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## DOMINATION OF THE POLITICAL STRENGTH OF DARUSSALAM HOUSE IN THE VILLAGE OF GONTOR PONOROGO

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### Abstract

The reality of modern political life today affects the whole structure of people's lives. One of the variables in interesting political dynamics is the existence of political actors as the driving force that makes political events more exciting and also interesting to discuss. This is what we know better as the dynamics of the elite and mass relations. For this reason, the purpose of this study is to look at the dynamics of political movements that show the reality of the interaction of elites and masses in villages that have their uniqueness, where usually the elite as the central power, both formal and informal, usually have an influence that is not rational but more traditional affection. By using the field observation method, it was found that cottage Darussalam had a strong dominance. In gontor village, the elite and the masses have a very strong influence. In terms of the elite, in gontor, which is 2/3 of the territory controlled by the modern Darussalam Islamic boarding school, formally and informally - the elite - are still connected and influencing one another.

### I. INTRODUCTION

The reality of modern political life today affects the entire structure of society. It is not only in big cities that we understand it is full of individual attitudes and the desire to gain power. But life in rural areas also gets involved in local political dynamics (Saputra & Abidin, 2017). Although the life of the village community is more of a *guyub* and traditional (affection).

One of the variables in interesting political dynamics is the existence of political actors as the driving force that makes political events more exciting and also interesting to discuss. This is what we know better as the dynamics of the elite and mass relations. Where the elite plays a role as a driving force and also have power over the masses who are controlled subjects (Ningsih et al., 2018, p.68). The variables that will influence the elite-mass relationship are the source of power, the form of leadership, and how these elites use their power to control the masses.

The dynamics of political movements that show the reality of the interaction of elites and masses in the village have their own peculiarities. Where the elite as the center of power, both formal and informal, usually has an influence that is not rational but more traditional (Tokan & Ola, 2020, p. 2). This is still related to the general paradigm of village communities that are still traditional and uphold the principle of kinship in them. So that usually the masses give an assessment of the elite in the village based on

feelings, can a sense of admiration, charisma, trust, etc.

No exception in the village of Gontor, Ponorogo Regency. If described, the village of Gontor fits its motto, Gontor, the Village of Damai is truly peaceful and gives the impression of village life-*guyub* and has a high sense of cooperation. However, what caught our attention when conducting field observation activities was the domination of power exercised by the village head. We see it from every policy taken by the village head whose impression is taken by the village head himself.

However, in each of these policies, there must be someone or a separate controller who controls every step of the village head in providing his policies. Given the character of the village head who is a tactical leader but lacks depth in thinking. If we draw a red thread it cannot be denied that someone is in control of the village head. What occurred to us was who, where did the village head come from, and what had affected him the most? For four days of observing, we obtained fairly convincing data that the village head, who is a native of Gontor village as well as an alumnus of the Islamic Boarding School of Darussalam, is a boarding school cadre and almost all the thoughts and actions of the village head have an orientation aimed at Darussalam itself.

Besides, if we look at the reality that exists in the village of Gontor, where the villagers still have a traditional paradigm but the unique thing is that the village economic development is classified as advanced and well-managed with the job opportunities provided by the Cottage Pesantren Modern Darussalam (Cottage Gontor). So that the impression when we conducted this village observation was that it was like an independent village and an Islamic boarding school with sufficient economic resources. This can be seen from the existence of a cooperative unit, the independent drinking water business La Tanza, agriculture, and many more. But back again, there is always Cottage Darussalam behind it as a pioneer. Even the village community becomes the main human resource, both expert staff and only ordinary employees in it. Besides, the boarding school also provides education costs for Gontor villagers who wish to continue their studies at the Darussalam Islamic Boarding School.

However, it turns out that Cottage Gontor does not only have a role in the economic and social sectors but also politics in the village. This can be seen during the election of the village head 2 years ago with the existence of a single candidate for village head who came from the scope of the Gontor Islamic Boarding School. And what is even more surprising is that whoever the candidate whose background comes from Cottage Gontor and has the blessing of Kiyai, the leader of the cottage will win

from any other candidate. It is not uncommon for candidates other than who will be willing to resign if there are already candidates from the lodge. This shows that the real elite in the political life of Gontor village is the Darussalam Ponpes.

From this background, the authors are interested in examining the political domination of Cottage Darussalam in Gontor Village because it is based on the interesting reality of the dynamics of elite-mass relations in the village of Gontor. With the assumption that Cottage Darussalam through the village head has a strong authority to control all existing systems in the village of Gontor. Implemented in political power in Gontor Village.

Wibisono and Djumadin (2020) have done a lot of research related to elite relations with the community regarding the relations and interests of local party elites in the autonomy era. He sees the era of regional autonomy not only giving birth to a new government system but also giving birth to the dynamics of elite circulation in increasingly complex regions, especially for political party elites.

Amin (2017) examines the elite and power in rural communities. The research was conducted in Rias Village, Toboali District, South Bangka Regency. The results of his research show that the implementation of government in the village is still full of manipulation by a certain group of elites whose power places the community as the object of policy. The power that is in the hands of this elite creates domination so that the community does not have sufficient access to influence or give feedback on the administration of the government that is currently taking place.

In contrast to the above research, this study aims to see the political power/authority of Cottage Darussalam in Gontor Village and the relationship between the elite and the people of Gontor Village. The research also focuses on how the real political reality that exists in the village is a reflection of the life of the people in the village of Gontor and looks at the patterns that occur in it. Then the authors also analyze who benefits from the political process in the village by looking at which direction the village's local policies lead to whose interests and the policy allocation itself.

## II. METHOD

This type of research used in this approach is a qualitative research method using a descriptive approach that emphasizes interviews and observations of the community to be studied (Bungin, 2006). On this occasion of writing, we focus on the political dynamics, namely the political power itself in Gontor Village which is carried out by the Darussalam pesantren. In the beginning, in our field study activities, we saw the political power of the elite-mass from the running of

the PNPM-Mandiri government program. However, in this article, we focus on the dominance of Cottage Darussalam in the life of the Gontor community. Data collection methods in this study were unstructured observation and interviews. Observations, in this case, are related to our observations of the results of program implementation and the lives of the surrounding communities related to the title of this study. These observations can take the form of direct exposure to the lives of local communities to obtain appropriate documentation.

### III. RESULTS AND DISCUSSION

Regionally, Gontor Village is one of the villages located in the Mlarak sub-district, Ponorogo Regency. The area of Gontor village is 2/3 of the building area of Cottage Darussalam. Gontor Village is divided into two hamlets, namely south hamlet and north hamlet. North hamlet has extensive agricultural land and for the livelihoods of the population, most of them work as farmers. Meanwhile, the south hamlet belongs to the Darussalam Islamic Boarding School. Differently, the community groups, it seems, in addition to dividing the territory, they also divide the social groups of the village community. Where in the South hamlet they tend to side with the Cottage and the North Hamlet tends to be somewhat disobedient to the Cottage. However, since the bureaucratic control is controlled by the majority of Southern citizens, any policy in the village is easy to implement without the participation of the North.

Two-thirds of the area of Gontor village is the Darussalam Islamic Boarding School building. Perhaps the first impression that comes to mind is that *"the area of the hut and the area of the village is bigger than the village"*. Of course, it refers to the land that is controlled. And this affects life in the village of Gontor itself. Both economically, culturally, and politically. Economically, the population of Gontor Village, approximately 80% of its residents, do not have land to farm. Its residents depend on their livelihoods from the huts, while others are farmers and others (civil servants and private sector).

The villagers themselves and the campus residents in the Modern Darussalam Islamic boarding school have a very helpful relationship with each other. About 80% of the population depends on their livelihood to work as employees of Cottage Darussalam. Some of them work as cooks, cottage cleaners, food suppliers, etc. However, not a few of the residents in north hamlet work as staff and also employees of Cottage Darussalam.

Meanwhile, the residents of the Cottage who are teaching staff both from the village of Gontor or outside the village live in the area around the cottage. Teaching staff who are still young and not yet married are placed in special dormitories for them with adequate facilities, complete with clothing for

duty. Apart from teaching, they are also students of the Faculty of Sharia, Tarbiyah, and Usuludin who were opened for them. All learning facilities are provided by the lodge. So the task of these young teachers, of course, the best alumni from the lodge, is to learn and teach, those with good achievements are sent to universities in the Middle East. The Kiyai and teaching staff are provided housing on campus. They do not get wages from the cottage, except for a very limited amount of money for special purposes. The cottage provided for them included two hectares of rice fields to be worked on with profit sharing, rice, and side dishes for daily needs covered by the cottage, as well as housing complete with electricity and free clean water.

Meanwhile, the forms of participation of villagers with campus activities and construction include:

1. Approximately 80% of the total population of Gontor villagers who do not have agricultural land work in the cottage in terms of maintenance, construction of a new campus, and others.
2. Snacks purchased by the students, totaling approximately 4000 people, are the work of the mothers around the lodge. The cottage canteen buys snacks from the mothers around the lodge and the students are good enough consumers for the work of these mothers.
3. Many students do not have time to iron their clothes. This is a good side job for mothers who work for it.
4. The distance between the cottage and the small town of Ponorogo is about 15 km if it is reached by foot far enough. The number of sado (dokar) is not balanced with the number of students who will go to Ponorogo for recreation. To overcome this difficulty, many residents provide bicycles for rent to students going to Ponorogo. Of course, this is quite a livelihood for the villagers. Not a few villagers have improved their standard of living by renting bicycles to the students.

#### A. The Political Power of Pondok Darussalam

In sociological theory, according to Max Weber, leadership is divided into three types (Arifin, 2015, p. 15), namely:

##### 1) Traditional Leadership

People who hold this leadership believe that the spirit of leadership and wisdom can be passed down the bloodline. They believe that certain families can maintain leadership character. Monarchy can be born in a traditional society. People who glorify traditions are not only people who lived in the past. Even in modern society, some communities still adhere to tradition. The royal system in England,

for example, is one example of a society that still holds traditions in the field of leadership. Another example is Japan. They are led by an emperor (tenno haika) from generation to generation. Even though tenno haika is no longer believed to be descendants of Amaterasu Omikami (the Sun God), they still feel comfortable being led by the imperial family. Likewise countries such as Saudi Arabia and several countries in Europe.

### 2) *Charismatic Leadership*

This type of leader is considered to have supernatural abilities, namely traits and abilities above the average human. They are people who are considered to have divine abilities so that they can do things that ordinary people cannot. The prophets of old were charismatic leaders. They are equipped with miracles which are supernatural powers. Such a leader is not born every time, and cannot be born. Such leaders are always respected for their views and decisions.

### 3) *Rational Legal Leadership*

Leadership is obtained through rules and rational rules designed to filter out a leader. People who have developed rational rules in determining a leader usually do not see someone based on their descent or character. They set criteria or requirements, and are determined through deliberations or voters. Rational or legal authority is the authority that is based on the legal system prevailing in the society. The legal system here is understood as rules that have been recognized and adhered to by the community, and have even been strengthened by the State. The authority based on the legal system must also be seen whether the legal system is based on tradition, religion, or other. Then the relationship with the power system must also be examined and also tested whether or not the legal system is compatible with the cultural system of society, so that life can run calmly and peacefully. The appropriate form of leader to illustrate this is the authority possessed by the Village Head. The leader in this village area is determined based on the consensus of the citizens, which is then legalized by State regulations (Village Head).

Meanwhile, the definition of the elite in the political context means a small group of people who have power and allocate it to the society where the small group plays a role in making and implementing political decisions (Haryanto, 2009). While the masses are the wider community ruled by a group of elites. In the political life of village communities, two concepts affect political life in the community, namely Traditional Authority Relations (TAR) and Patron Client Relations (PCR) (Rochadi, 2016). By using a leadership approach in examining political movements in the village, we will further identify

the phenomenon of rural communities related to the relationship between the elite and the masses in the village community. Elite power is divided into two parts, namely formal and informal power (Simanjuntak, 2018). Informal power includes government institutions in the village, while informal power includes the cultural view, political cultures that exist in the village community, such as Kiyai, Cottage pesantren, elders, and so on.

The cottage has power in various areas of life in the village of Gontor. Among them are economic, social, cultural, and political terms. In the case of the cottage economy, it has a program of providing capital loans through cottage savings and loans cooperatives, cultivating agricultural areas on cottage land which are devoted to the production of cottage needs, opening jobs as cottage employees and staff, to distributing people's consumption materials through opened shops. by the lodge (supermarket and grocery store). In terms of socio-culture, Cottage provides its effects through religious conditioning in the village (recitation activities, marawis, etc.) and provides fee relief for residents who wish to continue their schooling in the Cottage. Meanwhile, in terms of politics, Cottage cadres have always been central in society both in village government institutions and socially.

When we understand where and what are the sources of power for an elite, it can be seen that Cottage Gontor's political power comes from economic control (agriculture, capital, and economic distribution), control of social and cultural systems, leadership succession systems (controlled by Cottage Alumni cadres). ) as well as the brand image built by the cottage itself through the cottage approach and conditioning towards the residents.

To further strengthen the power position of the Cottage in the village, the Cottage officials have taken several strategic actions. Among other things, apart from controlling economic resources and social influence, namely applying the politics of mass influence by giving a good brand image through the alumni who come from Gontor residents themselves, mandating the original alumni of Gontor residents to advance in village head elections, and also village formal institutions. other. This is of course to attract the sympathy of the villagers through leadership patterns for the alumni of the Cottage Darussalam. And if there are already candidates from Cottage alumni who run as village heads, other candidates will be willing to resign from the participants in the village head election.

The sources of power as well as the strategies possessed by this Cottage also influence how the movement of the Cottage in the village influences every policy that will be formulated by the village government. The concrete thing is the construction of drainage funded by PNPM Mandiri which is

built around the hut which is a flood area. Given its history full of conflicts between the residents of the cottage and also the residents of Gontor Village. Apart from the PNPM program which was used as drainage development, the distribution of funds was also too focused on the area of south hamlet which was a cottage area, so that the impression of village development was only for the southern region. Which all policies aim to smooth cottage activities. This is not a difficulty considering that the Cottage has the power to control politics in the village of Gontor assisted by its cadres who have formal power in the Cottage. So indirectly the formal power that exists in the village is the true power of the alumni of Cottage Daarussalam even though there are open elections.

Then in the social sector, there is very strong domination of the cottage which can be seen during big events such as the 17 August celebration where residents have to match the village decorations with cottage decorations that use all green colors. So it can be concluded that the Cottage authority has a traditional kind of authority. Whereas an elite, the lodge gives power from generation to generation to its cadres. In concrete terms, the village head always comes from an active alumnus of the Cottage. But informing the trust of village leaders towards their people, the village head has a charismatic type that can be seen from all the behavior and praise given by the residents when we make observations there and are supported by legal-formal power.

## **B. Elites and Communities in Gontor Village**

With the presence of Cottage, of course, it has a positive influence on village development. Namely with the development of the economic and socio-cultural establishment. Of course, the residents give great appreciation and also return the gratitude for the existence of the cottage in the village of Gontor. Especially with village leaders, the majority of whom are cottage alumni and who are considered by villagers to have authority. Moreover, it is supported by the cottage economy which provides employment opportunities for residents who do not have land to farm. In other words, there is a mutualism symbiotic relationship in terms of the economy of the residents and Cottage Daarussalam.

The attitude of the residents towards the lodge also varies. However, almost 75% of the informants we interviewed had a positive assessment of the presence of the Cottage. Especially in terms of helping the economy of residents who are helped because the cottage has a variety of independent businesses and staffing cottage that require a lot of employees.

But in reality, the political freedom of the

cottage is not fully guaranteed. Referring to the basic concept of elite-mass leadership that is that there is a minority who controls the majority and the recognition of individual rights, in Gontor village it can be observed that the Cottage - citizen alumnus and cottage leaders - are in a minority compared to the number of residents and Cottage is subtly lacking in terms of recognition of individual rights. A concrete example is during the election of the village head, before the current village head, there were 2 candidates, one from an ordinary villager and one from a Cottage alumnus. Knowing that his rival is an alumnus of the Cottage, a candidate who from ordinary citizens withdrew from the election because he was aware of losing the election.

So it can be concluded that the existence of Cottage Daarussalam as an educational institution has a positive influence on rural development in the economic sector. However, the negative thing is that the movement of the citizens in political and social terms is limited by the Cottage parties.

## **IV. CONCLUSION**

The dynamics of democratic life are indeed very interesting to discuss. What more if in understanding it uses a leadership / elite-mass approach which will certainly illustrate the dynamics of the relationship between the elite and the masses. If the context of the writing subject is in the village, the elite can be seen with the traditional or patron concept.

Based on data and analysis, the authors conclude based on the formulation of the problem, namely:

### *1) Pondok Daarussalam Authority in Gontor Village*

The cottage has power in various areas of life in Gontor Village. Among them are economic, social, cultural, and political terms. The source of the power of an elite, it can be seen that Pondok Gontor's political power comes from economic control (agriculture, capital, and economic distribution), control of social and cultural systems, leadership succession systems (controlled by Pondok alumni cadres) and also brand image. To further strengthen the power position of the cottage in the village, the cottage officials have taken several strategic actions. So it can be concluded that the cottage authority has a traditional kind of authority.

### *2) Elite and Community Relations in Gontor Village*

The presence of the cottage, of course, has a positive influence on village development. However, the negative thing is that the movement of the citizens in political and social terms is limited by the cottage parties.

In the life of the community in Gontor village, cottage Daarussalam provides insurmountable

pressures to control all elements of village life by maximizing the potential of the cottage. All will return to the main objective of the cottage, of course, to maintain power and also its existence in the village of Gontor so that all activities in the cottage can run smoothly.

However, if this situation continues, of course, it will bring problems to both the lodge and the villagers. Efforts that can be made so that there is a balance between the power of the cottage and the residents is to balance the power by including representatives from the North Hamlet and also evaluating the village government. And the villagers also hope to apply their awareness to be open to seeing the reality of the power of the cottage, which even though they are in power informally dominate village life.

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## CORPORATE SOCIAL RESPONSIBILITY AND COMMUNITY EMPOWERMENT PROGRAM FOR MSMEs AND INFORMAL SECTORS AFFECTED BY THE COVID-19 PANDEMIC

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### Abstract

COVID-19 virus has had a considerable impact on social and cultural problems that exist in society, especially those related to economic problems. Since the emergence of this pandemic, many companies and corporations have finally granted employment termination, this has also been done by companies to support government policies in the form of Large-Scale Social Restrictions (PSBB) to reduce the spread of the virus. Another problem of concern is that poverty and unemployment could increase quite drastically. Because companies and corporations alone are not only one or two in Indonesia. From the above background, the purpose of this study is to find out the impact of COVID-19 on the country's economy, as well as to find out programs for community empowerment as a solution to overcoming poverty and unemployment that occur after the pandemic. The method that researchers used in writing this article was a qualitative approach, supported by the thick description method. In addition, with literature study which will be used as a supporting method to find valid data. The results of the study found that the government is less empowering the informal sector and also these Micro, Small and Medium Enterprises (MSMEs). In fact, jobs in the informal sector and Micro, Small and Medium Enterprises or MSMEs can be an alternative medium to reduce poverty and unemployment. Through CSR programs from existing companies, it is hoped that the community can be empowered as well as the informal sector and MSMEs. When corporations or companies carry out empowerment activities for the informal sector and also MSMEs, it is possible that the problems of poverty and unemployment that have occurred due to the COVID-19 pandemic can be reduced and overcome.

### I. INTRODUCTION

Entering the beginning of the 2020 quarter, the world was shocked by a disease which until now has become a worldwide pandemic. It is Coronavirus Disease or what we usually call COVID-19. The disease that eventually became a pandemic, until this journal article was written, there was still no answer or cure to cure or prevent patients from the disease. In a fairly short time, COVID-19 can become a disease that makes almost all countries in the world experience chaos.

COVID-19 itself was originally thought to be present and endemic in China, to be precise in Wuhan. However, it is still uncertain and the origin is from there. The initial assumption of the existence of COVID-19 was that it originated from bats, where

as we know itself Wuhan has a wild animal market to trade wild animals for consumption by the public (Lau et al., 2005). The spread can be said to be very fast, moreover this disease will be very easy to just stick and carry out its duties in humans. At first, when news related to COVID-19 circulated, the virus which was assumed to have originated in China immediately spread to all corners of the world, such as Italy, the United States, Japan, Korea, and others. Moreover, this virus spreads very quickly from human to human, even with the touch of a hand.

Because of these dangers, many countries have finally enacted several policies for their citizens not to have social interactions with other people. In many countries, one of which is enforced is lockdown. What is meant by lockdown here is the closure of an area, especially the state, which aims to prevent the people of a country from having direct or physical contact with people from other countries. Also, this policy also limits the meeting between individuals in a country, coupled with policies related to health protocols that make each individual use a mask as a form of preventing the transmission of COVID-19. In Indonesia itself, we know it as Large-Scale Social Restrictions (PSBB) which have been implemented in several regions, especially big cities in Indonesia.

This has had many impacts and consequences for society. Especially, related to economic problems in the country. When this pandemic began to be echoed in Indonesia, coupled with the large-scale social restrictions that were carried out in several big cities in Indonesia, many people were affected by layoffs or layoffs from their jobs or companies. This has made many people unemployed or underemployed due to layoffs, and in the end this can cause new problems in Indonesia due to this pandemic. This problem is poverty, especially in big cities (Juaningsih, 2020).

The problem of poverty has indeed become a very frightening specter for all countries in the world. Moreover, Indonesia itself still has quite high levels of poverty and unemployment even before the arrival of this pandemic. When this situation continues for the next few months or even the next few years, it is possible that Indonesia will again experience a more severe economic crisis than in 1997 or 2008 (Saptowalyono, 2020). Therefore, Indonesia itself inevitably has to do something so that the economic crisis does not happen again.

Sen (in Yandri & Juanda, 2018) states that poverty is a condition in which individuals or groups experience lack of food, nutrition, illiteracy, no civil liberties and democratic rights, and also most importantly related to conditions economy which is below average. This is the same as according to Soekanto (1982: 60), where he stated that poverty is a condition in which individuals are unable to care

for and care for themselves according to the standard of living of a group that they belong to in that group, as well as individuals. it cannot use its mental and physical energy as a form of development for the group. Of course, this poverty is a very big problem, especially when poverty occurs in large cities which causes many people to become unemployed because they cannot follow the existing work standards.

Indeed, the government itself already has several answers and solutions to the problems of poverty in Indonesia. One of them is the Pre-employment Card program, which allows individuals who are looking for work, fresh graduates, or all groups to easily get certification to launch their job registration later. Especially when a pandemic like this occurs, those who lose their jobs are prioritized. But unfortunately, this program is deemed ineffective because there are several systems in it that still need to be addressed. And even people who already have jobs can still register (Consuello, 2020).

The economic recovery due to Covid has also been carried out by several researchers including Singh, Gupta, and Agarwal (2020), they analyzed the steps that must be taken by the Indian government to re-engineer the economy and ensure general welfare simultaneously. Therefore, his research focuses on the implications of lock down on the Indian economy, the various challenges faced by the Indian government in making the country function again. The study also suggests steps to empower the economy to revive an economy that promotes the well-being and safety of the population. Likewise with Nicola et al (2020) who also saw the socio-economic effects of COVID-19 on the individual aspects of the world economy.

Other research also conducted by Spurk and Straub (2020), does not focus on economic recovery, they focus on work patterns, for example he looks at how individual jobs and careers in flexible working relationships can be affected by the COVID-19 pandemic. It then outlines ideas for how to examine the effects of the COVID-19 pandemic period on the jobs and careers of these individuals, and explains how the pandemic can contribute to the branching of flexible working relationships.

For this reason, based on the problems that have been written in the background, this study focuses on how to empower the community through the informal sector and MSMEs by using Corporate Social Responsibility ?. This study also aims to determine the impact of COVID-19 on the country's economy, as well as to find out community empowerment programs as a solution to overcoming poverty and unemployment that occur after the pandemic.



## II. METHOD

The method that researchers used in writing this article was a qualitative approach, supported by the thick description method. Geertz (in [Ponterotto, 2006](#)) states that thick description is a method in which the writer or researcher later uses personal observation from the author's point of view to write down the results of his research. In addition, with literature study which will be used as a supporting method to find valid data.

## III. RESULTS AND DISCUSSION

The problem of the Coronavirus Disease pandemic or known as COVID-19 is indeed a problem that occurs in almost all countries in the world. Of course, this pandemic problem has had several impacts and consequences that can be said to be quite detrimental to the majority of the countries affected by it, especially for social, cultural, and of course economic problems. Indonesia too, as a developing country, also feels the impact and the impact that is felt can be said to be very bitter to swallow because it is quite large.

