

Conference Paper

Analysis of Social Mapping to Arrange the Corporate Social Responsibility Program of PT. Indocement Tunggul Prakarsa Tbk (Case Study of Ciwaringin Village)

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Abstract

At present, the company is required to manage the impact of corporate activities to enable the creation of sustainable development. The sustainable development will certainly only be achieved if since the companies manage the impact of operations on three levels of impact: 1) economy, 2) social and 3) environment. The social mapping method or social mapping used includes Data Study, In-depth Interview, Survey, Location Search (Transect), FGD (Focus Group Discussion) and Secondary Data. Based on the results of social network mapping the strength of formal institutions in Ciwaringin Village is an institution that is legally within the authority of the Village. The role of formal institutions such as Pemdes, BPD, LPMD and MUI, PKK and Karang Taruna is very meaningful for the progress of village development. Analysis of social networks and the degree of importance of each stakeholder have the strength of each actor who is able to move the masses. Stakeholder analysis found that Pemdes were in constructive positions. Identification of social problems is a social problem such as the problem of poverty in the Ciwaringin Village. The mapping results based on FGDs can be grouped into three categories of poverty, namely the poor, the near-poor and the vulnerable groups. Besides the problem of poverty, the problem of unemployment is also a social problem. From the identification results, the average number of unemployed people in Ciwaringin Village is 0.9% in each RW in Ciwaringin Village. Besides identifying social problems, Ciwaringin Village also has social capital that can be used as a potential in overcoming problems in Ciwaringin Village such as social capital, human capital, physical capital, natural capital, and financial capital. The average social capital owned by the village of Ciwaringin is quite good and runs as it functions.

Keywords: Corporate Social Responsibility, Social Mapping, Community Empowerment

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1. Introduction

Since corporate social responsibility (CSR) was first coined by Bowen in 1953, social responsibility has increased both from students, social organizations, and the government or other stakeholders in both developed and developing countries [1]. CSR has aroused broad interest and concern both in business and academia, as well as in business administration [2]. This paradigm has changed the orientation of business responsibility, from which previously only focused on meeting the interests of stockholders, it has become increasingly widespread to corporate responsibility towards the community and especially to all stakeholders in (such as employees and their families,) or outside the company (suppliers, consumers, to the surrounding community) [3]. Activities carried out by the company will have various impacts on the internal environment and the external environment of the company. At present, the company is required to manage the impact of corporate activities to enable the creation of sustainable development. The sustainable development will certainly only be achieved if since the companies manage the impact of operations on three levels of impact: 1) economy, 2) social and 3) environment.

Community Development Program conducted by PT. Indocement Tunggal Prakarsa, Tbk. The Palimanan - Cirebon Unit is a form of participating in environmental management and one of the company's responsibility in its environment. This concern is in accordance with Law No. 40 of 2007 concerning Limited Liability Companies in Article 74 paragraph 1 states "Companies that carry out their business activities in the field and/or concerned with natural resources must carry out social and environmental responsibilities". Then in Article 27 Paragraph 2 also states that "Social and environmental responsibility is a corporate obligation that is budgeted and calculated as the cost of the company whose implementation is carried out by observing propriety and fairness". The meaning of the explanation of the article is to continue to create a harmonious, balanced Company relationship and in accordance with the environment, values, norms, and culture of the local community. Then what is meant by "the Company that carries out its business activities in the field of natural resources is the Company whose business activities are managing and utilizing natural resources" [4].

The form of the program that has been carried out by PT. Indocement Tunggal Prakarsa, Tbk. The Palimanan - Cirebon Unit is Corporate Social Responsibility (CSR). PT. CSR Program Indocement Tunggal Prakarsa, Tbk. Unit Palimanan - Cirebon is a business commitment of a company to make a positive contribution to sustainable economic

development through collaboration with relevant stakeholders (stakeholders), and participate in improving the quality of their lives through ways that are beneficial for their own business and for development and the environment around. To carry out the above program, one of the things that must be done by PT. Indocement Tunggal Prakarsa, Tbk. Palimanan - Cirebon Unit is mapping social in villages that are used as guidance. Social mapping or social mapping is a drawing activity to identify/know strategic actors and socio-cultural conditions in a location that will be a program implementation area. One of the objectives of social mapping is to become the basis for program planning information and baseline as a comparison material in evaluation. Based on the Regulation of the Minister of Environment No. 6 of 2013 that the results of social mapping (social mapping) are community development planning (Community Development) that will be carried out by PT. Indocement Tunggal Prakarsa, Tbk. Palimanan Unit - Cirebon.

2. Method

Social mapping or social mapping is carried out for 2 (two) weeks starting from March 5, 2013, to March 19, 2013, taking place in Ciwaringin Village, Ciwaringin Sub-District, Cirebon Regency. The social mapping method or social mapping used includes Data Study, In-depth Interview, Survey, Location Search (Transect), FGD (Focus Group Discussion) and Secondary Data. The data collection technique used is survey data, in-depth interviews, and focus group discussions. The sampling technique uses purposive sampling. The sample size taken in this study amounted to 70 family heads.

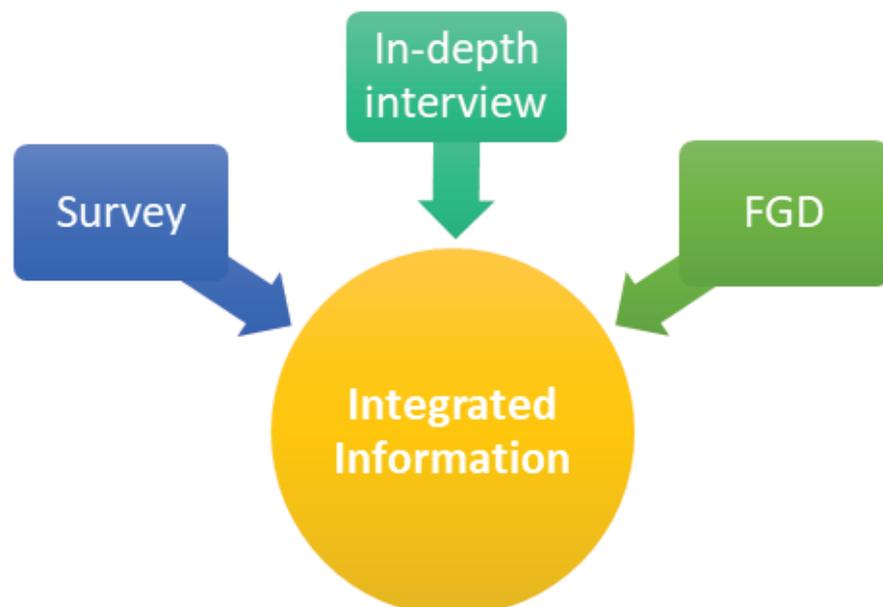


Figure 1: Social Mapping Method.

