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## Corporate Social Responsibility Effectiveness in Supporting Government Development Planning in Batam City

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### Abstract

Programs for corporate social responsibility (CSR) The voluntary contributions of businesses to sustainable development are the most frequently accepted definitions of corporate social responsibility today. The Batam City Government's duty is to serve as a liaison between companies and communities or community groups in need of money in order to realize programs sponsored through corporate social responsibility programs, as well as to undertake coaching and monitoring programs on program execution. CSR from the private sector, banks, BUMN/D, and numerous other business industries in Batam can spur efforts to expedite development. This study employs qualitative methodologies and leverages the Batam city administration and corporate social responsibility forums as facilitators between firms and communities or community groups. The effectiveness of CSR is measured in terms of a component of the organization's aim, which is a state or condition that the organization wishes to attain. There are numerous techniques to measure organizational effectiveness that can be used to determine the efficacy of corporate social responsibility (CSR), including the Source Approach (System Resource Approach), the Process Approach (Internal Process Approach), and the Goal Approach.

### Keywords:

Corporate Social Responsibility, Development, Effectiveness

### Introduction

The company's contribution to community development is carried out through a corporate social responsibility program, also known as a corporate social responsibility (CSR) program. "A company's voluntary contribution to sustainable development" is one of the most frequently accepted definitions of corporate social responsibility today (Lamarche & Bodet, 2016). In this instance, the corporation has a commitment not only to program community responsibility through a community responsibility program, but also to ensure that the impacts and benefits acquired by the community through the program are sustainable (sustainability). The presence of a company in the community can have both positive and negative consequences. On the one hand, the company supplies goods and services that the community requires, but on the other hand, the company's actions might have a negative impact on the community (Hadya & Susanto, 2018). The basic goal of all businesses is to maximize their profits. To achieve this goal, companies frequently ignore the social and environmental impacts arising from the company's economic activities or actions, even though the company's consumption activities have the potential to cause environmental damage, which is especially felt in the community who live around the company.

Over the last two decades, Corporate Social Responsibility (CSR) has grown in importance. Lawyers, practitioners, economists, and members of civil society have all contributed to the definition, development, and

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analysis of CSR's content, character, and application (Widiastuty & Soewarno, 2019; Zainal, 2019). The issue of distinguishing between obligatory and voluntary CSR legal frameworks has also arisen in the context of Indonesia, because of the enactment of the 2007 Indonesian Corporate Law No. 40 and the 2007 Indonesian Investment Law No. 25, both of which make CSR mandatory. According to Article 15 of the Investment Law No. 25, every corporation is required to implement corporate social and environmental responsibility, which is defined as a responsibility borne by every investment company to maintain relationships that are harmonious, balanced, and appropriate to the local community's neighborhood, values, norms, and culture. A separate study would be required to determine the relative influence of implicit and explicit CSR in Indonesia. Instead, the goal of this paper is to simply discuss the issues that both models confront, assuming that each is at least somewhat applicable in that country setting (Zainal, 2019). Work safety, labor rights, limited welfare, anti-corruption, environmental preservation, and consumer protection are all mandatory and customary norms in Indonesia (Rahmawati et al., 2020). These restrictions set limits on what corporations can and cannot do, but their execution is frequently challenging. In practice, insufficient law enforcement mechanisms, such as the lack of judicial tools to hold businesses accountable, widespread corruption, and legal confusion due to overlapping norms on social and environmental issues, hamper implementation. Furthermore, conflicts between commercial interests and stakeholder protection in areas such as labor rights or environmental challenges are widespread. With the goal of attracting direct foreign investment, Indonesia, like any other developing country, frequently grants firms preferential treatment, such as lower taxes or less stringent environmental rules. Such behavior has an undeniable impact on social standards and MNC behavior (Afsar et al., 2018).

At the regional level, Batam City Regional Regulation Number 2 of 2012 concerning Corporate Social Responsibility and Batam Mayor Regulation Number 18 of 2017 concerning the Implementation of Corporate Social Responsibility, which comprises programs and areas of work, are two examples. Community Empowerment, Partnership and Community Development, Direct Community Programs, and Promotion are all examples of corporate social responsibility. Education, Health, General Assistance, Sports and Arts, Social Religion, Environmental Conservation, and other disciplines of activity that have a meaningful impact on enhancing the condition of society are examples of Corporate Social Responsibility work. This law is intended to offer direction, policy, and legal clarity for the implementation of CSR initiatives in accordance with Batam City's development plans.

