CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM AND IMPLEMENTATION NEW NORMAL ERA

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Abstract

Covid -19 certainly affects activities within the company because several policies limit the production process in factories. Many of the factories in Indonesia have reduced their employees, even some companies are taking temporary holidays because they don't get a lot of manufacturing materials. This is a result of the massive restriction process to prevent the spread of the coronavirus or Covid-19. Many large companies are unable to carry out their transportation activities because most urban areas in Indonesia implement Large-Scale Social Restrictions (PSBB). This kind of situation has resulted in many people being deprived of their economy because most of them have lost their jobs. This study aims to describe the CSR programs implemented in the New Normal Era. This research method uses qualitative research methods. with data collection techniques using a literature study. The results of this study indicate that there are still many companies in Indonesia that carry out CSR programs to help the success of New Normal. Apart from being a program to empower the community or help the community in such a situation, a company also prepares policies or strategies related to the work process in the company, of course, the methods they have made have been considered and are by government recommendations. In the New Normal era, the existence of CSR played a very important role in the implementation of the New Normal era because many company programs had a better impact on the New Normal policy. Without a CSR program from companies, equipment requirements that comply with the protocol in the New Normal era will not be fulfilled. The community was helped by the existence of CSR programs in the New Normal era.

I. INTRODUCTION

Recently, almost the whole world has experienced non-natural disasters, namely the Covid-19 outbreak. Coronaviruses are a group of viruses from the Orthocoronavirinae subfamily in the Coronaviridae family and the order Nidovirales. This group of viruses can attack birds and mammals, including humans. In humans, the coronavirus is capable of making respiratory infections that are generally mild, such as colds, although some forms of the disease such as; SARS, MERS, and COVID-19 are even more deadly. In the current era, the existence of this virus is not considered normal by the government and society. When viewed from the symptoms, ordinary people would think that it was only limited to ordinary influenza, but for medical analysis, this virus is quite dangerous and deadly. It is proven that many victims have died. Currently, in 2020, the development of this virus transmission

is quite significant because its spread is worldwide and all countries are feeling the impact, including Indonesia. The process of transmitting this virus is very fast, as evidenced by the increasing data available every day (Yunus & Rezki, 2020).

The virus is claimed to have originated in China. Chinese society is famous for its culture of consuming wild animals. Eating bats has been a Chinese culture for a long time. Social media, which has gone viral for some time, shows how people in China love to eat fruit-eating bat soup. Not only bats, Chinese people like to eat other wild animals such as snakes and mongoose. These wild animals can be found in the market. Chinese economic and political expert Hu Xingdou explains the Chinese people's love for wildlife is deeply rooted culturally, economically, and politically. Eating rare and unusual foods has been considered as a separate identity for Chinese society. People who eat wild animals are considered to have high social status (CNN Indonesia, 2020). *Zoonosis* is the concept or process of developing a type of disease that passes from animals to humans. Likewise, the process of this transfer can occur from humans to animals (Wijayanti, 2020). Cultural development is one of the causes of Covid-19. The culture of Chinese people who like to consume wild animals has resulted in the spread of Covid-19 to Chinese society and can spread throughout the world community. The Coronavirus is capable of leading to a severe economic presence in society.

In this case, consideration is needed by providing reserve funds or bailout funds to anticipate global economic conditions that experience uncertainty and can not be predicted day by day whether the situation will get better or get worse. Special rules are needed to prevent or reduce the incidence of the Corona Virus even though in fact there are still many people affected by this virus, but efforts to protect it still need to be done as an effort to survive in this outbreak by considering the social aspects of the community affected by the virus (Burhanuddin & Abdi, 2020). On the other hand, the many negative impacts presented by this outbreak, on the other hand, also have positive impacts. The positive impact of this virus is that natural conditions begin to improve with reduced pollution resulting from human activities on earth so that if we feel it every day, the air becomes fresh and clean air. This difference is very relevant when on a typical day without Covid-19 the volume of vehicles on the highway both in cities and in villages is very large, but when there is an outbreak of this virus the volume of vehicles has decreased significantly, plus a lot. factories that experience a halt in the production process so that this certainly reduces air pollution.

