

Political Corporate Social Responsibility in Indonesia: Is A Collaboration

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Abstract

Practice-Political CSR companies in Indonesia cultivate a niche that leads to a corporate charity so that CSR becomes a political phenomenon in collaboration with the government. CSR politics that should be integrated in the hierarchy of companies as their management strategies and policies remains to be underestimated by most businesses in Indonesia. The essence and significance of CSR is still not fully readable by business people, so CSR itself is just an implementation of the demands of society. The purpose of this study is to examine the politics of Corporate Social Responsibility in Indonesia. Conventionally, corporate social responsibility is closely related to the achievement of sustainable economic activities. Sustainability of economic activities is not only related to social responsibility but also related to corporate accountability to society and the nation. The implementation of social responsibility is not based on a force by the society, government or other parties, but it is sourced from the intention, commitment and business behavior that drives the implementation. This research method uses qualitative approach that is literature search about CSR politics in Indonesia. The method of tracking corporate social responsibility is a qualitative approach which is observed through publications on the issue of corporate social responsibility and its life cycle. The data collected is expressed in the form of statements aimed at understanding social phenomena from a perspective. This research method is also used to understand rational reality as subjective reality especially CSR politics in Indonesia. The results show that the obligation to implement CSR is interpreted by imaging to gain legal and social legitimacy that makes the economic dependence on ignorance of the true meaning and paradigm of CSR. Corporate social responsibility is just a program of assistance to avoid a force from other parties as a tool to form a good image, without any ongoing empowerment towards a better direction in accordance with the business ethics paradigm.

Keywords: CSR, Indonesia, Concept .

Introduction

In the Republic of Indonesia implement obligatory and binding CSR in accordance with the provisions of the Act. The obligation of corporate social responsibility is regulated by Law no. 25/2007 on Capital Investment and Law 40/2007 on Guideline for Implementation of Obligation of Minister of State-Owned Enterprise Regulation No. PER-05/MBU/2007. However, the implementation of the Law raises many problems and is no longer a secret, as practices and disasters in Indonesia are often overwhelmed by inefficiency of work and position (Waagstein, 2011).

Implementation of CSR in Southeast Asia, Indonesia is still controlled by Myanmar and Cambodia, even the Indonesian government is still less than new countries such as Timor Leste. (Sukardjito 2014). Secretary of State Pratikno also said that the practice of CSR for the cost of Healthy Indonesia Card (Kartu Indonesia Sehat-KIS), Smart Indonesia Card (Kartu Indonesia Pintar-KIP), and Family Welfare Cards (Kartu Keluarga Sejahtera-KKS) do not take state budget from State-Owned Enterprises Source: adopted from [www. actual.co](http://www.actual.co), released. According to the author of the CSR Program implemented by the government to interpret the indications and misuse of funds from CSR programs in accordance with the actual function of the CSR. The government program for CSR is still a question mark. Maria R. Nindita Radyati, Director of MM CSR Trisakti University in Jakarta on Thursday, August 30, 2017 (Bagus 2014). The government is not expected to use corporate social responsibility (CSR) to Healthy Indonesia Card, Smart Indonesia Card, and Family Welfare Cards because it is not in accordance with the terms of use of CSR. The financing of Healthy Indonesia Card (Kartu Indonesia Sehat-KIS), Smart Indonesia Card, and Family Welfare Cards is taken from Partnership and Environment Development (Program Kemitraan dan Bina Lingkungan-PKBL) fund but not from CSR. According to him the three cards should use Partnership and Environment Development funds obtained from the provision of Profit of the Indonesian State-owned Enterprises. He also added the three cards should use and environment development related to health, education and community welfare because and Partnership Program is used to increase the ability of small business. Meanwhile, Constitutional Law Expert Yusril Ihza Mahendra through written statement, said CSR has been budgeted by the company and must be run to meet the obligations the Indonesian State-owned Enterprises to the surrounding community. So if the CSR funds will be taken by the government, the state budget must be changed, related to changes in the source of state revenue and its allocation change. CSR funds or corporate social responsibility funds are funds allocated from corporate profits including the Indonesian State-owned Enterprises for the community, as compensation to the surrounding community for the activities of the company in the area with all its impact. From the company's point of view there are some common problems that have caused the CSR program cannot be implemented so far, including: a) Still lack of understanding of the company in the implementation of CSR to see the benefits for the company. b) Many companies do not want to run CSR programs because they see it as a cost expense. c) Pressure from the government to implement CSR that has not been so strong. Including weak pressure from Non-Governmental Organizations. Evidenced by the absence of strict sanctions for companies that violate the provisions of the CSR. d) Some companies even can be said many of those who still consider CSR as a "cosmetic" concept not from the real meaning. e) Further the concept of CSR is viewed as a decision made on the basis of profitability to the company. Most CSR practices in Indonesia still use the old paradigm because company management assumes CSR activities are beneficial to society and not directly beneficial to the company. This point of view should be changed by company management. In the future, CSR practices must be within the limits of involvement and Community Development to gain support from surrounding communities. In addition, CSR programs are too diverse, less focused, unrelated to core business, and not yet part of business strategy. Director General of Forestry and Environment Partnership Hadi Daryanto said CSR activities can actually be synergized with government programs,