3. Result

In this social mapping study, the approach used is the Sustainable Livelihood Approach. This approach sees that Well Being is the result of a combination of vulnerabilities and potentials. The vulnerability of a person or society is influenced by the capital he has. The Sustainable Livelihood approach emphasizes the importance of five assets in livelihoods, namely human capital, financial capital, natural resource capital, public facilities capital, and social capital.

3.1. Human Capital

Identification of potential human resources is an important thing to do as a capital for the development of an area or village from the level of education and also the level of community health in the area. For the level of Ciwaringin Village, the number of residents with a productive age is quite large. The survey results show that the number of productive age population, ie productive age between 40-64 years, dominates the population in Ciwaringin Village. This indicates that Ciwaringin Village has a large potential for productive human resources quantitatively. Quantitative human resources are potential in terms of the availability of labor for development in Ciwaringin Village. Based on secondary data (demographics) also shows that the age level of the population of the Ciwaringin Village is dominated by ages between 10 and 24 years, the meaning of the results of this survey shows that there is a potential that must be managed optimally in accordance with the resources owned.

3.2. Respondent's Education Level

The survey results show that the population of Ciwaringin Village is dominated by elementary school education level of 23.50% and junior high school education level of 20.15%, followed by high school education level of 15.27. Only 5.37% did not complete elementary school. Whereas for the graduate education level that finished only 3.13%. The meaning of these findings is that the level of education possessed by the Ciwaringin Village under the obligation of 12 years has not been fulfilled, but for the 9-year compulsory education program it has been fulfilled. It should be noted that education plays an important role in regional development because through good education, rural communities will be born who are capable and have knowledge insights. Basically, these

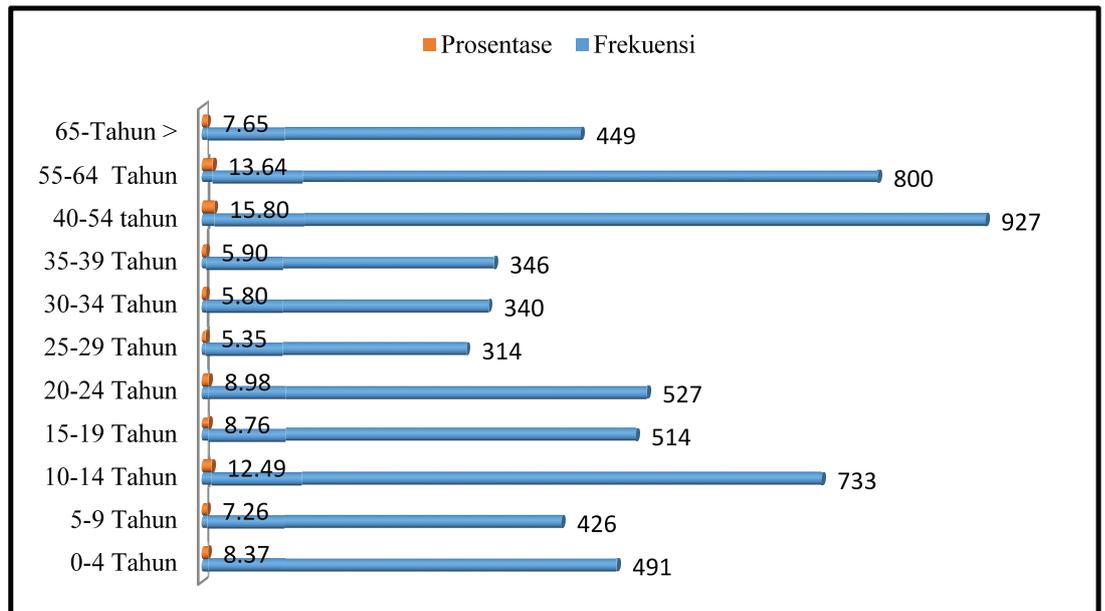


Figure 2: Age Potential of Respondents.

characteristics have begun to be seen with the 9-year education level and also efforts to provide skills and life skills to the community.

