

Implementation of corporate social responsibility PT. Angkasa Pura Semarang to improve the community's economy

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Abstract

Corporate social responsibility (CSR) is a concept or action taken by a company towards the social and environmental aspects in which the company is located. CSR is carried out to establish a healthy relationship between the company and society. This research aims to determine the implementation of PT Angkasa Pura Semarang's corporate social responsibility (CSR) in improving the community's economy in Kampong Djadoel Semarang. This type of research uses descriptive qualitative research methods by collecting data through observation and interviews. This research's results indicate the implementation of corporate social responsibility at PT. Angkasa Pura Semarang can improve the economy of the Kampong Djadoel Semarang community through the community development partnership program with a community empowerment-based strategy, so that currently Kampong Djadoel has become one of the main tourist destination icons in the city of Semarang. This research proves that the CSR program carried out by PT. Angkasa Pura Semarang can improve the community's economy through the community development partnership assistance program with a community empowerment-based strategy.

Keywords: corporate social responsibility (CSR); community development partnership program; community's economy; empowerment.

Introduction

The government has a vital role in improving the country's economy. Still, there is also the role of other parties that can improve the country's economy, one of which is the company. The company is one of the parties that plays a vital role in improving the country's economy. The synergy between companies and governments is essential to support the implementation of social policies in the community. The involvement of these parties can realize a dignified life for the community, accompanied by the responsibility of maintaining and maintaining environmental and social stability. This will improve the social economy in various fields to create a healthier

relationship between the company and its environment. This positive relationship can be achieved through corporate social responsibility (CSR) programs).

Corporate social responsibility has various forms of responsibility to all stakeholders, including consumers, employees, shareholders, society and the environment, in all aspects of the company's business, including economic, social and environmental factors. Therefore, corporate social responsibility is closely related to sustainable development where an organization, especially a company, must base its decisions not only on its economic impact; for example, it must be based solely on financial implications, both short-term and long-term.

Corporate social responsibility is closely related to the concept of community development. Community development is a systematic effort to increase the capacity of communities, especially disadvantaged groups, to meet needs based on the potential of all resources available to the community (Sukada, 2007). Social responsibility is the social, economic, and environmental aspects of the company's impact on business activities or activities carried out by the company and how it maintains the impact to benefit society and the environment. In addition to the goal of maximizing profits, companies are also required to preserve the surrounding environment (Budiasni, Atmadja, & Herawati, 2015).

Islam views CSR as a highly recommended concept of generosity, which aligns with the word of Allah Almighty in the QS. al-Baqarah [2]:261, which means the parable (the income spent by) those who spend their wealth in the way of Allah is similar to a seed that grows seven grains, on each one hundred seeds. God multiplies (rewards) for whom He wills. And Allah is Vast (His gift) again All-Knowing. Six main trends increasingly emphasize the importance of CSR, namely increasing inequality between rich and poor, the position of the state that is increasingly moving towards its people, the increasingly revealing meaning of sustainability, the incessant critical attention and resistance from the public who are sometimes anti-company, the trend of transparency, and hope for a better and humane life (Wibisono, 2007).

Corporate social responsibility (CSR) is seen as a great and noble teaching of virtue. The application of social responsibility reflects the teachings of *ihsān*, meaning that it can provide benefits

to others without expecting recompense for the actions (Djakfar, 2007). The Islamic view of corporate social responsibility has a positive influence on the welfare of society. By focusing on the concepts of *'adl* and *ihsān*, welfare and authority, the company's CSR distribution will be more effective and efficient, and the community's welfare will be better (Ramadhani, 2017).

PT. Angkasa Pura 1 Ahmad Yani International Airport Semarang has consistently implemented the concept of corporate social responsibility to improve the economy and welfare of the people of Semarang. An example of its application, namely, channelling community development funds for activities to increase creativity and foreign languages, organizing training to meet the basic needs of the community and developing new tourism potential in the city of Semarang City, namely Kampoeng Jadhoel Semarang. Kampoeng Jadhoel was previously a small, dark, shabby residential alley, which was later beautified to become a tourist icon in Semarang. General Manager of PT. Angkasa Pura 1 Ahmad Yani International Airport Semarang said that Kampoeng Jadhoel is his party's effort to empower the community in supporting Semarang city tourism. Tourism and this effort are also to improve the economy of the people of Kampoeng Jadhoel Semarang City. In implementing its community development program in Kampoeng Jadhoel, Semarang City, in addition to changing from Kampoeng, which was previously a slum, to clean, the company also empowers MSMEs. It assists residents who have uninhabitable houses. According to the company, it will continue to guide Kampoeng Jadhoel so that the development of tourist destinations and the surrounding community's economy can continue to grow.