When the COVID-19 pandemic began to circulate and became bigger in Indonesia, the government issued several policies related to limiting physical encounters between individuals in society. The title of Large-Scale Social Restrictions or commonly known as PSBB, means that individuals in Indonesia, especially in big cities, cannot leave the house as freely as before the pandemic. Also, because of the PSBB, many Indonesians had to lose their jobs. Either because he was hit by unilateral termination from the company, or because he could not do his job due to unfavorable conditions. Of course, this is done by the corporation or the company itself as a form of prevention of losses that can be obtained during this pandemic which is still not over. From this, it can be seen that if conditions are still like this until now or in the future, the poverty and unemployment rates in Indonesia will certainly increase quite drastically.

For this reason, the government should once again have a way to overcome the problems of poverty and unemployment, so that the level of poverty and unemployment itself does not increase over time and also Indonesia itself can have a low level of poverty and unemployment. Because when we have low levels of poverty and unemployment, we might be able to move up the caste to become a developed country. However, our poverty level from before the pandemic was already very high. Coupled with a pandemic like this, the level of poverty and unemployment could be even higher.

### A. Alleviating People From Poverty

Poverty according to Soerjono Soekanto (1982: 60) is a condition in which individuals are unable to care for and maintain themselves according to the standard of living of a group that they belong to in the group, even these individuals cannot utilize their mental and physical energy. as a form of group development. Poverty here is included in the concept, because poverty is one of the impacts of the COVID-19 pandemic that occurred in Indonesia. Of course, poverty itself is a very frightening specter for countries in the world because poverty itself can mean that the country's economy is less able to develop. Especially in urban areas, poverty itself is something that really must be eradicated because the problem of poverty can make an area especially urban areas less able to develop.

The government itself already has the intention and programs to improve poverty problems that exist, especially in urban areas. However, not everything went smoothly. Therefore, inevitably the government must also find new alternatives to fix the problems of poverty and unemployment that had existed since before this pandemic and were exacerbated during the pandemic.

In the cities themselves, there are actually several alternatives to reduce and improve the poverty and unemployment problems. There are two sectors of work, especially in urban areas, namely the informal sector and the formal sector. The informal sector itself is a work sector that does not require high abilities from workers, so it is flexible in relation to who registers. In contrast to the formal sector, which as we know, must have high abilities even up to certification to get this job ([Rolis, 2013](#)). The informal sector itself can be used as an alternative to reduce poverty and unemployment in urban areas.

Apart from the informal sector, there are also Micro, Small and Medium Enterprises which can also be an alternative for reducing and improving the problems of poverty and unemployment in urban areas especially. Micro, Small and Medium Enterprises or UMKM itself can be an alternative medium for reducing unemployment, which is by absorbing workers in the informal sector to become one ([Gunawan, 2011](#)). But unfortunately, the government seemed to be stuttering to empower these MSMEs themselves, which were present during the 1997-1998 economic crisis to help solve the economic crisis that occurred at that time. Whereas when examined again, the informal sector and MSMEs themselves can be empowered in such a way as to help reduce poverty and development problems.

Empowerment of the community itself, especially for the informal sector and Micro, Small and Medium Enterprises, is actually considered quite important. Especially to help improve the economy in an area, but also to maintain the socio-cultural resilience of the area (Andriyani et al., 2017). When the government is unable to empower the informal sector and MSMEs itself, other parties who are still under government regulations should also participate in carrying out this empowerment with the aim of reducing the problems of poverty and unemployment.

There are many alternative media that can be used to reduce this poverty level. Some of them are about jobs in the informal sector, as well as Micro, Small and Medium Enterprises. Work in the informal sector itself is work that has no specific specifications to do. Simply put, the informal sector is a job that can be entered and done by anyone without special skills. Meanwhile, Micro, Small and Medium Enterprises or MSMEs themselves, can be used as collections of workers in the informal sector to be more coordinated and to get maximum results from there.

In fact there are very many jobs that fall within the informal sector. In Surabaya itself as an urban area, we can see that there are many types of informal sector jobs. Online motorcycle taxis, pedicab drivers, hawkers, street vendors, newspaper sellers, and many more. Of course, those who work from the informal sector earn income from the businesses they do individually and independently, not tied to a company that provides them with a fixed income or salary. Then from the UMKM side, there are also many. Grocery store, sales of services such as laundry, and many more. It can be seen that in fact the informal sector and also MSMEs can be the right alternative choices for reducing poverty and also unemployment.

Even though it looks quite the same, the informal sector and MSMEs themselves have several classifications that make the difference between them. The first classification is related to a place to sell products, where MSMEs themselves are usually more towards settling in a permanent place. It can be in the form of a house or just a small building. It is different when compared to informal sector jobs, where most of the informal sector workers sell their products by moving from place to place. The level of mobility possessed by informal sector workers can be said to be quite high. As we know, hawkers, street vendors, and newspaper sellers work by moving from one place to another. Although, there are also informal sector workers who live in a place, commercial sex workers for example.

The second classification is related to the funds used as capital for the initial part of manufacturing and marketing the product. It is quite difficult for

workers in the informal sector to get capital to market the products they make. Like it or not, they have to raise money first to start marketing their products. In contrast to MSMEs, which can get capital assistance from banks - or the government. Although there are still obstacles because the government pays less attention to these two jobs, roughly speaking, it will be easier for MSMEs to get capital from the government through banks, with the People's Business Credit (KUR) program. The informal sector will find it difficult to get this capital, because the government will conduct a survey first for the businesses they are running, and the informal sector will find it difficult because they do not live in a place of residence.

From the second classification, it is sufficient to see that the government itself is still not paying attention to the informal sector and MSMEs themselves. It can be seen from how difficult it is to borrow capital issued by the government to the informal sector and also MSMEs, considering that they definitely have to produce first and need quite a lot of sources of funds from capital. It is different from large companies, in which some of them will find it very easy to get foreign and domestic capital through the capital market and board of directors, and also from the government.

As one of the important instruments in the country's economy, especially to provide new employment opportunities for the community, informal sector jobs and MSMEs must be more empowered. As evidence, since the Indonesian economic crisis in 1997, it was the jobs of the informal sector and MSMEs that saved Indonesia from adversity (Supriyanto, 2006). The work of the informal sector and MSMEs itself has a strategic position in several sectors of the Indonesian economy. Of course, when compared to large-scale businesses. Even with the informal sector and also MSMEs, people are increasingly able to absorb flexible labor from all walks of life, as well as make use of the resources that are around them.

From this, it can be seen that indeed the informal sector and also MSMEs must be more developed and empowered. Of course, if the government was relied on in this matter, then Indonesia itself would not be able to progress quickly. Poverty and unemployment could increase in number over time if you rely on the government alone. So, like it or not, corporations and companies must cooperate with the government and help with the Corporate Social Responsibility or CSR programs that are being carried out.

## **B. Encouraging CSR Activities**

Agencies such as corporations and companies can also provide community empowerment programs. Through article 74 of Law no. 40 of 2007

concerning Limited Liability Companies (UUPT), corporations or companies are required to carry out Corporate Social Responsibility (CSR) as a form of helping the government to realize social welfare for the community, of course, one of which aims to eradicate poverty (Marthin et al., 2017). Community empowerment through CSR is felt to be one of the answers to the problems of poverty and unemployment in Indonesia, especially in urban areas.

Corporate Social Responsibility or CSR itself is a situation in which a corporation or company takes action that is driven in the social sector that is outside the main interests of a corporation or company (McWilliams et al., 2006). Of course this is very important for a corporation or company to carry out this activity, considering that this activity can help people around the location where the company conducts economic activities to be more prosperous, also to reduce poverty and unemployment in the area. Waddock & Graves (1997) stated that the better a corporation or company in the area is, the better the finances in that company will be.

Again, when the informal sector and also MSMEs can be empowered by existing corporations or companies through the CSR program, then the problems of poverty and unemployment that occur as a result of the COVID-19 pandemic can be reduced. This is what makes researchers want to write about this matter, because indeed the problem of poverty in cities itself is a very big problem for a country.

Corporate Social Responsibility or CSR itself is an activity carried out by companies to help the government improve social welfare for the Indonesian people. Of course, this CSR program must have several points that must be implemented later in order to be truly successful. According to Elkington, there are 3 important points:

1. Economy Prosperity à which means corporations or companies really have to remember again about the flow of the economy and the profits or losses they get for carrying out CSR activities.
2. Environmental Quality à which means that corporations or companies must return to nature, where they must pay attention to the environmental side of the location where they carry out their economic activities.
3. Social Justice à which means that corporations or companies must pay attention to the social justice they do in relation to their policies towards the communities around their economic activities.

From these three points, it will form a Triple Bottom Line which can be shortened to 3P: People, which means that corporations or companies must pay attention to the social welfare around them, Planet which means that corporations or companies must pay attention to the environment in which

they carry out economic activities, and also Profit, that is, they will not lose the profit or profit that is printed from their economic or industrial activities.

Corporate Social Responsibility or CSR itself is an activity that must be carried out by a corporation or company based on article 74 of Law Number 40 of 2007 concerning the Limited Liability Company Law. The activities carried out later are not the same as the direction carried out by the company, but these activities are carried out on a social basis for the community around the location of the corporation or company carrying out economic activities (McWilliams et al., 2006).

From these CSR activities, companies must really pay attention to several aspects that are carried out so that the CSR activities carried out are successful. According to Elkington, there are 3 main points entitled Triple Bottom Line in the successful implementation of this Corporate Social Responsibility or CSR activity. The first is economic prosperity which refers to economic activities and also the results of the business and wealth of a company, then there is environmental quality that is obtained from the quality of the environment around the location of economic activity, and the last is social justice which refers to justice for the community in close to the corporation or company, which of course refers to the welfare of the community. Later, these points can be converted into a term we know so far, which is 3P; People, Planet, and Profit (Hammer & Pivo, 2016).

CSR activities themselves are very diverse from the many corporations or companies in Indonesia. The programs they run also vary, such as natural disaster relief, educational assistance, job training, health, nature conservation, social and community assistance, and many other programs. These activities will be adjusted by the company later according to how the culture and wisdom in the community, at the location of the corporation or company, conducts economic activities. Also, it also depends on the conditions they have made for the natural and social environment of their location.

The informal sector as well as MSMEs must really be assisted by these corporations or companies as a form of reducing poverty and unemployment problems. Of course, as a form of community empowerment to improve social welfare. Moreover, with the condition of COVID-19 which does not allow direct physical contact, especially in a red zone like Surabaya, there must indeed be a new method in the implementation of community empowerment. Because one of the forms of CSR itself is community empowerment, it can be said that corporations or companies can teach people to carry out their economic activities in the informal sector or MSMEs.

This teaching can be in many ways. Especially in

product marketing problems. Production activities carried out by workers in the informal sector and also MSMEs certainly have several obstacles as a result of this COVID-19. Of course, there must be new teaching from the company regarding this production problem or related to marketing problems so that the informal sector and MSMEs can survive after being affected by COVID-19. For example, companies that have carried out several previous CSR activities related to community and regional development can try new things and methods in the future application of their CSR activity programs using the online method. This is done to follow health protocols, which have the essence of reducing the physical contact of every individual in the community. This online program can be exemplified by using video calls from WhatsApp, for example, Zoom, or even Google Meet. So, companies that carry out these activities can exercise control not having to come directly to the area.

Regarding production development, companies through their CSR program can provide capital assistance for informal sector workers and also MSMEs in their production activity areas to be able to run production again. Of course, there will definitely be a return for the company when it finishes doing this. When corporations or companies carry out these activities of providing capital assistance, they indirectly provide assistance and support to the government in relation to poverty reduction and unemployment in Indonesia. Because once again, the government is still less responsive and still looks stuttered when looking at the empowerment and development of the informal sector and also MSMEs themselves.

Also, corporations and companies can also provide teaching and other assistance related to marketing. Of course this marketing can be in many ways. For example, when an area has an environmental area that has the prospect of being used as a public tourist spot, the corporation or company can provide education to the people there, especially related to regional development as well as marketing of the area to a wide audience. Because the impact of COVID-19 has made a lot of people and a lot of work can be done online, the program of activities can also be affixed with the online method in it. Marketing through Facebook, for example, where workers in the informal sector and MSMEs can be gathered together to be given education related to online marketing on Facebook, so that their region can benefit themselves and each person in the area can carry out economic activities. without having to be burdened from poverty and unemployment again.

In addition, corporations or companies can also provide job retraining assistance, which is

also following the trend of what is happening now. Again, because COVID-19 itself has made some jobs and activities completely online, it is inevitable that corporations or companies must be able to provide job training based on this online method. With the same goal, to reduce the level of poverty and unemployment, as well as for the welfare of society.

The corporation or company here can have an important role for the economic recovery of the community. Of course, with the CSR activities they carry out. Especially considering that the informal sector and MSMEs themselves have made Indonesia's economy recover shortly after the economic crisis in 1997 and 2008, CSR programs from corporations and companies can be focused on informal sector jobs and also MSMEs to restore Indonesia's own economic conditions. The recovery of Indonesia's economic condition itself can later be seen from the reduction in the poverty rate, and also the reduction in the existing unemployment rate.

Even though the circumstances are very different, corporations or companies must still pay attention to the 3Ps; People, Planet, and Profit. Because, this is very important for the running of the CSR activity program. Corporations or companies must continue to provide and support the welfare of the community around them carrying out their economic activities, then corporations must also pay attention to their surrounding environment, and the last thing is that when carrying out this CSR activity program, the corporation or company does not forget the problem of profit or loss. that they can get from their CSR activities program. When they succeed in achieving this target, it can be said that their program of activities is also successful.

When corporations and companies do indeed carry out CSR activity programs with different conditions like this, then it could be that the purpose of carrying out these CSR activities is very different from the activities they have done before. The current goal is not just for welfare. But also to restore the existing economy in the surrounding areas where they operate. From there, they can help the community to be financially independent with the teachings provided and they can also benefit from implementing CSR activities in the area.

#### **IV. CONCLUSION**

Coronavirus Disease or commonly abbreviated as COVID-19 is a very big problem for all countries in the world. This huge problem is not only related to health problems, but also to social, cultural, and economic problems of the country and its people. Of course, this is very troubling and infects all countries in the world. It is not only social, cultural and economic problems in Indonesia that are affected, but also all countries in the world. However, Indonesia, which is still a developing

country, has also had a significant impact because of this COVID-19.

The problems that exist in Indonesia regarding the impact of COVID-19 are actually very complex. Starting from health problems where the level of COVID-19 sufferers is still quite high and no cure or vaccine has been found from this disease, then there are also social and cultural problems which are caused by the large-scale social restrictions or PSBB carried out by the government as a form prevention of the spread of COVID-19 itself, and also related to economic problems that occurred due to the impact of the PSBB, which made many people who initially had jobs or businesses experienced Termination of Work Rights or the business they were running did not benefit at all and even could have lost. From this, it can be seen that economic problems are a very big problem and can also create new problems, namely poverty and unemployment which are very high, coupled with poverty and unemployment before the COVID-19 pandemic.

Therefore, several alternatives are needed for solutions to economic problems in the form of poverty and unemployment. The alternative actually already exists, namely jobs in the informal sector which are very flexible and can be done by anyone, and also Small and Medium Micro Enterprises which can be used as a collection of workers who work in the informal sector. However, the government itself seems to pay less attention to the informal sector and MSMEs. Therefore, corporations and companies, through their CSR activity programs, should be able to help this economic problem by providing their CSR activities program to the informal sector and affected MSMEs so that they can return to their original state. Of course, this is done to reduce or even exhaust the level of poverty and unemployment in Indonesia, as a result of this COVID-19.

For this reason, existing corporations or companies pay more attention to the CSR activity programs they carry out to really improve the existing economy in society as a form of community welfare and help the Indonesian government itself to eradicate poverty and unemployment, which is becoming increasingly more after the existence COVID-19.

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## THE ROLE OF THE JOGO TONGGO PROGRAM IN THE EMPOWERMENT OF THE NEW NORMAL ERA COMMUNITY IN CENTRAL JAVA PROVINCE

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### Abstract

Community empowerment is very important for the community, especially the government itself because these activities have a positive impact on the surrounding environment. Community empowerment is also one way for people to work together to make the program that has been issued a success. This study provides an overview of the implementation of community empowerment in the 'Jogo Tonggo' program initiated by the Central Java Provincial Government to fight the Covid-19 pandemic and looks at the impacts and strategies of the Central Java Provincial Government in reducing the number of people exposed to Covid-19. This study used a qualitative approach with a literature study method in the form of a review of the Jogo Tonggo new normal era program based on references and data in the field. The results showed that this program was also responded positively by the people of Central Java so that even in the new normal, the government did not hesitate to implement the program to reduce the level of people exposed to Covid-19.

### I. INTRODUCTION

The emergence of a new virus called SARS-CoV-2 causes considerable problems in all sectors of public life. The virus, which first originated in Wuhan City, China, then quickly spread to several cities and countries and has claimed many lives per day. *The World Health Organization* (WHO) has designated *Coronavirus 2019* or Covid-19 as a threat to a pandemic around the world. WHO states that Covid-19 has symptoms similar to the common cold which can severe illness and the appearance of pneumonia, causing difficulty breathing ([www.who.int](http://www.who.int), 2020).

This pandemic case raises concerns from various groups, especially the community itself. The concern is increasingly felt seeing that every day the number of infected victims continues to increase. It is recorded that up to this writing there are 9.3 million people who have been exposed to the virus and of this number, more than 5 million patients have recovered while more than 450 thousand people have died as of June 24, 2020 (Idhom, 2020). In Indonesia itself, the spread of the virus began on March 2, 2020, this was announced by President Joko Widodo in a Press Conference to determine what policies he would choose to deal with the Covid-19 virus while the number of people affected by the virus was increasing. Data obtained as of June 24, 2020, 49,009 people were positive for the Covid-19 virus, 19,658 people who had recovered, and 2,573

people who died from the virus (Idhom, 2020). The spread of the virus also occurred in Central Java Province.

The area of Central Java Province can be said to be very broad because it consists of 29 districts and 9 cities which have an area of 32,801 km<sup>2</sup> with a population of 34,490,835 million people according to the Central Java Statistics Agency (BPS) of Central Java Province 2018 (BPS Provinsi Jawa Tengah, 2020). with the number of people who are very much so at risk of exposure to the virus Covid-19 becomes high. The Central Java Provincial Health Office recorded the total number of cases currently reaching 3,803 with 1,845 positive patients, 1,658 recovered patients, and 300 patients who died (Central Java Provincial Health Office, 2020), this makes Central Java Province included as the number. the highest case in Indonesia. Compared to other regions, Central Java Province has a percentage of people who recover as much as 43.6%, although patients treated are 48.51%, Central Java Province has a low mortality rate of 7.89% (Central Java Provincial Health Office, 2020).

Another reason why the large number of people exposed to Covid-19 is due to the emergence of new clusters such as the one in Kobong market, Karangayu market, and events held in Gowa (Gowa cluster) so that the number of people exposed to the virus is very high (Utama, 2020). The regency or city with the highest number of cases is Semarang City with more than 400 patients being treated at the Semarang City Hospital and more than 130 patients being treated at the Temanggung District Hospital (Central Java Provincial Health Office, 2020).

Despite being one of the provinces with the highest spread of the Covid-19 outbreak in Indonesia, Central Java Province still does not implement Large-Scale Social Restrictions (PSBB). Adiwibowo (2012) explains that power will involve the capacity of one party to influence another party or its target. Meanwhile (2005) classifies the influence of power into two types in an organization: (1) position power, namely the potential influence derived by legitimate authority and includes components consisting of legitimate power, rewards power, coercive power, information power, and ecological power. (2) personal power, namely power that contains potential influence and comes from expertise in influencing a potential based on loyalty. Personal power consists of referent power and expert power. If we look at the way Central Java Governor Ganjar Pranowo performs his duties as Governor, he chooses to use the expert power method, namely the way he created himself to

solve it (Irnadwi, 2020). One example was when Ganjar Pranowo chose not to carry out Large-Scale Social Restrictions (PSBB), he explained, whether there was a PSBB that was needed for the people of Central Java, namely knowledge and literacy about the Covid-19 virus. This has made the Governor of Central Java Province take the initiative to do several ways which, according to him, are very effective in providing knowledge and literacy about the Covid-19 virus, one of which is by conducting socialization through social media and door to door.

Ganjar Pranowo often conducts socialization about Covid-19 continuously on social media such as Instagram, Youtube, and Twitter. Through these media, Ganjar always provides short videos or tweets about health protocols that must be obeyed as well as an appeal to stay at home during the Covid-19 period. One other way is through a door to door. This method is done by Ganjar, seeing that many people do not use social media so that one way to socialize it is door to door by using his bicycle around Semarang and then visiting residents' homes to provide education about Covid-19 and about its health protocol (Azzahra, 2020).

Another program related to the emergence of the virus Covid-19 is the movement of 35 million masks for the people of Central Java. This movement is under the recommendations of the World Health Organization (WHO) and regulations from the central government which oblige all citizens to wear cloth masks. Through this movement, Ganjar wants to encourage the Regency / City Government of Central Java to be able to produce cloth masks on a large scale by involving all entrepreneurs who will later sell and distribute these masks to the public so that later different masks will be included in the medical personnel (Central Java PR, 2020).

In general, the amount of people's income has decreased since the pandemic has made restrictions in some areas not implemented optimally. This is a problem that must be resolved by the Government. By considering other things, in the end, the Indonesian Government finally imposed a *new normal* but by making procedures and rules that apply to society. Currently, with the implementation of the *new normal* in several provinces and cities in Indonesia, it is inevitable that the Indonesian people, especially the people of Central Java, must follow the provisions set by the Indonesian Government. As we know, the *new normal* is a step to accelerate the handling of Covid-19 in the social, economic, and especially health sectors in Indonesia. Eijkman as a representative of the Molecular Biology Institute said that the Covid-19 virus is unlikely



to disappear from the earth for a long time. For this reason, this term is mentioned as we as a society will live side by side with the Covid-19 virus (Widiyani, 2020).

In facing the new normal, the Governor of Central Java Province Ganjar Pranowo formed a program called "Jogo Tonggo". This activity invites the public to do Jogo Tonggo or the term to protect neighbors together by promoting local wisdom in the face of the Covid-19 pandemic. The implementation of this program has benefits for the community itself and for the Central Java Provincial Government in emphasizing the number of victims exposed to Covid-19 in Central Java.

This research broadly aims to explain the «Jogo Tonggo» program as a Community Empowerment Program carried out by the Central Java Provincial Government for the welfare of its people. The method used in this research is the qualitative method with the strategy used is the literature study in the form of reviewing the Jogo Tonggoera program *New Normal* based on references and data in the field. The literature study was carried out considering the researcher wanted to gain insight based on the issues circulating regarding the determination of the *new normal* in Central Java Province. Another reason is as a supporter who helps researchers in understanding the concept of community empowerment in the Jogo Tonggo program in the region of Central Java Province.

## II. METHOD

This study used a qualitative approach with a literature study method in the form of a review of the Jogo Tonggo program's era *new normal* based on references and data in the field. A qualitative approach is used in developing a deep and detailed understanding (Sugiyono, 2014) of the community empowerment of the jogo tonggo program in the era *new normal*, and what strategies are used by the Central Java Provincial Government in implementing the program and its benefits for the government and society. This type of research is very appropriate because it explains the relationship between variables through existing data and is following the purpose of this study, namely reviewing the Jogo Tonggo program in the era *new normal* by looking at the strategies and benefits obtained from the program. Data collection in this study was carried out by a literature study or literature review through articles in journals and magazines, test books, newspapers, and other sources of written data needed by researchers. Sources of data in this study are source data in the form of data sources from

Central Java newspapers which can be obtained from <https://jatengprov.go.id/> and from newspapers that explain the running of the "Jogo Tonggo" program. The technique in question is a technique used to obtain information about the community empowerment review of the "Jogo Tonggo" program by looking at the strategies and benefits of the program (Miles & Huberman, 2009).

## III. RESULTS AND DISCUSSION

Community participation in community empowerment is no less important in the success of community empowerment programs, according to Conyers (1991, 154-155), there are three main reasons for the importance of community participation in development, namely: (1) Community participation is a tool to obtain information about conditions, needs, as well as attitudes of the local community. Without this, development programs and projects will fail. (2) The community trusts the development program if it is involved in the preparation and planning process because the community knows more about the details of the project. (3) Participation in the right of community democracy in its involvement in development (Conyers, 1991).

The role of community empowerment, especially in rural areas, in mobilizing, changing the way of viewers, and realizing the goals of group activities will be easier. The community will be driven by their desires, not just from the requirements of the program. The government's concern regarding the empowerment of village communities is not only through the existence of Village Funds, but since 1994 with the role of Bappenas in society. An explanation of the development of community empowerment programs, namely (Alam, 2018).