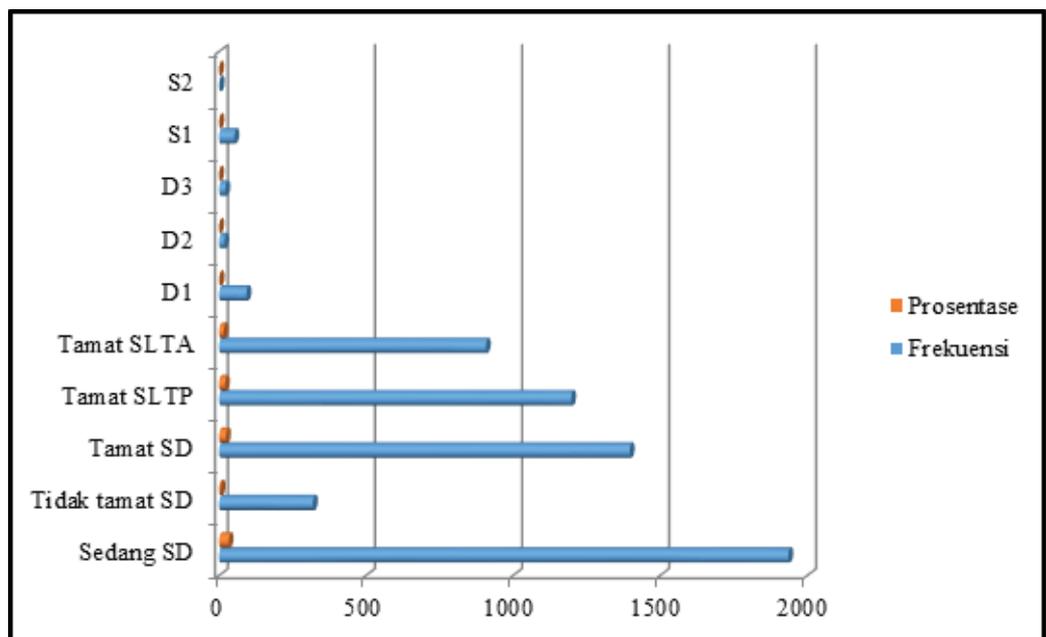


Figure 3: Respondents' highest education level.

3.3. Factors that cause health problems in the community

Besides aspects of education level, there are other factors that influence or shape human resources, namely health aspects, this study uses a survey interviewing 70 respondents. The concept used for morbidity is pain which causes a person to be unable to do daily work. Based on the results of the survey, it was stated that the type of illness that was affected by illness was 22.86% and that which stated that it was not sick was 77.14%. These findings indicate that some of the people of Ciwaringin Village are experiencing chronic pain caused by the type of disease mostly in respiratory disorders and the average population engaged in independent mining managed by the community itself.

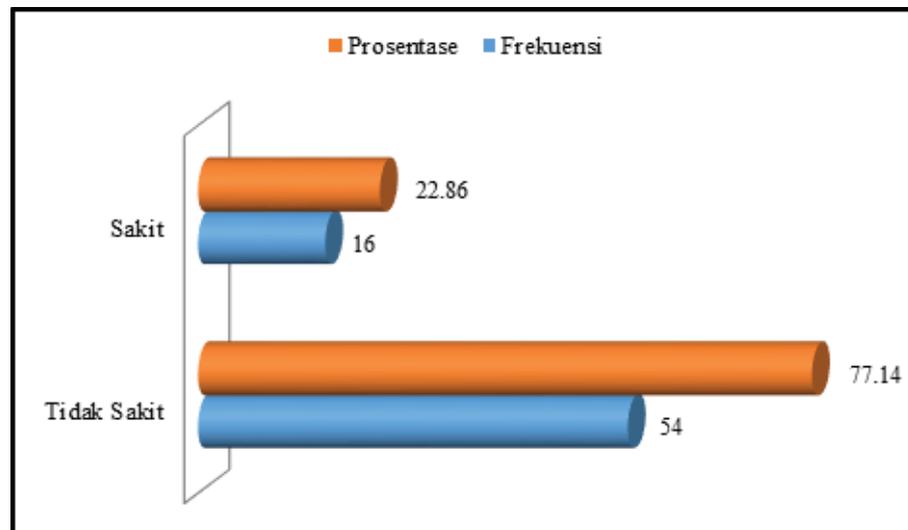


Figure 4: Factors that cause health problems for the Ciwaringin Village community.

3.4. Nutrition Fulfillment of the Family of the Ciwaringin Village

The results of the study illustrate that out of 70 household respondents stated that the fulfillment of family nutrition is sufficient at 65.71%, meaning that indicators of good nutrition based on the age of toddlers and age > 15 years with measurements in Ciwaringin Village can be categorized according to standardized, meaning nutritionally adequate fulfilled. While respondents who stated more than enough amounted to 22.86%. The research findings illustrate that the Ciwaringin village community in general for fulfilling family nutrition is fulfilled, many factors have led to the fulfillment of nutritional needs, such as income levels, natural resources owned, the existence of PT

CSR programs. Indocement Tunggul Prakarsa, Tbk. Palimanan - Cirebon Unit by giving milk to children. Nutrition Fulfillment of the Family of the Ciwaringin Village

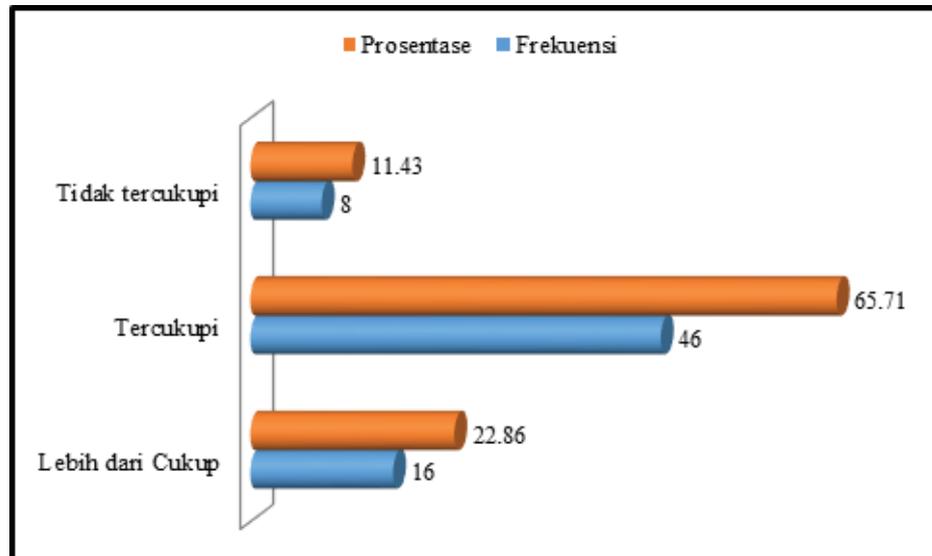


Figure 5: Nutrition Fulfillment of the Family of the Ciwaringin Village.