Indonesia is one of the countries affected by the

Covid-19 virus outbreak. Each country has its way of dealing with Covid-19, some have taken policies for *lockdown*, some areas have implemented massive restrictions. Of course, in people's lives, this policy can result in a downturn in all aspects of life both in economic, social and religious terms. In the sphere of religion, Covid-19 has influenced many changes in worship, many prohibitions related to the prohibition of carrying out worship in congregation, of course this can make many misunderstandings in society the existing rules cannot be fully accepted in society because understanding related to religion should be responsibility for each individual.

Each religion has its ways of addressing an existing problem. As an educated generation, we must create this distinction as a special characteristic of the Indonesian nation, and realize that religious tolerance is urgently needed, especially in the current condition that Indonesia is experiencing a catastrophic disease outbreak, namely the *coronavirus*. Many problems arise due to the virus. The community is also limited in carrying out all its activities, especially worship activities.

In the social and cultural sphere in the current pandemic era, many cultural activities are prohibited because they can trigger or invite crowds so that social interactions with others in the current era have decreased a lot. In the economic sphere, this kind of restriction would certainly be able to make many people lose their jobs, some factory employees were laid off because there was a prohibition on gathering large numbers of people. Several large companies impose work operating hours. This aims to prevent the Covid-19 transmission process. The spread of the coronavirus in Indonesia has caused panic among the Indonesian people which causes people to *panic buying* so that people buy a lot of goods. As a result of the Covid 19 Pandemic, it has an impact on almost all aspects of Indonesian people's life, such as the education sector. As a result of this virus, the entire education sector urges students and students to study online (Online Learning). However, it is also necessary to observe that not all levels of society can meet their internet needs so that many rural communities also find it difficult to face the teaching and learning process using online media.

Plus the parental education factor plays an important role in the concept of home education because the presence of parents plays an important role in guiding the teaching and learning process. In the transportation sector, such as online transportation (online motorcycle taxis), they are prohibited from carrying passengers, they can only deliver goods. Of course, the results or wages obtained by online motorcycle taxis have decreased greatly compared to usual days because not all people also dare to order orders from outside the

home. They certainly prefer to spend at home (Mufida, 2020).

The existence of policies related to limiting employee hours does not only harm production factors or affect the company, but many people who work as factory workers are also experiencing this bad result. This is because all aspects of their daily necessities depend on the factory or the place where their company works. Not only companies or factories in the economic sector, business people or entrepreneurs are also threatened with quitting. They cannot carry out their business activities. Many government policies that can adversely affect entrepreneurs include avoiding crowds and large-scale restrictions. Businessmen are hampered by transportation factors because many roads are closed to prevent the spread process. Many places or public activities are closed so that this can hamper the activities or processes of entrepreneurs running. Even areas that have been affected or declared a red zone, all existing activities must be carried out in the house. So that the public places around are completely closed, of course, the result of this is that the community's economy is destroyed, many traders complain that because their merchandise is low, no one wants to buy even though they depend entirely on the products of the merchandise.

Seeing the impact of the coronavirus which attacks all aspects, of course, the Indonesian government is not only silent and allows life like during the pandemic. The state budget in ensuring their lives will not be able to be fulfilled, even the economic situation in Indonesia could decline. This is because the existing State budget is used up as an alternative to the needs of its people. Under these conditions, the government enforced the New Normal life. New Normal life does not mean Covid-19 has disappeared from Indonesia. Instead, this rule is used to normalize economic aspects, while still being obliged to implement the Covid-19 preventive health protocol.

Many people are also happy with this decision. This means that community work opportunities are expected to be able to support their needs, even though they are not as normal as life as usual. But in essence, there are no limitations in doing their job while still being obliged to adhere to existing health protocols. In addition to bringing joy to society, life in the era has *new normal* many benefits for the community at large.

Life in the new normal era is not completely free in everything. New normal is a life with a pattern to revive the economic level of society. There are many conditions or things that need to be prepared in the process of carrying out this new normal life, both for the State and for individuals. The existing health protocol, not all people can comply with it, this is due to the economic limitations of the community.