1. The IDT program (Disadvantaged Village Presidential Instruction) in 1993 was assisted by 20 million / year for 20,000 underdeveloped villages, then in 1994, it was given the assistance of around 200 million / village with the remainder of the program such as rolling cows.
2. The P3DT (Infrastructure Development Program for Supporting Disadvantaged Areas) was based on 1995/1996, namely the construction of clean water and environmental sanitation infrastructure funded by the World Bank for Java-Sumatra and JICA (Japan) funding outside the two islands, the funds were transferred directly to Village Community Resilience Institution (LKMD)
3. PPK (District Development Program)

and the establishment of the UPK (Financial Implementing Unit) as a transit position in the District as a basis for building infrastructure networks.

4. PNPM (National Program for Community Empowerment) which has been running for 5 years has only reached one-third of the existing villages, but there has been no answer regarding the technocratic relationship between the district and the community to be synchronized.

By looking at the data above, the researcher knows that community empowerment has long developed throughout Indonesia to date where the government already has various community empowerment programs that have developed, one of these programs is the “Jogo Tonggo” program initiated by the Governor of Central Java Ganjar Pranowo.

### A. The “Jogo Tonggo” program in Central Java Province

Jogo Tonggo which is a term from the Javanese language of ‘Jogo’ which means guarding and ‘Tonggo’ which means neighbor is a step made by the Governor of Central Java Province Ganjar Pranowo in building public awareness during the Covid-19 pandemic. In practice, Jogo Tonggo includes two things, namely a social safety net and security, then an economic net. Jogo Tonggo has a task force that has a function of guarding duty neighbors and ensuring that residents work together to fight the spread and transmission of Covid-19 in their area while ensuring support from outside the region in fighting Covid-19 is right on target and effective. Jogo Tonggo members themselves consist of a combination of various community groups such as youth organizations, *dasa wisma*, *posyandu*, companion of the Family Hope Program (PKH), Agricultural Field Agricultural Extension (PPL) Agriculture, village assistants, village midwives, community organizations, and other organizations who work together in fighting this Covid-19 Pandemic.

The working principles of the Jogo Tonggo Task Force are:

1. Humanitarian Work, namely prioritizing the interests of victims of the Covid-19 outbreak.
2. The Working ad hoc/ Non-permanent (no emergency conditions Covid-19) means Satgam Jogo tonggo duty during the spread and transmission of plague Covid-19 was declared dangerous.
3. Transparency, namely the work of the Jogo Tonggo Task Force based on “no corruption, no grievance” which means that the work of the Jogo Tonggo Task Force must be open, transparent,

and accountable to the public (in front of the state and society), output must be in line with existing inputs.

4. The work of the Jogo Tonggo Task Force must be based on mutual cooperation, both among residents in one RW and between RW and other RW in one village area.
5. 5. Involve all parties starting from the government (including Indonesian state army and Indonesian Republic Police), state-owned, regional and private companies, universities, professional institutions, NGOs, and so on.

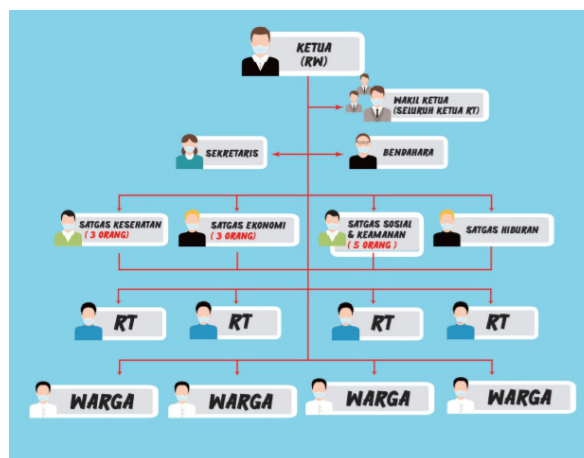


Figure 1. Organizational Structure “Jogo Tonggo Task Force”  
Source: (Central Java Provincial Government, 2020)

### B. Strategy and Impact of the Jogo Tonggo Program in the New Normal Era

With the implementation of activities *new normal* in several provinces, Central Java Province has started to prepare for these activities. As we know before, *new normal* is a transformation of behavior in society to carry out normal activities but still by implementing health protocols until a vaccine is found that can cure patients infected with Covid-19. *New normal* means that the sector which had been stopped gradually can move back to its normal activities (Syaifudin, 2020). In Central Java, the existence of the *new normal* has made the Provincial Government of Central Java conduct training related to the *new normal*. Ganjar said that the transition to the *new normal* is still being carried out in the training stage such as in strategic locations such as in schools, industries, places of worship, and offices (tempo.co, 2020).

The Jogo Tonggo program, which was initiated by the Governor of Central Java Province, Ganjar Pranowo, must adapt to this *new normal*. With this program, several districts and villages are actively working together to reduce the number of positive Covid-19 patients. The realization of the Jogo Tonggo program in the era *new normal* can be seen in the formation of a Task Force in Temanggung totaling 266 villages involving more than 8,000

administrators. By using the Jogo Tonggo concept, the program will target crucial issues, especially the socio-economic impacts that have not been touched by the government, which harnesses the strength of RWs in their respective villages (Tugu Jogja, 2020).

The development of cooperation can be seen with the existence of the Jogo Tonggo program, such as the Jogo Tonggo logistics which comes from assistance managed by residents independently and goods produced by residents, where they plant their seeds which can be assisted by the Central Java Provincial Government and then the residents will manage themselves. The role of cooperation can also be seen from the participation of the community in providing independent quarantine places. Village buildings such as village halls, schools, and private homes were then transformed into quarantine places for those returning from the red zone of the spread of Covid-19 (tempo.co, 2020).

However, according to Achmad Fadlun, he considered that the "Jogo Tonggo" program was not in line with expectations because its implementation was not relevant to the existing situation. According to him, this happened because of the large amount of budget that had been disbursed and made the program useless, with the amount spent amounting to Rp78,090,000,000 for the distribution of 7,809 villages. It is hoped that with a large budget expenditure, the implementation of the program will run smoothly in the future (Zaenal M, 2020).

#### IV. CONCLUSION

The Central Java Provincial Government has a community empowerment program regarding the prevention of Covid-19 called "Jogo Tonggo" initiated by the Governor of Central Java Province Ganjar Pranowo. This program aims to create cooperation between villagers in overcoming the Covid-19 pandemic. Jogo Tonggo has several task forces consisting of various groups of people and has functions based on their respective fields.

The Jogo Tonggo empowerment program has benefits that can be felt by many parties, especially the village community. However, in its implementation, the Jogo Tonggo program has several problems such as a large amount of budget issued but not commensurate with the *output* done by the local village community.

With the achievements that the Central Java Provincial Government has obtained regarding the Jogo Tonggo program, it is hoped that it can be an achievement in implementing a system of cooperation between residents and can continue until the pandemic has subsided. Furthermore, the creation of a unit that has the task of monitoring budget expenditures from the Jogo Tonggo program so that no budget problems are found regarding the program.

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## 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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## ALTERNATIVE COMMUNITY EMPOWERMENT PROGRAMIN THE NEW NORMAL TIME

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### Abstract

The coronavirus pandemic has been going on since the beginning of 2020. The new virus was originally discovered in China. All countries in the world are inseparable from the threat of the coronavirus, including Indonesia. During a pandemic, many changes occur in the fabric of society. All activities outside the home are avoided, direct encounters with other people are also avoided. Quarantine is carried out in various regions to reduce exposure to the virus. As a result of this social restriction, the community has suffered a lot of losses. Many people have lost their jobs and income, and the many changes in habits or activities that have to be undertaken have made society uncertain. In previous studies, there has been a review of adaptation strategies carried out to survive or survive amid such rapid changes. This study discusses alternatives to community empowerment that can be carried out amid the coronavirus pandemic, especially during the period new normal. The research uses a literature study research method, namely by finding secondary data through theses, journals, or other text sources in finding the data used in this study. The authors relate the problems faced, especially during the pandemic, with a summary of the Millennium Development Goals. This is because the pandemic indirectly hinders the realization of people's welfare, the points of which are listed in the millennium development goals. After categorizing the problems, the authors look for several alternatives to community empowerment that can be adapted from programs that have been implemented in the past. Then, the authors describe the benefits that can be obtained from community empowerment carried out during the coronavirus pandemic, especially or especially during the transition to the new normal.

### I. INTRODUCTION

Since early 2020, the world has been shocked by the emergence of the Novel Coronavirus. The novel coronavirus originally appeared in Wuhan City. An area in the territory of the People's Republic of China. The novel coronavirus is thought to have infected humans through bats, whose meat is traded freely in the Wuhan market. Within approximately one month, the novel coronavirus began to spread to the territory of neighboring countries such as Japan, South Korea, Taiwan, Singapore, Thailand, even to countries as far away as England, France, Germany, the Netherlands, Italy, Spain, America, United, and Brazil. In a short period, the Novel Coronavirus has become a common threat to people around the world, especially since the novel coronavirus is a new virus for which a vaccine has not been found (Wu & McGoogan, 2020). Indonesia is a country

affected by the spread of the novel coronavirus.

Corona pandemic has affected many aspects of human life. The number of victims who contracted the virus and those who died increased in a relatively short time. To deal with the spread of the novel coronavirus, people are asked to self-quarantine in their respective places of residence. Many activities outside the home are limited, with the closure of public spaces and crowd centers. If you have to leave the house, everyone is asked to wear a mask and clean themselves as often as possible and maintain a safe distance between people. Besides, many people have lost their source of income. This is due to the decline in the performance of the companies they work for due to the pandemic, as well as the decline in economic activity due to mandatory quarantine. In a tight situation, everyone is required to quickly adapt and find new ways to continue living.

There have been several previous studies examining responses and patterns of adaptation in the face of a disease and environmental crisis. In a study entitled *The Interests of Multinational Corporation (Pharmaceutical Companies) in the Avian Influenza Management Program by the World Health Organization in Indonesia*, it was stated that in handling an international scale outbreak, there are four defining concepts or variables, namely the multinational concept, international organizations, foreign aid, and human security. In handling bird flu cases in Indonesia, the World Health Organization (WHO) is working with vaccine companies to mass-produce avian influenza vaccines to meet the needs of vaccine use in Indonesia. Apart from that, pharmaceutical companies also provide supporting medicines for patients with bird flu (Anggraeni, 2012).

In another study entitled *Multinational Corporation (MNC) Efforts to Address Climate Change (Case Study: Coca Cola Addressing Climate Change)*, the company's strategy in dealing with environmental change was analyzed in the light of Brian White's theory of environmental diplomacy. This research shows that in facing environmental change, countries should hold a communication forum between countries in the form of an international conference, to be able to align their vision for environmental change. Besides, corporations are also one of the institutions with great power to work together, one of which is through inter-corporate conferences, to be able to face environmental changes (Subarkah, 2019).

Meanwhile, in another study, an empowerment activity was found by companies in areas with relatively high poverty levels. Banda Sakti sub-district is one of the 4 sub-districts that are the target of activities corporate social responsibility Pertamina's. This is motivated by the high level of inequality in education. The number

of workers in the informal sector, namely 2,203 people, and the high unemployment rate. One of the corporate social responsibility activities carried out was entitled <development of independent tourism villages.> The purpose of developing an independent tourism village, among others, is to accommodate the participation of the local community in corporate social responsibility activities, as well as to provide a market for various micro and medium enterprises owned by villagers with the entry of tourists into the village. Besides, participation from the community is expected to provide a sense of belonging to the villagers towards the area where they live. Thus, it is hoped that a tourism village will be able to increase the income of local villagers (Suhariyanto et al., 2018).

In a study entitled *Survival Strategies for Women who Sell Fruits (Women's Study in Pasar Raya Padang, West Padang District, Padang City, West Sumatra Province)*, fruit traders are required to be able to maintain their business amid fluctuations and uncertainties in the market. To deal with these two things, namely changes in changes that are fast and unpredictable, the traders use a survival strategy, namely 1) a double income pattern, namely by doing a side job other than doing the main job as a fruit seller in the market; 2) saving, by cutting self and household consumption needs, so that the income generated through the main job as a fruit seller or from other side jobs can be sufficient to meet daily needs; 3) cooperation, namely by organizing an arisan (regular social gathering whose members contribute to and take turns at winning an aggregate sum of money) between fruit traders, so that the fruit traders have joint savings, can get additional income through arisan, and can also make loans; and 4) diversification of goods, namely by selling goods other than fruits. Other goods that are sold can be of any type, depending on what is currently in high market demand, so that traders can get maximum and better profit or profit (Irwan, 2015).

In Tarigan's research (2018) entitled *Becak Pullers Survival Strategies Against the Presence of Gojek(online motorcycle taxi) in the Campus Area of USU Padang Bulan Medan*, motorbike rickshaw drivers are threatened with their existence due to a new mode of transportation, namely motorbikes. Before there were motorbikes, motorized pedicab drivers had relatively no competition, so there were many customers to be had, and income was also easy to get. Now, after the existence of motorbikes, they are starting to have difficulty getting customers who want pedicab driver services. In dealing with this situation, rickshaw pullers carry out three survival strategies, namely passive survival strategies, active survival strategies, and network survival strategies. The active strategy of pulling a rickshaw is to do

other side jobs besides being a rickshaw driver. Usually, their wives sell vegetables, or pedicab drivers also work as construction workers.

The pedicab drivers also adopt a passive strategy, namely by reducing expenditure or consumption for themselves and their families. If in the past they were still able to consume foods such as fish, shrimp, and meat, now they eat more often tempeh, tofu, and salted fish. Besides, they also prefer to wear used clothes from their siblings instead of wearing new clothes. Because it takes money to get new clothes. Used clothes can be obtained for free. Besides, the rickshaw pullers also employ a network strategy. Networking strategy is the act of utilizing one's social relations to survive. Pedicab drivers often borrow money from family members, or neighbors or loan sharks. Because they find it difficult to find loans via banks. Therefore, banks are not a preferred alternative for rickshaw pullers to get money loans. Family members can understand the conditions they are experiencing, making it easier for pedicab drivers to get loans. Neighbors are still willing to lend money, even though they often experience economic difficulties as well. In the end, moneylenders have become another alternative that is often used, even though the interest paid by loan sharks is higher than seeking loans from other alternative alternatives (Tarigan, 2018).

Urban Area (Study at Nginden Herbal Village, Surabaya), the results of the research show that the residents of Nginden Herbal Village are adapting to the environment they live in. Empty land in the village area is in the form of swamps that have been inundated by water for a relatively long time. The puddle in the swamp is a nest for the mosquitoes *Aedes aegypti* to breed so that at certain seasons the villagers often catch dengue fever. Then, the villagers chose to care for and use the swampland to become a medicinal plant plantation (TOGA). The cultivated medicinal plants can then be sold their seeds or reprocessed into beverage products that can be sold as well (Purwanti & Rosdiana, 2020). Seeing that there are many kinds of responses and adaptation patterns during the crisis period in previous research, the authors are interested in knowing about the various adaptation patterns and community empowerment programs that have the opportunity to be developed and implemented during the corona pandemic, especially during this period new normal. For this reason, this study aims to determine the obstacles experienced by the community during the corona pandemic, find out appropriate empowerment programs as a solution to the obstacles experienced, and find out the benefits that can be obtained from these community empowerment activities.

## II. METHOD

This research is qualitative. Qualitative research is research that uses qualitative information as data that is processed into a research result (Sugiyono, 2008). The form of information collected is mainly text or narrative information, not definite and measurable numerical data. Information in the form of text or narrative is a description of an object involved in this research. Descriptive research aims to explain thoroughly and in detail about the object under study in a study (Bungin, 2006). The author tries to present complete data but still focuses on the theme of community empowerment during the corona pandemic, especially the period *new normal*. This research uses literature study data collection techniques. Literature studies are used to further explore a phenomenon through the point of view of different authors, as well as to enrich insights. A literature study is a data collection technique by looking for ready-to-use secondary data from sources (especially in the form of text) such as from newspapers, books, journals, theses, or other documentation related to research on community empowerment during the corona pandemic, especially the era *this new normal*.

The data that has been collected, the researchers will then collect again to check the relationship with each other. After the re-checking process, the researchers grouped them into several categories according to the concept of the millennium development goals, namely increasing welfare, improving knowledge, improving health, managing the natural environment, and cooperation or synergy between institutions. This grouping is useful in being able to answer research problems that have been listed in the previous section.

## III. RESULTS AND DISCUSSION

The corona pandemic has brought many changes in people's lives. As a result of the change, some people benefit, some people are disadvantaged. Based on the categories contained in the concept section, problems experienced by people affected by the corona pandemic can be grouped into five categories, namely welfare, knowledge, health, natural environment, and synergy between institutions. In the welfare category, most of the people affected by the corona pandemic experienced a decrease in income (Citradi, 2020). In Indonesia, many regions implement Large-Scale Social Restrictions (PSBB) policies. PSBB is a protocol on how a person can access public space, increase the intensity of personal cleaning activities and the provision of facilities, as well as what types of economic activities continue to take place normally or are subject to restrictions. Restrictions on economic activity have successive effects.

People's purchasing power has decreased, due to the number of people who are unemployed because they cannot work during the pandemic. Besides, people also experienced a decrease in consumption volume. After all, they chose to stay at home because they carried out the quarantine. Then, various businesses large and small have decreased incomes. Termination of Employment (PHK) is an alternative for business units to survive.

In the knowledge category, the public is also faced with a lot of ignorance of true and accurate information about the coronavirus. Many hoaxes are circulating, resulting in misinformation in the community. Hoax info includes: the coronavirus is the common cold, the coronavirus is a false narrative, alcoholic drinks can cure corona sufferers, the use of disinfectants can be through room sprays, and so on. Of course, people's literacy levels are different. Some may be accustomed to finding out the truth first before acting, but many also swallow the information unanimously, then hastily share the information through various social media platforms (Tanujaya, 2020).

In the health category, of course, the corona pandemic has a direct impact as a threat to public health. The ability to transmit the virus is relatively high so that one person who is exposed can infect several people at once. The symptoms caused by the coronavirus are also similar to the symptoms of other diseases, so it is quite difficult for ordinary people to be able to identify. Symptoms include a runny nose, dry cough, shortness of breath, fever, headache, and several other, more specific symptoms. The coronavirus attacks the respiratory system, especially the lungs (Sulistiowati, 2020). The age groups most vulnerable to exposure to the coronavirus are children and the elderly. The number of patients who suddenly jumped is also a problem for the health care system in various countries. Not to mention that medical personnel are also threatened by their health. The sudden increase in the death rate is also difficult to anticipate.

In the category of the natural environment, it has been explained that the transmission of the coronavirus to humans occurs through contact with the meat of prey, especially bats. This is a sign that there is overexploitation of resources. Wild animal hunting occurs to meet human food consumption needs. Besides, the market environment where game meat is sold is also far from appropriate. The market is mixed with slaughterhouses at once, and also without a proper sanitation system. Finally, on the market, there are many media for the disease to reproduce and mutate. Besides, nowadays the use of disposable masks is rampant. As a result, mask waste has increased, which creates a risk of pollution in the future. This must also be a focus to be tackled in the future.

In the category of cooperation or synergy between institutions, there are still obstacles. There are still policies that are not synchronized between government institutions. At first, the government seemed to be somewhat ignorant of the threat of the coronavirus before it entered Indonesia. However, after the first case appeared, the government immediately seemed panicked because it had not prepared an alternative plan ahead of time. At the time of determining the PSBB policy, there was an overlap, as happened with the East Java provincial government and the Surabaya city government. Initially, the Surabaya city government had implemented restrictions on access to the city of Surabaya. However, the East Java provincial government feels that it has not permitted the Surabaya city government. Thus, the provincial government of East Java asked that the policy of restricting entry to the city of Surabaya be stopped first. However, it was not long before the East Java provincial government instructed the Surabaya City government to implement large-scale social restrictions (PSBB). Besides, the PSBB protocol also does not pay attention to the habits of residents who like to hang out with their neighbors, so that it still has the potential for the danger of transmission.

## **A. Alternative Empowerment Programs**

Seeing some of the problems that have occurred due to the pandemic, there are many opportunities for anyone or any institution to carry out community empowerment. The community is in a momentum, where they must learn again, make adaptations, and new lessons to welcome a new time because there have been changes in post-corona pandemic changes. Some of the potential empowerment programs to be carried out are

### **1) Marketing training through online media**

One example of alternative empowerment, for example, Pertamina held an introduction and assistance for the use of promotional and marketing strategies with a combination of promotional online and media (digital media, internet pages) and offline (exhibitions, brochures). One of the contents of this activity is the introduction of a tourism promotion for the younger generation through social media pages with photos and newsfeed (Suhariyanto et al., 2018). This activity was carried out to promote the tourist village in Lhokseumawe. However, due to a pandemic, it is impossible to promote a tourism package. So, the empowerment program can be adapted according to the conditions during the period new normal. Promotion training activities with media online potential, because small and medium-sized businesses are certain to get customers back after a long period having had a



shortage of customers due to the quarantine period. Online promotion training through digital media, internet pages, social media, and brochures can still be carried out. However, the products offered certainly change according to what economic activities are still potential to be carried out during the period new normal.

## **2) Community-based problem handling**

Pertamina through CSR activities with the community has initiated the formation of 3 communities, namely a prosperous bud farmer group, a fire-care community group, and a mangrove cultivation group (Widhagdha, 2019). This activity was carried out in the Pakning River area. One of the communities, namely the community that cares about fire, was founded because of the background of the village area which is prone to field fires. Much of the land in the Pakning River area is a peatland. So that when the dry season comes, soil that contains a lot of combustible material will easily cause hotspots. Peatland fires have become a chronic problem in Indonesia. Every year, peatland fires are found, either exposed or not covered by the media. Several times, the smoke from forest fires crossed the region between provinces and even crossed the territory between countries, especially neighboring countries such as Malaysia and Singapore.

Of course, large forest areas are difficult if only guarded by the authorities. Therefore, it is good if residents can get involved. As with the corona pandemic problem, it is not enough if only the medical apparatus and personnel are working. It would be very good if the community could be involved a lot in handling corona activities. So far, the government is still quite ignorant of the potential of RT RWs. Many residents in the village still have high solidarity with their neighbors. Therefore, whether there is an instruction or an invitation for each RT RW to participate, such as the provision of standby posts, spraying disinfectants, provision of quarantine rooms, checking body temperature, and other activities that support mutual safety. Besides, regional quarantine is also under consideration rather than individual quarantine, because of the collective character of Indonesian society.

## **3) Labor-intensive work skills training**

In the Social Economy of Creative Industries, As many as 4 activities were carried out by Pertamina as corporate social responsibility, namely the development of productive small businesses for youth in the form of souvenir business DecopagePrintingdevelopment, productive small business development for youth in the form of ScreenBusinessDevelopmentTraining, Development of productive small businesses for youth in the form of AC Service Business Development, and Depot

Development. fishery center, and development of fishery product packaging. The problems that arise in the community of Banda Sakti District are the low work culture and economic productivity of the community which results in low per capita income and family income.

The poverty that occurs is very unfortunate because the natural potential and support for programs and support from the government and other institutions are relatively good. Besides, community economic institutions, Small and Medium Enterprises, as well as creative and innovative household craft industries are not yet empowered due to limited access to productive resources, especially the capital, consumers, and information and technology. On the other hand, there is low awareness, knowledge, skills, and participation of community elements in practices related to the overall tourism sector based on natural tourism, community culture, and fisheries. The empowerment program that has been mentioned earlier is an activity that is needed by the community to develop the potential of natural resources, and business opportunities that are needed by the community (Suhariyanto et al., 2018).

One of the concrete results of the implementation of this corporate social responsibility is the establishment of the Dried Fish Marketing Center which contains villagers who undertake economic activities in the field of marine catch processing under the name «Kedeu Kareng Aira Keureng». The presence of this center can be a driving force for the growth and development of dry fish processing community business activities in Banda Sakti District, as well as providing a stimulus for other authorities in efforts to develop facilities and infrastructure for marketing raw or processed fish products, especially in the local area. Empowering youth with productive business training is a concrete and tangible step to open up and initiate employment and absorb people of productive age who are still unemployed. The development of souvenir businesses is mostly carried out by women, mothers, or teenagers as an effort to maximize the potential based on maritime-based local wisdom. On the other hand, the development of screen printing and Air Conditioning services is commonly done by men, of course absorbing a lot of labor. This training in the field of entrepreneurial expertise is very suitable to be applied in Banda Sakti District because considering the large number of the workforce who have not graduated from elementary school, and quite a lot of them can complete education up to the junior and senior high school levels (Suhariyanto et al., 2018).

