public. CSR is a form of balance between the operational social vision to care for the community and the surrounding environment and the operational vision to achieve maximum profit and ensure customer satisfaction. PT. BIB in its production process does not only pursue profit but also considers the existence of the community and the surrounding environment.

4. CSR Forms

Based on the 8 priority needs, the changes in the priority of the main needs occurred in 2 fields, namely the education and spiritual fields. In the field of education in 2020, the community places the need for complete facilities from existing school buildings as a top priority. The priority need to continue to secondary school has been fulfilled because apart from the fact that there is a secondary school in the village in question, it is also due to the fact that road access is starting to open and most people already have motorized vehicles that make it easier for them to access the nearest secondary school. In the spiritual field, the main priority needs in 2015 is the construction of houses of worship but in 2020 these houses of worship have been built by self-help and third party assistance,

Meanwhile, the main priority needs of the other 6 fields remain the same as the priority needs in 2015 which include the fields of health, economy, culture, institutions, politics and the environment. Based on the condition of the community profile, in fact, the fields that have not experienced changes in terms of priority of the main needs of these fields have changed in a positive direction within a period of 5 years from 2015 to 2021 in line with the progress of development in rural areas. However, from the perspective of the community, 6 of the 8 areas of community needs are still placed as a top priority after a period of 5 years. This is because the community wants an increase in the quality of the priority areas of the main needs, such as improving the quality of health workers which has been fulfilled since becoming a top priority need in 2015 so in 2020 the community wants a doctor program who can live in the village and not just place a midwife. or nurses in one village. The community also wants a village with one doctor. In the economic field, the priority needs are related to the development of village markets where if in 2015 what is desired is the presence of village markets in every village, in 2021 the main priority needs are the construction and development of village market facilities.

In the field of culture as in 2015, the priority of the main needs remains the same, namely the preservation and development of cultural arts, especially related to the need for equipment and development of local cultural arts based on 8 ethnic groups in the villages surrounding the company. In the institutional aspect, the priority needs are also the same, namely the development of cooperatives that still need to be improved, especially cooperatives that really function as a vehicle for driving the rural economy. In the political field, the community continues to place replacement or land acquisition as a top priority need, both in 2015 and 2020. In the environmental field, the main priority needs is the improvement of village roads. In 2020, there has been a lot of progress in repairing village roads by the government.

5. Corporate Social Responsibility Concept

The expectations and suggestions of the community become the basic foundation in the direction of the preparation of the CSR program. The existence of companies engaged in coal mining

through CSR programs is expected to have a very large economic impact and regional development. Broadly speaking, CSR programs can be divided into 3 aspects, namely community development (community development), community relations (community relations) and community empowerment (community empowerment).

Based on the study of community knowledge with 6 questions about CSR in 17 villages around PT. BIB, it can be concluded that as much as 48.29% of the community's knowledge is good in understanding the basic concepts of CSR implementation and as much as 51.71% of community knowledge is still not good at understanding the concept. basis of CSR implementation. The public's perception of CSR is quite diverse, the diversity of these perceptions is correlated with their level of knowledge of the basic conception of CSR. Based on public perception, it can be seen that CSR is still perceived as a program in the form of physical assistance as part of a community development program even though the community should be able to perceive well that the CSR program is divided into 3 aspects as a unit, namely community development,

The community still perceives that empowerment-based CSR programs are still rarely implemented by the company as well as the relationship between the company and the community still looks bad and is not programmed specifically. So to go towards the CSR program as a corporate social investment, the emphasis on CSR programs must be more oriented to these 3 aspects by prioritizing community empowerment and relations with the community.

In the 17 villages in the research area, there are 3 different community groups in receiving CSR benefits, namely people who have received benefits from the CSR program, people who have never received the direct impact of CSR and people who have received CSR assistance but the assistance is still felt to be lacking and felt not optimal implementation.

Based on the results of the study, 56.5% of respondents wanted the need to increase CSR in the future and only a small proportion of respondents, namely 2.9%, stated that the current CSR programs were in accordance with the needs of the community. Furthermore, 40.6% stated that they did not know what the company's CSR development would look like in the future. The social acceptance of the community is seen from the benefits of CSR, the mechanism for assistance and development of CSR in the future can be concluded to be still low because the average is still below <50% for community acceptance of the value of CSR benefits, the transparency mechanism of assistance according to the needs of the community and the suitability of future CSR development along with the increase.

The direction of the superior community empowerment program for CSR is according to the suggestions and opinions of the community in 17 villages, namely training and development of small household scale industries, cultivation of rubber and agarwood plantations, development of honey bee cultivation, aquaculture ponds, cattle breeding, strengthening of cooperative institutions. The community development programs needed by each village are arranged hierarchically based on priority needs. In the field of education, the first priority needs of all villages is to want assistance in completing the facilities for the contents of school buildings which are still limited to support the teaching and learning process.

In the health sector, the priority needs of the village community vary according to the situation and condition of each village, namely the need for the provision of clean water facilities, assistance for improving maternal and child nutrition, assistance for Posyandu and Puskesmas facilities, assistance for health workers and medicines. In the spiritual field, the priority of the community development program is religious education facilities that are related to assistance in the procurement of religious schools, both formal and non-formal, such as the