especially social empowerment and poverty alleviation programs. This is in line with government efforts to foster economic growth. "The government will be happy to dialogue and formulate synergies and CSR collaborations, to support social, economic and environmental development," Hadi Daryanto said in a press statement in Jakarta on Thursday, April 6, 2017 (Bratadharma 2017). Various studies that evaluate CSR programs in Indonesia are always faced with the problem of application of Law no. 40/2007 which does not go as expected. While the assessment of potential misuse of CSR funds by parties in contact with its implementation is very rare, because the value of very large funds and CSR program is not the right target and the number of companies using CSR as Promotional and marketing activities still dominate the implementation of CSR in Indonesia. Obstacles that are still found in the field in the implementation of CSR are cost issues, competent human resources, distributions of activities and targeting, form of activities, licensing and regulatory issues, lack of partnerships, socialization activities, understanding of implementation and evaluation in the field, and many charge illegal fees in the field. While CSR Political research is still relatively underdeveloped and tend adhoc with reliance on case studies that focus on the incidence of branded companies. Based on that this article will lead to a theoretical construction which is expected to be a reference to the urgent need to further research on Political CSR as an effort to develop the country in the international, regional, national and sectoral (Kimura 2014).

Literature Review

Theoretical View of CSR

The development of CSR in Indonesia is still at an early stage. There is a strong indication that the level of CSR practices and understanding of Indonesian companies is good companies that are sensitive or non-sensitive to the environment, are still very limited (Djajadikerta and Trireksani 2012). CSR is understood as a multilevel responsibility of a corporation to the society represented by a system of stakeholders with a multitude of conflicting interests that should be managed consistently, maximizing the value they receive. (Ponomarenko and Marinina 2017). According to Kot (2014) Corporate social responsibility is a generalized concept of what constitutes 'good' or 'desirable' business behavior. It relates to what can be judged 'morally' or 'ethically' good. CSR is, thereby, a standard of corporate behavior, which is broad and social in its scope rather than narrowly economic. Corporate social responsibility is a concept that the organization, especially (but not just the company) has various responsibilities of all its stakeholders, including consumers, shareholders, communities and the environment in all aspects of the company's operations covering economic, social and environment. (Sarkum, Pramuka, and Suroro 2017). Therefore CSR is closely related to "sustainable development" an organization, especially companies in carrying out its activities must its base its suppression not solely based on its impact in the economic aspect, such as the level of profit or dividend but also must weigh the social and environmental impact arising from the decision, for short and longer term. With this understanding, CSR can be the company's contribution to sustainable development by impact management on all stakeholders. In the context of Indonesia which is an eastern country with a high society with high social awareness, the concept of CSR should be more easily accepted in Indonesia. Implementation of CSR is a business ethics based on social norms inherent in the company (Goel, Preeti, and