## **4) Donation of materials to support health facilities provides**

Another example IKEA Indonesia product assistance to the Indonesian Hospital Association, or PRSI. The forms of material given are household items such as trolleys, sheets, towels, and blankets. This assistance was given as a concrete form of solidarity in the face of the coronavirus pandemic, or covid-19. "There is an urgent need for all parties to work together and play an important role in testing and treating Covid-19 and IKEA Indonesia will support frontline personnel who help the wider community," said Ririn as public relations representing the opinion of IKEA Indonesia. Some of the hospitals that were targeted by IKEA to get aid packages were as follows: EMC Sentul Hospital, An-Nisa Cibodas Hospital, MISI Lebak Hospital, BUN Kosambi Mother and Child Hospital, and Permata Pamulang Hospital. The locations of several of the hospitals mentioned earlier are in the Banten Province and West Java Province. Apart from donating household equipment for hospitals, IKEA Indonesia also took the initiative to donate cleaning equipment for the people in the DKI Jakarta area.

### 5) Waiting for the Benefits

Community empowerment practices have been relatively common to be studied in earlier studies. In a study entitled "Corporate Social Responsibility and Financial Performance: Correlation or Misspecification?" there is a study on a similar study that reviews community empowerment. These research studies mutually prove contradictory hypotheses. Some studies show the results that community empowerment carried out by companies has a positive impact on the company, while other studies show the results that community empowerment carried out by companies has a negative impact on the company, while some other studies show the results that community empowerment which is carried out by the company has a neutral impact on the company that carries out these community empowerment activities (Siegel, 2000).

This study strengthens the results of other studies that show that community empowerment activities carried out by companies have a neutral impact on the company. The neutral impact referred to is specifically measured by benchmarks on the company's financial performance. Neutral results are proven after the variables are research and development included in the research method, a variable not found in previous studies (Siegel, 2000).

Thus, even though it tends to have a neutral impact, community empowerment activities by companies still hold opportunities to provide benefits for the company. If a company includes research and development activities in its community empowerment activities, then the impact that the company gets from community empowerment

activities will be concrete. This is because companies often ignore research and development activities in their community empowerment and development activities. Besides, nowadays companies are more and more required to carry out community empowerment. Concern from various elements regarding the distribution of welfare is getting better. Employees, suppliers, communities, non-profit organizations, and the government demand a greater contribution from the corporation in carrying out community development activities and social responsibility, or corporate social responsibility (McWilliams et al., 2006). Thus, the company's image in the eyes of the community will certainly be better and more respected if the company carries out corporate social responsibility activities because these activities can meet the expectations of the community.

## B. Benefits Obtained

In general, people can get two benefits, namely integration and ethical values. Community empowerment activities can be viewed from several perspectives. The perspective of integrative theory defines community empowerment activities as a medium for integrating various elements in society and interests in a harmonious relationship. The perspective integrative theory views that a company or corporation must have a connection with the surrounding social environment. Thus, integration is very important for the continuity of business activities. Meanwhile, the perspective of ethical theory means community empowerment activities as a medium for business actors to instill ethical values in society. Starting from this thought, a company is considered good if it has a role in fulfilling the obligation to socialize ethical values (Mele, 2008).

### 1) Improving the economy

Online-based marketing training and job skills training are useful to increase the income of people affected by the coronavirus pandemic. If so far the products sold by small entrepreneurs have to be marketed face-to-face, of course, the marketing methods can change if entrepreneurs are provided with provisions to market products online. Direct sales or marketing through face-to-face will be affected a lot during the coronavirus pandemic because activities that require face-to-face or direct meetings save the risk of coronavirus transmission. Therefore, the sales turnover is getting lonely because people avoid activities with in-person meetings. Besides, diverse work skills can also prevent small entrepreneurs from becoming fixated or trapped in cultivating just one commodity.

### 2) Inter-agency coordination

Involving the community in handling the

coronavirus will certainly improve coordination between institutions. If all this time the policy has been top-down, it would be better if ideas emerged from the bottom-up direction. It is good if residential residents are invited to form a joint task force to deal with the pandemic. Based on the author's observations, at several points in the Mojo sub-district, several independent disinfectant booths are available, hand washing stations at each mouth of the alley, as well as a group of people from the local community who take turns guarding the post. Thus, all elements of society can slowly build self-awareness and awareness of the coronavirus. It would be better if village-based quarantine could be carried out. This means that this quarantine will be able to accommodate the social activities of the local community, but at the same time reduce the risk of transmission of the coronavirus that is carried from areas outside the village. This can certainly reduce the number of residents who gather in uncertain places with relatively large and large crowds because it is sufficiently limited to a smaller area.

### 3) Health improvement

In the face of the coronavirus pandemic, of course, a series of actions are needed that directly impact significant public health improvements. Programs designed systematically to cope with the increasing number of infected people, patients, and victims who have lost their lives need to be considered and carried out intensively. One of the activities that can help medical and hospital personnel is to support the supply of equipment needed in hospital operations. By supplying this equipment, it is hoped that the performance of hospitals and medical personnel can be optimized and facilitated so that more patients can be treated, the faster the recovery of patients, especially those with coronavirus disease so that the number of victims can be further suppressed. Thus, it is hoped that the coronavirus pandemic that has attacked various parts of the world since the beginning of the year can be resolved immediately without taking such a long time.

## IV. CONCLUSION

Pandemics save opportunities for various elements to empower communities. Due to various circumstances that force people not to carry out activities as before, many changes have to be experienced by the community. Like it or not, people must learn new things that were never thought of before. However, if there is no change, the chances of survival are also getting smaller. Therefore, a synergy is needed to jointly learn from new conditions for a better future.

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## CSR PROGRAM AXIATA GROUP IN PROMOTING HUMAN DEVELOPMENT

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### Abstract

Corporate Social Responsibility is a very broad yet complex concept. It is a commitment from corporations or businesses to consider the social and environmental impact from their business activities, aims to give a positive impact to the society and the company, either in the aspects of economics, social, environment, or others. This paper discussed the implementation of Axiata Group's CSR Program and being analyzed by the human development theory, using three indicators that are being used in Human Development Index (HDI), namely Education, Health, and Economics. The research is using qualitative methodology to gain the data and pieces of information that are needed and the research found that Axiata Group's CSR program is considered a successful one. However, the research found that their program is mainly circled in Education and Economic Field. But no regard for the public health field. Therefore, the companies need to plan the CSR program to improve public health, especially during this Covid-19 pandemic.

## I. INTRODUCTION

In running a business, a company sometimes carries out business activities that can cause impacts and disruptions to society, both in environmental and social impacts, either directly or indirectly. To overcome the impact caused by the company's business activities, it is necessary to implement corporate social responsibility or what is commonly known as *corporate social responsibility* (CSR), as a way to balance the impacts that have been caused by business activities.

CSR is a very familiar concept known in the business and business world, both in the public sector and private (Wardiyanto, 2012, p. 77). Because CSR is one of several parts of *Corporate Responsibility* or corporate responsibility, so whether there are rules or not, the business sector will continue to carry out CSR as a social responsibility activity to the community (Budiarti & Raharjo, 2014).

If defined, the concept of CSR is quite broad and complex. Where CSR itself has a very wide and varied scope. Broadly speaking, CSR can be defined as the relationship between a business world and business or the private sector with the government and local communities or the public sector. As well as the company's relationship with *stakeholders* or stakeholders (Crowther & Aras, 2008). The definition of CSR is also stated by Solihin (2009). He divides the notion of CSR into three (3) things, namely; *The first* is CSR as a company's commitment to improving people's welfare

through discretionary business practices or the contribution of company resources. *Second*, CSR is a way for companies to achieve commercial success by respecting ethical values and respecting society and the environment. *The third* is CSR as a company's desire to consider social and environmental impacts in the decision-making process as evidence of the company's accountability for its decisions and business activities.

Wibisono (2007) states that CSR is a form of business or company commitment to make ethical contributions to the economic development of society. Kurniasari (2015) also explains that CSR is a way for companies or the business world to form a balance and integration of economic, environmental, and social issues. From the definitions of CSR that have been mentioned above, it can be concluded that CSR is a company's relationship and commitment with its *stakeholders*. This commitment is based on considerations of social and environmental impacts in the decision-making process and business activities of the company. To improve the welfare of the people around it.

The existence of CSR itself was started in 1953. At that time, CSR was only oriented to philanthropic activities. In its development, CSR was divided into three periods, namely the 1950-1960s, 1970-1980s, and 1990s to date. CSR concept is used today refers to the theories of John Elkington in 1998 entitled "*Cannibals with Forks: The Triple Bottom Line of 21st Century Business* (Mondza, 2017). In the book, it is explained that there are three (3) basic pillars for companies or the business world to carry out CSR programs, namely, programs that are made and implemented must refer to the *triple bottom line: People, Profit, Planet*.

In Indonesia, the development of CSR has been around since the 1990s. At that time, the business world and companies have implemented activities that have a similar principle base to the concept of CSR such as *Corporate Social Activity (CSA)*, corporate giving and charity, corporate social relations, and others (Mondza, 2017). However, discussions on the concept and implementation of CSR began to be noticed and debated in 2005. CSR was scheduled to become a national legislation program and included in the Limited Liability Company Bill. In 2007, officially CSR regulations and discussion of CSR in Indonesia were included in several laws and regulations such as; Article 15 and Article 34 of Law Number 25 of 2007 concerning Investment, Article 74 of Law Number 40 of 2007 concerning Limited Liability Companies, Law Number 4 of 1982 and Law Number 23 of 1997 concerning Environmental Management (Harahap, 2010).

It is important to discuss and develop CSR itself. CSR plays a role in the social and economic environment. CSR is also a business commitment

to contribute to economic development, improve public services, and improve welfare, quality of life, and the competence of the community together (Astri, 2012). CSR has several benefits for society. CSR can be used to improve the quality of human resources, institutions, savings, consumption, and investment in citizen households. Likewise with Wibisono (2007), who explained that the benefits of CSR are divided into three; namely benefits for individual employees, where CSR is used as an alternative learning tool in running a business or business. Benefits for program recipients where CSR can provide new skills and abilities that the community had not previously had. As well as benefits for the company, CSR can be used to increase the capacity and capability of employees.

Besides, the implementation of CSR can also contribute to financial income. One of them can be seen in Indonesia. In Indonesia, the quantity and quality of implementing CSR programs continue to increase (Tanudjaja, 2006). In 2001, it was recorded that CSR funds reached Rp. 115 billion from 180 companies and allocated in 279 CSR programs, or social activities. The benefits of CSR can also be felt by the company as a program provider. CSR can be used as a medium to build a company's image and *brand image* as well as public trust in the company (Handayani, 2020).

One company that is very interesting to discuss its CSR program is the *Axiata Group* company, which is a multinational corporation (*MNC*) based in Malaysia. The company is a company engaged in providing telecommunications providers and has become one of the largest telecommunications companies in Asia. XL focuses on Southeast Asia and South Asia, with several subsidiary companies, such as Celcom Axiata Bhd in Malaysia, XL Axiata in Indonesia, Ncell in Nepal, Dialog in Sri Lanka, Smart in Cambodia, and Robi in Bangladesh and others.

To analyze the CSR program of the Axiata Group, a sample of Axiata Group subsidiary companies can be used. In this study, the authors limit the two subsidiary companies, namely Celcom Axiata Berhad, which is the main branch of the Axiata Group subsidiary. Both are based in Malaysia. Besides, researchers also took samples from a subsidiary of the Axiata Group based in Indonesia, PT. XL Axiata.

## II. METHOD

This research uses qualitative-descriptive research methods. This qualitative-descriptive research intended to understand a phenomenon and explain this phenomenon (Sugiyono, 2008), in this case, the CSR program of the Axiata Group, in detail. In conducting research and writing articles, the author uses several data and information

collection techniques, namely using interviews, observation, and documentation or literature study techniques. To obtain the data and information needed to explain the CSR program from Celcom Axiata Berhad, researchers used direct interview techniques to one of the Celcom Axiata Berhad parties. Meanwhile, to obtain data and information about the CSR program from PT. XL Axiata is done through observation and documentation through literature *reviews* such as previous research, journal articles, and news as well as annual reports from companies. The two branches of the company were chosen because they both have a fairly large and dominant contribution in the provision of telecommunications services in their respective countries. Besides, the two countries owned, namely Indonesia and Malaysia, are considered to be the Axiata Group's biggest markets. The two countries also have the same characteristics, both in terms of consumer behavior, language and others.

### III. RESULTS AND DISCUSSION

Engaged in the provision of telecommunications services, Axiata Group is a multinational company or *multinational company* (MNC) based in Malaysia. Axiata itself can be said to be one of the largest telecommunications service providers in Asia. where the company already has 11 subsidiary business branches spread across several countries in Southeast Asia and South Asia and has around 150 million customers.

The Axiata Group aims to advance Asia by promoting digital inclusion and community empowerment. Axiata Group has four main values of business activities, namely, performance and performance, cooperation, *people* and planet, and society. To form these main values, the Axiata group has two main strategies, namely through trust *stakeholder*, which is achieved using organizational management, and through *sustainability*. Axiata Group tries to contribute to the country's development. They claim that they have contributed around USD 8.4 billion to the GDP of 6 countries where Axiata Group operates, support the climate change agenda (support the GSMA's Carbon Emissions by 2050 initiative), and support the digital economy in the local economic sector (MSMEs).

Axiata Group divides its CSR programs as a whole Group as well as Individual OpCos. Both focus on empowerment and improving the quality of life. Overall, the Axiata Group can be said to have had a sizeable impact on the countries where its subsidiaries operate. Most of these impacts come from Axiata Group's CSR programs in promoting and supporting *sustainability*. Besides, Axiata Group has also provided about 600,000 jobs in

regional scope. In the social sphere, Axiata Group has supported MSMEs by providing digital financial services, helping approximately more than 630,000 workers in agriculture modernize their jobs. As well as empowering more than two million women by using digital education, employment, and financial services, as well as providing assistance to disaster-stricken areas, and others.

The Axiata Group has also subsidized 4,000 families in the provision of electrical energy services, donating around RM 2 million to the MARA Foundation. Besides, it supports the education of more than 100,000 students spread across Malaysia, Indonesia, and Cambodia through the Axiata Young Talent program, supports digital learning of more than 800,000 students, and provides scholarships in the field of education. Besides, to minimize the carbon footprint and waste created by the company, Axiata Group has had excellent environmental management until 2019 by using more than 1,708 solar power plants, reducing carbon emissions using bamboo towers, and reducing around 54% of emissions since 2013.

#### A. Celcom Axiata Berhad

Founded in 1988, Celcom, which is a member of Axiata Group, is the first mobile operator in Malaysia. To date, Celcom has served around 98% of Malaysia with 4G network services covering around 76% of the population in Malaysia. Besides, Celcom also has around 9.7 million subscribers throughout Malaysia. To provide its services, Celcom believes that talent, innovation, good operations, and digitalization will be the keys to creating a good customer experience.

In connection with the company's CSR program, Celcom focuses on activities aimed at empowering the community and improving the quality of life of the community. Where most of the programs owned by Celcom cover certain fields such as education, environmental protection, and health, and sports. Some examples of Celcom's CSR programs are:

##### 1. Tuisyen Mara - Celcom Program

Tuisyen Mara-Celcom is an initiative initiated by Celcom together with YPM to provide free education funds for 2,900 SPM candidates (students) who come from low-income families, especially those from remote areas. Besides, this program also provides direct guidance to students through specialist tutors and mentors from the foundation.

##### 2. KPM-Celcom Siswapreneur Program

KPM-Celcom SiswaPreneur Program is an annual Celcom program initiated in 2016. In running this program, Celcom collaborates with the Malaysian Ministry of Education. This

StudentPreneur Program aims to cultivate the soul, mind, and talents of an *entrepreneur* or entrepreneur among college students. Apart from providing training on the entrepreneurial spirit, this program also provides tools for students to demonstrate entrepreneurial characteristics and spirit. Until 2018, 35 higher education institutions collaborated with Celcom to run this program.

### 3. DESA MALL

DesaMall is an initiative of Celcom Axiata Berhad in conjunction with *The Rural and Regional Ministry* in the rural area transformation program. This program is one of the government's efforts to provide online business benefits to remote area communities, especially (*Indigenous People/Indigenous People*) or indigenous peoples.

Similar to SiswaMall, DesaMall provides a platform for Malaysian indigenous peoples to sell the products they make and sell digitally. Besides, there is also training on the digital business cycle for entrepreneurs, the impact of this program is that around 150 entrepreneurs who come from rural areas experience an increase in income by 30%.

In addition to the programs mentioned above, Celcom at the time of the Covid-19 pandemic also had several programs to help the community in suppressing the curve of the spread of Covid-19 in Malaysia, one of which was Celcom distributing SIM cards containing internet data quota for free to support. *School and work From Home*.

## B. PT. XL Axiata, Indonesia

PT. XL axiata Indonesia is one of the well-known companies in Indonesia which is engaged in the provision and operation of telecommunications services and/or telecommunications networks and/or multimedia. PT. XL was first established in 1989 and officially started commercial operations in 1996 with a focus on the Jakarta, Bandung, and Surabaya areas. In its development, PT. XL axiata was transformed into a subsidiary of the TM Group (Telekom Malaysia) in 2005 and in 2008 officially became part of the Axiata Group Berhad (TM International Berhad) together with Celcom from Malaysia and other axiata groups spread throughout Southeast Asia. This company continues to grow until now PT. XL axiata received the title as one of the leading telecommunication and / or multimedia network providers in Indonesia.

Regarding the CSR program owned by PT. XL Axiata (XL), in carrying out its social responsibility, XL has several programs that it carries out, these programs are implemented based on four social pillars which include technology development for community welfare (*Process Excellence*), developing business and good governance (*Profits and Professionalism*), concern for the environment

(*Planet and Environment*), and community development and youth talent development (*People and Community Development*). Besides, before carrying out CSR, XL also conducts surveys and research so that the programs implemented can match the needs of the community.

One of the programs in the social community sector is the Laut Nusantara program. This program is an application intended for sailors and fishermen. This application can help them determine the location of the fish with sufficient accuracy so that fishermen and sailors can get maximum results. Until now, Laut Nusantara already has 8,433 active users and reaches 25,000 downloads.

Another program in the social community sector is the BERBAGI (Together Building the Country) program. This program is a program that enables PT. XL Axiata to feel something different. In this SHARE program, employees can contribute to building the country individually through various social activities.

Next up is the XL Future Leaders (XLFL) program. XLFL is the main program in the company's real support of the government's commitment to realizing good education services for all Indonesian people by developing Human Resources owned by Indonesia. The program, *XL Future Leaders* which has been running since 2012, is intended as a medium to develop the capacity of Indonesia's young generation and prepare them as leaders who can compete globally in the future. This program runs by providing scholarship funds to college students in pursuing their education. Not only providing financial assistance, but the program *XL Future Leaders* also assists in capacity building and *soft skills* for Indonesia's young generation by providing training, talk shows, seminars, holding competitions, *Forum Group Discussions* (FGD), and others, with a target of printing 10,000 prospective leaders within 10 years.

The next program is the XL Axiata Youth Leadership Camp (XLYC). XLYC is one of XL's CSR programs which aims to build and train *young soft skills* prospective leaders. As explained by the *World Economic Forum*, ten important abilities can support the era of industrial revolution 4.0, such as Creativity, Problem Solving, Critical Thinking, Collaboration, and others. Another program is to *LEARN*, a digital platform that contains materials and curricula in the XLFL program for self-development. Kemdian Quota Donation Movement (GDK), is a CSR program from XL in the form of raising funds from customers and the public to donate their data package quotas to be distributed to those in need. Last is Sisternet. Sisternet is a CSR program from XL that aims to empower Indonesian women to be more developed and to improve the overall standard of human living.

In the field of environmental management,



PT. XL Axiata is determined to protect and conserve the environment through energy savings, technological innovation, and other initiatives, such as occupational health and safety as well as community and customer satisfaction. In addition to the above-mentioned CSR programs, XL also provides CSR in the form of assistance during the Covid-19 pandemic. XL tries to help the government and the public in dealing with the Covid-19 pandemic by providing donations of Personal Protective Equipment (PPE), credit, and giving free quota to the community (Wardani, 2020).

### C. Policy Analysis And Suggestions

From the data and information regarding the CSR program owned by Axiata Group, which is seen from the perspective of the integration of the whole group and the perspective of OpCos (Operation Individual) Celcom Axiata Berhad, Malaysia, and PT. XL Axiata, Indonesia. It can be said that the Axiata Group has very good programs and has been considered quite well. Where it can be seen from the several awards he has won such as Axiata Group which won the *Sustainable Business Awards Malaysia 2018*, Celcom Axiata which was named the Asia Responsible Enterprise Award in 2019 (Digital News Asia, 2019), and XL which was named The PR Indonesia Awards 2019 and Indonesia's Best Corporate Social Initiatives 2019.

Nevertheless, there are still several gaps for Axiata Group, Celcom, and XL to develop their CSR programs. Where it can be seen above that most of the programs that are owned are oriented towards education and capacity building as the main areas of CSR activities. Basically, by making education a priority in its CSR program, it can be said that PT. XL Axiata has thought about the *output* and *outcome* long-term of its program because it has been proven that investment in education can advance the people's standard of living and help Indonesia achieve the title as a sovereign developed country, which has been proven by the assumptions and theories of Todaro (2011), as follows:

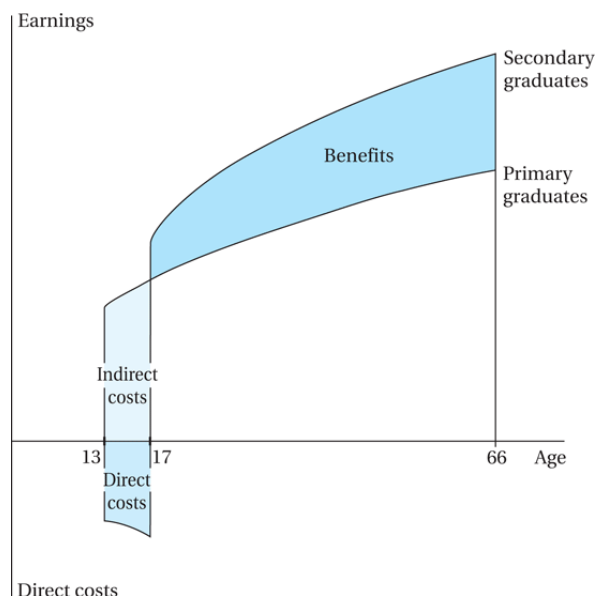


Figure 1. Assumptions and theories of Todaro

From the illustrations and theories above, it is explained that someone who prioritizes investing in human capital development, especially in the field of education, will later have a better income than those who do not invest. Although there are sacrifices or costs in the process, there are two kinds of costs in human development investment, namely direct and indirect costs (Todaro, 2011).

From the analysis that has been done by the company, it can be said that the company has programs that are included in six types of CSR programs. When viewed from the indicators of CSR success above, Axiata Group already has CSR that is quite successful. The program of the Axiata Group has had a considerable impact on the internal and external space of the company such as energy efficiency with solar incandescent, emission reduction, and others. From the external sphere also the company has had a huge social and economic impact.

However, when viewed from the perspective of human development or human resource development, the program carried out by the company only covers one of three aspects that can improve the standard of living and human development. *The United Nations Development Program* (UNDP) in Todaro (2011) explains, three important aspects are used as an index in human development, namely health as measured by life expectancy, knowledge or education as measured by literacy and education levels, and standard of living, as measured by per capita income juxtaposed with *Purchasing Power Parity* (PPP), these aspects are related to one another.

Based on the human development theory described by Todaro (2011), there are three indicators, namely education, health, and economy. Referring to this theory, the Axiata Group's CSR program only adheres to two indicators. Namely education as the main area of CSR and several CSR activities. It aims to increase the economy, power purchase parity, or people's purchasing power. However, there are still no CSR activities that intersect with improving public health, especially during a pandemic (currently the Covid-19 pandemic is ongoing) like this, CSR in the health sector is what I feel is needed by the community.

Therefore, it can be said that investment in education and economy is not enough, this is because an individual cannot be productive if he only has higher education but does not have good health, and vice versa. So, it would be better if the company could create a health-based program, to increase Indonesia's life expectancy, such as creating insurance donation programs, vaccination, providing health facility assistance, building hospitals or health services, and others. If it is related to the field of the company, perhaps it can provide facilities for devices that can record public health data such as *smart-bands* or *smart-watches* that are intended to facilitate medical personnel. This is quite crucial because considering Indonesia's hope figure is still at 69.4 years in 2017 (UNDP, 2018). The programs that have been implemented will later be evaluated by looking at the productivity of the Indonesian people and the increasing life expectancy of the Indonesian people.

#### IV. CONCLUSION

In conclusion, CSR is a company relationship and commitment with *stakeholders* by integrating and considering social and environmental impacts, in the decision-making process and business activities. These activities are to improve the welfare of the surrounding communities and contribute to economic development. CSR is also a part of *corporate responsibility*, so it is carried out by business people regardless of any regulations regarding this matter.

From the analysis that has been carried out, the CSR activities that have been carried out by Axiata Group have fulfilled the six types of CSR and the company's CSR programs can be said to be successful with the indicators mentioned. When viewed from a perspective of *human development*, CSR is still only engaged in education and economics, but the health sector still does not have CSR initiatives from companies.