According to Bahar (2016), Liany (2017) and Afifah (2019), the process of corporate social responsibility in maintaining the company's image begins with an image formation process, which is then supported through a strategy of establishing communication and friendship by directly reaching out to the target community to support initiatives and monitoring of replacement partners that the company has provided. Social responsibility is a stimulus that will generate a feeling that the company has carried out its duties well and helped the environment, creating knowledge that will be remembered forever by the community and educated partners, which will engender an attitude of acceptance and will emerge. social motivation.

Research on corporate social responsibility has been conducted by several researchers. Mapisangka (2009) explains that the company's CSR program aims to increase the company's role in social society. This is very important because, as a business entity, the company can stand alone with the community's support. Economically, when the products sold in the market do not sell, the concept of maximizing the company's profits will not be realized. In this case, the role of consumers as members of society is vital to support sustainable company development. On the other hand, it can also be explained that when the community around the company cooperates, the company's existence in the community makes its operational activities run well. CSR programs that are run can improve community welfare.

In addition, Bahar (2016) in his research explained that implementing of CSR of PLN in South Sulawesi, Southeast Sulawesi and South Sulawesi has been oriented towards community empowerment. However, in its achievement of empowering the community, existing programs still have minimal contribution. Regarding the obstacles faced by PLN (Region) South Sulawesi, Sultra & Sulbar admitted that they encountered several obstacles, such as market constraints for group production, transportation costs, people who only participated in ceremonial activities / no initiative to develop a business. In addition, Liany (2017) explained that the CSR program carried out by PT. Poso Energy in Poso Central Sulawesi, through partnership programs with foundations or social organizations, can improve community welfare and people's lives. Ramadhani explains that Islamic views on corporate social responsibility positively and significantly influence people's welfare. By focusing on the concepts of *'adl* and *ihsān*, welfare and authority, PT. Surya Raya Lestari II's CSR distribution will be more effective and efficient, and the welfare of the community will be better.

Afifah's research (2019) explains that PT. Angkasa Pura I (Persero) Bandar International Juanda in maintaining the company's image is to establish communication and friendship with the surrounding community, especially Sedati sub-district and fostered partner partners by descending directly to the targeted community around Juanda Airport to communicate what the community needs and what needs to be helped in the community development partnership program (Program Kemitraan Bina Lingkungan, PKBL) and the partnership program that continuously monitors Business

development of fostered partners. The results can improve the welfare of the surrounding community. From the background above, this study aims to determine the effect of implementing corporate social responsibility (CSR) on improving the community's economy in Kampong Djadoel Semarang.

Literature review

Definition of corporate social responsibility

Corporate social responsibility is a company's commitment to participate in sustainable economic development to improve the quality of life and the environment that benefits the company, the surrounding community, and society. Corporate social responsibility is committed to ethical behaviour, operating legally and contributing to economic development while improving the quality of life of employees and their families, local communities, and society (Rudito & Famiola, 2007). Meanwhile, according corporate social responsibility is the commitment of companies or businesses to contribute to sustainable economic development by paying attention to corporate social responsibility and prioritizing a balance between economic, social and environmental aspects. Ideally, corporate social responsibility policies and programs are a form of participatory learning that is expected to improve community capabilities. From a CSR perspective, community development is part of a CSR plan that targets potential communities (Nasdian, 2014)

Corporate social responsibility: an Islamic perspective

Corporate social responsibility is to present the concept of *ih̄sān* education and the end of higher moral education. To gain the pleasure of Allah, good practices carried out by *ih̄san* can benefit others. In addition, corporate social responsibility implies Islamic ownership theory; Allah is the owner of mutlaq (haqiqiyah), and man is only a temporary owner who acts as a trustee (Djakfar, 2007).