3.5. Household (Community) Skills

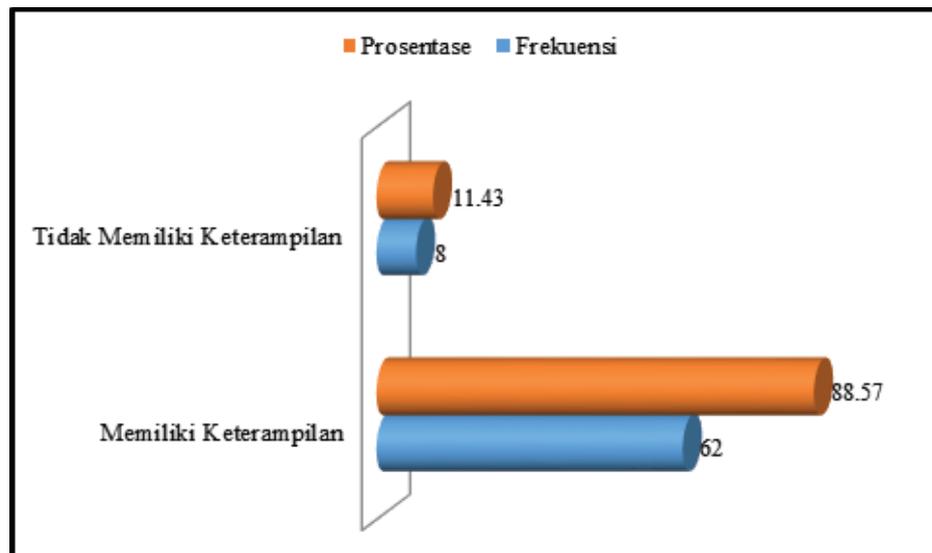


Figure 6: Skills of the Ciwaringin Village Community.

At the level of the Ciwaringin Village, it was found that those who did not have the type of skill were 11.43% (8). Whereas the community at the village level is 88.57% (62) has skills. Seeing a large number of people who have skills, this indicates that in general the quality of human resources in Ciwaringin Village is considered good enough for the

progress of the village, this can be seen from the many types of businesses owned by the Ciwaringin Ciwaringin District, Cirebon Regency.

3.6. Financial Capital Analysis

3.6.1. Community Income

From the survey results at the level of the head of the family, it was found that income from basic and side income was 7.14% with a smaller income of Rp.500,000, 12.86% of income between Rp.500bb-1 million, 42.86% of income Rp.1 million - 1.5 Million, 25.71% earn between Rp.1.5 million and 2 million, and only 11.43% have income above > Rp.2 million. The condition illustrates that, on average, people have income between 1 million - 1.5 million and are classified as people who are middle income tend to be better. This finding shows that financial capital in terms of income in Ciwaringin Village is classified as good, meaning that the better the average increase in income of the community, the better the purchasing power of the community. So that the economic growth in the village will be better. It was added that geographically the Ciwaringin Village is classified as a village whose people are productive by empowering their natural resources.

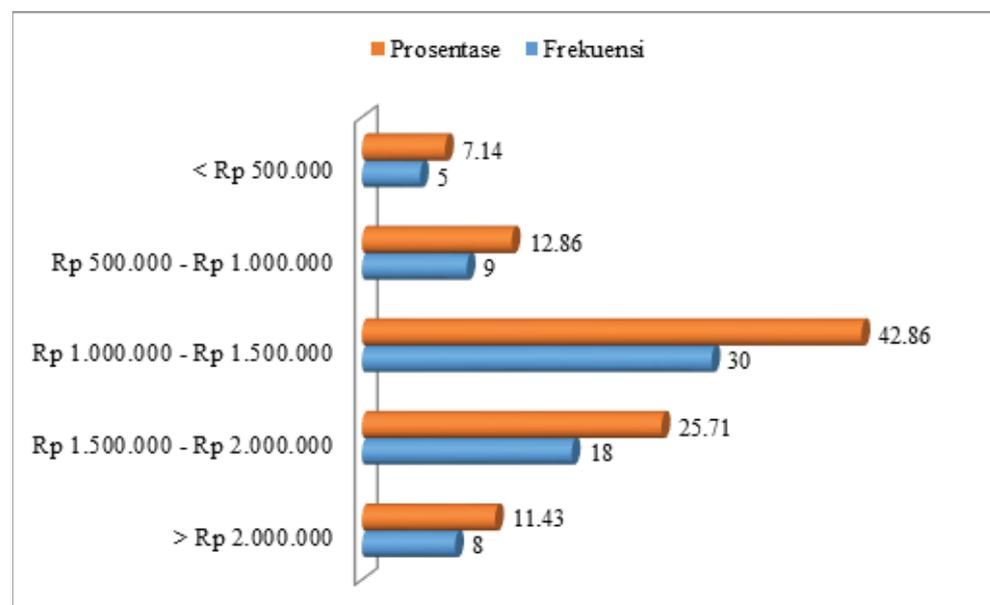


Figure 7: Respondents' Income Levels.

3.6.2. Respondent Saving Money

Based on the survey results, it was shown that 41.43% of the people had savings between Rp. 1 million-1.5 million, followed by Rp.1.5 million-2 million at 20.00%, and Rp.2 million - 2.5 million at 11.43% meaning the community of Ciwaringin Village have the ability to save from the remaining income earned. This finding strengthens the average income of the Ciwaringin Village above 1 million and above. Only 8.57 have savings of <Rp. 500 thousand. Thus, it can be concluded that all respondents in this study have savings. The types of savings they have are very diverse, such as saving in the form of a piggy bank, saving in a bank or other forms which are the habit of the people of Ciwaringin Village to save.



Figure 8: Respondents' Savings Ability in Ciwaringin Village.