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## STRATEGIES AND PROGRAMS CORPORATE SOCIAL RESPONSIBILITY (CSR) FACING THE ERA NEW NORMAL

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### Abstract

The COVID-19 pandemic that has hit all corners of the world from early 2020 until now has brought changes that are still in all areas of people's lives. The efforts to handle and prevent the transmission of COVID-19 that have been implemented in the policies of countries in the world have an impact on the economic crisis. At times like this, the company faces a situation that is quite vulnerable and risky, however, activities Corporate Social Responsibility must be carried out. Corporate social responsibility activities can not only benefit stakeholders such as the community, workers, and consumers but can also have a positive impact on the company's efforts to improve the company's economic conditions. The purpose of this journal article is to describe strategies and corporate social responsibility programs that are appropriate in facing the era new normal in Indonesia. The method used in this journal article is descriptive qualitative with data sources derived from previous literature studies. As a result, the company can implement new strategies in its program corporate social responsibility for stakeholders. Areas that became the main focus of social responsibility activities in the new normal included economics, health, and education. Innovation and creativity in seeing opportunities are very important to be an empowerment strategy for the community, non-governmental organizations, workers/employees, and consumers. With the help of the Corporate Social Responsibility program carried out by the company together with stakeholders, if it is successful, it can help the Indonesian Government's efforts to suppress the spread of COVID-19 and develop the Indonesian community.

### I. INTRODUCTION

Since the beginning of 2020, the world has begun to be faced with crises in various areas of life due to the spread of the Covid-19 virus. Various institutions and organizations in the world are participating in efforts to limit the spread of this pandemic. Laboratory research is also being carried out intensively everywhere to try to find vaccines and drugs that can ward off the Covid-19 virus. However, until mid-June this year, the vaccine that billions of earth's population have been waiting for has not yet been found. Not only are more than 8.3 million people who are reportedly infected with the Covid-19 virus who feel the pain of the pandemic, but all other people also feel pain personally,

emotionally, psychologically, socially, economically, and culturally (Worldometer, 2020). Pagebluk that hit almost all regions in the world has the potential to change the way of life and the way of thinking of the entire human population.

The increase in Covid-19 virus infections in Indonesia has reached an average of 1,000 cases per day (Covid19.go.id, 2020). Although initially, the Indonesian Government was a little slow in establishing policies related to the prevention and limitation of the spread of the pandemic, from April to May 2020, a Large-Scale Social Restriction (PSBB) policy was implemented in certain areas with high levels of the spread of the virus. In the field of education, all school and higher education students in Indonesia are prohibited from going to school, instead of implementing an online home learning program. All employees of companies and institutions are also encouraged to work from home (*work from home*), and if work cannot be done from home, the company must apply certain protocols for the protection of employees.

The most visible crisis besides health problems is the economic crisis. Many workers are laid off and lose their jobs because factories or companies cannot produce as normal as normal times. Wholesale markets where patients tested positive for COVID-19 are temporarily closed. The tourism industry is paralyzed due to limited tourist arrivals and the closure of tourist attractions. Public transportation services, especially air transportation, have very limited numbers of flights. Indonesians are also prohibited from traveling using long-distance public transportation services without a certificate of interest/work and a certificate of COVID-19 test results. Obstructed export and import activities also cause the development of the Indonesian economy to decline (Susilawati, Falefi & Purwoko, 2020).

Several countries, such as China, Italy, and Malaysia, have started to loosen their policies *lockdown* due to a significant decrease in the spread of the Covid-19 virus. In Indonesia, even though the number of people infected with the Covid-19 virus has still experienced a significant increase, at the end of May, the Indonesian Government announced the implementation of a new policy to maintain the productivity of society called the *new normal* (Putsanra, 2020). The *New Normal* contains protocols for maintaining a clean and healthy lifestyle in all places and for all communities (Pragholapati, 2020). Examples of protocols that must be adhered to are always wearing masks, diligently washing hands with soap and hands *sanitizer*, prohibiting crowds, and maintaining the distance between individuals.

The policy *new normal* is a form of relaxation of the Large-Scale Social Restrictions (PSBB) policy that was implemented some time ago. The

imposition of the *new normal* also means that places that are prohibited from the opening can be reopened at the time of the PSBB, such as *shopping malls*, restaurants, factories, and other public spaces in stages, provided that they comply with the protocol. This policy *new normal* has received many opinions from the public, both for and against. The pro community welcomed this policy on the grounds of the improvement in economic conditions that were paralyzed by the PSBB. However, the contra doubts this policy because they think that Indonesia is still not ready to relax the PSBB, seeing that there has not been a significant decrease in positive cases of Covid-19. Implementation of the *new normal* has feared that the risk of creating a second wave of the pandemic spread.

During this period *new normal*, the business and industrial world was opened gradually. Offices and industries can be run again in compliance with protocols regulated by the government. Based on the Decree of the Minister of Health of the Republic of Indonesia Number HK.01.07/MENKES328/2020 concerning Guidelines for the Prevention and Control of *Corona Virus Disease* 2019 (COVID-19) in Office and Industrial Workplaces in Supporting Business Continuity in Pandemic Situations, some various rules and protocols must be obeyed and implemented by newspapers and companies to prevent virus transmission and maintain employee health (KEMENKES, 2020). Various protocol changes in company performance also apply to the company's social and environmental responsibility (*Corporate Social Responsibility*) programs.

*Corporate Social Responsibility* (CSR) must be implemented by the company to moral and social contributions of the *stakeholders* in its activities for profit (*profit*) for the building up of society, nation, and the state as it has been regulated in Law Number 74 the Year 2007 regarding Limited Liability Company (Andrini, 2016). In the spirit of the *Triple Bottom Line*, in addition to prioritizing *profit* (profit) company, concern for the community (people) and the environment (*planet*) is also important to be realized in the program *Corporate Social Responsibility*. Responsibilities to *stakeholders* in question consist of employees, communities, institutions, and local communities, customers/consumers, and the government (Marthin, Salinding & Akim, 2017). The priority in the company's CSR program is handling the social, economic, and environmental impacts arising from the operation of these business and industrial activities (Budiarti & Raharjo, 2014). CSR programs must also be based on the principles of community *development* so that the potential and role of the community can develop sustainably.

The drastic change in the situation of companies and communities due to the Covid-19

pandemic has caused companies to also have to make certain changes in their corporate social responsibility program. However, directly or indirectly, the business world and the industrial world have been automatically motivated to make a social contribution to the wider community. The distribution of donations is carried out by many corporations and business actors, both in the form of donations of aid funds such as that of the Chinese billionaire, Jack Ma, and founder of Microsoft Corporation, Bill Gates, as well as donations in the form of goods such as donations of PPE clothes and masks from companies. textile company. Even so, many of the philanthropic activities carried out by these companies are in the form of donations that are not following the principles of CSR sustainability.

Therefore this journal article discusses the design of strategies and community development programs for *stakeholders* that can be applied in CSR programs that are following the situation of the era *new normal*. The design of these programs focuses on the areas of life most affected by the pandemic, including health, economics, and education.

## II. METHOD

The research method used in this journal article is qualitative research with descriptive research characteristics. The descriptive qualitative method is used to be able to describe the social and environmental responsibility (CSR) programs that can be applied by companies in the conditions facing the era *new normal* in detail and comprehensively. The data sources used in this journal article come from previous literature studies on CSR and the latest literature related to the COVID-19 pandemic conditions so that CSR strategies and programs can be described in community development efforts, community empowerment, and are sustainable following changing conditions in pandemic period.

## III. RESULTS AND DISCUSSION

*Stakeholders* that are of concern to corporate social responsibility programs from this journal article include local communities, non-governmental organizations, company workers, and customers/consumers.

### A. Corporate Social Responsibility Program for Local Communities

#### 1) Economy and Entrepreneurship.

The 2019 Coronavirus is a challenge for the economic sector in Indonesia, even throughout

the world. Almost all countries in the world have experienced a significant economic decline. The crisis occurred mainly as a result of the policy *lockdown* imposed by several countries and decreased purchasing power and mobility of the people. The capital market sector experienced instability and weakness which resulted in panic attacks on investors (Burhanuddin and Abdi, 2020). The agricultural sector experienced a decline in market demand, as did the oil and fuel sector. The manufacturing sector is unable to produce due to government policies that temporarily dismiss workers to prevent the spread of the virus. The adoption of a "learn from home" policy also made workers in the education sector particularly affected by the policy. Meanwhile, the tourism sector was forced to stop for a moment due to the closure of the tourist area and the aviation sector (Nicola *et al.*, 2020). Michie (2020) argues that the economic crisis that occurs in all corners of the world requires special attention accompanied by changes in the system according to pandemic conditions.

As of March 2020, it was reported that 1.5 million workers in Indonesia had been laid off and some had also been laid off due to a decrease in the PMI (*Purchasing Managers Index*) below level 50 (Susilawati, Falefi DAN Purwoko, 2020). Apart from the manufacturing sector, employee layoffs also occurred in the hotel and restaurant sector, which experienced a 50% decline in revenue. The crisis has also hit the informal sector such as Micro, Small, and Medium Enterprises (MSMEs) and traders who usually depend on their income in public spaces but due to the pandemic public space has become very limited. Although corporations are also affected by the economic crisis, activities *Corporate Social Responsibility* must still be carried out as a moral and social responsibility for the stakeholders.

The most crucial focus of the CSR program during the pandemic is the economic sector of the community. The crisis that hit has caused the community to experience such hardship that the company is expected to assist in community development efforts. After the implementation of the policy *new normal*, the economic sector can gradually recover from its slump. Communities can be empowered to use new strategies that are in line with pandemic conditions and do not forget to comply with established protocols. Several program strategies that can be applied for activities *Corporate Social Responsibility* in the economy include:

- a. Empowerment for affected people being laid off, cutting wages, and/or layoffs of work  
The crisis that hit companies, factories, and

other sectors make company owners and superiors decide on policies to lay off employees, cut wages, and/or lay off some of the workers so that the company can survive the crisis. As a result, many people have lost their jobs and income to make ends meet. So companies implementing CSR programs must be sensitive to the economic difficulties that hit communities in zoning areas for implementing CSR, with priority in the ring I areas.

In community empowerment programs, the company provides assistance to develop community potential with an orientation of sustainability and community independence. Companies must be able to develop awareness and active community participation in the process. People who have lost their jobs, especially from the formal sector, can be empowered to develop their potential in other sectors, for example in the informal sector and MSMEs that are more resilient during a pandemic. Apart from individual potential, CSR programs in the economic sector facing the new normal must also adjust to the natural resources available in the community.

The advantage of the informal sector is that it has a strength that is more resistant to crises than the formal sector. The capital needed for the development of the informal sector is also somewhat smaller and no special skills/skills are needed so that it can be a quick alternative that can be used to generate income. Examples of informal sector business empowerment programs include animal husbandry and agriculture that can be carried out in small areas such as freshwater fish cultivation, hydroponic crop cultivation, and mushroom cultivation. The cultivation of freshwater fish such as catfish and tilapia has long been the business of choice for many people in Indonesia. Freshwater fish, hydroponic, and mushroom farming is a fairly easy business to do, does not require a lot of lands (can be done on limited land), easy management, initial capital is not too large, and the benefits of successful harvest are promising. Companies as CSR program implementers can provide assistance, training, and business capital loans to communities in the ring I zone affected by the economic crisis to develop business alternatives to increase their income.

b. Empowerment of MSMEs affected by the economic crisis

Micro, small and medium enterprises also seem to have been affected by the pandemic crisis. The decline in the economic strength of MSMEs is caused by a decrease in market demand and the closure of several public places where MSMEs supply their production, such as traditional markets, wholesale centers, tourist markets, and shopping complexes. Empowerment can be done in the company's CSR

programs to revive MSMEs for instance by providing training in online marketing /online.

The online market seems to be a very effective alternative in marketing MSME products during a pandemic. This is because the policy *physical distancing* that limits mobility makes people tend to choose to buy and sell online. After all, it is more practical and does not require physical contact. CSR implementing companies can provide assistance and training for MSMEs to open online stores on various online store platforms and social media. Furthermore, MSME owners and workers can also be given training for online order management, packaging, and shipping. By joining the online market, it is hoped that MSMEs can survive and develop their products in line with the development of digital technology.

c. Empowerment of housewives and youth.

The empowerment of housewives and young people who have not worked can also be an alternative to develop community potential to strengthen the economic condition of their families. In the limitations of a pandemic, innovations can become lucrative business opportunities. New SMEs can be formed by taking advantage of opportunities that the production of goods such as market demand surge cloth mask production, production of frozen food (*frozen food*), and other businesses that can be marketed through the online market as well as social media. The establishment of new MSMEs can also open up job opportunities for people in the MSMEs environment. Companies as implementing CSR programs can provide assistance, training, and capital loans for people who start new businesses during the pandemic.

The implementation of the policy *new normal* is slowly becoming an opportunity for business actors and the community to increase their economic strength and develop their business by not forgetting to always comply with the health protocol regulated by the government. Companies in implementing CSR programs must also prioritize applicable health protocols and as much as possible be able to guide the community to follow these protocols with the aim of good health with all parties.

## 2) Health and Environment

In addition to the economic sector, the health sector is also very crucial during this pandemic. As of June 27, 2020, more than 50,000 Indonesians were reported positive for the 2019 coronavirus (COVID-19) and more than 2,600 people died from this virus (Covid19.go.id, 2020). The policy *new normal* in the regulation issued by the Ministry of Health of the Republic of Indonesia is still tightening it with policy *physical distancing*. Appreciation is always given to the vanguard, especially medical



personnel who always work optimally with a very high risk to treat COVID-19 patients. CSR programs in the health sector are very important for companies to implement to the community, examples of health programs include:

a. Assistance and socialization of a healthy lifestyle.

The form of community empowerment programs can be carried out by providing assistance and socialization of a healthy lifestyle. The community can be guided and invited to work together to maintain and create a clean and healthy living environment and company to be free from the coronavirus and other diseases. The CSR program provided by the company can be in the form of socializing to always wear a mask when outside the home, maintaining the distance between residents when meeting, advising residents to be diligent in cleaning houses and household utensils, getting used to washing their hands frequently and/or using a *hand sanitizer*, limiting the movement of residents by closing several portals to enter the village, guarding and/or prohibiting outside guests from entering the village, and so on.

b. Attention to People Under Supervision (ODP), Patients Under Supervision (PDP), and COVID-19 positive patients

The number of people under surveillance (ODP), patients under surveillance (PDP), and COVID-19 positive patients is increasing day by day. Citizens who fall into these three categories should also be given more attention from the company's CSR program. Assistance and supervision of residents indicated Covid-19 is very necessary to monitor the progress of their recovery and supervise them to carry out protocols such as independent isolation for People Under Supervision (ODP) and Patients Under Supervision (PDP) as well as medical treatment and isolation in hospitals for residents of Covid-19 positive patients. Likewise, other members of the community must also be socialized so that they continue to care for one another even though they still take care of themselves between residents. This indirectly aims to eliminate discrimination and negative stigma from society towards ODP, PDP, positive patients, and their families who are prone to occur.

c. Social psychology health assistance for the community

Apart from physical health, mental/psychological health care is very important during this pandemic. Crisis and pandemic conditions have caused fear, anxiety, and panic in the social

psychology of society (Agung, 2020). Therefore, psychological health support can be included in the company's CSR program with assistance and outreach for the community to manage fear, boredom, anxiety, stigma, and social discrimination that can arise in community psychology. Changes in people's behavior also occur in religious and political life. Events and rituals of worship that were usually carried out daily before the pandemic, such as congregational prayers at mosques, recitation, to important events such as weddings, were disrupted. Socialization to the community must also include socialization of religious and political aspects by cooperating with religious and political figures. The purpose of this socialization is to lead people to change their mindset to change gradually by encouraging people to carry out alternative activities in organizing events such as simple weddings without many guests and praying in the congregation with family members at home. This assistance can also be accompanied by the socialization of productive and useful entertainment activities such as sports. The hope is that the community can reduce the *culture shock* they experienced due to the pandemic and maintain personal health and solidarity among residents.

d. Environmental Improvement and Preservation  
The

pandemic has made many people spend their daily lives at home, both working from home and learning from home. The potential for boredom in the community is high due to limited activities outside the home. The company's CSR program can provide outreach and invitations for residents to take part in preserving the environment by taking small actions at home. Examples include planting flowering plant seeds and fruitful plants such as tomatoes, chilies, eggplants, and fruit which can be planted in the media and a limited area such as a pot in front of the house. Conservation activities on a slightly larger scale such as planting mangroves on the edge of the monitor or planting bare land in the ring I zone can also be an alternative for environmental conservation by the company in collaboration with local communities and non-governmental organizations (NGOs). Farming and environmental preservation are useful alternative activities amid a pandemic.

### 3) Education Sector

During the COVID-19 pandemic, all schools in Indonesia were closed and teaching and learning activities were replaced with meetings and online assignments. Children who are not accustomed to

using technology as a means of full learning can experience difficulties, even their parents guide them. The company's CSR program can provide direct or indirect guidance to help students carry out learning activities online. Besides, to take advantage of children's time at home to remain productive, you can also hold a mobile library that lends books to children at home, holds competitions for making posters, pictures, videos, or written articles on the theme of the COVID-19 pandemic to spur enthusiasm. children, and so on.

Education can also be given to parents so that they can manage their children's learning schedule properly and assist their children when they face learning difficulties online. Schools and educational institutions can also be targeted by the company's CSR program with the assistance of teachers who are not proficient in using technology, they can be given additional technological facilities such as computers accompanied by online learning training. With the assistance of all members of a school or educational institution, the home learning education system can run optimally.

## **B. Corporate Social Responsibility in Non-Governmental**

Organizations Non-governmental organizations (NGOs) are organizations established by a group of people who are not bound by state/government agencies and are engaged in social activities voluntarily without profit/profit orientation. Non-governmental organizations in general aim to empower and develop the potential of the community in the fields carried out by these NGOs, for example, women's empowerment NGOs seek to protect and develop women's potential or NGOs that care for the environment have the aim to invite the community to carry out environmental improvement and preservation activities.

Several companies in Indonesia in their CSR programs have established many partnerships with local non-governmental organizations (NGOs) in the CSR zone. During a pandemic like this, partnerships with local non-governmental organizations can also be useful to build closer ties with community leaders to make CSR programs successful in the community. Partnerships with local non-governmental organizations can help companies discuss programs needed by the community by taking into account the aspirations of the community that have been accommodated by NGOs. Control over community and company activities is assisted, supervised, and evaluated by local non-governmental organizations. Other partnerships together with foundations, government agencies, educational institutions, research institutions, and the mass media engaged in the social and humanitarian sector, health, education, and research will greatly help manage

and implement CSR programs (Tanudjaja, 2006). That way community development will be more effective to run sustainably.

## **C. Corporate Social Responsibility for Workers / Employees of Companies.**

Workers in the company are included as *stakeholders* who are entitled to the company's CSR program. Guarantee of security, health, safety, and fair treatment is entitled to all company employees without discrimination. The period *new normal* is a challenge for companies to continue running their business while complying with health protocols. Workers must be given occupational health and safety guarantees with additional assistance and socialization of health protocols in facing the *new normal*. Examples of CSR program policies for workers are the socialization of healthy lifestyles, providing health facilities and *check-ups* routine, providing masks, cleaning company areas with disinfectants regularly, policies *shift* to avoid crowds of workers within the company, and other programs aimed at maintaining health. workers from COVID-19.

The involvement of workers in CSR activities within the company and outside the company can provide its motivation for workers/employees. If the programmed CSR activities can run well and get a positive response from the outside community, company employees will also feel satisfaction and pride in their success as part of the company. The involvement of workers in creating a positive work climate can improve the quality of the company's performance and progress in the future (Amadea and Dahesihsari, 2014).

## **D. Corporate Social Responsibility to Customers / Consumers**

Companies that produce manufactured goods have a responsibility to market consumers. Safety, comfort, and customer satisfaction are included in the obligations that must be considered by the company. During a pandemic, companies need to maintain sterile/clean production goods and maintain the quality of manufactured goods. Companies must also maintain the stability of production prices so that they are affordable to the public so that market demand for production remains stable. Bonuses in products can also be an effort to gain public trust and help people to develop a clean lifestyle, such as bonus masks and *hand-sanitizers* for purchasing certain products or for all products, even though in limited quantities.

In product advertising, invitations and suggestions can also be included to protect consumers from spreading the COVID-19 virus. Suggestions, complaints, and criticism from consumers must also be accepted by the company to

take corrective steps. It seems that several companies in Indonesia have made donations to help medical personnel and people affected by economic hardship due to the pandemic. Although the donation is not a sustainable program, the donation effort made by the company from several product sales profits can indirectly influence customers who consume the company's products to contribute to helping others by buying manufactured goods. Mutualism that is formed between consumers, companies, and communities can be formed through caring steps for others (He and Harris, 2020). With small steps like that, it is hoped that public awareness to maintain health and solidarity can be realized to achieve Indonesia's efforts against COVID-19.

#### IV. CONCLUSION

During the pandemic, facing the *new normal*, companies can still implement a program *corporate social responsibility* for stakeholders including the community, non-governmental organizations, workers/employees, and market consumers. The economic crisis that hit Indonesia caused several communities to be affected by economic difficulties. CSR programs can be more focused on improving the community's economy with strategies including: empowering people affected by being laid off, cutting wages, and laying off jobs; empowerment of Micro, Small and Medium Enterprises (MSMEs) affected by the economic crisis; empowerment of housewives and young people. In the health and environment sector, companies can provide assistance and empowerment with strategies including: mentoring and socialization of a healthy lifestyle; attention to ODP, PDP, and COVID-19 positive patients; community social psychology health assistance; improvement and preservation of the environment. In the field of education, assistance to students, parents, and teachers/teachers are important so that the process of teaching and learning activities from home online can run optimally.

To empower the community, non-governmental organizations have a role in helping the success of the company's CSR programs. By establishing partnerships between companies and non-governmental organizations, the relationships that NGOs have with the community can increase the smoothness of communication between the company and the community and vice versa. Ensuring the safety and health of workers during a pandemic must also be a priority for the company's responsibility. The creation of a safe and positive work climate can improve the quality of workers which in turn can have an impact on the progress of the company. Customers as market consumers of the company must also pay attention to their satisfaction and safety by ensuring that the product reaches the customer with the best quality. The

forms of corporate social responsibility strategies and programs in the era *new normal* can be a mutual step for companies, *stakeholders*, and the government together to rise from adversity while suppressing the spread of COVID-19.

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## COMMUNITY SOCIAL RESPONSIBILITY (CSR) APPROACH TO THE COMMUNITY DURING THE COVID-19 PANDEMIC

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### Abstract

A good company is not only focused on making profits economically to enrich the company itself, but the company also has a contribution, both in the form of concern for natural conditions and also the welfare of the community. Understanding related to *Corporate Social Responsibility* (CSR), in general, always revolves around three main things, namely voluntary (voluntary), companies can also set aside a part of their profits to be used in the context of philanthropy, and as a form of *obligation*. ) company. These three things during this pandemic were used as an excuse for *force majeure*. Even though the company is still able to carry out the normal production process as usual. The method used is descriptive qualitative analysis method with literature study. When the enforced *new normal* is, the *Corporate Social Responsibility* (CSR) can carry out its duties again as before by implementing health protocols by complying with the rules of the late stipulated SOP. The existence of a pandemic is a great opportunity for *Corporate Social Responsibility* (CSR) to be actively involved during the crisis and to become a catalyst for a new era in the development of *Corporate Social Responsibility* (CSR) for the long term.

### I. INTRODUCTION

In the corporate world, the term *Corporate Social Responsibility* (CSR) began to appear since the 1970s and has become increasingly popular from year to year, especially when the book entitled *Cannibals With Forks: The Triple Bottom Line in 21st Century Business* (1998) was written. by John Elkington. The book explains how to develop three important components of *sustainability development*, namely *economic growth*, *environmental protection*, and *social equity*, which was initiated by the World Commission on Environment and Development (WCED) in the Brundtland Report (1987). Elkington divides *Corporate Social Responsibility* (CSR) into three focuses, known as 3P, *profit*, *planet*, and *people*. This means that a good company is not only focused on reaping economic benefits to enrich its own

company, but companies also have a contribution, both in the form of concern for natural conditions and also for the welfare of the community.

CSR in Indonesia became increasingly recognized in the 1990s. Several companies in Indonesia have carried out a corporate social activity program long before, but do not know the term CSR. The way they work is done is also similar to the way CSR works. is a form of company concern for the natural environment and the social environment of the community. The social concern carried out by CSR is motivated by the impact that will be obtained, namely «for better or worse” for the environmental and socio-economic conditions of the community, especially for those who live near the company. Besides, the presence of *Corporate Social Responsibility* (CSR) is also for stakeholders (people who have an interest in the company’s existence). In this case, *stakeholders* can include the following employees and their families, customers, suppliers, communities living around the company, non-governmental organizations, mass media, and the government (Suharto, 2008).

