

# The Strategy of Corporate Social Responsibility: Assimilation of Nature and Local Culture

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**Abstract-** *From the midst of the 20<sup>th</sup> century, CSR has grown significantly as a field of academic attention. Many authors agree that companies undertake activities of a limited nature, which do not always meet the expectations of local communities. This study is about how CSR can play a role in assimilating nature with local culture. This inquire about was within PT Indocement Tunggul Prakarsa Tbk, Indonesia. This investigation is included within the sort of subjective investigate and the inquire about procedure used in this ponder be a case study about. The essential information was science and innovation assimilation through CSR programs by in-depth interviews, perceptions and documentation. The collected information are analyzed by triangulation and source survey. This research formulates findings about the scope and exercises of community strengthening within the utilization of natural waste for batik coloring.*

**Keywords:** *Strategy of CSR; Nature; Local Culture*

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## I. INTRODUCTION

The global turmoil related to economic upheaval is challenging the companies over the world. Therefore, companies are looking for diverse ways to enforce their position in relation to competitors (Hakala, 2015). In the early 20<sup>th</sup> century, the encouraged management to take the initiative in raising both ethical standards (Karim, Mardhotillah, & Samadi, 2019), and justice in society through the ethic of economizing. By doing so, business creates wealth in society and provides better standards of living (Ismail, 2009). The issue discussed less often is those seeking to create friendly conditions for reforms (Hawrysz & Foltys, 2016). Corporate social responsibility (CSR) has developed into a global trend where CSR issues have gained increased attention in the media (Nilsson & Tsai, 2016). It may be noted that CSR is are related and interwoven business concepts that are deeply embedded in business practices (Verma & Kumar, 2012).

From the midst of the 20<sup>th</sup> century, CSR has grown significantly as a field of academic attention and has been accompanied by a proliferating terminology (Kinias, Agrogiannis, & Bolla, 2017). Corporate Social Responsibility (CSR) denotes responsibility of sustainable development of expectations of parties interested in activities of an organization (Wolak-tuzimek, Tarnawska, & Chmiel, 2017). Taking social responsibility is a hot item (Rijt, Hoeken, & Kardol, 2011). CSR in developed countries as a models of corporate social responsibility establishes itself more globally (Mezgobo, n.d.).

The debate surrounding the extent to which corporate management may attempt to promote a broad society-centered conception of CSR (Dwyer, 2014). CSR has had a long history of development in the developed countries, along with the striking economic growth occurred a considerable number of incidents related to severe impacts of business activities on environment (My Nguyen & Truong, 2016). Businesses typically think of responsibility to other societal stakeholders as well,

which typically includes the community at large and the natural environment (Carroll, 2018). Companies are aware that they can increase competitiveness whilst ensuring environment protection and promoting social responsibility (Fontaine, 2013).

Due to the problem of waste that is getting worse, lately a new tendency has emerged for the global community to focus on the problem of waste utilization. Along with the emergence of community awareness of the importance of overcoming these environmental problems, efforts are now emerging from the community to reduce environmental damage by utilizing waste for more productive matters under the CSR implementation of PT. Indocement Tunggal Prakarsa Tbk. One way is to utilize waste as an industrial raw material, as practiced by batik artisans as local wisdom in Cirebon, Indonesia. Therefore, this study answers three questions as follows: (1) How is the scope and activities of community empowerment in the utilization of organic waste as batik dyes in Cirebon? (2) How is the development of Ciwaringin batik production and marketing in the utilization of organic waste as batik dyes? And (3) what is the community empowerment model in the utilization of organic waste as batik dyes in Cirebon?

The urgency of this study is that company involvement in implementing CSR programs through community empowerment activities is expected to be able to play a role in development and answer the problems of the community itself including welfare issues. The existence of CSR program of PT. Indocement Tunggal Prakarsa Tbk. is one of the hopes for batik artisans in Cirebon, as well as empowering the community by providing facilitation of knowledge and skills regarding the use of waste as a natural dye for batik.

## **II. LITERATURE REVIEW**

### ***Corporate Social Responsibility (CSR)***

The subject of corporate obligation has been captioned beneath numerous names, counting vital charity, corporate citizenship, and social obligation with their a certain point of view on the part of commerce in society (Rangan, Chase, & Karim, 2012: p. 1). The fundamental thought of CSR is that business and society are joined instead of unmistakable substances; subsequently, society has certain desires for suitable trade behavior and results (Moggi, Bonomi, & Ricciardi, 2018b: 4).

Rangan et al. (2012) argue that the dominant paradigm underlying corporate social responsibility or CSR is centered on the idea of creating "shared value." The role of business, according to this model, is to create value for its shareholders but in such a way that it also creates value for society, manifesting itself as a win-win proposition (p.1). According to Hohnen (2007) that CSR is the obligation of an association for the impacts of its exercises on society and the environment through moral conduct that's reliable with economical improvement of society (Bass, S., and Clayton, 2002); reliable with worldwide standards of conduct; and is coordinates all through the organization. CSR may be a company's commitment to the interests of partners in a broad sense instead of unimportant company interface, that's , companies looking for benefit but not defended at the cost of the interface of other parties concerned (World Business Council for Sustainable Development, 2000). The company must be dependable for its activities and trade exercises that have a coordinate or backhanded affect on partners and the environment where the company works (Carrol & Shabana, 2010).

CSR as societal desires of corporate behavior; a behavior that's affirmed by a partner to be anticipated by society (Crowther & Aras, 2008). Hsu, Koh, Liu, & Tong (2019) state that CSR execution can be a flag of administration judgment. To the degree that more (less) moral directors are more (less) likely to be honest in giving pertinent and solid data to stakeholders, CSR execution can be demonstrative of firms' divulgence quality and budgetary execution (p. 506). Moggi, Bonomi, & Ricciardi (2018a) argue that CSR of commerce grasps diverse components having diverse needs in which charitable exercises (e.g., gift) are anticipated to contribute advance human welfare or goodwill for the community, but as it were in the event that undergird by financial execution (p. 4).

### **THE NATURE & CSR**

In the early writings on CSR, the concept was referred to more often as just SR rather than CSR. This may have been because the dominance in the business sector had not yet been fully developed (Carroll, 2018). In the country of culture emanating from the society's religious belief and fear of God stealing was socially unacceptable. In line with these is the issue of CSR that could

enhance legal responsibility of business organizations as a topic that is recognized by the academics to be important (Mezgobo, n.d.).

The concept of CSR as business and society literature fuses a normative concern with fulfilling obligations and duties to the wider society with a pragmatic focus on enabling corporations to become more socially responsive (Dwyer, 2014). Socially responsible behaviors are anticipatory and preventative. The term social responsiveness is used refer to actions that exceed social obligation and social reaction. A socially responsive corporation actively seeks solutions to social problems (Fontaine, 2013). Social responsibilities of businesses arise from the social power the firms have. Assumes that a social contract between business and society exists (Ismail, 2009).