Ramanathan 2014). Suggestion use of the theory of the Resource-Based View (RBV) and the Institutional theory in addressing gaps in the theory of CSR Political further research on multinational companies enterprises (MNCs) in response to dissatisfaction with the change in global governance and Assumptions political company dominated by institutional theory and stakeholder theory (Frynas and Stephens 2014); according to the author is not yet right, as it is known, that the RBV theory is applied theory of Strategic Human Resources Management (HRM), which until now still have a shortage on the basis of the theory that has not been strong for the assessment strategy function within a larger organization. RBV theory while focusing on the company's internal political research related to CSR is not just looking at the company's internal course although it involves the analysis of individual-level domain integration, but rather on a more strategic view of the analysis focuses on industry and environment involving internal company so as to distinguish company with its competitors because it has a competitive advantage. Traditionally a very positive view of critical theory in regard CSR ideological position or declare alignments and historical. CSR was born on the global community's response to the industrialization process undertaken by the corporation MNC real cause serious ecological problems (Patrizia, Airike, and Markherbert 2013). Success indicators of CSR implementation in Indonesia was a model and referable according to Prayogo, (2011) consists of four (4) indicator: a) in General, the success of CSR can be viewed from close to ethical values that they contain namely undertook to uphold social justice, and equity/sustainability. b) social Basis, the success of CSR can be assessed from the high to the low social legitimacy of corporations before the social stakeholders. c) In business/CSR success can be judged from the rising stock value due to an increase in corporate social image. d) technically, CSR's success can be seen from the close program evaluation results of the technical field. These indicators seen in General, in such these indicators we can see some more and adjusted to the shape of the business carried on by the Corporation. As the business of mining, textiles, telecommunications, mining, entertainment, etc. In implementatif, the development of CSR in Indonesia still needs a lot of attention for all parties, whether Governments, the public and the company. Among the thousands of existing companies, indicated not all companies actually apply the concept of CSR in the activities of the company. CSR is still the other part of the manajemen company, so its existence is not considered to contribute positively towards the survival of the company. Whereas in accordance with the existing legislation, the existence of the CSR attached are inherent with the management of the company, so that CSR activities in the field still in control of the manajemen company. To bring back and keep the balance in the general economic and social arenas to think deeply and act wisely on CSR. Every business enterprise owe a responsibility to the community, the nation and the world at large that provides with all the human, material and natural resources. Given the long-term growth and sustainable development following the CSR norms, designing new policies and effective implementation is inevitable to carry and maintain a balance between the business world and the community, the present generation and generations to come, man and nature. The WBCSD (World Business Council for Sustainable Development) "The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of work life of workforce and their families as well as of the local community and social large" Theoretically, the responsibilities associated with the company are faced with two meaningful

responsibilities, that is: 1) The concept of responsibility in the meaning of responsibility, is a responsibility that in principle more emphasis on an act that must or must be done consciously and ready to bear all the risks and or any consequence of the act based on the moral. In other words, responsibility is a responsibility that is only accompanied by moral sanctions, so it is not wrong if the understanding of some business actors or companies against CSR is only limited moral responsibility embodied in the form of philanthropy (charity) and charity (generosity). 2) The concept of responsibility in the meaning of liability, is a responsibility in the legal context that is usually manifested in the form of civic responsibility. In this case the responsibilities are regulated in accordance with applicable legislation in Indonesia. So the responsibility in this concept is like a forced responsibility if you do not want to be subject to civil law sanctions. Then something very, very funny if a CSR activity should be done on the basis of "fear" of the law that ensnare. From the description of the concept can be seen the visible difference of the two concepts lies in the source arrangement. Responsibility that is done on the basis of morals fall into the category of responsibility responsibility, whereas if the responsibility is done on the basis of applicable law then included in the category of liability. From this it can make us confused about corporate responsibility activities that exist in Indonesia more deserve to be called Corporate Social Responsibility (CSR) or Corporate Social Liability (CSL). To implement CSR depends on the understanding and needs of the company concerned. Why is that ?. Because until now there has been no unity of views both from institutions and experts on the understanding and scope of CSR. However, in 1998, a CSR expert from the University of Bath UK, Alyson Warhurst, explained that there are 16 (sixteen) principles to be considered in implementing CSR (Isa Wahyudi & Busyra Azheri, 2011). The principles are as follows: 1) Company priority, Company must make social responsibility as the highest priority of the main determinant in sustainable development. 2) Integrated management, Managers as controllers and decision makers should be able to integrate every policy and program in its business activities, as one element of management function. 3) Process improvement, Evaluating each policy, program, and social performance on an ongoing basis. 4) Employee education As primary stakeholders of employees must be upgraded their skills and expertise, therefore companies should motivate them through education and training programs. 5) Assessment, Assessment of the social impacts that occur on an activity should be carried out first before the activity is carried out. 6) Products and services, Strive to develop a product and service that has no socially negative impact. 7) Public information, Providing information and where necessary to educate consumers, distributors and the general public on the use, storage and disposal of any product or service. 8) Facilities and operations, Developing, designing, and operating facilities and carrying out activities taking into account findings relating to the social impacts of a company's activities. 9) Research, Conduct and or support a research on the social impacts of the use of raw materials, products, processes, emissions, and waste generated in connection with business activities. 10) Preventive Principles, Modify manufacturing, marketing and or use of products or services in line with current research results. This activity is conducted as an effort to prevent negative social impact. 11) Contractors and suppliers Encourage contractors and suppliers to implement the principles of corporate social responsibility, both those who have and will do so. If necessary make social responsibility as part of a requirement in its