Corporate social responsibility or *Corporate Social Responsibility* (CSR) has been legally stated in Law No. 40 of 2007, regarding Limited Liability Companies. The law describes the social and environmental responsibility of companies for their existence in business activities. Today, facing the impacts of globalization, advances in information technology, and market openness, companies must seriously pay attention to *Corporate Social Responsibility* (CSR). To protect the company from various risks of lawsuits, as well as the risk of loss of *partners* business and the risk of corporate image (*brand risk*) which is not only sufficiently compliant with laws and regulations. On the other hand, national and international pressures influence corporate business behavior. This pressure also comes from shareholders, NGOs (Non-Governmental Organizations), and business partners (especially from countries whose business communities are sensitive to *Corporate Social Responsibility* (CSR) and advocates who take part in fighting for the public interest (Mapisangka)., 2009).

Several studies also highlight this, Badjuri (2011) states, the implementation of *Corporate Social Responsibility* (CSR) in Indonesia depends on how the top leadership of a corporation is. This means that the policy is *Corporate Social Responsibility* (CSR) not guaranteed to be in line with the vision and mission of a corporation. If the leadership of the company has a high level of moral awareness, they will likely be able to implement a policy *Corporate Social Responsibility* appropriate and correct (CSR). But also on the contrary, if only oriented to the interests of shareholder satisfaction such as high productivity, large profits, and high share

value and only focuses on personal achievement, the policy *Corporate Social Responsibility* (CSR) is just cosmetic. The understanding of companies about the concept of *Corporate Social Responsibility* (CSR) is still diverse, one of which is due to the lack of literature available (Badjuri, 2011).

There are several main things related to *Corporate Social Responsibility* (CSR) including: *first*, namely a voluntary role. Where there is a company that helps to overcome a social and environmental problem, especially those close to the company, therefore the company can have a free will related to doing or not doing this role.

Second, in addition to a company as a profit institution, a company can also set aside a portion of its profits to be used in the context of *philanthropy*, which has the aim of empowering the society and improving in the event of environmental damage due to exploration and exploitation activities carried out by the company.

Third, *Corporate Social Responsibility* (CSR) or corporate social responsibility as a form of obligation (*obligation*) companies to always care about a problem by alleviating the ever-increasing humanitarian and environmental crisis.

The next understanding of *Corporate Social Responsibility* (CSR) is based on the premise that it is not only the government that can solve problems, through the establishment of public policy (*public policy*). But companies must also have a responsibility for how social problems arise. An effort is also encouraged to take an active approach to sustainable development.

The concept of *Corporate Social Responsibility* (CSR) is also based on the morale of the company. A company can’t live in a vacuum and live in isolation. Companies will live side by side with the environment. Companies develop around communities that are in direct contact with the company (Marnelly, 2013).

The emergence of the Corona Virus Disease 2019 (Covid-19) pandemic, prompted the Indonesian government to take policy actions *social distancing* (maintain social distancing and avoid crowds), then *physical distancing*. This policy was able to drastically reduce the activity and movement of people in big cities in Indonesia, especially in Jabodetabek.

For example, an intercity bus company has stopped up to 80% of its fleet from operating again in March 2020. PT KAI has also canceled 44 travel routes from Jakarta to cities in Java during April (Subekti & Yulianto, 2020).

Another crucial issue is the policy set out in PP. 21 of 2020 is related to the PSBB (Large-Scale Social Restrictions), which aims to break the chain of spreading Covid-19. This policy has resulted in the termination of employment by many companies,

as a step to reduce losses caused by Covid-19. Not a few companies in Indonesia have to carry out layoffs (PHK) on a large scale. The termination of employment by these companies is related to Articles 164 and 165 of Law No.13 of 2003 concerning Manpower which states that a company has the right to terminate its working relationship with employees if a company experiences a loss.

Goldston (2020) concludes that when a pandemic occurs, companies must be able to reflect on a positive outlook. If leaders take precautionary steps to protect the company's workforce, profits will follow. Such as working remotely can increase efficiency, because there has been a reduction in time for physical and social distancing.

Termination of employment during the Covid-19 pandemic was used as an excuse for *force majeure* by the company. Even though the company is still producing normally. The terms of termination of employment are when the company experiences a decline or loss for 2 years. Meanwhile, the Covid-19 pandemic has not been 2 years. The policy is *force majeure* a question of whether it is a natural disaster or not. The reason for *force majeure* used by several companies to terminate employment relations cannot be justified. Seeing the massive economic disruption due to the Covid-19 pandemic, workers should get clear legal protection (Juaningsih, 2020).

On the other hand, COVID-19 pandemic has a positive impact on companies engaged in environmental health and hygiene. For example, a company that produces hand sanitizers, hand soap, and wet tissue. For example, the CEO & CO of the SIRCLO Foundation, Brian Marshal.

Hand sanitizer sales increased by 531%. Hand soap sales increased by 304%, wet tissue sales increased by 210%. Sales of vitamin products also increased by 242%.

Another example, a company engaged in the pharmaceutical sector (drug production). Among these companies that experienced an increase in shares were: 1). Inovio: Their share value has doubled. The vaccine they make is INO-4800. 2). Modern: their share has increased by 42%. 3). Novavax: When their company shared information that there was a development in vaccine search research a few weeks ago, their share also increased by 20%. 4). Mask companies, for example, sales of masks with the Unicharm brand have also increased quite fantastically up to 10 times or 1000%, and sales of masks with the Kowa brand have also increased significantly by increasing by 90%.

Another example, the ventilator company Mindray Bio-Medical Electronics Co also experienced an increase of up to 41%. In addition to the drastically increasing share, the company owners also get extraordinary profits. An example is the accumulation of the increase in wealth

experienced by the three founders of the company, namely Li Xiting, Xu Huang, and Cheng Minghe, which is estimated to have made a profit of up to 7.3 billion US dollars (Rohmah, 2020).

## II. METHOD

This research uses a descriptive qualitative method with a literature study. This method is used to provide an analysis of data related to the effect of the work program *Corporate Social Responsibility* (CSR) amid a pandemic. The data source uses some literature and journals related to the work program *Corporate Social Responsibility* (CSR). Data analysis techniques are performed by describing, processing, analyzing data, interpreting data based on factors and impacts, then making conclusions.

## III. RESULTS AND DISCUSSION

To deal with the spread of the COVID-virus outbreak, the Government requires social restrictions, as an effort taken to break the chain of spread and control of the virus. When rules are *social distancing enforced*, everyone is prohibited from touching and is required to maintain a distance of 1-2 meters. With the enactment of these rules, there are also several examples of the process of implementing *social distancing* that was generally enforced during this pandemic, namely by working from home or better known as *work from home*; learning is done from home for school students and university students; not holding meetings or events that will later be attended by large numbers of people or create a crowd; do not visit anyone who is sick, all contact can be done simply by a phone call or online.

According to Ebrahim and Buheii (2020), the most important tool to use during an emergency crisis is a communication model. The communication model is very important to use during the current pandemic crisis, which requires collective responsibility and engagement with effective responses. When facing the challenges of Covid-19, the communication model encourages integrated group thinking related to group vulnerability in the future. The targets used in the communication model can also be developed through strategic mechanisms that have interrelated relationships that can strengthen the company and its psychological well-being.

Based on research conducted through observations it says that prevention which is done through rules *social distancing* is deemed not capable or successful enough in the process of breaking the chain of spreading the Covid-19 virus. This can be proven by data that the number of positive Covid-19 people is increasing day by day. Moreover, the regulation of the government

policy to keep your distance is also not a policy without risks. With the existence of regulations to maintain social and physical distance for a relatively long period, it can cause a decrease in the process of economic production activities (*supply shock*). The regulation of the process of limiting social and physical interactions that are carried out can lead to a reduction in the amount of production of goods which is quite crucial. This also affects the entire process of company activities, including activities carried out by *Corporate Social Responsibility (CSR)*, which are often stopped due to direct physical contact with many people directly.

Whether or not these rules affect the process of being carried out, what is clear is that maintaining distance is an action that is felt to be the most likely to be chosen by anyone to avoid the spread of the Covid-19 virus. Policies carried out by developed countries such as the United States and countries in Europe also feel difficult in dealing with the problem of the spread of the Covid-19 virus. Moreover, for developing countries such as Indonesia, which has a pluralistic society, it will be very difficult to control all activities carried out to break the chain of Covid-19 spread so that it does not expand and can return to normal activities (Khaeruman et al., 2020).

New normal is a scenario used to accelerate the handling of Covid-19 in the health and socio-economic aspects by the government to implement the scenario from new normal by considering epidemiological studies and regional readiness (Putsanra, 2020). Local governments are allowed to apply the new normal process if they feel their regions are at a moderate level, by being required to prepare SOPs to be used in the new normal scenario. By referring to several indicators such as; a) Not increasing the number of infections or not expanding the transmission or as much as possible to reduce transmission. b) Using health system indicators through how high the adaptation and capacity of health services are in responding to the Covid-19 service process. c) Surveillance is a way to tell a person or even a group of people whether it has the potential to cause Covid-19 or not so that massive testing is carried out.

Related to the new normal protocol by issuing the Decree of the Minister of Health Number HK.01.07 / MENKES / 328/2020 concerning Guidelines for Prevention and Control of COVID-19 in Office and Industrial Workplaces in Support of Business Continuity in Pandemic Situations. Minister of Health Terawan Agus Putranto said that in the business world and the working community can have a major contribution in the process of breaking the chain of transmission, this is due to a large number of the working population and a large amount of mobility that occurs, as well as population interactions generally caused by work activities. For

this reason, after the implementation of the PSBB process with the COVID-19 pandemic conditions that still exist, it is necessary to make efforts in the form of mitigation and workplace readiness as optimally as possible so that it is hoped that it can adapt through regulations on changing lifestyle in the COVID-19 or New Normal situation.

These are steps that can be applied by office employees to stay active when the new normal is enforced so that they can live side by side with the current pandemic. Of course, the existence of the new normal regulations can also make it easier for *Corporate Social Responsibility (CSR)* to continue to carry out its duties daily. Of course, with the current pandemic, *Corporate Social Responsibility plays a (CSR) very important role in restoring current conditions, especially the conditions shock with the Covid-19 virus which will certainly leave traumas or fears to live normally again as before, of course. now live back to normal by observing the established health protocol. The role of Corporate Social Responsibility (CSR) is needed to help restore the chaos that is currently being experienced by Indonesia, especially in the socio-economic aspects, such as job loss, not being able to meet daily needs, and the current state of problems.*

The process of spreading the Covid-19 virus has always experienced an increasing number of days so that it can affect the global economic pace. Many studies have stated that the economic rate will experience a slow condition concerning the value of the Gross Domestic Product (GDP) which is expected to last until 2021. A crisis that has occurred, as experienced, will certainly have a reduced impact on various sectors, one of which is the economy. , one of which is also affected is the existence of MSMEs which also really need special attention, this is because MSMEs are the largest contributor to Gross Domestic Product (GDP) and can be used as a mainstay in terms of absorption of unemployment, substitution in the production of consumer goods, substituting for production of goods consumption or semi-finished. Here, MSMEs have a very important role in the success of the economy in Indonesia. Data from the Ministry of Cooperatives and Small and Medium Enterprises of Indonesia in 2018 shows that the number of business units in MSMEs is 99.9% of the total business units or 62.9 million units. The absorption capacity of MSMEs is 97% of the total employment that can occur, 89% of which is in the micro sector, and can contribute up to 60% of gross domestic product.

There was economic turmoil that occurred so extraordinary, but MSMEs were always considered capable of facing an economic slowdown related to current conditions. As stated by the Chairperson of the Indonesian MSME Association (Akumindo) Ikhsan Ingrabatun, he estimates that the turnover



obtained by MSMEs in the non-culinary sector has decreased to reach 30-35% since the existence of Covid-19 which is the cause of the sellers who are only able to rely on eye contact. face or face-to-face meeting between the seller and the buyer physically. With the issuance of appeals from the Government regarding issues *social The distancing* which is launched starting on March 15, 2020, is also expected to have a serious impact on the sales process of MSME products so as not to experience a decline. Therefore, more attention is needed from the government to the MSME sector as we know that MSMEs are the main drivers of the nation's economy.

Not only the things mentioned above, that the impact of the existence of Covid-19 has also changed the business behavior of business actors in the process of running a business they are doing. Although the impact of the existence of Covid-19 can be felt by various parties, especially in the industrial sector, this does not mean that MSME players have to stop in the process of running their business. However, MSMEs can still strive to continue running their business through an online system (*e-marketing*) by utilizing various kinds of social media and other online shopping places, so that this will not be said to have violated government regulations regarding applicable *social distancing* rules.

Through a role from the use of technology in business activities and the process of distribution of goods, it can still be carried out smoothly. This is also done with the high hope that as much as possible the MSME business will not just stop and the distribution of goods will continue. There is also another new norm for a businessman when he has to face the Covid-19 pandemic which requires business people to be able and must be technology literate. It is also hoped that this will continue to apply until post-COVID-19, which requires MSME players to make *recovery*, even to be able to adapt to new norms that require every business actor to have close contact with technology (Awali, 2020).

By knowing the current condition of MSMEs which is experiencing a decline, this is where *Corporate Social Responsibility (CSR)* is needed. Perhaps this can be expressed in his work program, that the current *Corporate Social Responsibility (CSR)* has always succeeded in carrying out continued empowerment. Special attention is not only able to be given by the government, but also from the company's *Corporate Social Responsibility (CSR)* to always help to ensure the success of existing MSMEs. Coaching especially during the current pandemic is very much needed. Each MSMEs can be assisted in the process of knowledge or information related to

the online marketing process, or the *Corporate Social Responsibility (CSR)* of a company has other innovations to avoid a decrease in the sales turnover of MSMEs.

*Corporate Social Responsibility (CSR)* also often creates MSME independence programs through work programs that will be monitored periodically or continuously until they feel able to be independent or free from supervision or from providing financial assistance by *Corporate Social Responsibility (CSR)*, but these MSMEs remain still under the supervision of the company's *Corporate Social Responsibility (CSR)*. MSMEs are also included in the PKBL (Community Development Partnership Program) program with a capital rotation system, if MSMEs is deemed successful and capable of being independent, then the MSMEs must return the capital that has been used to be reused in the establishment of other MSMEs.

He and Harris (2020) provide some initial thought options related to how the ongoing pandemic has affected *Corporate Social Responsibility (CSR)*, precisely in the article it states that a pandemic is a great opportunity for *Corporate Social Responsibility (CSR)* to be actively involved during the crisis. and become a catalyst for a new era in the development of *Corporate Social Responsibility (CSR)* for the long term. Changes also affect beliefs, attitudes, and opinions so that activities can be carried out with ingenious strategies for reflection.

When the new normal is enforced, the *Corporate Social Responsibility (CSR)* can carry out its duties again as before by implementing health protocols by complying with the rules of the late stipulated SOP. The current Covid-19 pandemic plays a role in *Corporate Social Responsibility* very decisive(CSR) in helping the sustainability of people's lives, especially those who live around companies to continue their lives. *Corporate Social Responsibility (CSR)* can participate in the successful implementation of the new normal and can also play an active role in helping to break the chain of the spread of the Covid-19 virus through the work programs provided. The efforts that have been made by *Corporate Social Responsibility (CSR)* amid the current pandemic can also have a very large positive impact on the company as expected, namely by building a positive image by all parties towards the company. That every company can measure its form of concern through financial efforts made by *Corporate Social Responsibility (CSR)*.

#### IV. CONCLUSION

Based on research conducted through observations, it is said that prevention efforts carried out through social distancing rules are deemed not

sufficient or successful in the process of breaking the chain of the spread of the Covid-19 virus, this can be proven by data that the number of positive Covid-19 cases is increasing day by day. Whether or not these rules affect the process of being carried out, what is clear is that maintaining distance is an action that is felt to be the most likely to be chosen by anyone to avoid the spread of the Covid-19 virus.

New normal is a scenario that is used to accelerate the handling of Covid-19 in the health and socio-economic aspects by the government to implement the scenario from the new normal by considering epidemiological studies and regional readiness. Of course, with the current pandemic, *Corporate Social Responsibility* plays a (CSR) very important role in restoring current conditions, especially the conditions *shock* with the Covid-19 virus which will certainly leave traumas or fears to live normally again as before, of course. Now live back to normal by observing the established health protocol. The crisis that has occurred, as experienced, will certainly have a reduced impact on various sectors, one of which is the economy, one of which is also affected by the existence of MSMEs which also need special attention, this is because MSMEs are the largest contributor to Gross Domestic Product (GDP) and can be used as a mainstay in terms of absorption of the number of unemployed, substitution in the production of consumer goods, substituting the production of consumer goods or semi-finished goods.

As stated by the Chairperson of the Indonesian MSME Association (Akumindo) Ikhsan Ingrabatun, he estimates that the turnover obtained by MSMEs in the non-culinary sector has decreased by up to 30-35% since the existence of Covid-19 which is the cause of which are sellers who are only able to rely on face to face or a direct meeting between the seller and the buyer physically.

*Corporate Social Responsibility* (CSR) also often creates MSME independence programs through work programs that will be monitored periodically or continuously until they feel able to be independent or free from supervision or from providing financial assistance by Corporate Social Responsibility (CSR), but these MSMEs remain still under the supervision of the company's Corporate Social Responsibility (CSR). When the new normal is enforced, the Corporate Social Responsibility (CSR) can carry out its duties again as before by implementing health protocols by complying with the rules of the late stipulated SOP.

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## EMPOWERMENT OF DIGITAL BASED MSMES IN COMMUNITIES IN THE NEW NORMAL ERA

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### Abstract

One of the most useful programs that can be carried out in the new normal era is to empower digital-based Micro Small and Medium Enterprises (MSMEs) to maintain the country's economic sector. Empowering digital-based MSMEs is an important effort in advancing the economic sector and surviving in the new normal era for small and medium-sized people. The method used in this research is a literature study. Where the author focuses on all literacy studies and online news which will be the main material in research and analysis explanations. There are 3 cases to be taken. Each case will be collected according to the required data criteria. Then the three will be analyzed with the support of library sources and the new normal concept and the digital economy. The results of the analysis will then be explained and presented respectively to answer the questions that have been written in the research problem formulation. So that valid data is compiled which is supported by literature sources in explaining the phenomena that occur. The research results obtained from this research itself are in the form of 3 cases regarding several companies implementing CSR community empowerment programs in the form of digital-based MSMEs. Efforts are being made and monitoring and evaluation are made to ensure that the empowerment or program can run smoothly. The several impacts obtained from the empowerment of digital-based MSMEs on the community are, 1) Improvement of the quality of society, where the provision of education by companies results in the development of good knowledge and affects their quality and performance, 2) The development of business is expanding, from provision The knowledge that has been given as well as the increased self-quality ultimately affects new thinking to achieve greater business development, 3) Increased independence which results in the emergence of a strong mentality towards business competition in any situation so that it can compete and adapt to any company both nationally or even internationally.

### I. INTRODUCTION

Current development in Indonesia is development centered on the economy and infrastructure. The development carried out is aimed at pursuing an advanced Indonesia plan. In the process, infrastructure development has been carried out very massively and quickly so that all people can have proper infrastructure so that it can be used. Likewise, economic development has begun by pursuing the concept of Sustainable Development Goals

(SDGs). This concept is a concept that aims to harmonize many aspects that exist within a country, including economy, social, education, law, natural environment, and culture. In this concept, the existence of sustainable development also has a big influence on the number of companies that are established in Indonesia. In Indonesia, the SDGs are realized by starting to make the Sustainable Development Goals 2030 (SDGs 2030) (Ministry of National Development Planning, 2020).

This activity is a form of global action that has been planned and agreed upon throughout the world to resolve global problems that occur and make the entire community prosperous. The development of SDGs in Indonesia has progressed quite well by successfully reducing the gap with economic growth, providing jobs and access to education, and strengthening disaster mitigation (kemlu.go.id, 2019).

As mentioned above, one of the efforts that will be made to realize the 2030 SDGs is to promote sustainable and responsible economic development. The responsibility desired is the form/action of the company that provides feedback to the community both in social and financial terms. The responsibilities that exist in a company can run if it is carried out with planned coordination between the company and the community, namely the *stakeholders* in the area. The coordination that can be carried out with the existence of the Corporate Social Responsibility (CSR) field in the company. With the two-way communication between the company through CSR and the community, it shows that a company has made efforts to support the achievement of SDGs 2030. CSR, which acts as an intermediary between the company and the community, is given full power over the communities affected by the company's activities. The existence of CSR also shows the form of responsibility carried out by a company to stakeholders and investors in utilizing the social and natural environment by considering future impacts. With the benefits generated in the surrounding environment, it shows that there is an added value for a company in its efforts to be responsible for the economic, natural, and social impacts, and to attract investors to the company it runs.

The development that is currently taking place during the Covid19 pandemic has experienced many ups and downs. This is due to the implementation of Large-Scale Social Restrictions (PSBB) to prevent the spread of the Covid19 virus which is carried out simultaneously throughout Indonesia. The implementation of the PSBB is carried out to provide opportunities and time for all medical personnel to work as much as possible. The PSBB, which aims to reduce the number of covid19 cases, hampers many activities both in the interests of the state and the common people. Health protocols

that have been implemented by the government must be carried out by all people. The PSBB itself is one of the strategies made by the government by implementing regulations regarding the prohibition of leaving the house if not necessary, following health protocols when leaving the house (masks, washing hands), and temporarily stopping the activities of office workers and ordinary workers. PSBB is a limiting activity in activities carried out by the community to inhibit the spread of covid19 (Pujaningsih & Sucitawathi, 2020). By providing strict procedures in certain areas where residents have been found contaminated by Covid19. The aim is to avoid mass losses in several sectors in Indonesia. The implementation of PSBB itself has also been regulated in the Regulation of the Minister of Health of the Republic of Indonesia Number 9 of 2020 concerning Guidelines for Large-Scale Social Restrictions in the Context of Accelerating the Handling of Corona Virus Disease 2019 (Covid-19) Chapter III Article 12 Paragraph 1 - 3 Concerning the Implementation of Large-Scale Social Restrictions.

Because there was such a ban, it ultimately resulted in the economic activity of the community is disrupted. The prohibition of leaving the house if it is not necessary and the application of social distancing has resulted in many middle to lower class people being disadvantaged because they cannot work and leave freely. Many shopping centers, offices, tourism services, and other modes of transportation have completely stopped their activities. This has a significant impact on the income that is owned by the state. Income, especially from an economic point of view, was disrupted due to the implementation of PSBB in several areas that contributed to the country's economic income. The government that feels this is very detrimental to try to think hard to run the economy again in Indonesia.

In the end, the government decided to relax through the implementation of the "New Normal" strategy. The government is slowly starting to grant permits to open shopping centers, offices, and public transportation. This policy was carried out to resume the wheels of the economy which had been hampered for several months due to the implementation of the PSBB. New Normal itself is another form of strategy from the government in carrying out state functions while still fully implementing health protocols. New Normal according to Bainus and Rachman (2020) is a result of coexistence that affects humans due to the covid19 virus so that a new rule of normality appears in society. Meanwhile, the definition of New Normal according to Suyanto et al. (2020) is a new condition that occurs after the Covid-19 pandemic which affects the lifestyle and all the needs of the community. The new normal condition affects many sectors in Indonesia and ultimately makes it possible to change the habits that occur in society.

In this new normal era, people have been given a little leeway to be able to leave the house and work again. Some areas in Indonesia have even started their activities again, although they still have to implement health and social distancing protocols. The country's economy has also started running again with the start of the activities of several companies. Although some aspects of the field have not been able to run fully, such for example construction (construction), this is not a big problem. Because basically, the biggest and most noticeable disturbance comes from the economic sector. The failure of the country's economy resulted in drastically decreasing income and the country experiencing losses of up to. Because all activities have stopped completely suddenly, many companies cannot operate due to a lack of income. This again has a bad effect on society, namely the reduction of employees or layoffs due to salary fulfillment that cannot run normally. As a result of layoffs, people ended up unemployed and unemployed because not all people had special skills related to alternative businesses that could be done from home. The existence of hampered development has become another problem after the economy due to the implementation of PSBB. Even though infrastructure development is hampered, there is still a development that can take place during the COVID19 pandemic. Namely the development of quality human resources through community empowerment.