Many authors agree that the absence of an institutional framework in promoting respect for the environment contributes to the fact that companies undertake activities of a limited nature, which do not always meet the expectations of local communities (Hawrysz & Foltys, 2016). When a corporation takes philanthropic responsibility for strategic reasons, in order to meet egocentric company targets, the responsibility loses its altruistic nature. Communication plays an important role in judging where we can place the taken philanthropic responsibility on the continuum from Altruism to Egocentrism (Rijt et al., 2011). Remedying of and adaptation to climate changes, regeneration of the natural environment should be first of all considered as protection of the natural environment. Good practices should be designed to care for clean environment by minimising an enterprise's emissions and taking of any actions to reduce consumption of natural resources in effect of an organisation's activities (Wolak-tuzimek et al., 2017).

### **Local Wisdom and CSR**

Symbolic-interactionism states that CSR should be viewed as a situated phenomenon are not fixed as they are the product of social forces and ideology (Minh Nguyen, Kelly, & Bensemam, 2017). Relation to CSR has not always been met with an open mind by developed nations. Local wisdom on CSR program synergized with local workforce empowering the program (Rasyid et al., 2017). Indigenous peoples have different ways of viewing the world and modern businesses then shapes their societal assumptions and knowledge about the world (Rigby & Mueller, 2011). The individualistic cultures are more likely to take matters into their own hands. The fact that individualistic cultures do not appear to internalise codes of practice or ethics into the way they actually do business (Williams, 2006).

The concept of corporate responsibility is inherently context-specific, with national culture playing an important part in influencing how society expects businesses to behave (Ringov & Zollo, 2007). The influence of national culture on voluntary is reporting, including in some cases voluntary reporting of CSR or similar information (Adnan, Hay, & Staden, 2018). The national culture influences the way in which CSR is implemented within organisations that this takes place via the different stakeholders' needs (Lunenber, 2013). Corporate culture is a key indicator of building corporate reputation; due to unique cultural facets in development countries, corporate culture impacts corporate reputation (Abdullah & Aziz, 2013).

CSR plays a key role in addressing economic, environmental, social, and ethical concerns (Ho, 2018). The relationship between culture on ethical perspectives and business conduct, the cultural dimensions and the CSR values, and the cultural values derived and assess individual and national effects on managerial attitudes towards corporate responsibility (Halkos & Skouloudis, 2016). Ethics values influence individual perception their impact how they perceive CSR and individual perception of CSR decides how their CSR performance is (My Nguyen & Truong, 2016). CSR exists, it is generally considered as corporations' practices that go beyond the ethical, that are considered to be of universal interest, which are environment (Nilsson & Tsai, 2016). The CSR and corporate aim to add to this emergent body of knowledge by exploring the role of CSR in creating an ethical corporate identity in the context of the industry (Wong & Dhanesh, 2017).

In theory, some main support types of culture is defined. CSR is another kind of corporate philanthropy, in which the aim of the action is to take care of environment's best interest (Bulut, 2009). The definition of CSR is a concept where companies integrate social and environmental concerns in their business interaction with their stakeholders on a voluntary basis (Amomensah & Tench, 2018). For some, CSR has a much broader definition and is closely related to the sustainable development

and environment issues (Verma & Kumar, 2012). Nowadays, corporates support social and environmental friendly actions as a reactive approach in terms of value creation, where securing reputation is the main objective (Kinias et al., 2017).

Behaviour, ways of doing things, common values, beliefs and deeply rooted assumptions are the displays of specific and unique organizational cultures (Hakala, 2015). In a business, the “pervasive values, norms, and attitudes is called the culture of the organization” (Culler, 2010). The characterization of societal culture should be cultural practices. Thus, the societal-level values should be predictive of values held at the firm level (Waldman, Luque, Washburn, & House, 2006). There is a “symbiotic relationship” between social progress and competitive advancement which implies that both business decisions and social policies must follow the principle of shared value (Afrin, 2013).

In a further study, that the higher polluting firms tend towards greater CSR disclosure (Habbash, 1986). The implementation of corporate social responsibility depends on the nature of activities of local and global stakeholders (Vveinhardt & Andriukaitiene, 2014). Whereas ethics of justice is embedded in fairness, ethics of care looks toward the dignity and intrinsic value of each person, and from a standpoint of absolute love (Tuan, 2012).

### **III. METHODOLOGY OF RESEARCH**

This inquire about was carried out in two areas. The primary was within the Ciwaringin Town, Gempol, Cirebon, particularly in Blok Kebon Gedang and the moment in PT Indocement Tunggal Prakarsa Tbk, located in Palimanan Barat Town, Gempol Area, Cirebon, West Java. Based on the issue, destinations and approach to the investigation (Brannen, 2005), this investigate is included within the sort of subjective investigate and the inquire about procedure used in this ponder may be a case study (as done by Karim et al., 2017).

The case ponder in this investigate is the implanted case think about inquire about (Yin, 2015), which could be a case consider that has determined the center of the investigate within the shape of the most factors to be examined based on the points and interface of the inquire about some time recently the analyst goes to the field of think about (see Zheng, Wang, & Song, 2014).

The essential information were the information from the community around the company almost instruction, information (science and innovation), discernments and interest in strengthening exercises through CSR programs and other information relating to the center and locus of the investigate (Miles & Huberman, 1994). The auxiliary information incorporate methods for community strengthening almost arranging, organizing, observing, assessing, planning assembly comes about, and creating community strengthening exercises (Kawulich, 2012).

The sources in this investigate came from a few related parties counting Indocement Tunggal Prakarsa Tbk, the *batik artisan* community in Blok Kebon Gedang, Ciwaringin, Cirebon, Gadjah Mada College, Cirebon Rule MSME Office, and the Cirebon Rule Industry, Exchange and Cooperatives Office. The sources from PT Indocement Tunggal Prakarsa Tbk was Misnen, one of the staff within the company's CSR division. The witness who came from the batik artisan community in Blok Kebon Gedang, Ciwaringin, Cirebon was Fathoni, one of the batik artisans, who is additionally an chairman of the batik artisan affiliation in Blok Kebon Gedang, Ciwaringin, Cirebon. The source from Gadjah Mada College was Rahayuningsih, a speaker within the Division of Chemical Designing, Workforce of Designing, Gadjah Mada College. The source from the Cirebon Rule MSME Office was Nurul. The witness from the Cirebon Rule Industry, Exchange and Cooperatives Office was Pujiastuti. Besides being the witnesses within the meet action, the informants specified over are the asset people within the centered gather discourse movement that examines the execution of CSR of PT Indocement Tunggal Prakarsa Tbk.