Facts prove that corporate social responsibility aligns with the Islamic view of man and society and his social environment, which can be expressed in the four axioms of tawhid, balance, free will and responsibility. The implementation of corporate social responsibility in detail in Islam must be aware of several elements that make it spiritual to distinguish it from corporate social responsibility in general from an Islamic perspective (Naqvi, 2033):

1. *‘Adl*. Islam prohibits all business or business relations, including tyranny, and is obliged to carry out the justice applicable in business relations, contracts and business agreements. Balance and fairness in a business are the company's ability to put everything in its place in running its business. Islam needs justice, and justice refers to the rights of others, the rights of the social environment, and the rights of the universe. Companies must create a fair balance of nature and social balance.
2. *Ihsān*. Islam only advocates things that are good for humanity, so that the charitable efforts made by humanity can individually and collectively add value and enhance human dignity and dignity. Business based on *ihsān* elements is intended as good intentions, attitudes and behaviours, good transaction processes, and aims to provide more benefits for stakeholders.
3. Benefit. The concept of benefit in corporate social responsibility is more than just an economic activity. Companies should benefit more broadly and not statically, such as various social aspects related to philanthropy, such as education, health, empowerment of needy people, and environmental protection.
4. Trust. In the business world, the concept of *amānah* must be considered because it is an element of trust in others about macro management of resources (natural and human) and company management.

Research methods

This research is a qualitative research method with field research, namely conducting research by going directly to the research location to obtain the necessary data and information, namely data on the implementation of corporate social responsibility (CSR) of the company. In collecting data, the compiler uses observation, interview and documentation techniques.

Observation technique is systematic observation or recording of the phenomenon under study through direct observation. The observation was carried out in two stages; the first stage obtained various information and facts through a visit to PT. Angkasa Pura I International Airport (Persero) Ahmad Yani International Airport Semarang. The second phase was carried out at the research object, namely Kampoeng Jadhoeel Semarang, for direct observation and obtaining various information and factual data related to the

impact of implementing corporate social responsibility (CSR). The interview method is a method that collects raw data from various parties who function as information providers. Interview skills are carried out by preparing interview guidelines about the company's CSR programs. Meanwhile, Arikunto (1993) explained that the documentation method finds data on matters through notes, books, transcripts, newspapers, inscriptions, magazines, meeting minutes, agendas and photos of activities. The documentation method in this study was used to complete the data from the results of interviews and observations.

While analyzing constituent data uses descriptive analysis techniques, namely procedures or ways to solve research problems (Sugiyono, 2013). The data source used is primary data, namely conducting interviews with leaders and employees of PT. Angkasa Pura I (Persero) International city Ahmad Yani Semarang and the head of East Semarang sub-district, rejomulyo village leader, and head of tourism awareness group (POKDARWIS) Kampoeng Jadhoei Semarang.

Results and discussion

Implementation strategy of community development partnership program

The community development partnership program (PKBL) is provided by PT. Angkasa Pura I Semarang to help residents in the work environment area and/or the company's work environment affected by airport development, and does not rule out the possibility of providing opportunities to people in other areas in need by applicable regulations, and all these people must be allocated. To improve social conditions. This assistance can be in cash, goods or services or construction. By Article 1 of the Minister of SOEs No.1, Article 7. 05 / MBU / Year 2007, community development is a BUMN empowerment plan for the social conditions of the community, and this is by the Decree of the Board of Directors of PT. Angkasa Pura (Persero) Number: KEP.103/KU.12/2017. The community development plan is a plan that aims to improve the social standard of the community in the SOE business area by using SOE revenue-sharing funds. The scope of the community development program includes natural disaster victims, education and/or training assistance, health improvement assistance, Infrastructure development assistance and/or public facilities,

assistance for worship facilities, assistance for nature protection, social assistance for poverty alleviation, including for electrification in areas that have not been electrified, provide clean water facilities, bathing and hand washing facilities, education assistance, training, internships, etc. related to small-scale repairs, home improvement for people experiencing poverty, nursery assistance for agriculture and animal husbandry and commercial equipment assistance.

PT. Angkasa Pura (Persero) Semarang realizes that CSR is an essential obligation for the company's development, for the company's sustainable development and corporate moral and social responsibility to the community, both the surrounding community in the airport area and the broader community outside the airport area. In addition, a harmonious relationship is needed between the company and the community, especially the community around the airport, so that the company's operations can run smoothly. This is by B. Carrol's Corporate Social Responsibility (CSR), which is an ethical value or virtue applied by the company for the welfare of the company's internal and external communities (Adi, 2003).