business activities. 12) Emergency standby, Company must prepare and formulate plan in face of emergency. And in the event of dangerous situations the company must cooperate with emergency services, local authorities, and local communities. In addition the company seeks to recognize the potential hazards that arise. 13) Transfer Best Practice, Contribute to the development and transfer of practical business along socially responsible to all industries and the public sector. 14) Contributing, This donation is for the development of joint ventures, public and business policies, government agencies and interdepartments and educational institutions that will help raise awareness of social responsibility. 15) Openness, Growing a culture of openness and dialogue within the corporate environment and with the public element. In addition, companies should be able to anticipate and respond to potential risks that may arise, and the negative impacts of operations, products, waste, and services. 16) Achieving and reporting, Evaluating social performance outcomes, conducting periodic social audits and reviewing achievements based on company criteria and statutory provisions and relaying such information to boards of directors, shareholders, workers and the public.

The concept of CSR in Indonesia

Still low understanding of CSR in companies in Indonesia can be seen from The low disclosure of CSR by the companies-company. Quantity score and the relatively low quality of CSR disclosure in Indonesia shows that social and environmental disclosure practices in Indonesian companies are still in the stage early development (Gunawan et al., 2009). For this reason the company's concern in setting aside some of the profits for the benefit of community development and sustainable environment based on appropriate procedures and professional indispensable. Due to the historical nature of CSR is born it is necessary interdisciplinary studies (Scherer and Palazzo 2011) rom a variety of social sciences in exploring the concept of implicit and explicit in Political CSR as an alternative one way to bridge the gap (Bures 2014), or perhaps more precisely is the use of ecological theory as a substitute for the RBV theory side by side with institutional theory (Lounsbury and Beckman 2015), or in the conceptual framework of operations management (OM) can use Stakeholder theory of resource-based view (Sodhi 2015), but basically all theories of CSR contribute to the interests of the community which aims to integrate all social demands (Nesvadbová 2009). CSR practices in Indonesia tend to be less formal as it is commonly used in developed countries; CSR implementation in this country most often associated with philanthropy or charity through corporate social investment in education, health, sports, construction, environmental, and other public services that make a contribution to the economy is often regarded as the most important and effective way to do business social impact through investment, job creation, tax, and technology transfer. Corporate Social Responsibility (CSR) is the responsibility of businesses in their undertakings. The government must support business in implementing CSR from voluntary to mandatory requirements so that the existence of CSR canbe felt in reality by society. Understanding CSR by Johnson and Johnson, in (Nor Hadi, 2011) states that CSR is about how companies manage the business processes to produce an overall positive impact to society. The success of a company in the view of CSR can be through good moral and ethical parameters and the community is impaired in the fewest parameters. Companies working with moral and ethical principles can provide the