construction of madrasas and Al-Quran Reading Parks or if both already exist what is needed is infrastructure assistance. In the economic sector, the priority of the community development program is assistance in developing village markets. In the field of culture, the priority of community development programs is directed at the assistance of cultural arts equipment and accompanied by the development of local cultural arts that are characteristic of each village. In the field of development, which is considered urgent by the community, is the assistance of village cooperative development facilities so that they can act as pillars of the economy in rural areas. In the political field, it is hoped that assistance with land issues, security protection, legal justice can be resolved in an open, fair and transparent manner. In the environmental field, what the community wants for CSR programs is related to assistance in developing and maintaining rural roads as a vital community need. In the field of development, which is considered urgent by the community, is the assistance of village cooperative development facilities so that they can act as pillars of the economy in rural areas. In the political field, it is hoped that assistance with land issues, security protection, legal justice can be resolved in an open, fair and transparent manner. In the environmental field, what the community wants for CSR programs is related to assistance in developing and maintaining rural roads as a vital community need. In the field of development, which is considered urgent by the community, is the assistance of village cooperative development facilities so that they can act as pillars of the economy in rural areas. In the political field, it is hoped that assistance with land issues, security protection, legal justice can be resolved in an open, fair and transparent manner. In the environmental field, what the community wants for CSR programs is related to assistance in developing and maintaining rural roads as a vital community need.

The public relations/relationship program is also an important and inseparable part of the CSR program. Through these conducive community relations, the sustainability of the company's business will be well maintained and the development carried out in rural areas will be well nurtured. The essence of the public relations program is the establishment of a partnership cooperation institution between the company and the community that can be used as a forum or post for cooperation and public complaints if various problems arise in rural communities. Community relations programs that have been carried out so far are in the form of assistance in commemorating national and religious holidays as well as assistance for victims of natural disasters.

Youth profiles in the research villages also play an important role in various employment sectors. The largest percentage as well as the role of women is also in the employment sector as farm laborers at 21.11%. The field of work in the plantation sector, such as taking wages for planting and maintaining the workers in rice harvesting activities. Meanwhile they also work as palm oil laborers for planting, maintenance/cleaning of grass and leaves as well as fertilizing/liming and laboring in rubber plantations. Youth in the research area are also involved in village institutional activities through Karang Taruna activities and other activities, for example the Maulid habsyi activity. However, Karang Taruna activities have decreased as they are busy working to earn a living for their family.

The proposals and expectations of the community in each field within a period of 5 years from 2009 and 2014 include 8 areas of community expectations or proposals covering the fields of education, spirituality, health, economy, culture, institutions, politics and the environment. These suggestions and expectations are aimed at the involvement of companies around them in contributing to the implementation of development in rural areas. Proposals and expectations have relevance to what the community's priority needs are. Based on the results of the

researcher's analysis, it turns out that what were the proposals and expectations of the people in 2014 remained the same as what were the proposals and hopes in 2009. This is because many of these proposals and expectations during a period of 5 years were not realized properly so that they reappeared in 2014. Because it appears again as a proposal and hope, the direction of the CSR program refers to these proposals and expectations. The realization of proposals and expectations can only be realized properly by the company if the company can synergize with the government and other companies to jointly commit to building and prospering rural communities around the company in order to support the sustainability of the company itself.

Based on public perception, it can be seen that CSR is still perceived as a program in the form of physical assistance as part of a community development program even though the community should be able to perceive well that the CSR program is divided into 3 aspects as a unit, namely community development (community development), community relations (relationships). community) and community empowerment (community empowerment).

The community still perceives that empowerment-based CSR programs are still rarely implemented by the company as well as the relationship between the company and the community still looks bad and is not programmed specifically. So to go towards the CSR program as a corporate social investment, the emphasis on CSR programs must be more oriented to these 3 aspects by prioritizing community empowerment and relations with the community.

In the health sector, the priority needs of the village community vary according to the situation and condition of each village, namely the need for the provision of clean water facilities, assistance for improving maternal and child nutrition, assistance for Posyandu and Puskesmas facilities, assistance for health workers and medicines. In the spiritual field, the priority of the community development program is religious education facilities that are related to assistance in the procurement of religious schools, both formal and non-formal, such as the construction of madrasas and Al-Quran Reading Parks or if both already exist what is needed is infrastructure assistance. In the economic sector, the priority of the community development program is assistance in developing village markets. In the field of culture, the priority of community development programs is directed at the assistance of cultural arts equipment and accompanied by the development of local cultural arts that are characteristic of each village. In the field of development, which is considered urgent by the community, is the assistance of village cooperative development facilities so that they can act as pillars of the economy in rural areas. In the political field, it is hoped that assistance with land issues, security protection, legal justice can be resolved in an open, fair and transparent manner. In the environmental field, what the community wants for CSR programs is related to assistance in developing and maintaining rural roads as a vital community need. In the field of development, which is considered urgent by the community, is the assistance of village cooperative development facilities so that they can act as pillars of the economy in rural areas. In the political field, it is hoped that assistance with land issues, security protection, legal justice can be resolved in an open, fair and transparent manner. In the environmental field, what the community wants for CSR programs is related to assistance in developing and maintaining rural roads as a vital community need. In the field of development, which is considered urgent by the community, is the assistance of village cooperative development facilities so that they can act as pillars of the economy in rural areas. In the political field, it is hoped that assistance with land issues, security protection, legal justice can be resolved in an open, fair and transparent manner. In the environmental field, what the community wants for CSR programs is related to assistance in developing and maintaining rural roads as a vital community need.

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CONCLUSION

Based on the results of the author's research, it can be concluded that the management of corporate social responsibility (CSR) carried out by PT. Borneo Indobara (PT. BIB) in empowering the assisted village communities is carried out through 1) Business management, updating of data on conditions and potentials as well as the values of Sosekbud and the environment of the village community around the mine through social mapping is very important for community development and empowerment through CSR in rural areas that become built; and 2) determine CSR priority programs, based on the 8 priority needs, the changes in the priority of the main needs occur in 2 fields, namely education and spiritual fields, the main priorities for the other 6 fields remain the same as the priority needs, including the fields of health, economy, culture, institutional, political and environmental.

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