

Analysis Of Community Perception And Welfare On The Impact Of Corporate Social Responsibility In Tenggara District, Kutai Kartanegara Regency

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ABSTRACT

The increasingly dynamic development of technology requires humans to act quickly and precisely so as not to compete with other humans. The importance of CSR activities has been supported by the government with the issuance of Law No. 40 of 2007 concerning Limited Liability Companies in Article 74 paragraph 1 concerning Social and Environmental Responsibility. This research aims to determine the public's perception of the CSR program in Tenggara District and to determine the impact of CSR on community welfare in Tenggara District, Kutai Kartanegara Regency. Data methods and analysis aim to simplify all the data collected, present it systematically, and then process, interpret, and make sense of the data. This research uses qualitative analysis methods. The community around the company in Tenggara District still has a negative perception of CSR implementation. Even though the public agrees with the CSR program, the public's response is still poor regarding the company's CSR program. The company has carried out social responsibility towards the surrounding community even though it has not had a big influence on the welfare of society in the economic sector because the social responsibility given is still in the form of consumptive use, in other words, once used, it runs out immediately. For the social responsibility that is currently given on a one-time basis, it would be better to provide it in the form of capital for community MSMEs.

Keywords: Perception, Welfare, Corporate Social Responsibility

A. Introduction

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The rapid evolution of technology demands swift and accurate human actions to avoid competition with others. Observing these circumstances, individuals in the business realm are increasingly obligated to possess an effective strategy for attaining optimal sales. Companies no longer only aim to survive but also must have a competitive advantage compared to other companies (Wu et al., 2022). In this modern era, you can easily find examples of competition in several large companies. One business sector that attracts a lot of business people's attention is the retail business. Retail business is the business activity of selling various goods or services for direct or indirect consumption (Susanto et al., 2021).

In the contemporary global business landscape, there is a growing recognition of the significance of the concept, implementation, and advantages of corporate social responsibility (CSR). The notion of CSR stems from the acknowledgment that humans play a role and contribute to the well-being of the beings in their surroundings. CSR has evolved into a global concern, demanding that companies engaged in Corporate Social Responsibility not only prioritize their profit interests but also contemplate and actively contribute to the well-being of both their internal and external environments (ElAlfy et al., 2020).

Corporate Social Responsibility is a social activity carried out by a company as a form of concern and corporate social responsibility for agencies and organizations; which aims to contribute to the prosperity of the company's internal and external parties to get a positive impact from all aspects in the social, economic, environmental fields and is then expected to become a sustainable development program (Okafor et al., 2021).

The importance of CSR activities has been supported by the government with the issuance of Law No. 40 of 2007 concerning Limited Liability Companies in Article 74 paragraph 1 concerning Social and Environmental Responsibility. In Law No. 40 of 2007 concerning Annual Reports article 66 paragraph 2 explains that one of the reports that must at least be disclosed is a report on social and environmental responsibility (Afhami, 2021).

The primary foundation for fostering a willingness to participate and actively engage in various activities and programs, whether initiated by the government or companies, lies in the perceptions of community members towards those programs. Perception, in its broadest sense, refers to the interaction between the self and the world or surrounding environment. Challenges frequently encountered by CSR

programs originate from within society, notably the general reluctance of most individuals to directly engage in CSR activities (Leal Filho et al., 2021). The importance of interaction between companies and the surrounding community in implementing CSR programs. Seeing the phenomenon above regarding the importance of public perception of the influence of a company's CSR, the author is interested in conducting deeper research into this phenomenon, namely Analysis of Community Perception & Welfare of the Impact of CSR in Tenggara District, Kutai Kartanegara Regency (Pan et al., 2022).

The Corporate Social Responsibility (CSR) program depends on the way each company carries out corporate social responsibility. CSR is a program from a company that is directly related to the surrounding community. CSR programs that are useful and can be used well by the community will indirectly have a positive impact on the image of the company (Cesar, 2021). The significance of community leaders, whether in formal or informal capacities, is crucial, particularly in offering guidance, setting a precedent, and rallying the participation of all members within the local community to endorse the success of CSR programs. The community's willingness to actively engage in every aspect of a CSR program primarily stems from the public perception of that specific program (Zikargae et al., 2022).

Based on the background and description above, this research aims to determine community perceptions of the CSR program in Tenggara District and to determine the impact of CSR on community welfare in Tenggara District, Kutai Kartanegara Regency.

B. Literature Review

1. The Role of the Company

A role is an action carried out by a person in an event. In carrying out their business, companies should pay attention to the balance of social life because companies live together with other components that are in a pluralistic and complex order of life so companies have social responsibility. Apart from seeking profits, the company also carries out a social mission so that it can be mutually beneficial (Gatto, 2020).