PT. Angkasa Pura (Persero) Semarang is committed to improving citizens' economic and environmental welfare. This is by the triple bottom line concept proposed by John Elkington, which states that companies must maintain a balance between corporate profits, society (people) and the environment. The company's efforts to achieve the goal of improving community welfare and economic independence. Even though the implementation of PKBL is attractive and safe for the government, in implementing corporate social responsibility programs, there are three strategies: charity, social activities and community development. Charity is a generous social responsibility. A particular activity is to fulfill social responsibility by serving or helping the community to relax. Community development is a manifestation of corporate social responsibility that involves the community so that the community can build bridges to improve social welfare through empowerment through joint management in production activities (Hadi, 2011).

Community development strategies whose implementation is in line with community development strategies partnerships provide assistance. In this partnership, commercial capital loans are provided to communities to improve the economic condition of an independent community. Stakeholders participate in preparing planning plans that can improve community welfare through

empowerment and production activities for joint management. Kampoeng Jadhoel presents visitors with the atmosphere of the situation of the city of Semarang in the past; not only that, Kampoeng, which is still in the same area as Kampoeng Batik, also provides several varieties ranging from unique photo spots to typical foods that are the icon of Semarang City, namely spring rolls. From these activities, residents can generate income that can be used to improve their lives.

Corporate Social Responsibility in Islamic perspective

The act of responsibility is fundamental in Islamic teachings. Humans have freedom in doing but also responsibilities to the natural social environment and to Allah Almighty. So, man is a creature that must have the nature of responsibility because he can choose consciously to achieve what he wants. From an Islamic perspective, CSR is the realization of the concept of *ih̄sān* teachings as the culmination of very noble ethical teachings. *ih̄sān* is carrying out good deeds that can provide benefits to others to gain the pleasure of Allah. In addition, CSR is an implication of the teaching of ownership in Islam; Allah is the owner of *mutlaq (haqīqiyah)*, while humans are only temporary owners who function as trustees. So, by carrying out the trust, individuals and groups must become caliphs who can do justice, be responsible and do helpful deeds. CSR is in harmony with the Islamic view of man about himself and his social environment, and can be presented with four axioms, namely unity (*tauhīd*), balance (equilibrium), free will (free will) and responsibility (responsibility).

Community development partnership program to improve the community's economy

Community empowerment is basically a planned collective activity that aims to carry out activities for disadvantaged individuals or communities through capacity-building plans to improve people's living standards and enable them to meet their basic needs, express ideas, and realize lives. Select, develop economic activities, contact and mobilize resources, and participate in social activities (Suharto, 2007).

Implementation of corporate social responsibility PT. Angkasa Pura Semarang is part of community development partnership program, which is the company's commitment to maintain relations with the community to maintain harmony. The company's CSR is to

improve the economy and welfare through the community development partnership program. In this activity, the company uses the weighting method; this method is carried out through a partnership program with assistance that can support the community's economy. In the partnership program, the company provides commercial capital assistance to individual communities or small and medium enterprises that submit proposals to the company; the capital that has been disbursed is used by residents to run their businesses. The previous kampoeng jadoel was empty of visitors due to the location situation that was not cloudy after receiving the allocation of CSR funds from the company, now this village has become crowded and becomes batik tourism in the city of Semarang because the number of visitors who come to the town can finally improve the economy of the community.

Conclusion

Based on the results of research on the implementation of corporate social responsibility programs to improve the community's economy, it can be concluded that the strategy of the partnership program; fostering the corporate social responsibility environment as an effort to empower the community in Kampoeng Djadhoel, uses a strategy based on community empowerment. This program is one of the efforts to improve the community's economy through an empowerment approach. Furthermore, economic improvement as a result of the implementation of CSR PT. Angkasa Pura Semarang in Kampoeng Djadhoel Semarang. In its implementation, the company participated in branding Kampoeng Djadhoel Semarang, which previously had a negative image (slum, flood, crime-prone). After becoming a partner of the company through the Community Development Partnership Program, Kampoeng Djadhoel is growing and can even be called one of the icons of tourist destinations in Semarang City—implications for PKBL managers PT. Angkasa Pura (Persero) Semarang, especially the partnership program, needs continuous coaching and monitoring of business development from the company every month so that the assistance provided can be utilized properly and correctly. Implementation of corporate social responsibility the partnership & community development program as an effort to empower the company's community in Kampoeng Djadhoel Semarang, requires efforts to involve all parties of the Kampoeng

Djadhoeel community to be able to take part in programs related to tourism and history in Semarang City held by the company. As well as the implementation of corporate social responsibility, the company's partnership & community development program in Kampong Djadhoeel, Semarang, needs further guidance so that it can be more beneficial for both parties in the future.

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