The information collection exercises incorporate (a) collecting information at the inquire about area by conducting in-depth interviews, perceptions and documentation, (b) conducting surveys and talks of different information collected by carrying out the reflections, (c) deciding the foremost fitting information collection methodologies and deciding center and developing and consolidating the information within the consequent information collection handle, and (d) gathering the information for the reason of discourse or analysis, taking into consideration the factors included within the inquire about system (Abawi, 2013).

Information approval is required to guarantee the soundness and rightness of the information collected and recorded. In this inquire about, the strategies utilized to extend legitimacy incorporate triangulation and source survey. The triangulation procedures utilized are information or source triangulation and strategy triangulation (Miles & Huberman, 1994).

The information examination strategies amid information collection, the analyst made information decrease, information introduction, and conclusion drawing based on the information accessible in field notes within the frame of a precise story. This information decrease and introduction were done at the time of getting the information on destitution issues and the execution of community strengthening exercises through CSR programs needed within the inquire about. Within the conclusion of data collection, conclusions are drawn and confirmed based on all things contained within the lessening and introduction of the information. The inductive investigation is an examination prepare that begins from zero, where the analyst at first feels totally uninformed. This investigation prepares did not lead to verification of hypotheses or speculations submitted some time recently the investigate was conducted. This investigation handle, which incorporates the combination, extending and introductory conclusions, was carried out from the starting together with the method of collecting information by reflecting up to the most focuses of the discoveries (Flick, 2013).

#### **IV. RESULTS**

Based on the portrayal over, it can be seen that choosing batik as one of the targets of the community activity arrange program isn't without thought. In understanding with the Social Mapping Report, the choice of the zone was carried out since it was based on the findings found within the social mapping investigate exercises. This was too said by Indocement Tunggal Prakarsa Tbk in an meet conducted on September 18, 2018. Misnen, one of the CSR staff at PT Indocement Tunggal Prakarsa Tbk, said that PT Indocement Tunggal Prakarsa Tbk has its claim contemplations in choosing CSR program goals. One thought is the presence of social capital within the community within the frame of people crave to create. Agreeing to Misnen's discourse, this capital is exceptionally critical as one of the determinants of the victory of the community strengthening program carried out through the CSR program (an meet with Misnen on September 18, 2018). Based on the community activity arrange suggestions, PT Indocement Tunggal Prakarsa Tbk at that point carried out a arrangement of community strengthening exercises to realize the batik make center in Ciwaringini. The batik create center in Ciwaringin was at that point called Indobatik Ciwaringin to appear that batik artisans in this locale were cultivated by PT Indocement Tunggal Prakarsa Tbk.

As an initial step in building the batik craft center, PT Indocement Tunggal Prakarsa Tbk cooperated with several parties, one of which are the academics or university, which, in this case, is Gadjah Mada University. In addition, PT Indocement Tunggal Prakarsa Tbk also worked with the University of Muhammadiyah Cirebon in implementing CSR programs. This collaboration with Gadjah Mada University is one of the things that determines the success of Ciwaringin batik community empowerment activities. Through this synergy with Gadjah Mada University, PT Indocement Tunggal Prakarsa Tbk then held some trainings on the development of batik, one of which is about dyeing batik naturally using organic waste materials.

#### **4.2 Scope and Activities of Community Empowerment in the Utilization of Organic Waste as Batik Dyes in Blok Kebon Gedang, Ciwaringin**

Community empowerment activities are not only associated with economic factors, but they also have a broad impact, related to human life, business, and the environment, including both the natural environment, community, and institution. The description of the scope of community empowerment activities can be seen from the opinion of Sumadyo (2001) who formulated three main efforts in each community empowerment, which are referred to as Tri Bina (Three Developments), namely: Human Development, Business Development, and Environmental Development. Human Development is the first and foremost effort to be considered in every effort to empower the community. This is based on the notion that the purpose of development is to improve the quality of life or human welfare and Business Development is an important effort in every empowerment because Human Development without giving impact or benefits for improvement for welfare will not get support in the form of community participation. Environmental Development is the environmental preservation (physical) that will greatly determine the sustainability of investment activities and operations, especially those related to the availability of raw materials. In practice, it is important to note that the social environment also has a big influence on business and life sustainability.

The three scopes of community empowerment activities can also be found in the activity of the utilization of organic waste as batik dyes carried out by PT Indocement Tunggal Prakarsa Tbk in Kebon Blok Gedang, Ciwaringin, Cirebon. As written in the Strategic Plan of PT Indocement Tunggal Prakarsa Tbk, arranged in 2013, CSR performance is applied by adopting an integrated empowerment system which is a pattern of interaction of various elements of empowerment within a community to form a system that reinforces the role of each against other elements (integrated and external). The elements of empowerment can take the form of various entities that run small, medium or large businesses, social activities, and individual activities that interact with and support each other and are interdependent. An integrated empowerment system allows other elements of the community to be involved in order to improve their own welfare (PT Indocement Tunggal Prakarsa Tbk, 2013a). Based on this, it is evident that the welfare of the community, as the target of the community empowerment program carried out by PT Indocement Tunggal Prakarsa Tbk, is one of the priorities and the focus of attention of PT Indocement Tunggal Prakarsa Tbk in carrying out its CSR program. This priority on the community or human welfare manifests one of the scopes in community empowerment activities, which is human development.

The second scope of community empowerment activities is business development. Business Development is an important effort in every empowerment because Human Development without giving impact or benefits for improvement for welfare will not get support in the form of community participation. Business Development includes (a) ownership of commodities and types of business, (b) business feasibility and planning studies, (c) establishment of business entities, (d) investment planning and determination of financing sources, (e) management of human resources and career development, (f) production and operations management, (g) logistics and financial management, (h) research and development, (i) development and management of business information systems, (j) network and partnership development, and (k) development of supporting facilities and infrastructure.

The scope of community empowerment activities in the form of business development activities can be clearly seen in community empowerment activities of utilizing organic waste as batik dyes because the target of empowerment activities is the community or residents of Blok Kebon Gedang, Ciwaringin, Cirebon, who have batik businesses. Since the social mapping research activities followed by the preparation of strategic plans for preparing action plans in CSR programs, PT Indocement Tunggal Prakarsa Tbk has carried out a series of activities in the development of the batik industry in the area of Blok Kebon Gedang, Ciwaringin, Cirebon. Various kinds of training activities have been conducted with batik artisan communities as the participants. One example is the natural batik dyeing training which involves the UGM institution as one of the parties that helped provide resource persons in the training activities. In addition, PT Indocement Tunggal Prakarsa Tbk also provides some assistance to the batik business owned by the people in Blok Kebon Gedang, Ciwaringin, Cirebon. One form of assistance activities includes assistance in the establishment of batik artisan cooperatives in Blok Kebon Gedang, assistance in the protection of patent rights for some typical Ciwaringin batik motifs, assistance and facilitation in 'internship' activities or comparative studies in several batik craft centers in Indonesia, and assistance in the form of facilitation of batik artisans to display their products. These various activities are one example of the scope of community empowerment activities carried out by PT Indocement Tunggal Prakarsa Tbk, in the form of business development activities.