greatest benefit to society. CSR is a way to boost reputation. CSR as a noble act of generosity. There are three reasons why CSR is in line with the company's operational sustainability guarantee (Julianda, 2013), that is: a) The company is a part of the community and therefore it is natural that the company takes into account the interests of the community. Companies must be aware of a society's environmental order. Social activities serve as a reciprocal effort over the exploitation of natural resources by companies that are explorative and social compensation due to discomfort to the community. b) Businesses and communities have a symbiotic relationship of mutualism to gain support from society. Companies are required to contribute positively to the community so as to create a harmonious relationship with the community. c) CSR activities are one way to reduce social conflict. Social conflicts arise from the consequences of the company's operational activities or due to the structural and economic disparities that arise between the community and its components. Many issues of CSR shown as a dilemma or a trade-off, for example, development versus environment, job creation compared to higher labor standards and strategy compared with the Government's political charity. While the theory of value creation on the triple bottom line (profit, people and planet) is not fundamental to the concept of CSR in Indonesia. This is due to the multi-dimensional problems such as a change of culture, social politics, corruption, disaster (due to inappropriate policy in the management of natural resources) and disintegration, or the other viewpoint that using the term Corporate Citizenship, Sustainable Entrepreneurship, Business Ethics and Sustainability, Corporate Environmental Management, Business and Society, Business and Governance, Business and Globalization and Stakeholder Management (Panwar et al. 2006); according to the author is right for Indonesia is 5 P (Profit, People, Planet, Procedure and Pancasila) where the procedure is added to ensure that the principle of non-maleficence or negative duties are not violated. People are not just people who are already present here, but also absent stakeholders, namely humans future generations unborn. Meanwhile, the planet is included to accommodate mute stakeholders, namely nature, the environment, including animals and others and will keep distegrasi nation Pancasila. The use of CSR is often done for political purposes imaging as an example the case at the beginning of this article where the use of CSR-owned enterprises. are used for the benefit of the newly elected government programs. Policy pursued by the government is one of the factors that influence the implementation of CSR in Indonesia is well on target but can benefit the company in the future in a new era of leadership (Jingrong et al. 2014). Although the business relationship and stakeholders (stakeholders) in the early stages is recognized that social responsibility is a function of government, not the responsibility of business or company but the opinion is certainly the case at the beginning of the decade in which the natural results are still abundant, industry competition is not tight, and the demands of stakeholders interest in a company is not high (Robins 2008). The tendency of political overtones in CSR practices lead to many companies who are not sincere in implementing CSR practices, there is a suspicion that the implementation of CSR just imaging to gain legitimacy and influence public opinion about the company. A lack of understanding of the purpose and objective of the actual CSR is also a major barrier to building understanding between business, government, and society. This ignorance makes business leaders, employees and other stakeholders are not precise in defining CSR program so that it becomes an external obstacles in the implementation of CSR in Indonesia. External

issues such as legislation, taxation, governance, people's behavior and the influence of civil society organizations. While internal problems one CSR expertise and management structure that does not support making the company Prefers to collaborate on the exclusivity (Nemetz 2014). Whereas in the current global order world leaders continue to discuss how to raise the dignity of human beings in this world through strategic partners (government, employers and the community) as a state strategy to create a more harmonious order (Bryant 2015), although this purpose by writers tend capitalists who have adopted the socialist style. According to the contextual standpoint, the development must be understood in a social context, this is because the individual is not a separate entity in interacting with the environment, but an integral part of the environment. Is a comprehensive CSR issues between employees with the company, companies and suppliers as well as the company towards society and the environment (Sahinidis, G, and Kavoura 2014). Understanding the concept of CSR properly can provide a great influence for any individuals who are around even for the wider community. CSR is a reflection of a company that cares about the state of the environment. companies need to develop the potential in which they operate so that the community development program leading independent society can be achieved. In the course of CSR experience refraction of the values of the original CSR, refracting it will appear when companies do charity as a temporary conflict extinguisher to its environment. Though ideally CSR is not just a program of assistance to avoid pressure from the other party as a public relations tool to establish a good image but sustainable empowerment towards a better fit with the paradigm of business ethics. The difference in this context will also have implications for differences in strategy approach taken by the manager of each company (Morsing and Roepstorff 2015). CSR was also being interpreted as widely comprehended responsibility - the responsibility for decisions mad, for own activity or obligations. Also few, negative associations appeared, where among others CSR strategy was determined as the manager whim, gossip or also action being aimed at covering up and justifying other, unethical action (Kot 2014). The existence of CSR in an area also never be separated from the existing system of institutional partnerships in the vicinity. Government, traditional institutions, NGOs, and other civil society organizations also provide color to the CSR activities. The existence of this multi-stakeholder can be present to support the success of CSR or vice versa if the synergies between these actors do not do (Boström and Hallström 2013). Therefore, the implementation of CSR is not only engaged in philanthropy aspect and level of strategy, but must be creeping up to the level of policy (policy) more macro and real (Rusmanto and Williams 2015). The business world should be able to follow the example of firms that have already implementing CSR programs as one of the policy of the Management company. Constraints experienced by a company in implementing CSR lies in the commitment of the company itself. if the company does not have a commitment to the environment, then the responsibility and social concern that was also no. CSR is a must for companies if you want to continue to progress and develop (Asemah and Okpanachi 2013). The company's commitment to the community that is implemented in the form of CSR programs can prevent the emergence of social friction that could hurt the company and the community. If CSR is implemented properly, will have a positive impact on the sustainability of the business and corporate image (Maruf 2013). Nowadays, according to Sukada and Jalal (2007) global impetus in order for the Earth to become a more civilized rides for equitable economic, social welfare, and