At least eight state-owned enterprises in Batam City participate in CSR, including PT Bank Negara Indonesia (Persero), PT State Electricity Company (Persero), Batam Bulog Public Company, Kimia Farma, and others. CSR operations are implemented in five major categories: social and cultural economy, public health, environment, education and training, and infrastructure. Because it is the only corporation involved in the energy industry, particularly electricity, PT PLN has a tremendous impact on the lives of Indonesians. CSR projects will benefit society in general, and those who have participated in CSR activities. The community assistance activities given by PT Bright PLN are a type of CSR implementation that strives to benefit the community. This study will focus on identifying problems that occur in the process of implementing corporate social responsibility programs by PT. B'right PLN Batam.

## **Literature Review**

### **Public Policy Effectiveness**

"Public Policy is everything the government chooses to do or not do," writes Thomas R. Dye (1992). According to Dye, if the government chooses to do something, there must be a reason for doing so, because public policy is a government action (Dye, 1992). If the government chooses not to do anything, it is also a form of public policy. Furthermore, according to William N. Dunn (2015), public policy is a set of interconnected choices made by government agencies or officials in areas relevant to government tasks, such as military and security, energy, health, education, public welfare, crime, and urban planning, among others (Dunn, 2017). According to Mulyadi (2016),  
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public policy is an important part of public administration. Government policies are true tools that aid governments and communities in the establishment of small and large organizations, such as the state. Because public services will carry out all national growth, development, and public services. Government programs and/or initiatives are introduced as a first step. Public administration grows in tandem with the number of technologies for better public administration. On the other hand, it also engages in public policy analysis. As a result, in public services, there will be a synthesis of many disciplines in a joint package. This will be combined with practical and theoretical realities based on public policy.

On the other side, effectiveness refers to the amount to which a policy promotes both technical or problem-centered objectives and the government's political priorities. McConnel (2010), unpack policy effectiveness (success) into four dimensions: programmatic (the extent to which a policy achieves its stated goal), process (the extent to which the design process is socially appropriate and perceived as just), political (the extent to which there is widespread political support), and temporal (the extent to which a policy sustains its performance in the face of changing circumstances (McConnell, 2010, 2014)). There is also the concept of 'dynamic' policy efficacy, which refers to ensuring that the policy not only tackles the problem in a specific context, but also how it adapts to changing situations and circumstances over time. This necessitates designers allowing for turbulence and unpredictability in policy environments, as well as policy "surprises," via feedback mechanisms and procedures that allow for automated or semi-automated calibrations. This means going beyond well-known cause and effect relationships between variables in a 'static' setting and allowing for the unanticipated and unprojectable (Peters et al., 2018; Wallner, 2008). Developing such 'resilience' and 'robustness' in a policy, i.e. 'the property of policies that allows them to continue to deliver, over time, their intended functions, purposes, and objectives, even under adverse circumstances' (Kapoor & Ravi, 2012), necessitates layering existing policy-mixes with a variety of substantive tools (automatic or semi-automatic adjustments), procedural tools, and capacity deficits. In the implementation of programs or activities of an organization, it is very necessary to measure or know the extent to which the effectiveness steps are carried out in the organization. Organizational success is generally measured by the concept of effectiveness, but there are many differences from the experts who use it. The main reason is that there is no commonality of opinion because of the many effectiveness measures that can be used.

### **Corporate Social Responsibility**

Corporate social responsibility (CSR) is an increasing concern for both businesses and academics around the world (Chawa, 2020; T. K. Ridho, 2018) In response to today's global need, the practice of CSR has evolved throughout time. Business responsibility has evolved (no longer focusing solely on profits, but also on the company's influence on society and the environment as important values that must be met). The business world's response to CSR can be found in company publications such as annual reports, sustainability reports, and websites.

Corporate Social Responsibility is a company's commitment to making long-term contributions to certain societal or environmental challenges to build a better environment (Apriliyani & Novita, 2019). According to Nayenggita et al. (2019), Corporate Social Responsibility (CSR) is the commitment of a company or the business world to contribute to long-term economic development by focusing on corporate social responsibility and striking a balance between economic, social, and environmental concerns (Nayenggita et al., 2019). The rising complexity of social problems over the previous decade, combined with the adoption of decentralization, has formed CSR as a concept that is projected to bring new breakthrough alternatives in empowering the poor (Sumanti, 2020).

According to The World Business Council for Sustainable Development (WBCSD), Corporate Social Responsibility (CSR) is a business commitment to contribute to long-term economic development by collaborating with company employees, their families, local (local) communities, and society as a whole to improve people's quality of life (World Business Council for Sustainable Development, 2002). This statement shows that there is an effort to be active in sustainable economic growth so that a community's independence becomes a criterion for the success of a firm (Jain, 2011). On in other words CSR can be assume as an effort made by a company in improving the