Community empowerment itself is an effort made by both the government and companies or certain people to improve the quality of life of the community to achieve sustainable development. Community empowerment during a pandemic can be done in many ways, especially from the corporate side. Through the CSR program, community empowerment is carried out to improve the quality of life of the community to achieve social welfare. One form of community empowerment programs that can be done is through empowering Go Digital MSMEs in the community. Even though Indonesia is currently in a transition period and some of them have entered the new normal era, this CSR program can still run smoothly. The company implements a CSR program that can be implemented and even provides many benefits to the community and even the government. By providing technology-based and business-based education, it will grow the desire to move and run the country's economy again. Besides the producers can come from all over the community, the empowerment of MSMEs can also be a contributor to state revenue.

Community empowerment is one of the main goals of CSR programs in running companies. CSR, through appropriate procedures, is obliged to prosper the community by transferring the

knowledge they have so that they can be used in the current emergency. With the start of the application of the new normal era, the knowledge gained not only adds to knowledge but also increases their ability to understand current technology. With the health protocol and PSBB still being implemented in several areas, all activities are now focused on the use of technology. The use of online media has increased dramatically due to the prohibition on leaving the house. This is a great opportunity for people to be able to do business from home. CSR programs in terms of community empowerment are good investment targets and can function during the current pandemic. By empowering small MSMEs to remain productive, namely by taking advantage of the digital world to run a business that was originally offline can be turned online.

From the background described above, it can be concluded that in the end, the researcher chose to find out, analyze, and explain how the process of implementing one of the CSR programs in the field of community empowerment can remain productive in the new normal era. Researchers want to know what digital-based community empowerment carried out by CSR will provide what kind of output. This research will focus on case analysis on the implementation of community empowerment programs, namely MSMEs based on the digital era, and aims to determine some of the impacts caused by implementing CSR programs to support sustainable development and the running of the economy in Indonesia.

## II. METHOD

The method used in this research is a descriptive qualitative method with a literature study approach. The descriptive qualitative method itself is one of the methods used to find out the facts, properties, and relationships between phenomena through detailed explanations that are carried out systematically and accurately of looking at a phenomenon (Qomariyah, 2016). This research uses a literature study because the researcher's ability to make observations and direct interviews are still limited. Qualitative research that will be carried out will look at holistically how social phenomena occur to get answers to conclusions from research questions. While research with a literature study according to Prasetyo (2010) is an activity to write the results of conclusions from various reading sources or relevant documents to provide a comprehensive explanation to be connected between previous and current findings. The data collection technique used itself is through literacy sources that come from online media, such as national and international journals, theses, theses, dissertations, books, ebooks, online news, and other literature. All sources of literacy will be

sorted for use and as a reference for the researcher's analysis. Several online news sources in the form of the latest cases will also be included in this article to provide a more detailed and factual explanation as well as following current phenomena. So that the cases that have been collected will be taken as many as 3 cases to be concluded and used as data evidence to support data analysis later. The data analysis technique used in this study will focus on deepening the data from the available literature sources. These sources will be sorted again to be selected as important data sources and following the objectives of the research to be carried out. After the data is sorted, a valid data source is compiled which will be analyzed using the literature review that has been described. The results of the analysis will finally be explained in detail and depth to answer the two existing research problems.

### III. RESULTS AND DISCUSSION

The concept of The New Normal according to Suyanto et al. (2020) is an impact that occurs due to the Covid19 virus which leads people to a new situation and culture. Suyanto divides the impact of the new normal era into 5 parts, namely, culture, tourism, religion, politics, and economy. The five impacts are some of the changes that occur during a pandemic that affects the human environment.

Culture becomes a form of the characteristics and identity of a nation. Culture lives on and comes from human behavior and thoughts. In this pandemic, the life of the whole community is different from usual. Implementing and implementing all health protocols is one of the important keys in helping medical personnel fight the Covid19 virus. The form is by washing hands frequently after going out of the house, using a hand sanitizer, not touching the face before washing hands, and using a mask. This health protocol is made and mandatory for all communities. The whole community does this with frequent intensity because they have to maintain cleanliness so as not to catch the virus. This intensity occurs and is increasing along with people's awareness of their cleanliness.

Those who initially still underestimated washing their hands became more frequent when they wanted to handle food or just started doing activities outside the home. This behavior with frequent intensity has become a habit over time, resulting in a culture of washing hands. Especially in this new normal era, people who have now been given leeway to do activities at home are now becoming aware. They are already aware of the importance of maintaining health due to habits formed to adhere to health protocols. The culture of washing hands has become a habit that cannot be separated even though it has now entered a new normal period. When in contact with someone or when using public

facilities, people become accustomed to inserting hand sanitizers as a complement to the trip. This is what causes the formation of new habits that occur and gives rise to a culture of handwashing in the entire community. This also applies to the use of masks, where people who are aware of the dangers of the transmission of the virus become accustomed to using masks to protect themselves.

Tourism is a fairly large source of state income in Indonesia. During the new normal period, this activity was no longer one of the main sectors that contributed to state revenue. This is due to the implementation of the PSBB regulations in all regions in Indonesia which require restrictions on public activities and gathering activities. Likewise, the tourism sector finally had to temporarily close all their activities to prevent the spread of the Covid19 virus. Tourism destinations that are closed in the end inevitably force people to return to stay at home because there are no recreational places to go to. Apart from the absence of a place to go to, people who now have awareness of the transmission of this very dangerous virus, have become reconsidering whether the destination to be destination will be free of viruses or not. Because even though the intended tourist spot is natural tourism which is still not a tourism sector and can be accessed freely, there may be no virus in that area at all.

In the field of religion, it is also one of the most difficult sectors to adapt to during the pandemic. The existence of regulations to impose restrictions on religious activities and the prohibition of gathering makes people feel that these policies are not appropriate. This also applies to the new normal era, of course. The obligation to carry out physical distancing requires all people to carry out worship activities in their respective homes. Even though there were still some people who were reckless and felt that they did not fit into the rules, the government finally dealt with it by applying patrols. This is done to discipline the public to be aware of the dangers of virus transmission and to reduce the number of patients from the virus itself. This prevailing rule also has an impact on several religious celebrations, which ultimately obliges them to stay and worship at home and not first have social gatherings with all distant relatives. This aims to avoid gathering and implementing physical distancing so that the whole family does not contract the Covid19 virus.

Politics is also one of the sectors affected during the new normal period. Political activities and celebrations could not be carried out. Even though in the new normal era, it has been given leniency by still wearing masks, the government also still requires it to better avoid or hold associations first. For example, the implementation of regional elections and elections which ultimately hampers activities due to all prospective members being



unable to campaign directly. So that in the end it resulted in the emergence of alternatives through virtual conversations when they wanted to have important meetings between one political elite and another.

The economic sector is one of the sectors that have the most impact after the implementation of the new normal. The existence of a vacation policy and restriction of activities in all economic activities have caused this sector to collapse or waver. The main source of state income was reduced and there was a significant loss at the time the PSBB was implemented. This condition has resulted in all companies that are not the source of human's primary needs to be willing to stop operating. As a result of all activities immediately stopped, some companies that could move without relying on direct operations ended up racking their brains and looking for other alternatives to maintain the company. The alternative is to change all activities that are usually carried out directly into digital-based activities. All activities of employees and leaders are carried out through online media to continue company activities.

For example, in the activity of shopping for clothing, which initially people could directly visit the store, now they can no longer. This finally made the leaders compete, from having no digital platform at all to now using the digital platform as a source of support for their company's activities. All business and economic activities have been digitally based so that all their customers continue to make transactions without having to come directly to the location. Where all employees, leaders, and clients will rely on virtual communication to stay in touch with one another. So that with the implementation of the new normal, this online-based activity may continue. Apart from being a regular activity, online meetings also provide effectiveness in reaching all people who are even hard to reach.

From all the explanations above, in essence, the new normal era has a huge impact on people's lifestyles. All offline-based activities have now completely changed to online-based. This lifestyle is carried out continuously and ultimately results in a new normal activity in society. These norms and changes will continue to go hand in hand with the old habits of the abandoned society. All activities carried out in the new normal era force people to face their social and virtual lives. This, of course, has had many different impacts on several generations. Especially the older generation who have to adapt to the digital world. So that this will also be an adaptation of the digital economy that forms a new normal that occurs in all societies.

According to the digital economy Ciocoiu (2011), there is a change in the business economy that occurs with technological advances that have

implications for capital, knowledge, and networks during the post-industrial economic transition period. He also argues that this technology has now become one of the high opportunities for humans to face all problems in achieving sustainable development even though sometimes it is still not 'friendly' to the natural environment. In short, Guo et al (2017) stated that the digital economy is an economy based on digital information that is used to support company development and the promotion of company products to facilitate information exchange. The digital economy is also used to provide a global business platform that serves as a source of support for communication and cooperation between business people (Guo et al., 2017).

Meanwhile, according to Terranova (2000), the digital economy is a form of 'catch' with values and free work culture. According to him, the digital economy focuses more on working on production through indirect and specific services such as web design, digital services, and multimedia production that joins newspaper chat, as well as people's life stories. Terranova also revealed that the digital economy model emerged together with the expansion of the cultural industry, thus forming an economic experiment due to external influences (beyond knowledge). The digital economy is important because of economic innovation that facilitates the economic production process. This is driven by the strength of the economic, political, and international sectors, which eventually become the basis of business innovation technological (Bukht & Heeks, 2017). In his research, the definition of the digital economy is explained as an external result of economic activity that functions to carry out business models and digital services sourced from technological systems.

In research in Indonesia itself, many also argue about the digital economy, a phenomenon that occurs in the economic world due to the buying and selling process through electronic media (Santoso et al., 2017). This affects the operation of the economic system which is beginning to enter the transition from an in-person process to an online process. These activities are not limited to the company's business activities, but the entire economic sector at various levels/classes. Starting from the work process to the meeting, everything will intersect with technology or the internet for all business employees.

In line with this, Sahab et al., (2018) also revealed that the process of digitization in the world of the economy ultimately has an impact on job stability and a push for innovation due to increased technological knowledge. This can be done with the government's contribution to policies in the economic sector. One of them is the implementation

of the Creative Economy, MSMEs Economy, and Digital Economy optimally in all regions in Indonesia as a form of implementing programs for strengthening the Indonesian economy (Pudhail & Baihaqi, 2017). Internet penetration is considered to be one of the keys to measuring a country's potential when implementing the digital economy (Pudhail & Baihaqi, 2017). However, even with government support, the digital economy may also have drawbacks, for example in transaction systems, cybersecurity, consumer protection, integrity, and most importantly the security of transactions in the form of digital finance (Setiawati, 2018).

However, the existence of a digital economic system also has an impact on the course of social interaction in society. The interactions made by business people will move from offline to online activities. This is what ultimately triggers social interaction technology (Redondo, 2015). This interaction includes all social and business activities that occur in technology networks or utilize technology as a means of life support. Redondo also stated that this interaction has a transformational effect as evidence of social collaboration with interactive computing through various digital social interaction tools. For example, online discussion forums, blogs & wikis, online social networks, virtual worlds, *folksonomies*, podcasts & webcasts, photo & video sharing, and geotagging. These tools are one of the online media that are often used by business people in conducting research or meetings and carrying out their production activities.

According to Jabłoński (2018), the digital economy is currently very popular and is focused on by many modern companies. Where in its implementation, according to Jablonski, the digital economy will achieve long-term goals within the company. These digital economic technologies include: 1) the use of factory automation (advanced robotics), 2) the Internet of Things as a data source and internet connectivity in various areas Internet of things, 3) cloud computing, 4) big data analytics, and (5) artificial intelligence (AI). The use of the digital economy in companies is a form of realization of increasingly sophisticated technology. Where these uses often focus a lot on several activities that are social, for example, aimed at empowering society in today's modern era. Even so, of course, there are still many shortcomings that can be obtained from the use of technology to achieve the goals of the digital economy by companies. So it also requires the efforts of all elements to make this a success. So that the development of the digital economy can be carried out massively and smoothly. For example, in community empowerment efforts through CSR programs in the form of digital MSMEs. Where these activities focus on developing technology or utilizing technology for MSMEs players affected by

the Covid-19 pandemic to be able to continue their activities and run their business even in new normal application conditions.

#### **A. BNI CSR Activities**

One example of a company implementing this program is BNI, which currently has a program to support MSMEs Go Online (BNI, 2020). This company, to support economic development in the new normal era, is implementing a solution in the form of advancing the digital fostered MSMEs sector. The decline in the level of buying and selling has had an impact on all small and medium enterprise producers. To revive this business, BNI established a CSR program to improve business with the goal of "Go Modern, Go Digital, and Go Online". This effort was made to continue to help MSMEs live and do business even though in the current new normal era. This is manifested in the presence of promotional assistance carried out to support the sales of all products owned by BNI-assisted MSMEs. The assistance is in the form of an e-catalog or an electronic version of the catalog where all the products of the assisted MSMEs will be marketed into the catalog/magazine.

In the current new normal era, many people avoid traveling outside of the house so they choose to make buying and selling transactions from inside the house. This is done through the technology they have in the form of mobile phones. Smartphones are the center of human activities in fulfilling the needs of life, so transactions also take place in this technology. With the transfer of the transaction place, ultimately demanding that all producers who initially focused on offline transactions must inevitably switch to online transactions. So that even though the activities of producers are halted due to PSBB, they will not be a big problem because all producers, especially MSMEs, have entered the world of the digital economy. The business/trade center they run has been centered on an online-based system. BNI, which provides the e-Catalog feature, provides benefits for all MSMEs producers who are currently having business constraints due to the enactment of the PSBB. So that this feature can support the businesses of all assisted MSMEs to continue running smoothly through online-based product promotions. This of course also makes it easier for consumers to shop for the products they want without having to come directly to the location.

The running of MSMEs also shows that the national economic sector is still running. By providing easy access for all consumers and producers, this will not be a difficult matter anymore. All economic activities have been centered and supported by a digital system. Through cellphones, buying and selling transactions become easy, so that even the wheels of the economy that had been

stopped can start again. The assistance that is also provided to advance the digital economy of BNI-assisted MSMEs is the support of providing EDC machines. This machine is used to facilitate buying and selling transactions with consumers. That way, even though the implementation of the new normal is in progress, this will no longer stop the wheels of the economy. MSMEs that have focused on the digital economy supported by corporate CSR programs are certainly very beneficial for many parties. In addition to preventing the state from economic loss, this also prevents people whose production activities stop when the PSBB is enforced. So that the change of economic concentration towards digital towards the small economic sector will not break the wheels of the country's economy even though large economic companies have to stop as a result of the COVID-19 pandemic.

### **B. Zilingo's CSR Activities**

Besides, another company that also implements CSR programs to implement the digital economy is Zilingo, which currently provides Zilingo Trade services which help MSMEs players face economic competition in the new normal era (Setyaningrum, 2020). In this program, it does not only focus on online access assistance for MSMEs but also on many other online activities that can support online transaction activities by MSMEs. Zilingo provides not only a form of the platform but also knowledge for MSMEs entrepreneurs in carrying out digital economic activities. To face the new normal era, finally, Zilingo focused on maintaining the wheels of the economy through empowering digital MSMEs. This is done by participating in marketing the products of MSMEs players through the Zilingo trade platform.

Increasing consumer behavior ultimately has an impact on transactions that take place digitally. Many macro business actors have limited activities due to COVID-19 pandemic. Even so, this is not the reason a company does not run its CSR program, one of which is by empowering the community. Assistance in providing digital platforms to market software products and services through the Zilingo trade can support economic activity even though it is in the microscope. With activities moving into the digital economy, it shows that business actors and corporate CSR are aware of the importance of keeping up with the times. The increasing need in the new normal era also has an impact on how business actors can adapt in this situation to develop their business. With the openness to new technology, this can cause the country's economy to not stop even during the period of limiting activities in the era of the COVID-19 pandemic.

An increase in consumer behavior in conducting transactions via digital shows that the

new normal concept goes hand in hand with the digital economy concept. Where the community, in the new normal era, will be accustomed to doing many transactions that are centered on digital processes. So that with the procurement of platforms provided by large companies to small and medium enterprises, this helps the economic process run even in the new normal era. The many conveniences that are produced have also resulted in consumers increasingly liking and often taking advantage of buying and selling transactions on digital platforms. Not only does it still make MSMEs players have income, but also makes business people independent through the knowledge that has been given. So that in the future they can still carry out their business through digital platforms without the need for help from others.

Besides, Zilingo also provides education in the form of strategy formulation to develop good business in the digital world in the new normal era. The program that is held will provide long-term benefits for MSMEs players. One of the strategies is through adaptation in the world of social media as part of the digital world. Like after using many platforms to revive the business then what has to be done is how to develop the business. This is obtained of course through a strategy that follows consumer desires. So that in the face of the new normal era, MSMEs players have not only become users of the digital economy world but also as players in the world of the digital economy. In addition to knowledge and strategies, MSMEs actors are also required to have a strong mentality.

With so many competitors emerging in the digital economy, this is not an easy matter. It takes hard work and a strong desire that is owned by MSMEs entrepreneurs to develop their own business. With the Zilingo trade, MSMEs entrepreneurs are given a lot of assistance to empower MSMEs entrepreneurs to become digital MSMEs. So that even in facing the Covid19 pandemic and the new normal era, MSMEs actors can more easily adapt and even go through this period.

### **C. Telkom Group CSR activities**

The last one is the Telkom group company which also has a CSR program that also focuses on community development in the context of advancing digital MSMEs. This program is called Patriot Desa Digital (telkomsel.com, 2019). This program is part of the CSR program by the Telkom Group of Companies in 2019 which aims to provide education to the public about how to take advantage of the digital world in running the economy. Community empowerment is one of the community development efforts in terms of thoughts and actions they have. Many efforts can be made, one of which is empowering the digital economy community.

Telkom tries to channel knowledge through the company's CSR program to society to achieve a digital society. This achievement will have a big impact on the quality of themselves and the business abilities of the community, especially MSMEs. This program contains community empowerment in the form of providing education related to how people use digital in developing economic businesses in their region. Activities were carried out in the form of seminars, workshops, and assistance to business actors in certain villages that have been selected. This program begins with the distribution of education because the main objective needed in understanding the world of the digital economy is sufficient knowledge first and then supporting experience. So that it focuses on literacy and practice in the form of group discussion forums, roleplay, and many other practices to understand strategies and tips in the world of the digital economy. In addition to MSMEs, this CSR program also focuses on BUMDES or village-owned enterprises.

This guidance will provide direct experience to the community about ways that can be done in advancing their business through digital platforms. So that with the amount of knowledge and experience they have gained, this can also be sustainable because of the transmission of information from one person to another. That way, the economic empowerment of the digital society can certainly affect the development and ways of surviving MSMEs business actors in facing the current new normal era. The increasing public consumption pattern in the new normal era is the beginning of a new habit where online buying and selling transactions will be a more natural or common thing in the future. This transfer of transaction processes is of course accompanied by adaptations from business actors, both macro and micro.

As a macro company, running CSR to promote economic development is a natural thing. Even in the new normal era, companies are still responsible and empowering the community. One of them is through empowerment activities for the MSMEs sector which have been transferred to digital-based. Where business actors operate according to consumer desires, it does not only apply to macro companies. However, it can also apply to micro-companies. If this is done with good cooperation, the wheels of the economy in Indonesia may run smoothly or even increase. So from this, it can be seen that the need to develop the MSME sector to be digitally based can increase state income and the economic level of the community.

Some of the impacts felt after the implementation of digital-based MSMEs empowerment includes:

1. Advancing the quality of society

The existence of CSR programs that try to

empower people to understand the digital economy is carried out by providing education. Providing education and deepening of material, has resulted in many MSMEs players being able to take advantage of the digital world as best as possible. Their increased understanding and knowledge has shown that the CSR program to empower communities has been successful. With the success of this program, not only the community will benefit but also the government and the company itself.

2. The development of business is expanding.

The existence of community empowerment in digital-based MSMEs is shaping new thinking that is happening to MSMEs players. Armed with the knowledge and more or less experience gained from the company's CSR program, finally, it brings benefits to MSMEs players. Among them is an understanding of tips and strategies to use technology and even develop their business businesses.

3. Increasing the independence of the

The company's CSR program not only helps the business development of MSMEs players but also helps develop the character of the actors. The implementation of community empowerment also has an impact when people are faced with the same situation to maintain the running of their business. With a strong mentality, it shows that MSMEs actors will also become independent and adaptive to many urgent situations even to maintain their business. So that the new normal era or the existence of PSBB will never happen to him again.

#### IV. CONCLUSION

The new normal era is a transitional era from the existence of the PSBB regulation to the easing regulations in several running sectors. No exception in the economic sector. Economic development efforts were interrupted due to the implementation of the PSB. Some sectors of the economy could not even operate at all which resulted in the dismissal of many employees. Likewise, the impact is felt by small and medium business actors where the implementation of PSB has an impact on the running of their business. The implementation of PSB has led to changes in fulfilling the needs of the community, all of which have started to be digitally based. Both in the needs of clothing, boards, and boards. These changes occur due to the impact of the implementation of PSBB on the community so that they feel more comfortable doing everything through digital services.

In the economic sector, many companies carry out CSR programs to empower communities where one of the efforts is to advance MSMEs to be digital-based. Activities focused on channeling information

held by the company's CSR to MSMEs players who have been selected to be empowered in the face of the new normal era. The empowerment that is carried out has an impact on the development of the microeconomic sector in a country. So that if community empowerment is carried out and focused on understanding business in the digital world, it is not impossible that MSMEs players can play an active role in macro or even international business and compete with many large companies. The impact brought about by community empowerment is also very beneficial where people can have a lot of knowledge so that it affects their quality, then can help expand the business they run, and even form independence that can be used in developing their own business.

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## **PERTAMINA'S CSR PROGRAM "SERIEKANDI PATRA" IN EMPOWERING COMMUNITIES WITH DISABILITIES DURING PANDEMIC**

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### **Abstract**

Development is often oriented only to economic activities, thus creating social disparities and creating other more complex social problems, one of which is poverty. The impact of development based on the fulfillment of the economic sector has made minority groups increasingly depressed, including the diffable groups. Persons with disabilities often do not have a place in the community. This group was excluded and unable to contribute at all due to inability and lack of access. The research approach used a descriptive analytical approach, while the data collection method was carried out by literature study. The research is more focused on the analysis of the disabled empowerment program by the CSR of PT. Pertamina Fuel Terminal (TBBM) Boyolali in the new normal period. Therefore, development steps based on inclusive empowerment can be an effective step in solving development problems. As a result, equality and social justice can be achieved if inclusive development is successfully implemented. The diffable group as a minority group has access to help increase the bargaining price in society so that it can have an impact on economic, social and political development. When the position of the diffable group is strong in society, the community will respect and respect its existence. This is evidenced by the arrival of the Covid-19 pandemic which has affected many businesses and community groups. Sriekandi Patra is proof that inclusive development has succeeded in helping minority groups to survive in such a difficult situation. In the New normal era, Sriekandi Patra was actually able to show his real contribution to society.

### **I. INTRODUCTION**

Based on data from the United States Intelligence Agency (CIA), Indonesia has succeeded in occupying the 4th position in the world based on its population density figures. This data is released in an annual publication called the CIA World Factbook. The population in Indonesia in this record reaches 268 million inhabitants, this position is above Brazil with 210 million inhabitants and below the United States with 328 million inhabitants (Iqba, 2019). In Indonesia, there are various population data groups, one of which is a group of people with disabilities. There are around 21.84 million Indonesians who are people with disabilities (Kustiani, 2019). This data refers to the results

of the Inter-Census Population Survey or SUPAS in 2015. Based on this data, there are about 8.56% of Indonesia's population are people with disabilities who have special rights. The implementation of the fulfillment of these rights is part of the responsibility of ministries and local governments. These responsibilities are 18 and among them are education, work, health, politics, religion, sports, culture and tourism, social welfare, accessibility, public services, disaster protection, habilitation and rehabilitation, data collection, expression and communication and communication, community involvement, citizenship, special protection and legal subjects.

The high population density of Indonesia has caused social problems to emerge, one of which is an increase in the unemployment rate (Widiyatmoko & Priyono, 2018). Unemployment is also caused by the intense competition for jobs. Educational background, competence and skills are important things as capital to compete for jobs. However, if this becomes a common standard for all population in Indonesia, then some structurally vulnerable groups of people do not get the same opportunity. One of the groups vulnerable to unemployment social problems is persons with disabilities.

In contrast to the 2015 Inter-Census Population Survey (SUPAS) data, Sakernas data in 2017 stated that the Indonesian population with disabilities was 21,930,529 people (Simatupang et al., 2020, p. 1). This means that there has been an increase in the number of people with disabilities in Indonesia from 2015 to 2017, even though the data obtained in the field from each institution always has a different number. However, the trend of increasing numbers in 2015-2017 also occurred in the results of other institutional data. If it is related to employment, there are 3.69% or 414,222 people with disabilities who are open unemployed (Ismawati et al., 2019, p. 30).