The third scope of community empowerment activities is environmental development activities. Environmental Development is the environmental preservation (physical) that will greatly determine the sustainability of investment activities and operations, especially those related to the availability of raw materials. This is very relevant to the scope of business of PT Indocement Tunggal Prakarsa Tbk as a cement producing company that uses natural materials as raw materials for the company's business. In practice, it is important to note that the social environment also has a big influence on business and life sustainability. Social responsibility includes all obligations to be carried out to improve the social welfare of the people who live in and around the work area and experience negative impacts caused by investment/corporate activities. Then, the environmental responsibility includes fulfilling all obligations stipulated in investment and operating requirements related to the protection, preservation and restoration of natural resources and the environment.

The community empowerment activities executed by PT Indocement Tunggal Prakarsa Tbk using organic waste as the main target show the commitment of PT Indocement Tunggal Prakarsa Tbk in conducting environmental development activities around the company's area, in this case the Blok Kebon Gedang area. The issue of waste is one of the problems that endangers the environmental sustainability. Humans always produce waste, both organic and non-organic. In the context of waste management, one of the efforts to overcome the endless waste problem is to reuse the waste for more useful things. This community empowerment activity in utilizing organic waste as batik dyes is a real effort made by PT Indocement Tunggal Prakarsa Tbk that cares about the future of the environment around the company's operational areas. This shows one of the scopes in community empowerment activities, namely environmental development.

#### 4.3 Development of Ciwaringin Batik Production and Marketing in the Utilization of Organic Waste as Batik Dyes

The community empowerment activities carried out by PT Indocement Tunggal Prakarsa Tbk in the utilization of organic waste as batik dyes are directly related to the economic aspects of the community in Blok Kebon Gedang Ciwaringin, Cirebon. One of the successes of these activities is therefore measured from the impact on the economic life of the community, in this case the development of batik production and marketing in the utilization of organic waste as batik dyes. In short, the success of the activity is evidenced by to which extent the community has the knowledge about organic waste management, which, in turn, has an impact on business development and marketing of batik of the people in Blok Kebon Gedang Ciwaringin, Cirebon.

The utilization of organic waste as batik dyes is the business initiated by PT Indocement Tunggal Prakarsa Tbk together with other stakeholders in order to develop batik crafts in Blok Kebon Gedang area Ciwaringin, Cirebon. The use of organic waste was chosen for two reasons at once. First, batik crafts in Blok Kebon Gedang Ciwaringin Cirebon require added value to enable them to compete amid the batik industry competition in the Cirebon region. The added value chosen is the use of natural dyes in the hope that batik in the Ciwaringin region is known as batik that develops natural dyes. The second consideration of the use of natural dyes is it is expected to help overcome environmental problems in the community. Based on these considerations, the activity of organic waste management as the natural dyes for the batik was chosen.

With the community empowerment activities by PT Indocement Tunggal Prakarsa Tbk, the independence of the community in managing organic waste has also increased. With the knowledge and skills provided by PT Indocement Tunggal Prakarsa Tbk, the community will eventually be able to develop their own knowledge to continue to develop batik with this natural dyeing technique. The independence of the community in the utilization of organic waste is seen from the author's visit in several houses of the people who have batik businesses in the area of Blok Kebon Gedang Ciwaringin, Cirebon. This community independence shows that the target of community empowerment activities, in the form of business development and marketing of products in the utilization of organic waste is successful.

In addition to the success in developing production, an increase in marketing can also be seen in the development of batik in the Ciwaringin region. As previously explained, at first the batik industry in the Ciwaringin region experienced marketing constraints due to being unable to compete with several batiks that developed in the Cirebon region. During the implementation of community empowerment activities, PT Indocement Tunggal Prakarsa Tbk helps the marketing process by facilitating the community exhibition activities held in several regions. These activities significantly influence the marketing of Ciwaringin batik. Ciwaringin Batik was eventually known and able to compete in the middle of the batik industries in Cirebon. These are some of the things that show increased business development and marketing experienced by batik artisans in Blok Kebon Gedang Ciwaringin, Cirebon. This increase in marketing eventually becomes one of the strengths for the batik artisan community in Blok Kebon Gedang Ciwaringin because Ciwaringin batik was finally known by the wider community as batik which utilizes organic waste as a natural dyeing agent.

#### 4.4 Community Empowerment Model in the Utilization of Organic Waste as Batik Dyes in Blok Kebon Gedang, Ciwaringin, Cirebon

Community empowerment activities are aimed at increasing community capacity, especially in terms of independence. The goal of this activity is none other than to improve the welfare of the community. The success of this activity will therefore be determined by the participation of various related parties and strategies in managing various influencing factors. The same thing

can also be found in the community empowerment program in the utilization of organic waste as batik dyes through the CSR of PT Indocement Tunggul Prakarsa Tbk in the Blok Kebon Gedang, Ciwaringin, Cirebon. The community empowerment activities carried out by PT Indocement Tunggul Prakarsa Tbk involve various parties in a synergistic manner and cover a variety of related fields, both in the economic, environmental, health, and social fields.

First, this activity is related to the economic field of the community because basically this activity aims to increase the independence of the community in the field of production, especially the production of Ciwaringin batik. In the previous section, it is explained that one of the reasons for choosing batik in Ciwaringin as the target of PT Indocement Tunggul Prakarsa Tbk is due to the desire to develop the Ciwaringin batik center which has long been in decline. Economic orientation is therefore one of the strongest orientations in this activity. Second, this activity is also related to the environmental field because community empowerment activities are carried out at the same time by utilizing organic waste as batik dyes. Utilization of waste directly or indirectly helps to overcome environmental problems, namely in terms of utilization of waste, especially organic waste. Organic waste that is not used properly and only pollutes the environment now can actually be used for productive things. Third, this activity is also associated to the health sector because the use of organic waste as a natural dye of batik impacts not only on a healthier environment, but also on better public health. The use of synthetic dyes as production materials in any form, both food and clothing, has a negative impact on the human body. In clothing, for example, synthetic dyes on fabrics with the direct contact to human skin in the form of clothes can increase the risk of skin diseases on the body of the wearer and so can synthetic dyes on batik. Synthetic dyes on batik also carry the same risk. Based on these considerations, the use of natural agents as natural dyes of batik brings benefits for the health of not only batik artisans but also batik users because natural dyes have proven to be safer and healthier than synthetic dyes. The use of natural dyes on this Ciwaringin batik can also indirectly be a marketing brand of the batik industry or craft in Ciwaringin.

Besides the impacts on the economic, environmental and health sectors, community empowerment activities carried out by PT Indocement Tunggul Prakarsa Tbk are also strongly correlated with the social sector because the target of the community empowerment program is not individual, but a community, namely the batik artisan community in Blok Kebon Gedang, Ciwaringin. The results of the empowerment activities are therefore also related to social aspects, for example the realization of Ciwaringin batik craft centers that have competitiveness and the realization of batik artisan cooperatives in Ciwaringin.