3.7. Capital Natural Resources

3.7.1. Size Land Ownership

Distribution of respondents according to the area of land ownership for Ciwaringin Village can be seen from the ownership of land owned by respondents in the form of rice fields, yards or more. Ownership conditions of paddy fields in Ciwaringin Village according to survey data, respondents stated that they owned land > 1,000m² 2.86%, respondents had a land area of 500-1000m² 8.57%, respondents had a land area of 100- 500m² 18.57%, respondents had extensive land <100m² 27.14%, and 42.86% of respondents claimed no land. The meaning of not having land is not owning land as

evidenced by a letter of ownership. But basically many people are just farm laborers who do not own the land.

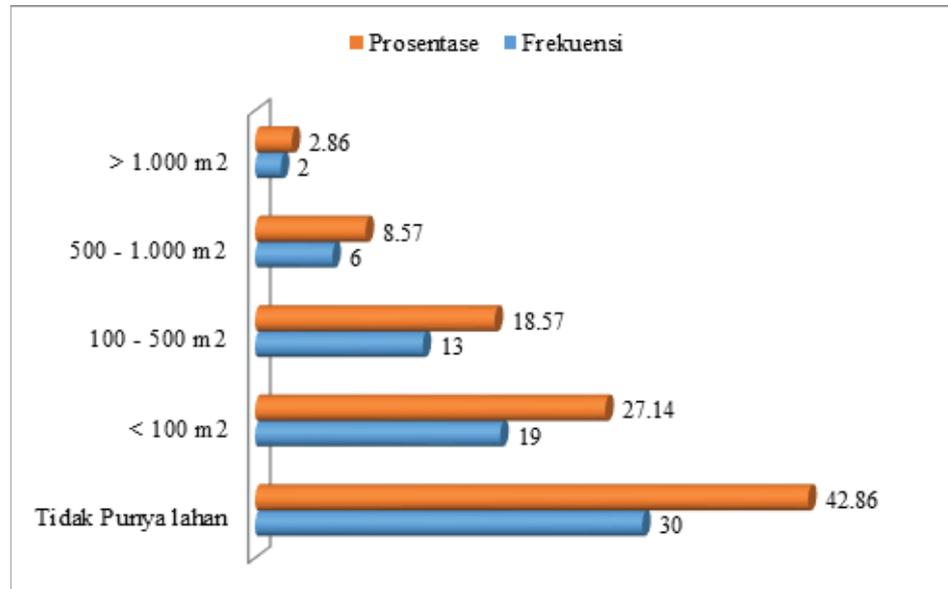


Figure 9: Respondent's Land Ownership.

3.7.2. Main Source of Drinking Water

Ciwaringin Village is a village in the highlands, which is rich in water sources, but during the dry season, the fulfillment of the need for clean water is increasingly difficult. To find out the views of the community regarding the use of drinking water. Based on the survey results, most respondents stated that 41.43% received water from River Water / Other water sources that were cooked for consumption, then Bottled Water 32.86%, followed by Water from PT. Indocement is cooked at 25.71%.

3.7.3. Disaster

The vulnerability of the Ciwaringin Village community, in this case, is not only in meeting basic needs but also in the presence of disasters. In the framework of the Sustainable Livelihood Approach, disasters are one of the variables that cause the vulnerability of individuals and communities. The survey results showed 88.57% of people stated that there had never been any disaster-prone areas, and only 11.43% said they were prone to disasters.

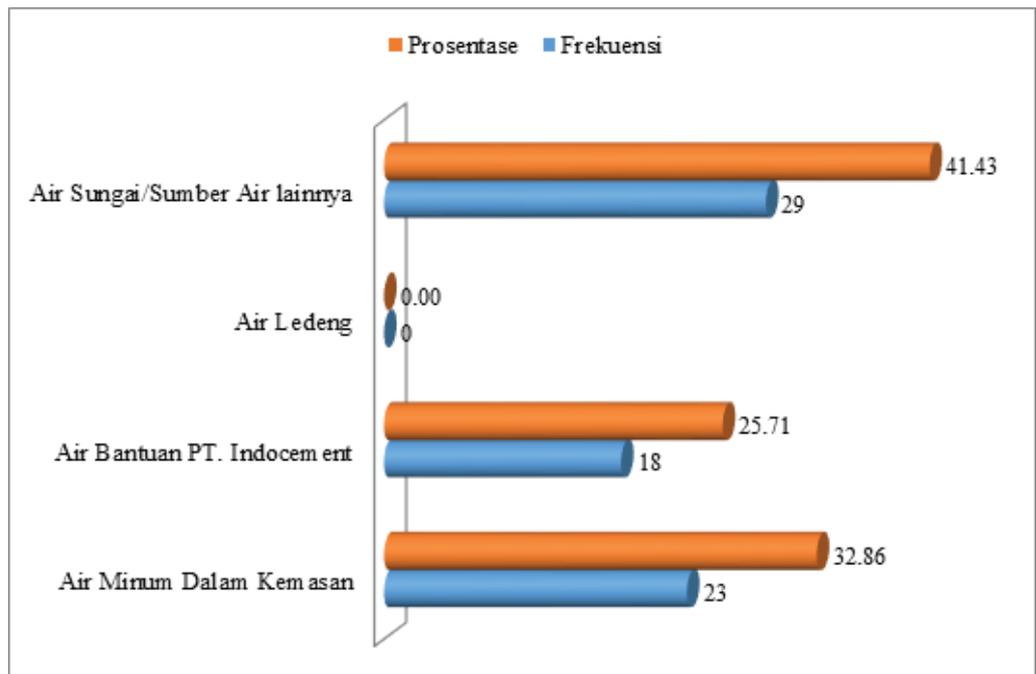


Figure 10: Main Source of Water Used by Respondents of Ciwaringin Village.