For people who can easily fulfill all the needs related to the required equipment. However, people with a weak economy will not be able to fulfill it because the prices of *hand sanitizers, masks, and face shields* are very expensive. Of course this expensive is caused by the existing restriction process. So that in the life process in the New Normal era, the role of a company is needed in supporting the implementation of the New Normal. Seeing such cases, this research is important to do to see how the role of CSR in supporting this New Normal life.

II. METHOD

This research method uses qualitative research methods. This qualitative method is used by researchers to describe the CSR programs implemented in the New Normal Era. The data collection technique used a literature study. A literature study is research conducted by researchers by collecting much data from books, magazines, leaflets, which are related to the problem and the research objectives. Books are considered as a source of data that will be processed and analyzed as many historians, literature, and language experts do (Danial AR, 2009 in Hendra, 2012). In the literature study, reading material is reading material that is selected and scientifically tested in the form of journal articles and thesis journals that discuss the concepts of CSR. Apart from using a literature study, observations were also made to see how the environment was there. After the data is collected, the next stage will be carried out, namely analyzing the data, which is done by *cross-checking* any information obtained then selecting and taking the parts that are important to be analyzed (Masturina, 2016). Companies that are the focus of the research are all companies in Indonesia that have carried out CSR programs amid New Normal life.

The data analysis technique used is qualitative data analysis techniques. There are three ways to analyze data with research using qualitative methods, namely data reduction, data presentation, and concluding. Data reduction is the process of focusing data attention in the form of simplifying rough data derived from literature studies. In this case, the data reduction process is carried out by selecting data related to the CSR concept in life *new normal* today's. Data presentation is the activity of compiling rough data into appropriate data to be formed into a research result to facilitate the process of concluding. The data that has been reduced is formed into more important points related to a company's CSR program in supporting the success of the *new normal*. Efforts to conclude were made by the researcher by describing the relationship between the problem and the theoretical perspective used in this case in the form of a description of whether the CSR carried out by

companies in Indonesia fully supports the New Normal life when the State and citizens are unable to meet the demands of the health protocol that is the closest to New Normal life.

III. RESULTS AND DISCUSSION

CSR is the responsibility of a company to society because it has disturbed or caused damage to nature. CSR responsibility is the responsibility of a company in maintaining a relationship of interest with the community because the company has caused many negative factors (Del Baldo, 2019). Every company has a social responsibility or CSR towards its external environment, not only aiming at or focusing on the internal scope only. The issue of CSR implementation is a topic that is often discussed as a practice of corporate social responsibility. A company does not only focus on the production process but also often pays attention to its social responsibility.

The implementation of CSR in Indonesia is supported by Law Number 40 of 2007 concerning Limited Liability Companies. The existence of a CSR program is currently being developed to be implemented by companies in Indonesia. We hope that all companies can implement CSR programs, based on the principles of a sustainable program. However, not all companies implement this program well (Elfajri, 2019). In a theoretical concept, CSR is the core of a business process, in which a company not only has economic and legal obligations to shareholders (*stakeholders*), but the company also has obligations to other interested parties (*stakeholders*). Apart from that, it is also inseparable from the fact that a company cannot live, operate, and survive and gain profits without the help of various parties. So that CSR shows more of the company's concern for the interests of other parties more broadly (*stakeholders*), rather than just the interests of the company itself (Putri & Christiawan, 2014).

Several companies carry out CSR activities without paying attention to the concept of sustainability. There are even companies that do not care about CSR programs. This is because many companies still view CSR programs as wasteful projects. Because a CSR program does require large funds and an implementation process that must be prepared with full readiness. The implementation of the CSR program takes time which, if you think about it quickly or think about it for a moment, makes a company lose. However, in fact, CSR implementation by a company provides many benefits. Among them are maintaining and boosting the *brand image* company's (Vegawati, 2015).