Given the many aspects as well as many parties involved in community empowerment activities in the utilization of organic waste as batik dyes, the formulation of the community empowerment model as a form of evaluation of previous model must pay attention to at least two things. The first is related to the various types of parties involved in the community empowerment program carried out, both PT Indocement Tunggul Prakarsa Tbk, batik artisan community in Blok Kebon Gedang, UGM, and Cirebon Regency Government through related agencies. As explained previously, each party has a role in the process of community empowerment carried out. The empowerment model formulated must therefore be able to accommodate the existence of each stakeholder.

Second, the formulation of the model of community empowerment activities must also be able to provide solutions to the weaknesses of the activities carried out. This solution is important as it is expected to improve the empowerment activities carried out so that in the future activities can run better. Speaking of weaknesses, it must be recognized that the community empowerment activities carried out by PT Indocement Tunggul Prakarsa Tbk have run well. PT Indocement Tunggul Prakarsa Tbk has a good initiative to build a Ciwaringin batik craft center. The company also succeeded in involving several parties, such as UGM and related agencies, in the empowerment program conducted. In terms of funding or resources, PT Indocement Tunggul Prakarsa Tbk also fully supports the activities carried out by providing the fund. Without ignoring the various efforts made by PT Indocement Tunggul Prakarsa Tbk, it must be admitted that the community empowerment activities carried out have not yet fully run as expected. One problem that is still faced is the independence of the community itself. In an interview, as presented in the background of the problem, in 2018 the community dealt with the 'emergency' because PT Indocement Tunggul Prakarsa Tbk intended to end years of community empowerment activities. For the researcher, this condition is a serious problem because the community's concern implicitly shows that they feel as not fully independent. This kind of concern should

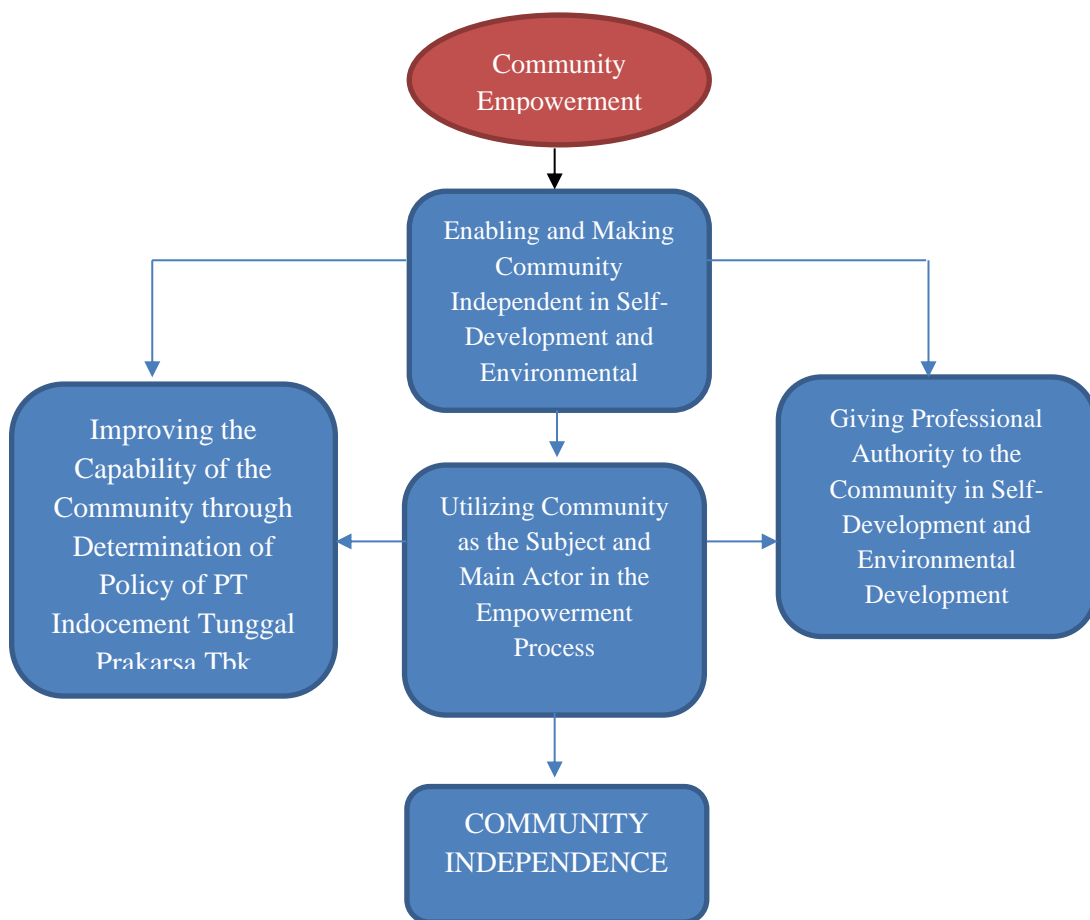


not be experienced by the community if they have been independent and able to continue the various programs carried out. It is at this point that it is seen that the community empowerment program conducted by PT Indocement Tunggal Prakarsa Tbk still has weaknesses that are of concern. From these weaknesses, it is necessary to formulate a model of community empowerment that is able to increase community independence.

The independence of the target community that is not in line with these expectations can be caused by several things. One reason that, according to the author, is very influential is the non-optimal direct involvement of the community in managing the activity. In order to realize community independence, PT Indocement Tunggal Prakarsa Tbk should involve more people as managers of activities. However, it seems that this is not done optimally. The author found this information from the interviews with the people and with PT Indocement Tunggal Prakarsa Tbk basically stating that all this time, the initiative of activities always comes from PT Indocement Tunggal Prakarsa Tbk. This, according to the author, is the cause of the lack of optimal community independence that would be realized through community empowerment activities.

As an alternative solution to the problem of independence, it needs to be considered to provide a greater portion of community involvement. This can be done, one of which is by forming a community or association of batik artisans from the beginning, which will then manage the activities directly through the community management. This is explained in detail in Figure 4.1.