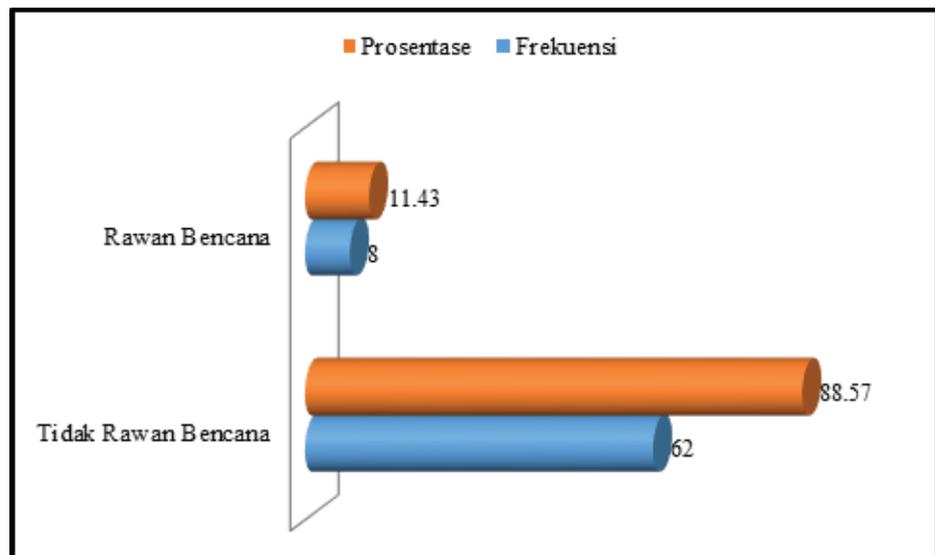


Figure 11: Respondents' Response to Disaster-Prone Housing.

3.8. Infrastructure Capital

3.8.1. Road conditions

The vulnerability of the Ciwaringin Village community, in this case, is not only in meeting basic needs but also in the presence of disasters. In the framework of the Sustainable Livelihood Approach, disasters are one of the variables that cause the vulnerability of individuals and communities. The survey results showed 88.57% of people stated that

there had never been any disaster-prone areas, and only 11.43% said they were prone to disasters. With the existence of road, infrastructure capital is a potential that must be maintained and maintained. The existence and condition of roads in the Village area will affect community activities, both economic and social activities. In general, it can be said that the existence and condition of the road in Ciwaringin village is in good condition, the main roads have been hardened with asphalt, even connecting the RW. The survey results indicate that roads that can be categorized as good according to the community are 58.57%, while the remaining 41.43% of roads are in a damaged condition. This means that some roads in the house are classified as roads with good conditions, although good road conditions are not comparable to those on the highway.

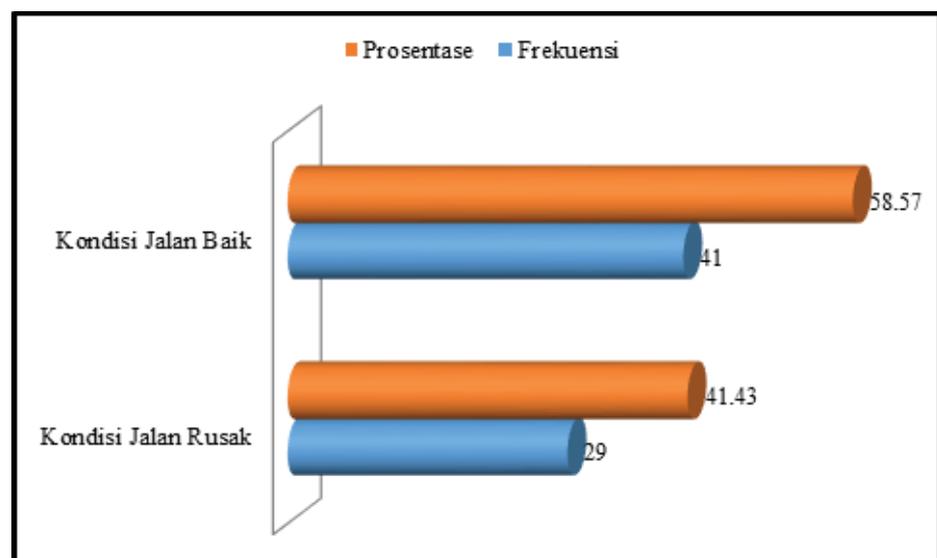


Figure 12: Condition of the Road of Ciwaringin Village.

3.8.2. Accessibility to Health Facilities

In the availability of basic health service infrastructure, all the people of Ciwaringin Village consider that access is close and affordable. This means that the community does not have a distance barrier to get basic health services at the puskesmas. This data confirms the findings in the field at the time of observation. Indeed, in terms of distance, there are no problems because access to the puskesmas is close to the village.

3.8.3. Hospital Access

Accessibility of the hospital becomes important to overcome the problem regarding the affordability of access when the community is sick. The survey results showed that

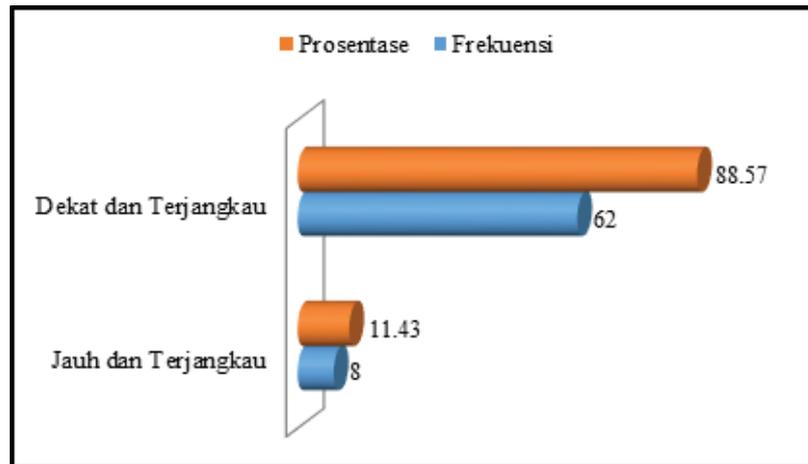


Figure 13: Access to District Health Centers.

67.14% of the people stated that they were near and affordable, meaning that people were very easy to access hospitals, assuming they were using public or private vehicles. Whereas the other communities stated that they were far and affordable only 32.86%, meaning that the community viewed hospital access far and affordable.