pemihakan on the environment became ideal seedbed fields which continue to strengthen from ideas and business practices be a general concept of CSR. The concept of CSR efforts are nucleated ground idea of triple bottom line, three sectors partnership, good governance, and social investment among companies. As one of the southern states affected by the expansion of economic globalization northern countries, Indonesia was time to understand the political CSR conducted by MNC company just looking for raw materials and abundant cheap labor to maximize profits obtained (Lund-thomsen and Lindgreen 2013). Motives such as reproduction is then underlying corporate behavior that ignores social responsibility and conduct practices repression against nature as a corporate entity in which it lives and operates. CSR practices as an attempt to hold the business sector as the dominant entity and actor in direct contact against the destruction of nature and social inequality, in fact only be run in an attempt to gain legitimacy and fortify themselves from the policies implemented by the government (Fooks et al. 2013). The concept of CSR became a shield and mask the company to conduct further exploitation (Achmad, Ramli, and Saktiana 2011). These practices can be felt from their clusterisasi CSR programs that are hand-washing.

Method

This exploratory research study seeks to gain insight into CSR in practice. The research objective is to examine whether the use of corporate CSR funds by the government is effective for the image of the company or for the benefit of the bureaucracy. This exploration is designed only to explain to practitioners in implementing CSR policies in Indonesia. The focus of this research is to review the literature with the field of action and to link the current literature with ideas and insights to explore further. Using methods with a qualitative approach which observed through publications on corporate social responsibility and life cycle, tracing routes and milestones of corporate social responsibility concepts based on retrospectives and prospects, comparing and searching convergences of previous theoretical and practical developments regarding corporate social responsibility.

Discussions

Shauki (2011) research provides the relationship between CSR contents, incentives, format, public confidence, and impact on investment decisions is positively and directly related. Likewise in the case study's Vallaster (2017) findings suggest that strategic CSR can have a positive impact on crisis recovery and promote the revision of established practices required to manage a company crisis. Earlier studies, Jamali & Mirshak (2007) conclude as the improvement of living conditions is unlikely to materialize in the absence of active private sector participation within the framework of responsible business practice. Developing countries thus seem to be caught in a vicious circle, where private sector CSR initiative is desperately needed, yet effectively impeded by less than favorable contextual conditions. This is certainly the case for the companies in this study, which have opted to continue their CSR involvement despite prevailing constraints. Taking CSR a step forward in the context of developing countries is thus likely to require more systematic planning and stronger determination on the part of the private sector to set this new trend in motion. This must be founded in the realization that embarking on a CSR program is a major commitment, one which may require changes in the way responsibility management has traditionally been

approached. It is also likely to require a concerted effort and collaboration between the private sector, public sector and NGO sector and the leveraging of the strengths and resources of all partners. The effective metamorphosis of CSR in developing countries beyond the boundaries of public relations is indeed difficult to imagine in the absence of the synergies resulting from such cross-sector collaboration. but this is a dilemma for companies where collaboration becomes the pressure from community groups and NGOs for tarnished the public image of extractive companies and pressured companies to improve social and environmental performance (Hilson and Slack 2012).