The CSR program is a program that has an interest in paying attention to the benefits of the

community at large and not only for the benefit of the company. CSR can be used by companies as an image strategy for the company. Corporate social responsibility is carried out for the community, especially the community around the company area. For companies that have businesses that are well known to the wider community, this form of social care is highly expected by the community. Basically, the company's concern for the CSR program is very necessary to maintain good relations between the company and the community around the company. According to The World Business Council for Sustainable Development (WBCSD), Corporate Social Responsibility (CSR) is a business commitment to contribute to sustainable economic development, through working with employees and their representatives, their families, local communities, and the general public to improve quality. life in a way that is beneficial to both the business itself and for development. Basically, CSR is a concept about the need for a company to build harmonious relationships with the community and other stakeholders. Theoretically, CSR can be defined as the moral responsibility of a company to its stakeholders, especially the community or community around its work area and operations. CSR tries to give environmental and social attention to its operations (Pramana & Mustanda, 2016).

Ideally, a good company does not only seek profit but has a concern for environmental sustainability and community welfare. Currently, not a few companies are increasingly feeling the importance of sharing and caring, although initially caring was compulsory, now many are aware that many positive values will return to the company if they can share their concern for the community. Along with the development of company awareness of the importance of relationships with the community, the concept of Corporate Social Responsibility (hereinafter written as CSR) has developed (Riyantie, 2013).

Conducting a CSR program in a sustainable (*sustainable*) has a positive impact and greater benefits, both to the company and related stakeholders. It is hoped that a sustainable CSR program can form a more prosperous, independent community life, and the environment is also preserved. Therefore, the program *Corporate Social Responsibility* here is more accurately described as an investment and should be used as a company's business strategy. When a company can run its CSR program well, it opens up good opportunities or as a company's business strategy in taking a good view of the community. The development of Corporate Social Responsibility causes companies or business worlds that used to only care about profit, now they also pay attention to human welfare (people), as well as balance with the universe (planet).

The balance between profit, people, and the planet, or what is better known as the “3P concept”. A CSR program is said to be good and runs according to the rules when it can balance profit, human welfare, and balance with nature. The benefits are related to the profits of a company as a result of wages from the production process to marketing, but these benefits are not made fully owned by the company, but in its existence, it must also pay attention to social responsibility in the community (Pertwi, 2019). In addition to fostering a good image or view of the community, the company will have a good name in the eyes of the State, besides helping the economy level for the State, the existence of the company can improve the welfare of the community around the factory or company. Many companies are starting to realize that CSR programs are important for enhancing the image of a company. Many large companies in Indonesia have implemented CSR programs. The program carried out refers to the background of a company and programs related to the community. However, the existence of CSR does not have to be following the company’s field. Even though the company is engaged in the health sector, the programs provided are related to nature conservation and the program has a good impact on the surrounding environment and has a good impact on the community and company, it is said that the CSR program is a good program. We encounter many CSR programs in the realm of everyday life.

There is a concept law that underlies a CSR program (Tamvada, 2020). In the concept of CSR, in general, there are three main things, namely CSR: *first*, a role that is voluntary (*voluntary*), in this case, all areas can be applied by the company, even the company also has the will not to do it. *Second*, as a company, in addition to obtaining profits, the company must also set aside some of its profits to carry out social responsibility and repair natural damage due to exploration and exploitation. *Third*, it is an obligation for companies to care about the increasing humanitarian and environmental crisis. Not all CSR programs in a company can run smoothly (Smith & Rhiney, 2020).

The implementation of *Corporate Social Responsibility* in companies or business ventures in Indonesia today is related to the «3P» concept, namely the balance between profit (profit), people (society), and the planet (natural environment). However, in its implementation, the implementation of CSR which is based on the «3P» concept still causes an imbalance of benefits for the community and the environment, because the company is still focused on profit alone so that the attention given to the community (people) and the environment (planet) is impressed. don’t mean it. It is as if the emerging concept is a replica of a company to get

a good name in the eyes of the community. Many companies only carry out a program based on a system that has no sustainable relationship, meaning that the company only provides what the community asks for regardless of the balanced relationship between profit, people, and the planet. The existing development is only based on the interests of the community, not based on the concept of a sustainable environment, therefore it is necessary to have a company that has a CSR program with a CSR program that has more weight to make the company, the environment, and the community something in balance. Each company is expected to have a good relationship with the surrounding community, especially those who have a huge potential impact on the production process.