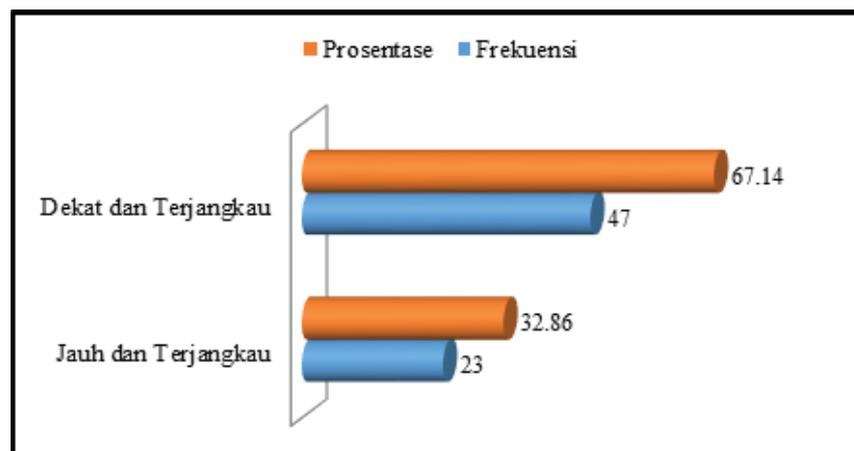


Figure 14: Respondents' Response to Hospitality Accessibility.

3.8.4. Access to Educational Institutions

One of the factors to accelerate access to education is the ease of access to schools with housing. In this study, access to education for the majority of the people of Ciwaringin Village in assessing that access is close and affordable is 72.86%, while those that say far and affordable are 27.14%.

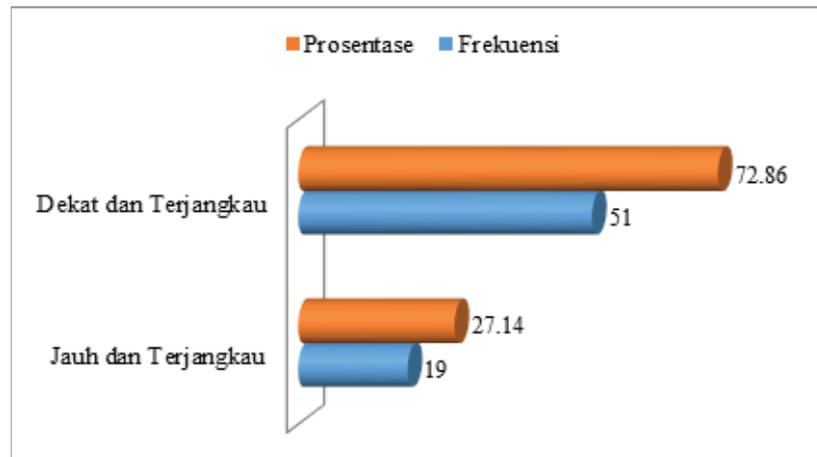


Figure 15: Access to Educational Institutions.

3.8.5. Access to the Market

The concept used in economic activities is one of which there is the affordability of access to markets. The market can be interpreted as a meeting place between sellers and buyers who make transactions. The survey results resulted in the community stating the market close and affordable at 25.71%, far and affordable at 74.29%.

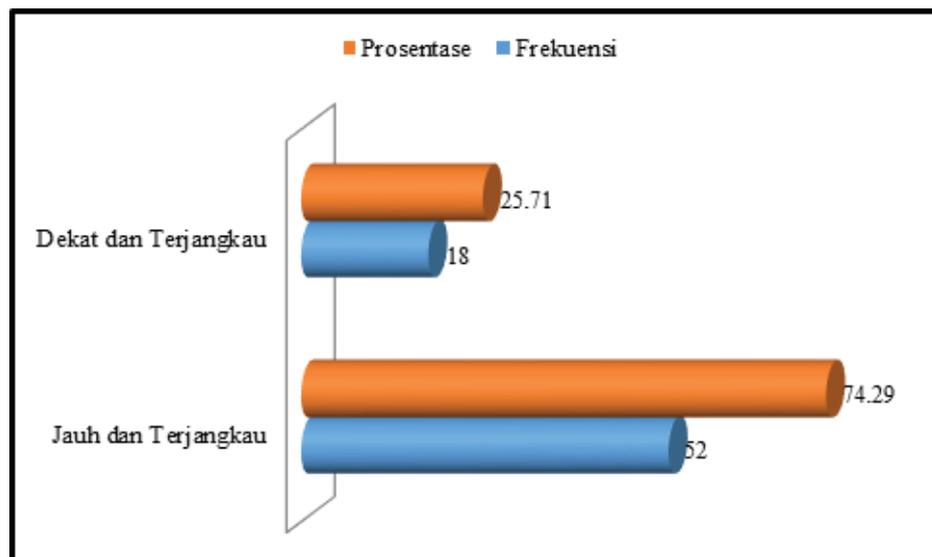


Figure 16: Respondents' Response to Access to Markets.

3.9. Social Capital

The level of respondents' participation in mutual cooperation activities amounted to 57.14% stating that they actively participated, sometimes at 31.43%, and were inactive at 11.43%. This means that in general there is basically a spirit of mutual cooperation