Figure 4.1 Policy Model of PT Indocement Tunggal Prakarsa Tbk in Community Empowerment



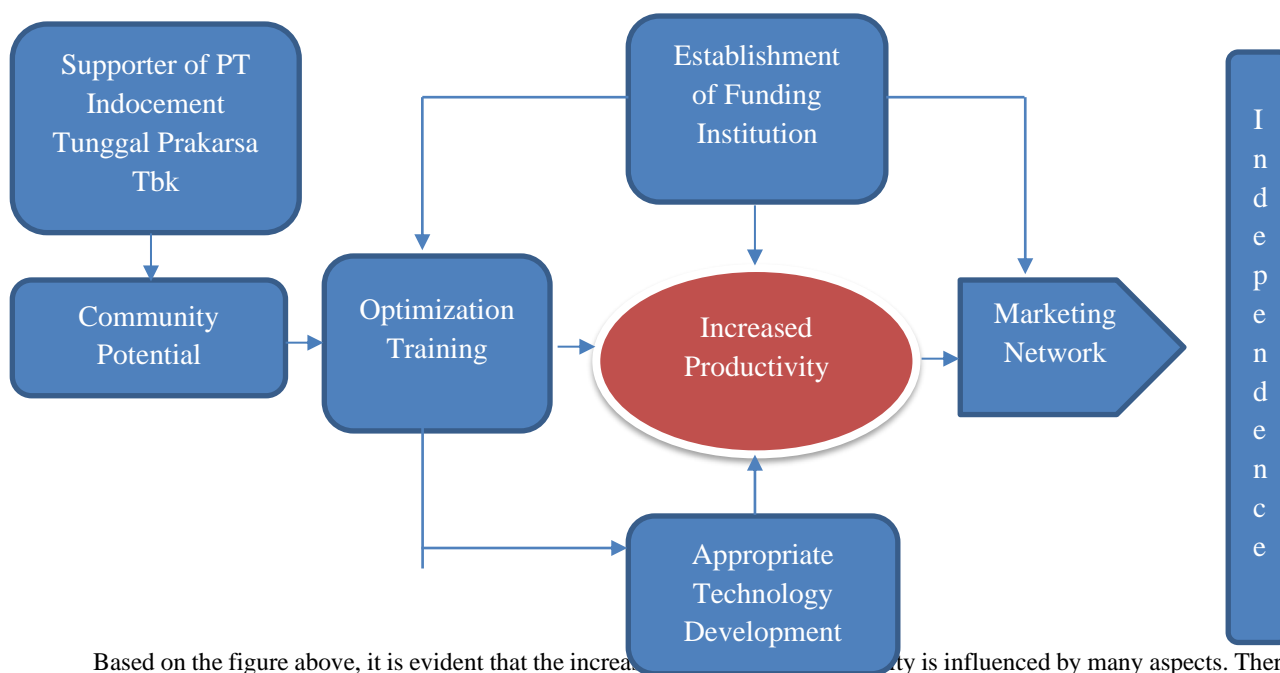
Based on the figure above, it is apparent that the community empowerment model implemented by PT Indocement Tunggal Prakarsa Tbk begins with three efforts as the main activities, including Enabling and Making Community Independent in Self-Development and Environmental Development, Improving the Capability of the Community through Determination Policy of PT Indocement Tunggal Prakarsa Tbk, and Giving Professional Authority to the Community in Self-Development and Environmental Development. The community in these three activities has an important position because they are the subject

and, at the same time, the object of empowerment activities undertaken.

Therefore, the community in this model has a central position; in other words, this community empowerment model will use the community as the main subject and actor in the empowerment process. The design of the policy model of PT Indocement Tunggal Prakarsa Tbk in community empowerment activities as shown in the figure above needs to be implemented in a variety of activities that are more tangible or concrete. The goal, of course, is to increase community productivity in optimizing all kinds of potential by synergizing with various parties through better communication. This communication is one of the critical success factors in the empowerment activities undertaken.

Efforts to increase productivity based on the potential of this communication begins with the initiation of PT Indocement Tunggal Prakarsa Tbk as a supporter of the implementation of activities. As the initiator, PT Indocement Tunggal Prakarsa Tbk will then appoint the community as the target of the activity. As an effort to increase productivity, PT Indocement Tunggal Prakarsa Tbk will then carry out activities to increase productivity with four main activities, namely the formation of funding institutions, for example cooperatives, organizing optimization training, developing appropriate technology, and helping in the marketing process by developing networks. The results of these four activities are in the form of increased productivity which will have an impact on community independence. A clearer picture of the model can be seen in Figure 4.2.

Figure 4.2 Increased Productivity Based on Communication Potential



Based on the figure above, it is evident that the increased productivity is influenced by many aspects. Therefore, the community empowerment activities carried out must be able to accommodate various aspects, including appropriate technology development, optimization training, the establishment of funding institutions, and the marketing network.

**V. DISCUSSION**

**Scope and Exercises of Community Strengthening within the Utilization of Natural Squander for Batik Coloring in Blok Kebon Gedang, Ciwaringin**

Community strengthening exercises within the utilization of natural squander for batik coloring carried out in Blok Kebon Gedang, Ciwaringin have a few stages. The stages are carried out not as it were in one but moreover in several periods. As portrayed within the discourse of the investigate comes about, this community strengthening action has been begun since 2014 and finished around in 2018. The execution of such a long movement shows that there are in fact numerous passed stages within the setting of creating batik in Ciwaringin. PT Indocement Tunggal Prakarsa Tbk has been holding and encouraging different trainings extending from the utilize of characteristic colors within the batik industry preparing, batik promoting preparing, to preparing for recording licenses on a few ordinary Ciwaringin batik themes. Different sorts of exercises have been carried out

since the scope and exercises of community strengthening incorporate both human improvement, natural advancement, trade improvement, and regulation advancement. Each of the scope of community strengthening exercises gives a really critical commitment within the advancement of batik businesses in Blok Kebon Gedang, Ciwaringin, Cirebon.

a. Human Improvement is the primary and first exertion to be considered in each exertion to empower the community. This can be based on the idea that the reason of development is to make strides the quality of life or human welfare which people are one asset as well as the performing artist or administration itself.

b. Business Advancement is an vital exertion in each strengthening since Human Advancement without giving affect or benefits for enhancement for welfare will not get bolster within the shape of community cooperation. Trade Improvement incorporates (a) possession of commodities and sorts of commerce, (b) trade achievability and arranging thinks about, (c) foundation of trade substances, (d) venture arranging and assurance of financing sources, (e) administration of human assets and career advancement, (f) generation and operations administration, (g) coordinations and monetary administration, (h) inquire about and advancement, (i) improvement and administration of commerce data frameworks, (j) arrange and association improvement, and (k) advancement of supporting offices and framework.

c. Community Advancement is the natural conservation (physical) that will incredibly decide the supportability of venture exercises and operations, particularly those related to the accessibility of crude materials. In hone, it is imperative to note that the social environment is additionally exceptionally persuasive on commerce and life maintainability. Social duty incorporates all commitments to be carried out to move forward the social welfare of the individuals who live in and around the work zone and encounter negative impacts caused by investment/corporate exercises. At that point, natural obligation incorporates satisfying all commitments stipulated in speculation and working necessities related to the assurance, conservation, and reclamation of normal assets and the environment.

d. Institutional Improvement is accessibility and organization viability that will enormously influence the victory of Human Advancement, Commerce Improvement, and Natural Improvement. The definition of institution put forward by Hayami and Kikuchi (1981) may be a common instrument which is complied by the community individuals. The word institution is frequently related with two implications, to be specific social educate and social organizations.