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quality of life includes humans' ability as individual members of society to respond to existing social conditions and to enjoy and take benefit of the environment, including existing changes as well as maintaining it. In other words, it is the company's approach to managing business processes to have a positive impact on society. Thus, corporate social responsibility is not just restricted to the concept of donating money, but it is also extremely broad and not static and passive since it is only issued by the corporation. However, it is a shared right and obligation among stakeholders. CSR entails joint responsibilities between the government, community resource institutions, and the local (local) community (Chawa, 2020). This collaboration is not passive or static. This collaboration represents stakeholders' shared social responsibility (Rahmadani et al., 2018). Because the idea of corporate philanthropy in social responsibility is no longer adequate, it no longer includes corporate social responsibility collaborations with other stakeholders (Nayenggita et al., 2019). Manifestations of corporate social responsibility can range from internal actions such as strengthening the ability of its employees, employees' families, and company stakeholders to external activities such as community development, from abstract nuances to concrete forms. Community development, also known as Community Development, is a type of corporate social responsibility (CSR) that is meant for situations outside of the firm. When compared to earlier development activities, community development is a community development activity that is carried out deliberately, planned, and directed to expand community access in order to create better social, economic, and quality of life circumstances (Rahman et al., 2019).

### **Research Methods**

This study employs a qualitative approach, in which qualitative research seeks to explain phenomena as thoroughly as possible through extensive data collecting. This study does not emphasize population or sampling size, even if the population or sampling size is limited (Kriyantono & Sos, 2014). According to Bogdan and Taylor in (Ruslan, 2004), a qualitative approach is expected to produce an in-depth description of speech, writing, and observable behavior from an individual, group, community, or specific organization in a specific setting context that is studied from a complete, comprehensive, and holistic standpoint. The goal of qualitative research is to get a broad understanding of social reality. This understanding is achieved via evaluating the social realities that are the focus of the research and then drawing a conclusion that constitutes a general grasp of these facts. Researchers employed descriptive qualitative methodologies in their study on the effectiveness of Corporate Social Responsibility in Supporting Development Planning in Batam City (Case Study of PT B'right PLN Batam City).

### **Results and Discussion**

The concept of integrating social viewpoints with corporate growth arose from the fundamental principle that corporations that obtain material and human resources from society must be obligated to offer something back in return. Corporate social responsibility (CSR) has arisen as a prominent topic of debate in business and academic studies in recent years (Muat & Prayogo, 2018). Although the dimensions of CSR are constantly debated among academicians and economists, businesses around the world are under increasing pressure to be more socially conscious and active contributors to their local and global communities. Enterprises see CSR as beneficial to and from each of the seven "azimuths" in which they trade and function. These azimuths are shareholders and investors, managers, employees, consumers, business partners, the environment and surroundings, and neighboring local communities (including governments), generally referred to as an enterprise's stakeholders (Muafi et al., 2018; Nainggolan et al., 2021). Several aspects of corporate social responsibility can be defined by following the viewpoints of various experts based on various studies on company activities. One of the principles discussed in relation to Corporate Social Responsibility is a business commitment to act ethically, lawfully, and contribute to economic improvement while also improving the quality of life for employees and their families, local communities, and society at large (Muafi, 2016) This implies a statement that the business's aim is the wider community, which is the core of

CSR; it is explained that members of the wider community include firm employees, family members of employees, and the community that becomes the company's social environment (Muafi et al., 2018).

In Batam City, one of Indonesia's largest industrial cities, one of the state-owned enterprises, PT. Bright PLN, is one of the companies that regularly engage in CSR initiatives. Bright PLN Batam assisted PT PLN (Persero) Riau Region & Riau Islands with the Batam-Bintan connectivity in 2015. The island-building initiative includes electrical connectivity. The first stage of electrical power is 20 MW from Batam to Bintan via the Tanjung Uban substation, which serves as a receiving point for energy from Batam's power line. The interconnection project of a 150 KV free 17.9 KM network from Batam to Bintan was hastened to answer PMA's fears about who would invest and support the Riau Islands province's economic growth into the double digits. Until date, the quantity of electrical power provided to Bintan Island has been between 60 and 80 MW.

PT. Bright PLN Batam has an installed capacity of around 623,286 MW and a capacity of approximately 551 MW with a peak load of Batam-Bintan 465 MW till the first semester of 2021. On the production side, bright PLN Batam has implemented a mixed fuel strategy since 2004, and the composition of main energy usage is documented as 75% gas fuel, 24.9% coal fuel, and 0.1% fuel oil till 2021. At the age of 21, PLN Batam has grown into a thriving firm that not only supplies energy to the island of Batam, but also to other parts of Indonesia. PT PLN (Persero) assigned bright PLN Batam to help the present government's 35,000 MW initiative to tackle electricity difficulties and raise electrification ratio in numerous Indonesian regions. Bright PLN Batam's participation will take the form of providing power plants in numerous locations of PT PLN (Perserobusiness)'s area using a gas-fueled Mobile Power Plant (MPP) with a total capacity of 500 MW. Brilliant PLN Batam established a commercial entity, bright Energy Services, to work on the MPP 500 MW project (bES).