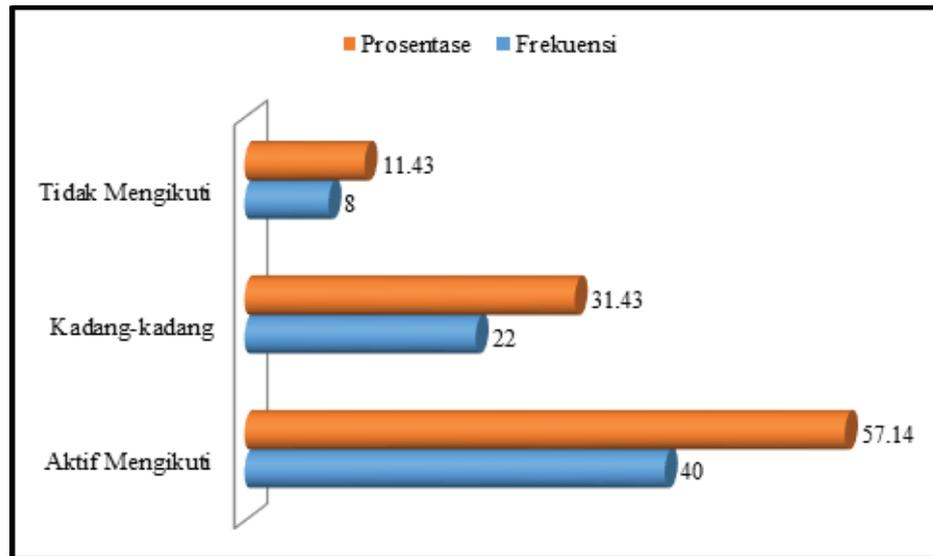


Figure 17: Level of participation in mutual cooperation activities.

owned by the community of Ciwaringin Village. Maintaining the behavior of mutual cooperation participation in Ciwaringin Village is caused by the fact that one of the very close communications between the community is maintained with community activities such as grave tripe, cleaning ditches or there are activities or events to commemorate holidays.

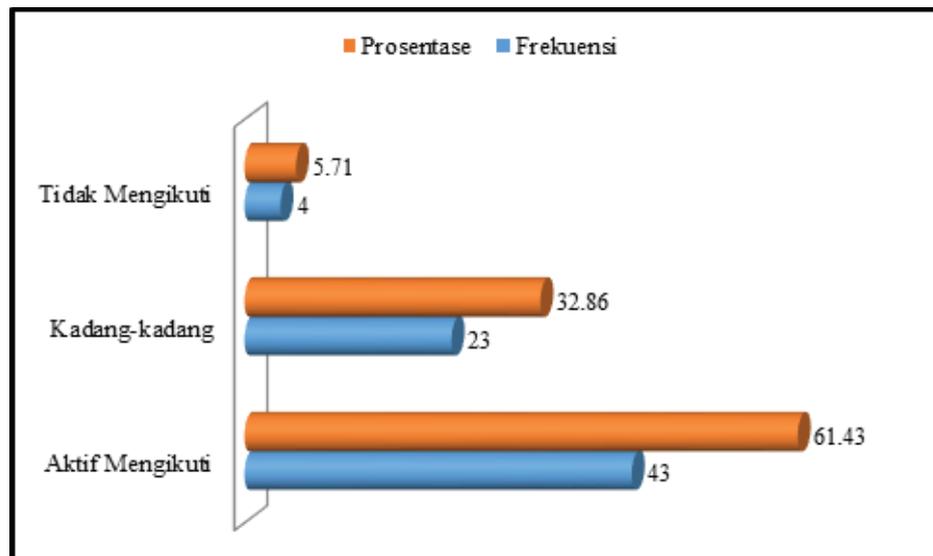


Figure 18: Participation in Contributing Activities.

The level of respondents' participation in contributing activities amounted to 61.43% stating that they actively participated, sometimes at 32.86%, and inactive at 5.71%. This means that in general people basically have the willingness to contribute to other people such as visiting sick people and other problems.

4. Recommendation

In compiling the needs of the built-up village people must pay attention to the components. A number of important principles needed to understand the concept of community development in the context of sustainable livelihood mechanism, are: 1) The foundation of ethical development is ecocentrism, which respects parallels between human and natural interests equally. That is, humans and nature live along in a line and have the same rights and obligations. This ethic avoids excessive exploitative behavior towards nature in order to achieve the degree of human well-being. 2) The ideology of environmentalism and eco-modernism underlies the social movements of society in behaving and responding to environmental preservation. This ideology still places the achievement of a prosperous human life, while at the same time still maintaining the importance of striving to save and preserve natural and environmental resources for the sake of human life and nature itself. 3) Changing perceptions of development from exploitative characteristics to the characteristics of wisdom towards nature. 4) The concept of rural sustainable development always integrates the interests of nature and humanity in a single unit of interests which are fought together. 5) The participatory approach to sustainable community empowerment that accompanies decision-making processes, indicates a strong commitment to achieving the ideals of environmental justice.

The character of conservatism and populism which animates the approach of sustainable livelihood system is shown by the presence of five capital (see Figure 4.7) that builds the system of life of the community. Every capital has the same status and equal position. The characteristic of conservatism in this approach is that natural capital is placed as a separate capital entity. In a conventional economy, natural capital is known narrowly as land (land) which is both a resource and a place of production. By looking at nature as capital, not only is the land recognized for its existence, but also biodiversity, water, air, forests, rivers, land, microorganisms, and so on. There are assumptions held in this regard, namely that the living system will continue if and only if natural capital is preserved. Meanwhile, the characteristic of populism is indicated by the presence of social capital in the system. Social capital is considered very important in the concept of contemporary development because its function is as an adhesive to the elements of society.

Three main components that are important in this regard are: (1) Trust - trust between components / community members that facilitates the process of communication and management of a problem and reduces transaction costs; (2) Social Networking - in

the form of networking organizations or networks of individuals in the form of bonds and bridges to support action-collectivity movements becoming more synergistic; (3) Norms and Institutions - are norms and value systems (usually characterized by local) that guard and maintain the processes so that they do not experience irregularities. The other three forms of capital are clear, namely human capital in the form of capabilities, skills, and capacity of human resources, financial capital or money and physical capital in the form of supporting physical infrastructure for development. The five forms of capital are used as wisely as possible to meet the degree of community welfare and natural sustainability. Formulation of Needs of the village community assisted by PT. Indocement was approached through a combination of activities and utilization of capital in the system. Through this approach, it is expected that the achievement of the degree of fulfillment of social, economic and ecological needs is achieved in a fair and balanced manner.

Acknowledgements

We thanked all the respondents who had participated.

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