Disability is a condition of someone who has physical differences when compared to humans in general (Dewang & Leonardo, 2010). Physical difference refers to the incompleteness of certain physical members of a person's body. The use of different diction in the word diffable is the result of a composition previously called disability. Reported from the September 2011 edition of Kenting magazine, the editorial change from disability to diffable has occurred since 1999 (Setyaningsih & Gutama, 2016, p. 43). This change refers to efforts to expand the meaning and refine words for groups with special needs. Refining the word by using the term diffable tries to lead people to reconstruct the meaning of the word disability and the concept of people's views on groups with special needs. Initially, groups with special needs were seen as physically disabled and as a group that did not have

any abilities as humans. Then, through the use of diffable diction, it is hoped that the community can see groups with special needs as groups who have different physical conditions.

Several studies in Indonesia related to diffability, for example, according to Setyaningsih and Gutama (2016), disabilities are considered a disgrace to their families. Persons with disabilities are always looked down upon and act as a group worthy of pity. The culture of disgrace that has been ingrained in Indonesia is deeply rooted, one of which is the response to diffables which shows that physical appearance is much more important than abilities and attitudes in individuals. The limitations of the diffable must then be met with the societal system in such a rigid manner. Exceptions also appear to respond to the presence of disabilities, for example a company / factory opens job vacancies but provides exceptions for prospective workers with disabilities. This refusal is based on the limitations of persons with disabilities that are considered to affect performance such as the inability to meet targets.

These rejections will greatly affect the position of the diffable in society. As a result, the role of diffables in society is low and tends to be excluded. Persons with disabilities often experience marginalization from society in various ways and forms, as well as in the process of integration. Negative social attitudes and marginalization of social activities are the things most often experienced by persons with disabilities. One of the effects of diffability is always closely related to social problems, especially unemployment. Finally, people with disabilities must try independently to get out of the vicious circle. To fulfill their daily life, persons with disabilities strive for independent entrepreneurship. The stereotype given by the community regarding the disabilities with disabilities has overwhelmed persons with disabilities and made them less likely to access such as participation in the economic, social and political spheres (Siregar & Sulistyani, 2019).

The lack of access to information and communication for persons with disabilities causes diffables to be unable to open social networks which are actually very important to access the world of work. This has been regulated in the law in Law No.8 of 2016 that persons with disabilities must be considered equal to other citizens of the country. So that the state has an obligation to fulfill these rights. In order to solve the problem of social exclusion, the right solution to do is through inclusive development. Warsilah (2016) explains that the concept of inclusive development is a concept that can increase the benefits of development for the wider community. Social inclusion is an approach that seeks to involve all communities



without exception with various backgrounds and characteristics in a development process. The focus of this approach is carried out thoroughly and evenly, one of which is to embrace exclusive groups.

The process of implementing the rights of people with disabilities by the state can be carried out in collaboration with community organizations / social institutions, with civil society organizations (CSOs) or with companies. The more parties who pay attention to the diffable groups, the more public awareness of the diffable groups will be increased. The company is one of the parties that can pay attention to disabled groups through social responsibility programs or CSR (Corporate Social Responsibility).

Referring to economic development efforts, the CSR concept has been regulated by Law No.40 of 2007 concerning Limited Liability Companies and Government Regulation No.47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies states that social and environmental responsibility is a commitment the company to play a role in sustainable development, one of which is in the economic sector. Sustainable development by the company is expected to improve the quality of life and the environment that is beneficial both for the company and for society in general.

In relation to the concept of CSR in sustainable economic development, Pranoto (2019) states that CSR is a program aimed at enabling business players to play a role in healthy economic growth and pay attention to the environment. Business actors are meant to be in the form of corporations and industrial sectors. Even though in his research, Pranoto (2019) stated that he had collected data stating that CSR in Indonesia is still charitable and as a form of image development, not as a place to manifest responsibility in the sustainable economic development sector. Even though it has not been running optimally, the spirit of corporate social responsibility must be maintained and implemented in community development efforts.

One of the main issues listed in the ISO: 26000 document is the issue of community development. This issue is closely related to efforts to empower the community, especially the community around the company or affected communities. Community empowerment carried out by CSR must pay attention to the social environment around the company where it stands, as the entire community is divided into groups according to its characteristics and / or background. The group of people with disabilities is one of the groups that is part of the community so that this group is also the responsibility of the target for empowerment by the company's CSR. Sustainable development or SDGs is an important aspect that must be considered in community

empowerment such as the diffable group.

The diffable group as a marginal group needs appropriate efforts to be empowered in society. This empowerment effort was also carried out by PT. Pertamina TBBM Boyolali through the company's CSR. In this case, CSR tries to help the independence of persons with disabilities in the economic sector. This empowerment is expected to be able to help persons with disabilities to take part in social activities to support sustainable development. So that in the future people with disabilities can have the same access as is felt by humans with other complete physical conditions. With regard to the empowerment of the disabled, CSR PT. Pertamina TBBM Boyolali has a flagship program called Srikandi Patra. Srikandi Patra is a program in the form of providing a forum for learning management of written batik production done by persons with disabilities. One of these efforts is aimed at strengthening the economy of people with disabilities in the midst of crises and social problems experienced by people with disabilities.

Research on CSR has been widely carried out, but the substance of all these studies is different from the research in this paper. Aspects of different research conditions make this study different from other studies mainly related to the current New normal condition. Covid-19, which has spread throughout the world, has become a tense condition because the pandemic has lasted quite a long time and has caused many activities to be hampered, especially activities outside the home. So that this affects various program activities carried out by CSR because they have to adjust to the latest conditions for mutual security but are still within the implementation standards referred to in the ISO: 26000 document. The difference between this study and other research can be seen through research conducted by Pranoto and Yusuf (2016) with the title "Community Empowerment-Based CSR Program Towards Post-Mining Economic Independence in Sarijaya Village". This study succeeded in concluding that the CSR program of PT. Pertamina EP Field Sanga-sanga which is based on an independent post-mining economy has been implemented in accordance with CSR values, namely related to the triple bottom line. In a study conducted in Sarijaya Village, researchers tried to analyze research problems through analysis of the three stages of CSR, namely planning, implementation and evaluation, which were also supported by proving the level of response and community participation.

Another research that raises the topic of empowering people with disabilities through CSR was conducted by Simatupang et al (2020). This study succeeded in concluding that PT. Biofarma

has implemented CSR programs with an orientation towards social responsibility and not just pursuing a positive image. This kind of research examines more on company programs by using certain social values standards and does not focus on one of the programs as referred to in this paper, which is related to the empowerment of diffables in the new normal era.

Based on the two previous studies, it is clear that this study is different, the substance of the research is more focused on the analysis of the empowerment program for people with disabilities by CSR PT. Pertamina Fuel Terminal (TBBM) Boyolali in the new normal period. This empowerment program is a form of independence in sustainable development, which is based on the impact of Covid-19 that is felt by various parties including the diffable groups. Covid-19 has various impacts on people with disabilities. Independent businesses carried out by groups with disabilities are in danger of going out of business during a pandemic like this. Therefore, CSR, which acts as a companion to empowerment groups with disabilities, must take certain steps to prevent and or mitigate the impact of Covid-19. These impacts must be handled and adjusted to the new normal conditions which have created a new set of orders and new regulations in community hegemony. Thus this research has met the requirements of novelty or novelty. In line with the research topic, the problem raised in this study is How to analyze the CSR program of PT. Pertamina TBBM Boyolali in empowering people with disabilities for an independent economy and sustainable development in the new normal era? This research approach method is descriptive-analysis using literature study method. The purpose of this study is to explain the analysis of the CSR program of PT. Pertamina TBBM Boyolali in an effort to empower persons with disabilities in the new normal era.

## II. METHOD

This research focuses on the CSR target area of PT. Pertamina (Persero) Boyolali BBM Terminal, which is located at Jl. Raya Solo-Semarang KM 18, Teras, Boyolali, Central Java. The area that is the location for empowerment is in Tawang Sari Village, Teras District, Boyolali Regency. The research approach used a descriptive analytical approach, while the data collection method was carried out by literature study (Moleong, 1989). Sources of data in this study are primary and secondary, primary data is obtained through the website and social media accounts used by CSR PT. Pertamina TBBM Boyolali publishes every detail of activities related to the empowerment of people with disabilities. Meanwhile, secondary data were obtained from humble studies in the form of journals, printed

books, digital books to mainstream mass media. The data obtained is then selected and adjusted to the needs or relevant data. Then the data will be analyzed to help solve the research problem.

## III. RESULTS AND DISCUSSION

The solution to solve the problem of social exclusion is to intensify social inclusion. The concept of social inclusion according to Jones (2011) is a concept based on ownership and recognition and has the requirements to provide full participation in the economic, socio-cultural and political sectors. The concept of inclusion offers acceptance of diversity, respects and has a sense of belonging to one another so as to increase social equality and diverse participation from various groups, especially minorities. The success of social inclusion is also influenced by the availability of resources, besides that stakeholders and partnerships can also have an effect on improving economic welfare as the goal of social inclusion. Organizations can participate through training and development programs to promote social inclusion. Bula and Espejo (2011) see that social inclusion can be observed through the programs and services provided to meet the needs of minorities. So that in this concept the whole society is considered equal or equal.

Social inclusion can be achieved with encouragement through community development efforts based on empowerment. Ife (1995) in his book *Community Development, Creating Community Alternative, Vision, Analysis, and Practice* states that there are seven types of abilities that must be given to encourage social inclusion. The seven types of abilities include power over personal choice and life chance, power over the definition of need, power over the ideas, power over institution, power over resources, power over economic activity, power over reproduction. (1) Power over personal choices and life chances is the ability to be able to make certain decisions regarding choices regarding work, lifestyle and residence. (2) Power over the definition of need is the ability to be able to determine needs according to their aspirations and desires. (3) Power over the ideas is an ability to be able to channel or voice ideas or opinions in the forum freely without any pressure. (4) Power over institution is the ability to be able to access and influence community institutions. (5) Power over resources is the ability to mobilize formal, informal and social sources. (6) Power over economic activity is the ability to utilize and manage the mechanism of economic activity. (7) Power over reproduction is an ability related to the process of birth, child care, education and socialization.

The empowerment-based community development process carried out by companies has quite different characteristics from empowerment

in general. This is because the company naturally considers the values related to business. Empowerment-based community empowerment processes carried out by corporate CSR can be realized in actions such as advocacy, community organizing, network development, capacity building, communication, information and education. So that community empowerment efforts can be used to increase the bargaining position of the lower classes of society over the suppressing forces in order to achieve independence, self-sufficiency, and increase the ability of skills. When the bargaining position of the grassroots community has increased, it is very possible to be able to have a major influence on both local and national socio-political conditions.

Moving on to inclusive development, from community empowerment targeting the enhancement of the roles of excluded people in the economic sector. Inclusive development is an effort that aims to reduce the level of poverty by contributing to the creation of an equal and beneficial space, as well as providing the widest possible space in terms of participation and contribution. The concept of inclusive development is a response to a development model that was previously implemented with a race or focus on limited economic interests. The impact of such development is the increasing poverty rate and widening social disparities between social classes. The concept of development that is oriented solely to economic interests has succeeded in ignoring and marginalizing the position of marginalized groups, minorities and sub-ordinated groups. Therefore the concept of development requires an approach that is more capable of covering all the interests of society without leaving certain groups in order to achieve social welfare goals.

#### **A. CSR of PT. Pertamina TBBM Boyolali**

PT. Pertamina (Persero) is a state-owned company in the form of a corporation or company in the energy sector. Meanwhile, PT. Pertamina Boyolali BBM Terminal is part of the marketing operation for region IV - PT. Pertamina. This BBM terminal has been built since 2002 and was inaugurated on October 24, 2008. This terminal is geographically located in the western area bordering Mojolegi Village, Teras Kec. To the east, it is bordered by Ketaon Village, Kec. Banyudono. In brief, there are three main activities carried out at TBBM, namely receiving, storage, and distribution. This activity takes the form of the process of receiving, hoarding and distributing BBM and monitoring the security of stocks at the Boyolali BBM Terminal.

Referring to the 2017 Program Evaluation Report and Community Satisfaction Index, it has explained the dual functions of PT. Pertamina. The

dual function of PT. Pertamina as a private entity that is independent in terms of business and as part of government policy, requires PT. Pertamina to participate in carrying out social responsibility for the welfare of the community in all operating areas through CSR. CSR Vision of PT. Pertamina, which has always been put forward is toward a better life. Through this vision, Pertamina strives to help the welfare of the community in every program launched by CSR. The goal of PT. Pertamina is not only concerned with building a harmonious business relationship with stakeholders related to the advancement of the company, but also in fulfilling its role as part of the government. In connection with this role, PT. Pertamina also carries out the mission to increase the national HDI / Human Development Index by harmonizing CSR programs in line with the SDGs as well as the UN standard practice in alleviating global poverty.

Pertamina has an obligation to carry out social responsibility based on laws and regulations as well as company awareness of its commitment to social and economic development for the community. The community empowerment program was chosen by the CSR of PT. Pertamina TBBM Boyolali because it is based on the awareness of the need for effective synergy from related stakeholders. Synergy is the key word in implementing CSR programs and achieving program objectives. To achieve the word synergy in empowerment-based community development, there are several problems that usually arise and become inhibiting factors, namely sectoral ego. The sectoral ego is the ego that each stakeholder has in his desire to achieve goals. If the sectoral ego is successfully lowered, synergy between stakeholders can be achieved by open, intense communication accompanied by appropriate role distribution. The program has been successfully implemented through cooperation with parties outside the company such as the government and academics. This cooperation is mutual in nature or mutually beneficial so that it is not imbalanced from one another (PT Pertamina TBBM Boyolali CSR Footprint Report, 2020).

PT. CSR Footprint Report. Pertamina TBBM Boyolali in 2020 explained that every program that was realized by this CSR had previously gone through various stages, including implementing social mapping, which later the data from the mapping results would function to identify the needs of the targeted community. Social mapping is carried out in collaboration with academics and uses the triple helix concept with a combined research method of Rapid Rural Appraisal (RRA) and Participatory Rural Appraisal (PRA). The role that the industry has is a function as a driving actor, while the role of the government is as an input provider, a legal umbrella provider by issuing related policies.

According to Mujizat (in the report of PT. Pertamina TBBM Boyolali's CSR, 2020) the results of the implementation of Social Mapping are then conveyed through FGDs to be agreed upon and compiled into a more explicit CSR program. After the program is successfully compiled and formulated, it will be endorsed in the Community Development Strategic Plan document in the short, medium and long term. This document serves as a road map for the implementation of the CSR program by Pertamina. Next, related to the success of the CSR program, it can be linked to the role of the CDO or Community Development Officer. The CDO team is a team in charge of community development. So that at least every CDO member must have 4 special qualifications, namely competency in facilitative roles, educative roles, representational roles, and technical roles. Facilitative roles are the ability to facilitate and communicate industrial needs to society and community needs to industry. This ability is in the form of the ability to negotiate, attractive and effective communication, joint consensus building, and community organizing. Educative roles are the ability to provide education, teaching knowledge, and developing community skills. Representational roles are the ability to advocate for issues related to the community in order to get attention from other parties for the sake of networking. Technical roles are the ability to do social mapping, collect and analyze data. Understand management and operate supporting facilities which include the ability to handle conflicts with the community.

So that with a team that has these 4 main abilities, CDO can fulfill its roles in realizing appropriate CSR programs for the welfare of the community. The synergy which is the initial framework can be achieved with this kind of model, the synergy which is meant is the synergy of the Laissez-Faire model which refers to the university-industry-government relationship. This synergy can have a positive impact on all parties connected in this network, so that a symbiotic pattern of mutualism can be achieved.

CSR of PT. Pertamina TBBM Boyolali has four assisted villages in three sub-districts around TBBM. Based on the 2017 Program Evaluation Report and Community Satisfaction Index, the four villages are Tawang Sari village, Mojolegi village, located in Teras sub-district. Blumbang Village in Klego District, Karanganyar Village in Musuk District. All of these villages have various characteristics and potentials, therefore every program launched by CSR must be in accordance with the potential and characteristics of the village concerned. The CSR programs have been classified into five main categories, namely economy, education, health, social, and environment.

## **B. Tawang Sari Village, Teras District**

Tawang Sari Village is one of the assisted villages located in Ring I CSR Mapping in accordance with the Boyolali TBBM operation area. This village has the following characteristics (1) The community is a religious agrarian community, (2) The area is geographically an agricultural and livestock area. Based on these characteristics, the appropriate program to be developed in this village is in the form of programs that are oriented to the economic, environmental, social and health sectors.

Based on the 2017 Program Evaluation Report and Community Satisfaction Index, Tawang Sari Village has implemented several programs that have been designed by CSR in various sectors, including the economic sector embodied in the CSR program in the form of infrastructure development to support the main framework of the program, namely Empowerment. The infrastructure development is explicitly carried out in the form of integrated cow shed construction. Meanwhile, skill development in the economic field is realized in the Srikandi Mandiri Go Local Food CSR program. This program is in the form of training and business strengthening oriented to Capacity Building.

In the tourism sector, CSR seeks to turn Tawang Sari Village into a tourist village by developing and building infrastructure to support the realization of a tourist village. Tourism development was carried out at Camp Bell II Educational Park. In the environmental sector, the CSR of PT. Pertamina tries to facilitate residents with infrastructure development in the form of the development of an Integrated Waste Processing Site in the Pertamina Green Act. In addition, there is also the idea of the Pertamina Green Planet program which is realized by planting fruit trees in the community's home page. The Green Planet program is included in a program with the Charity concept. In the social sector, the program implemented is a Charity and capacity building program in the form of disabled assistance which later became the beginning of Srikandi Patra's establishment. Srikandi Patra as a form of empowerment of minority groups in order to achieve independence both economically and to gain access in the community. However, this year Srikandi Patra has not been established and the form of its activities is not yet explicit. And finally in the health sector, CSR initiated a program that was also based on Charity and capacity building with a program titled Pertamina Sehati, which is in the form of Posyandu which targets the elderly and toddlers.

## **C. Srikandi Patra and New Normal**

Based on the report of PT. Pertamina TBBM Boyolali In 2020, Srikandi Patra's brief history began when the CSR team of PT. Pertamina TBBM

Boyolali visited one of the homes of people with disabilities, namely Yuni Lestari in 2017. The 27-year-old woman is a patient with cerebral palsy which causes her to be unable to move freely like normal humans, Yuni's legs are stiff, so she is unable to walk and must be carried if going to move. In addition, Yuni's right hand cannot function, which causes Yuni to do activities using her left hand every day. The visit made by CSR is related to the CSR agenda in the form of empowering vulnerable groups, especially people with disabilities. After holding discussions with CSR, Yuni asked for help to facilitate the laundry business as she wanted. But then her desire changed to want to go to school, this is because during her life Yuni had never experienced school at all. This wish was granted by the CSR team of PT. Pertamina TBBM Boyolali by registering Yuni as a participant in the skills class at the YAKKUM Yogyakarta Rehabilitation Center. Yuni's chosen skill was batik, she succeeded in making distinctive batiks using her left hand. Yuni then continued her work as a batik / permanent employee at a batik workshops in Bantul, Yogyakarta.

After five months of working as a permanent worker at the studio, Yuni wishes to return to her village because many people with disabilities are still marginalized and helpless in her village. Yuni wants to help other people with disabilities to be able to empower according to their skills. When she returned to her village, Yuni again met with the CSR Team to discuss her dream to help empower her friends with disabilities in her surroundings. The plan received a positive response from the CSR Team of PT. Pertamina TBBM Boyolali and then it was successfully realized. Finally, on April 9, 2018 Sriekandi Patra was officially established. Sriekandi Patra is an acronym for the Patra Difabel Innovation Workshops for Inspiration. When Awal was standing there were 5 participants, one of which was Yuni, and 4 other volunteers who were residents around the studio. In guiding and teaching Sriekandi Patra participants, Yuni was assisted by PT. Zola Permata Indonesia, which is a CSR partner of PT. Pertamina in the difablepreneur program. Sriekandi Patra in his journey has produced many achievements both internally and externally. The results of written batik by Yuni were successfully exhibited in Jakarta at the International Handicraft Trade Fair (INACRAFT) and received praise from Anne Avantie. In the event, Yuni was a partner exhibitor from PT. Zola Permata Indonesia. In addition, Sriekandi Patra has also succeeded in providing a positive impact on the studio participants. This positive impact includes the participants getting output in the form of the ability to make batik with their own characteristics, besides that the studio is also a place of learning for participants besides batik, namely the ability to write, socialize, public speech, and sign language

skills. This studio is also an open space for the entire community regardless of their preference, this can be seen from the habits of the residents who also come to the studio, even if it's just to chat or share food with the participants. The ability to socialize people with disabilities to the community has also increased, the conditions previously excluded have changed a lot. The community cares and respects and respects the existence of people with disabilities in their village. Batik production is carried out every day to meet market needs.

Sriekandi Patra's batik production, which was initially so productive, was hampered in early 2020 due to the Covid-19 spreading around the world. To respond to these obstacles, the CSR of PT. Pertamina TBBM Boyolali tries to discuss and re-plan related to the sustainability of the Sriekandi Patra Program. This is because Sriekandi Patra has almost entered its third year and therefore Sriekandi Patra's IKM has managed to get a good response and a very good standard of assessment, so that the sustainability of the Studio must be re-planned related to adjusting to the Covid-19 pandemic situation.

CSR as the companion and implementer of the Sriekandi Patra program must continue to assist people with disabilities so that they are able to act independently as the vision upheld by the CSR of PT. Pertamina. In the process during the Pandemic there were several obstacles that were experienced by Sriekandi Patra. These obstacles are in the form of the production process which has to adjust the time back due to the pandemic which must apply health protocols, in addition to other obstacles including the marketing carried out by this studio.

Production-related barriers include reduced work time at the studio due to the prohibition on gathering according to government health protocols. Therefore, the duration of the meetings at the studio was reduced than before. This is in accordance with the appeal made by the government to reduce activities outside the home. Batik production continues even though it is not as massive as before the normal New era. This policy applies according to the rules issued by the government. In addition, in terms of marketing, Sriekandi Patra is now making use of online promotions through social media accounts (Instagram) at @sriekandipatra. Previously, this social media account was on hiatus at the end of 2019 with the last post in December 2019.

In an effort to face the new normal CSR of PT. Pertamina TBBM Boyolali also encourages participants and / or people with disabilities to participate in the community regarding efforts to prevent Covid-19. As a form of support provided by Sriekandi Patra for efforts to prevent Covid-19, the workshop or studio location which is right at the entrance to the village was used as a temporary

post for the Coronavirus Task Force for Tawang Sari Village. So that the production process was carried out in the homes of each participant for some time ago. The activities carried out at the post are in the form of recording data in and out of and checking the health of residents from areas affected by Covid-19.

In addition, welcoming the new normal, Sriekandi Patra also contributed by distributing Batik masks to the surrounding community. This was done as a form of Sriekandi Patra's concern and support for the problems currently being faced together. Hundreds of masks were distributed and were successfully distributed to all residents passing through the Covid-19 task force post in Tawang Sari village. Besides distributing masks, Sriekandi Patra members also provided education to residents who had not used masks when traveling and conveyed messages to reduce unnecessary activities outside the home.

Judging from the contribution made by the members or participants of Sriekandi Patra, it is clear that the position of people with disabilities has changed from those who were previously marginalized, excluded, and helpless and have now progressed. Inclusion development has been successfully implemented by the CSR of PT. Pertamina TBBM Boyolali. The feeling of inferiority and failure of socialization as well as the minimal participation of persons with disabilities in society has now slowly been eliminated. This is evidenced by the real contribution that the Sriekandi Patra group can make in the midst of the Covid-19 pandemic and the efforts made towards a new normal. On the other hand, the impact of the pandemic was felt in various sectors but Sriekandi Patra was able to continue producing and standing tall in the midst of the pandemic.

#### IV. CONCLUSION

The development orientation which has so far been based on economic interests must be slowly deconstructed. The use of an inclusive development approach is felt to be more capable of solving development problems, including those related to unemployment and poverty. These problems do not escape the interest of minority groups in society. This minority group is the responsibility of the government and its main business actors who play a dual role as part of government policies such as PT. Pertamina. PT. Pertamina with its CSR ideas and programs executed by PT. Pertamina TBBM Boyolali is one proof of the success of inclusive development for minority groups by carrying out procedures as initiated CSR programs. The CSR program implemented is in accordance with the characteristics and needs of the community, especially the residents of Tawang Sari Village,

Teras District who are members of the Sriekandi Patra program,

In connection with the efforts to empower minority groups, it is hoped that the CSR of PT. Pertamina TBBM Boyolali provides assistance so that Sriekandi Patra participants can act as independent studios. Therefore, branding activities are also needed to increase the promotion of batik cloth production. One of the things that can be done is by holding a virtual exhibition. So that in this New normal era, batik from Sriekandi Patra can be better known by the foreign community both domestically and abroad.

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