The establishment of "PT PLN Batam CSR Guidelines" demonstrates Batam's dedication to CSR implementation. PT Bright PLN translated the instructions and allocated a budget for the implementation of a systematic and sustainable CSR. CSR activities are grouped into various types: (1) social care, (2) education care, (3) health care, (4) environmental care, (5) religion care, (6) arts, culture, and sports care, and (7) partnerships care.

**Table 1. Realization of CSR Activities of PT PLN Batam**

		CSR Category				
		Social And Cultural Economy	Public Health	Environment	Education And Training	Infrastructure
PT PLN Batam CSR Activities	2013	Disaster Assistance, Orphanage Assistance, Nursing Home Assistance	Mass Circumcision	Environmental Education	School Facilities Assistance, Achievement Development Assistance	Construction of Public Road Facilities
	2014	Local Culture Development	Health Center Development	Cleaning Facilities Procurement Assistance	Administrative Assistance in the Public Open Space Development Process	Multipurpose Building Construction
	2015	B. Bright Kompang Festival 2015	Malnutrition Eradication Assistance	Mangrove Seed Planting	Education Package	Construction of Health Support Facilities
	2016				Education Package	

		Social Aid Assistance	Mass Circumcision	Composter Making Program		Education Support Infrastructure Development Assistance
	2017			3R Program Mentoring and Training		
	2018	Compensation for Fire Victims				Provision of Electricity in Border Areas
	2019	Distribution of Qurban				
	2021		Distribution of Masks and Assistance During Covid-19			
	2022	Distribution of Qurban				

Source: PT Bright PLN Batam Annual Report 2022

PT Bright PLN's CSR efforts take the form of prizes, rallies and drives, financial aid, and innovative tactics such as staff volunteer hours. Corporations invest in initiatives to expose local communities to higher standards of living, such as disseminating education, providing food, water, and shelter, and empowering disadvantaged parts of society. Companies in poor nations may also take the easy way of associating themselves with government initiatives and programs to meet their CSR quotas. The advantage of this strategy is a more convenient path to undertaking socially responsible tasks. It also encourages businesses to expand their reach and widen their platform.

CSR disclosure can be understood as a type of corporate responsibility for the existence of social and environmental issues in the firm's immediate surroundings. Companies that disclose CSR optimally and sustainably can cause a rise in company worth. As a result, the incorporation of CSR inside the organization is critical. CSR can influence corporate value, according to Putra and Wirakusuma (2015). According to them, the corporation will reap numerous benefits from implementing CSR disclosure, with the expected benefit being increased investor demand. Furthermore, the firm's items will be more popular among customers (Putra & Wirakusuma, 2015). As a result, increasing CSR disclosure will boost business value. On the other hand, others claim that CSR has no effect on business value. According to them, it was caused by numerous causes, including discrepancies in the reporting of CSR disclosures by each of the companies, as well as investors who prefer to consider a firm's profitability over its image when making investment decisions (Fajar, 2018; Kartasasmita, 2020; Rahmana, 2018).

If the firm is profitable, the relationship between CSR and firm value will be stronger. Profitability is thus thought to be capable of reducing the impact of CSR on company value. The findings indicate that profitability, as a moderating variable, can improve the link between CSR and business value. Essentially, CSR program execution

intends to improve people's lives, community welfare, environmental preservation, aid or guidance to CSR recipients, and benefits to future corporate development, whereas my own research aims to establish the effectiveness of Corporate Social Responsibility (CSR) (Anggriawan, 2020; T. kasbi Ridho, 2017). This means that CSR efforts are the ideal opportunity for poor countries to cross the socioeconomic gap that confines them to the designation of "developing" rather than "developed." Governments in poor nations might engage in CSR on two policy bases: defensive and aggressive (Sustainable Development Innovation Brief, 2007). In this case, the defensive principles underlying CSR efforts are predicated on protecting local communities and small businesses from being seized by larger, international corporations. CSR is a strong instrument for influencing society, improving people's lives, and shaping public opinion for a brand. Its use as a marketing tool benefits not only large enterprises, but also governments and entire countries.

### Conclusions

Essentially, CSR program implementation aims to improve people's lives, improve community welfare, preserve the environment, aid or guidance to CSR recipients, and bring benefits to future company development, whereas my own research aims to determine the effectiveness of Corporate Social Responsibility (CSR). PT. Bright PLN's CSR includes rewards, rallies, drives, cash aid, and volunteer hours. Corporations invest in education, food, water, shelter, and enabling disadvantaged communities to raise local living standards. Companies in underdeveloped nations may use government programs to achieve their CSR targets. This method makes socially responsible work easier. It promotes firms to grow and expand.

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