Various empirical research studies and surveys on behavior Sustainability Management Corporate management (CSM) shows that for the benefit of the CSM, there are at least five conditions that must be fulfilled : (1) the strength of the commitment of shareholders to engage solve social and environmental issues, (2) the number of levels humanist paradigm adopted by management in everyday management practices, (3) the ability of management to apply philanthropic activities without worrying about the threat of decline in profits and reduction of competitiveness (higher performance level of sustainability), (4) the ability of management to develop and implement strong sustainability culture and (5) the ability of management to establish mutually beneficial cooperation between enterprises and economic enterprise stakeholders (Angelia and Suryaningsih 2015), this should be considered by the manager as a step in the implementation of CSR in Indonesia. Need to be noticed by managers in implementing CSR is a democratic political conditions, geographic, cultural, and ideological Indonesian people who are obviously very different in running social activities with other developing countries. On the other hand the growing issues and potential new political perspective on the future of CSR refers to moral behavior that is associated with the implementation of CSR and corporate political legitimacy problem seems to still reap a political role for the corporate and democratic accountability as a reference the adoption of legislation by the government (Wong and Wong 2015). In CSR implementation do not have a fixed rule, so that the application relies heavily on understanding each about social responsibility in the development of society and the environment, to reduce the occurrence of negative impact of operating company (Ambadar 2008). Sukada and Jalal (2007) States the idea of applying sustainable development (sustainable development) are the sublime example of telikungan, penungangan, and manipulation as well as the existence of falsehood and lies behind the CSR policy conducted among the corporations that it's hard to resist the truth. In the era of knowledge economy, companies must regard itself as a community that consists of members who have the skills, expertise and needs of each (Radyati 2008).

In the case of the use of state-owned CSR funds carried out by the government, Hasan (2018) wrote in his research that concluded that the case of using CSR funds for KIS, KIP and KKS assistance was still questioned from where the budget originated. The implementation did not consult with the DPR and did not provide an explanation to the public where the cards came from. It ignores the principles of good governance or good governance, although this is the prerogative of the President, the mechanism adopted is less transparent and accountable. Although in the end, Pratikno (Minister of State Secretary) answered criticism of the costs of issuing KIS, KIP and KKS. The issuance of all the cards comes from SOE Corporate Social Responsibility (CSR) which is only temporary, but for the following year, the procurement of KIS, KIP, and KKS will be included in the APBN. In fact, Pratikno suggested that the most important thing

right now was to focus on the smooth implementation of the KIS, KIP, and KKS programs. Furthermore, Jusuf Kalla (Vice President) also emphasized that the KIS, KIP, and KKS programs have a legal umbrella. Likewise, with the budget, it is in the State Budget and the legal umbrella is in Article 1 paragraph (3) of the 1945 Constitution. But in this case, can the use of CSR funds improve the image of the company or vice versa to improve the image of government? Yet according to a survey conducted by Environics International (Toronto), the Conference Board (New York) and the Prince of Wales Business Leader Forum (London) in Dewi (2005), quoted by Harni & Azis (2018), 60% of 2,500 respondents in 23 countries argues that corporate social responsibility is one of the factors forming the company's good image. As researched by Harni & Azis (2018) in the framework in figure 1 that the CSR concept research proved to be successful because in this study it shows that Corporate Social Responsibility (CSR) has a positive effect on the company's image. Or is the use of BUMN CSR funds manipulated for bureaucratic purposes? (Farhan, 2018)



Figure 1. CSR Concept Framework
Source: Harni & Azis (2018)

Conclusions

This article concludes a corporate environment was instrumental in the implementation of the concept of CSR and influenced by the government on the relationship between public policy and business resources to achieve the objectives of social and environmental policies in Indonesia. Although CSR is based on the neo-liberal models of CSR is also to be understood as a means of political negotiation and consultation based on interests and political ideology. Making of CSR as a business management tool has turned into a political project that requires a deeper understanding of power, ideology and interests granted to national politics, where political and economic join hands affect the perception of the company that built the government about the dynamic understanding of CSR. With a more democratic government at all levels and a decentralized political system, corporate social strength must have a relationship between society and politicization. This relates to certain social duties and rights or social cooperation as participation. The government through its policies require companies to perform its obligations with a voluntary approach as corporate responsibility. Thus the use of BUMN CSR by the Indonesian government can be said that this has no effect on companies but has an effect on government programs and this is not good for BUMN corporate image in Indonesia.

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