Based on the depiction over, able to whole up that strengthening exercises are not adequately carried out to “human development” efforts only without being taken after by “business development” endeavors within the sense of giving way better income or pay. The four scopes of community strengthening exercises can too be found in community strengthening exercises within the utilization of natural squander as batik colors carried out through the PT Indocement Tunggal Prakarsa Tbk CSR in Cirebon.

Human advancement exercises were carried out through a arrangement of preparing exercises pointed at expanding human capacity as the most on-screen character within the batik commerce. PT Indocement Tunggal Prakarsa Tbk. organized different trainings in collaboration with tertiary teach, in this case Gadjah Mada College, which is a circuitous movement for human advancement. The batik artisans in Blok Kebon Gedang, Ciwaringin, who initially did not have the capacity and capability to utilize common coloring operators, were prepared and instructed different characteristic dyeing techniques in arrange to pick up modern abilities within the characteristic coloring method of batik. Typically, a clear case of the scope of community strengthening exercises within the frame of human improvement exercises.

Community strengthening exercises within the shape of commerce advancement can be seen from a number of exercises pointed at commerce improvement, for case the exercises of making Indobatik brand and assistance within the setting of recording licenses on a few commonplace Ciwaringin batik themes. In addition to these two exercises, help exercises within the setting of promoting batik items in Ciwaringin are moreover a usage of commerce improvement exercises carried out by PT Indocement Tunggal Prakarsa Tbk. This movement moreover at last paid off. Over time, the batik trade of the Blok Kebon Gedang community in Ciwaringin has moreover expanded. The quality of batik artisans in this locale started to be known by the open. Through different shows started by the company and related offices, the items of the community's creates are well known to the open. All these exercises are the result of executing commerce advancement exercises carried out as portion of

community strengthening exercises.

Community advancement, as another portion of community strengthening movement, can be seen within the endeavors made by all components of the action in attempting to utilize natural squander as batik dyes. The community strengthening exercises carried out within the Blok Kebon Gedang zone in Ciwaringin were carried out not exclusively since they needed to move forward the community's economy. More than that, these exercises were moreover motivated by the want to move forward natural conditions by utilizing natural squander within the environment around the inhabitants of Blok Kebon Gedang to at that point be utilized as characteristic colors from the batik industry created by the community. The scope of these exercises appears that undoubtedly corporate social duty exercises are not the exercises expecting not as it were to create the economy alone but too to progress the natural conditions around the company. Through these exercises of utilizing natural squander as batik colors, the company can slaughter two winged creatures with one stone. On the one hand, these exercises contribute to making strides the natural conditions encompassing the company's home. On the other hand, these exercises are too pointed at progressing the community's economy.

The fourth scope of community strengthening exercises is the regulation advancement exercises. Community strengthening exercises carried out by PT Indocement Tunggal Prakarsa Tbk could be a batik industrial center improvement action in Ciwaringin. That's, the target of the action is without a doubt not people, but bunches who are individuals of the Kebon Gedang Ciwaringin batik artisan community. In arrange that community strengthening exercises can be ideally effective, it is fundamental to do arranged exercises with the target of collective society. Regulation advancement in the long run gets to be a need in arrange to guarantee the supportability of the programs actualized. One of the endeavors made by the company within the setting of carrying out this regulation improvement movement is building up a agreeable affiliation of batik artisans in Blok Kebon Gedang, Ciwaringin. The presence of cooperatives will offer assistance the community in managing with different sorts of commerce troubles, for illustration the issue of capital and crude materials. From the interviews composed within the portrayal of the investigate comes about, it was specified that the presence of this agreeable was exceptionally supportive in creating the batik commerce in Blok Kebon Gedang, Ciwaringin in Cirebon.

#### **Development of Ciwaringin Batik Production and Marketing in the Utilization of Organic Waste as Batik Dyes**

Community empowerment activities in the utilization of organic waste as batik dyes are related to the economic aspect of citizens in Ciwaringin, especially batik artisans in the region. In the economic context, the development and production of Ciwaringin batik is one important thing. The community empowerment activities carried out by PT Indocement Tunggal Prakarsa Tbk are motivated by the existence of the situation of the batik industry in the Blok Kebon Gedang area that is not in line with the expectations of the community. As previously explained, Ciwaringin community has a tradition of making batik which is passed down over generations. Unfortunately, the existence of the batik industry is increasingly disappearing due to many factors. One of the factor is the regeneration process that does not run well, and another important factor is the increasingly hard competition in the batik industry. These two factors are actually interrelated. Seeing this condition, PT Indocement Tunggal Prakarsa Tbk then intends to re-develop the batik industry in Ciwaringin through a series of CSR activities.

Given the background above, it can be concluded that the problem to be addressed through CSR activities of PT Indocement Tunggal Prakarsa Tbk is in terms of production and marketing of the batik industry in Ciwaringin. Therefore, the company then cooperates with various parties in order to overcome the production and marketing constraints faced by the batik artisan community in Blok Kebon Gedang Ciwaringin, Cirebon. There are several stages of activities carried out to overcome these two problems. First, in terms of production development, PT Indocement Tunggal Prakarsa Tbk provides various kinds of knowledge through many trainings conducted jointly with Universitas Gadjah Mada. One of the knowledge provided is techniques of organic waste management as batik dyes. A series of training activities have also been given to the people of Blok Kebon Gedang Ciwaringin, Cirebon. In fact, besides training, field trip activities or field studies in other batik-producing regions were carried out, one of which is in Yogyakarta.

In addition to training in the use of organic waste as batik dyes and natural batik dyeing techniques, another training provided to the community members is marketing training. PT Indocement Tunggal Prakarsa Tbk, in collaboration with related agencies

in Cirebon Regency, is trying to help the marketing of batik products in Blok Kebon Gedang community in Ciwaringin, Cirebon by organizing exhibitions in several regions. The exhibitions are held not only in the Cirebon Regency but also in other cities in Indonesia, for example in Jakarta. In addition to organizing exhibitions, another business undertaken by PT Indocement Tunggal Prakarsa Tbk is compiling a book about Ciwaringin batik as an effort to improve the affordability of the batik products in the community.

The two efforts carried out by the company and related agencies indeed have positive results. According to the artisans in Blok Kebon Gedang Ciwaringin Cirebon, the exhibitions often facilitated by PT Indocement Tunggal Prakarsa Tbk indeed significantly influence the sale of Ciwaringin batik products. This means that CSR activities carried out by PT Indocement Tunggal Prakarsa Tbk positively influence the development and production of Ciwaringin batik. The exhibition has become one of the effective marketing strategies for the community. Even, it can be said that this is the mainstay marketing strategy of the community. Through these exhibition activities, the Ciwaringin community finally got the chance to show their batik products to the wider community. This, in turn, affects the accessibility of the community to the Ciwaringin batik products.