In community life, many CSR programs are related to assistance to meet daily needs related to the distribution of basic foodstuffs to people who are deemed underprivileged and need to get a decent life. The CSR program is given directly by the company to the target of the CSR program. The implementation of this program is always carried out in connection with the opening process by the company, followed by remarks and friendly activities.

The presence of the coronavirus or Covid-19 certainly affects activities within the company because several policies limit the production process at the factory. Many of the factories in Indonesia have reduced their employees, even some companies are taking temporary holidays because they don’t get a lot of manufacturing materials. This is a result of the massive restriction process to prevent the spread of the coronavirus or Covid-19. Many large companies are unable to carry out their transportation activities because most cities in Indonesia carry out the PSBB process. This kind of situation has resulted in many people who are completely deprived of their economy because most of them have lost their jobs. The deteriorating economic condition of the community is an opportunity for a company to get a good image by carrying out a CSR program to help its economy. Many people are concerned about this policy because their economy is completely dependent on a company or factory where they work. CSR of a company plays an important role in helping this situation. Although many factories or companies have applied to temporarily close, there are also some companies or factories that have implemented an employee rotating system. Of course, this is a company’s survival strategy in the face of the Covid-19 disaster. Of course, a large company will continue to carry out a CSR program which has become an obligation to improve the welfare of the community. Amid the Covid-19 outbreak, there are many hopes from the community to obtain CSR

programs from local companies, especially in terms of handling Covid-19. Many large companies have distributed basic foodstuffs to help people who are less fortunate and in bad economic conditions.

Het bestaan van het coronavirus zal natuurlijk lang duren. Daarom voert Indonesië een nieuw normaal beleid. Dit beleid is niet uitsluitend gemaakt op basis van een verzoek van het publiek, maar dit beleid was aanwezig of gemaakt op basis van wetenschappelijke factoren en bestaande gegevens. Met dit beleid wordt in Indonesië een aantal activiteiten die voorheen werden stopgezet of verboden, nu toegestaan, met een aantal bestaande gezondheidsvoorschriften of protocollen. Het openingsproces of het levensproces vereist *nieuwe normale* zeker strikte fasen en staat altijd onder toezicht zodat het verspreidingsproces van Covid-19 kan worden verminderd. Dit beleid is gericht op het proces van herstel van de economische situatie die drastisch is teruggelopen, niet op vrijstelling in alle opzichten.

It is hoped that this policy is expected to the public for those who do not have an interest while remaining at home and carrying out useful activities and for workers are expected to always obey existing health protocols. Every community, if they leave the house or do the work process, are expected to use a mask, wash their hands frequently, and use a hand sanitizer. The price of masks, liquid soap, hand sanitizers, and gloves during the pandemic has experienced a very large increase from the price on a normal day. So that many people are unable to make ends meet following the new normal policy. In addition to the concern from the government regarding support towards a new normal life, many companies in Indonesia have carried out CSR programs with the theme or scope of supporting the success of New Normal.

First quoted from (MANADOPOST, 2020) PT PLN (Persero) Regional Main Unit (UIW) North, Central Sulawesi, and Gorontalo (Suluttenggo) took part in the response to Covid-19 in Gorontalo Province. Through the Corporate Social Responsibility (CSR) program, PLN Peduli has assisted in the form of clean water facilities or a Portable Hand Washer which is distributed through the Environmental and Forestry Service of Gorontalo Province. The allocation of assistance from the PLN Peduli CSR program in Gorontalo Province consists of 10 units *portable hand-washer* submitted through the Environment and Forestry Service, two units handed over in Bone Bolango Regency, and two units handed over to the local hospital. It is hoped that this assistance will be able to support the process of spreading Covid-19. Besides, this CSR program is also an effort of the company in preparation for welcoming the New Normal.

Both are quoted from (Surya.co.id, 2020).