The success of PT Indocement Tunggal Prakarsa Tbk in organizing community empowerment activities targeting batik artisans in Blok Kebon Gedang Ciwaringin Cirebon is an example of how a company seeks to develop and build a community in its operational area as a form of corporate social responsibility. It must be recognized that the efforts made by PT Indocement Tunggal Prakarsa Tbk may still have weaknesses in several respects. However, it cannot be denied that not all companies can do the serious efforts as carried out by PT Indocement Tunggal Prakarsa Tbk. Therefore, it can be concluded that the community empowerment activities carried out by PT Indocement Tunggal Prakarsa Tbk are the example of a company's strong commitment to advancing the lives of surrounding people. Although the community empowerment activities carried out still have many shortcomings, the increase in production and marketing experienced by the batik artisan community in Blok Kebon Gedang Ciwaringin could be an indication of the success of the community empowerment activities carried out by PT Indocement Tunggal Prakarsa Tbk.

### **Community Empowerment Model in the Utilization of Organic Waste as Batik Dyes in Blok Kebon Gedang, Ciwaringin, Cirebon**

One of the follow-ups of a success of a business that can be done is to use it as an example for development in other places like the success of community empowerment activities carried out by PT Indocement Tunggal Prakarsa Tbk. The success of the company in carrying out community empowerment activities can be used as a model for the development of the same activity in other locations by either the same or different company. The model of community empowerment activities undertaken can also be used as a medium to evaluate the empowerment activities that have been carried out, for example the shortcomings encountered during the activity.

As explained in the explanation about the community empowerment model, one thing that still needs to be developed as an evaluation material for other activities is an evaluation of increasing independence. Regarding to the statement of H. Fathoni, one of the batik actors or artisans in Ciwaringin, after PT Indocement Tunggal Prakarsa Tbk stops its involvement, the community experienced a transition that was not easy. People call it the 'critical' period. This perception is reasonable, given the fact that after the community empowerment activities have ended, there will be a transition period in the form of the release of assistance activities carried out by the company. The model of community empowerment activities is therefore structured with the aim of overcoming this weakness.

As written in the results of the study, the community empowerment model implemented by PT Indocement Tunggal Prakarsa Tbk begins with three efforts as the main activities, including Enabling and Making Community Independent in Self-Development and Environmental Development, Improving the Capability of the Community through Determination Policy of PT Indocement Tunggal Prakarsa Tbk, and Giving Professional Authority to the Community in Self-Development and Environmental Development. The community in these three activities has an important position because they are the subject and, at the same time, the object of empowerment activities undertaken.

Enabling and making the community independent is the main objective of community empowerment activities because essentially the purpose of community empowerment activities is to increase community independence. Community independence indicates that the community has become increasingly empowered and has the power to overcome all obstacles. Second, community empowerment activities are also intended to improve the capability of the community. This capacity building is thus closely related to the increase in independence of the target community. Third, community empowerment activities also aim to provide professional authority to develop themselves and their environment. This means that one of the goals or objectives of community empowerment activities is to foster self-initiative to develop themselves and their environment.

The author in this study proposes a model of community empowerment as seen in the discussion of the research results for the purpose of correcting some of the shortcomings found in community empowerment activities carried out by PT Indocement Tunggal Prakarsa Tbk in the utilization of organic waste as batik dyes in Blok Kebon Gedang Ciwaringin. The proposed model is expected to overcome the shortcomings that can still be found in community empowerment activities in order to perfectly run the community empowerment activities in the future as expected.

## VI. CONCLUSION

The scope and activities of community empowerment in the utilization of organic waste as batik dyes in Blok Kebon Gedang Ciwaringin include human development, business development, and environmental development. The three scopes of community empowerment activities can also be found in the activity of the utilization of organic waste as batik dyes carried out by PT Indocement Tunggal Prakarsa Tbk in Kebon Blok Gedang, Ciwaringin, Cirebon. The elements of empowerment can take the form of various entities that run small, medium or large businesses, social activities, and individual activities that interact with and support each other and are interdependent. An integrated empowerment system allows other elements of the community to be involved in order to improve their own welfare. The welfare of the community, as the target of the community empowerment program carried out by PT Indocement Tunggal Prakarsa Tbk, is one of the priorities and the focus of attention of PT Indocement Tunggal Prakarsa Tbk in carrying out its CSR program. This priority on the community or human welfare manifests one of the scopes in community empowerment activities, which is human development. The second scope of community empowerment activities is business development. Business Development is an important effort in every empowerment because Human Development without giving impact or benefits for improvement for welfare will not get support in the form of community participation. The scope of community empowerment activities in the form of business development activities can be clearly seen in community empowerment activities of utilizing organic waste as batik dyes because the target of empowerment activities is the community or residents of Blok Kebon Gedang, Ciwaringin, Cirebon, who have batik businesses. Since the social mapping research activities followed by the preparation of strategic plans for preparing action plans in CSR programs, PT Indocement Tunggal Prakarsa Tbk has carried out a series of activities in the development of the batik industry in the area of Blok Kebon Gedang, Ciwaringin, Cirebon. The third scope of community empowerment activities is environmental development activities. Environmental Development is the (physical) environmental preservation that will greatly determine the sustainability of investment activities and operations, especially those related to the availability of raw materials. This is very relevant to the scope of business of PT Indocement Tunggal Prakarsa Tbk as a cement producing company that uses natural materials as raw materials for the company's business.

The model of community empowerment carried out by PT Indocement Tunggal Prakarsa Tbk begins with three efforts as the main activities, including Enabling and Making Community Independent in Self-Development and Environmental Development, Improving the Capability of the Community through Determination Policy of PT Indocement Tunggal Prakarsa Tbk, and Giving Professional Authority to the Community in Self-Development and Environmental Development. The community in these three activities has an important position because they are the subject and, at the same time, the object of empowerment activities undertaken. The community in this model has a central position; in other words, this community empowerment model will use the community as the main subject and actor in the empowerment process.

### **Suggestion**

In terms of regulation, the CSR program actually has a fairly strong formal foundation. It's just that this program cannot be used significantly by the community. Based on the research done about PT Indocement Tunggul Prakarsa Tbk CSR to the batik artisan community in Blok Kebon Gedang, Ciwaringin, it is suggested that proactive efforts from the community to welcome CSR programs that will be implemented by companies be done. Active efforts to welcome the CSR program by the community will affect the accuracy of the targets of the program carried out, so that in the end, the implementation of CSR can be successful as expected. The active efforts of the community can be increased by organizing various trainings to prepare event proposals. Communities, especially those who have the desire to develop their businesses, need to be educated with the ability to work together with various parties in order to advance their business. The cooperation can be initiated by submitting an event proposal which will later become the foundation for the implementation of the cooperation.

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