PT Semen Indonesia (Persero) Tbk (SIG) again distributed assistance for facilities and personal protective equipment (PPE) worth Rp 1.47 billion to Semen Gresik Hospital (RSSG). This CSR program aims to improve community services during the New Normal era or during the Covid-19 pandemic.

Third Quoted from (PTPN X, 2020). Ahead of the New Normal PT Perkebunan Nusantara (PTPN) X Group, in this case, was represented by PG Gempolkrep, a business unit of PTPN X, and PT Energi Agro Nusantara (Enero), a subsidiary of PTPN X, providing assistance *Corporate Social Responsibility* (CSR) in the form of a supply of 3,500 disinfectants to Mojokerto Regency Government (Pemkab) on Monday (31/3) at the Mojokerto Regency Government (Pemkab) Pendapa. This program is a PG Gempolkrep program in participating in dealing with the Covid-19 problem even though the assistance is handed over to the Mojokerto Regency Government this will also bring great benefits to the Mojokerto community. The presence of CSR amid this pandemic makes a company image good in the eyes of the community. Indeed, in a very difficult situation amid the Covid-19 pandemic, a company's CSR is an opportunity to form a good image of society towards a company. In the eyes of the community, it turns out that PG Gempolkrep does not only care about the profits and the existing production process but when this CSR occurs amid this situation, the community's stigma will form a good stigma because the company or PG Gempolkrep also cares about the existence of distress befalling the community, especially the people in the Mojokerto area. In fighting the Covid-19 outbreak, many companies are competing in carrying out CSR activities. The assistance provided is also very diverse, in this case, it can be in the form of equipment that helps the process of preventing Covi-19.

The fourth is quoted from (Tempo.Co, 2020). BRI carries out a CSR as a real effort to support food security in the New Normal Era. This event was held in the area of Bangun Rejo Village, Central Lampung. Amid a pandemic, resilience is very important to pay attention to because many people can only afford to buy a minimum of food without paying attention to existing nutrition, so this CSR program is an important product in preparing for a New Normal life. Explaining several CSR keys to support business continuity in the new normal, namely a company needs to pay attention to several things such as the impact of Covid-19 on society, and to business activities. By considering these impacts, a company's CSR will reduce the negative impact of the new normal on the company and society.

There are still many companies in Indonesia that carry out CSR programs to help New Normal's success. The above are only limited to examples of

companies that appear in the media. Apart from being a program to empower the community or help the community in such a situation, a company also prepares policies or strategies related to the work process in the company, of course, the methods they have made have been considered and are per government recommendations. It is hoped that in this New Normal era, all companies in Indonesia will be able to implement the existing health protocols so that the Covid-19 prevention process can be minimized as best as possible. In the New Normal era, the existence of CSR played a very important role in the implementation of the New Normal era because many company programs had a better impact on the New Normal policy. Without a CSR program from companies, equipment requirements that comply with the protocol in the New Normal era will not be fulfilled. The community was helped by the existence of CSR programs in the New Normal era.

IV. CONCLUSION

Many companies in Indonesia have carried out many CSR programs in the current New Normal era. Existing programs are related to the needs of the community in living life in the New Normal era. Current CSR has undergone many changes in the past, CSR was closely related to social programs in a community, but now the CSR program is fully related to the Covid-19 outbreak, of course, this is a thing that has a positive impact, which means a change in the CSR program. This is right on target and on time where all levels of society can feel the CSR program in the current New Normal era. The existence of CSR played a very important role in the implementation of the New Normal era because many company programs had a better impact on the New Normal policy. Without a CSR program from companies, equipment requirements that comply with the protocol in the New Normal era will not be fulfilled. The community was helped by the existence of CSR programs in the New Normal era.

As Indonesians, we must maintain our health protocols in the New Normal era as best as possible, namely utilizing the CSR programs that have been provided by companies around us. In implementing existing CSR, it is hoped that there will be good cooperation from all parties because the existing CSR program must also implement it related to the CSR program. In this New Normal era, a CSR program is said to be successful if the program has a good impact on the company, society, and can help the process of preventing Covid-19.

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