- a) Companies as social institutions. A company has the task of carrying out various activities at the same time.
- b) Company social conditions are complex, causing changes in balance in the complex social system within the company (Carroll, 2021).
- c) Changes in a pluralistic society, a pluralistic society is the life of various groups that influence the life of the company in achieving social, economic, or political expectations. Companies are

considered to share responsibility for creating good social conditions and general welfare. People act as workers to produce goods or services and become consumers. Of course, if a company is established following business ethics and does not disturb the community, this company should have a good impact on society, especially the surrounding community. Help overcome unemployment and increase the income of local communities. PT must provide an influential social role for the community, namely by opening job vacancies for the local community, thereby increasing income, especially in this day and age where it is difficult to find work for those who do not have adequate abilities and skills (Zafra-Calvo et al., 2020).

Apart from having a role in various local communities and the natural environment, the company must have a role that contributes to the national economy in general and is not only concerned with profits for the company owner. The role of reviewing a project in terms of the project's contribution to the national economy (Mayer, 2021), can be seen in:

- a) National income gains
- b) Application of labor
- c) Technology transfer
- d) Additional foreign exchange
- e) Reducing dependence on other countries (Taghizadeh-Hesary et al., 2021)

Some of the roles that companies play in maximizing the economy are the need for national income, employment, technology transfer, increasing the country's foreign exchange, and reducing dependence on other countries, especially those related to products (Nugroho et al., 2021).

2. Perception Theory

According to Stephen, perception is a process of organizing and interpreting sensory impressions to give meaning to the environment. According to Fred, the perception process can be defined as a complex interaction in selecting, organizing, and interpreting stimuli. Perception entails the cognitive process through which individuals organize and interpret sensory impressions, assigning significance to their environment. However, what a person receives can be different from objective reality. Even though there shouldn't be any, these differences often arise (Affonso & Janiszewski, 2023).

Perception is fundamentally a cognitive process through which individuals comprehend information about their environment,

utilizing senses such as sight, hearing, appreciation, touch, or smell. The crucial aspect of understanding perception is acknowledging it as a distinctive interpretation of a situation rather than an accurate recording of the situation. As stated by Nugroho, the factors influencing perception include the received sensory input, the target, and the situational context in which perception occurs (Suslow & Kersting, 2021). The response elicited by a stimulus is shaped by the individual's characteristics, with various attributes influencing perception, such as:

a) Attitude

Attitudes can influence the positive or negative response a person will give.

b) Motivation

Motivation is something that drives a person to base their attitude on the actions they take.

c) Interest

It is another factor that differentiates a person's assessment of a particular thing or object, which underlies their likes or dislikes for that object.

d) Experience

It can influence a person's perception because we will usually draw the same conclusions as what we have seen and heard.

e) Hope

Influencing a person's perception in making decisions, we will tend to reject ideas, invitations, or offers that do not match what we expect.

f) Goals

Targets can influence vision which will ultimately influence perception.

g) Situation

The situation or circumstances around us or around the target we see will also influence perception. The same target or object that we see in different situations will produce different perceptions (Yang et al., 2021).

Perception is not a spontaneous event but is instead a systematic process, as explained by Walgito. The sequence of the perception process unfolds as follows: originating from an object that triggers stimulation, this stimulation then reaches the sense organs or receptors, constituting a natural (physical) process. Subsequently, the

sensory organs transmit the received stimulation through sensory nerves to the brain, representing a physiological process. Following this, a cognitive process takes place in the brain, enabling the individual to be conscious of the stimulus received by those receptors. This awareness is the outcome of psychological processes. In essence, the final stage of the perception process involves the individual's realization of the stimuli received through the sense organs (receptors) (Lupyan et al., 2020). The activities taking place in the brain, or the center of consciousness, are termed psychological processes. Consequently, the ultimate stage in the perception process is the individual's awareness of stimuli received through the sense organs (receptors). Perception constitutes a component of the comprehensive process that generates a response when stimulation is applied to humans. The subprocesses involved include recognition, perception, and reasoning. Notably, perception and cognition play essential roles in all psychological activities (Shao & Shen, 2023).

3. Corporate Social Responsibility (CSR) Theory

Kotler & Lee define Corporate Social Responsibility (CSR) as a dedication to enhancing societal well-being through ethical business practices and the allocation of company resources. In a parallel perspective, Hadi suggests that Corporate Social Responsibility (CSR) has evolved and progressed in tandem with the interactions between companies and society. The increasing level of social civilization, especially as a result of the development of science, increases environmental awareness and attention, giving rise to demands for corporate responsibility (Jaiyeoba et al., 2023). Additionally, as per Hendrik, Corporate Social Responsibility involves a company or business world's dedication to fostering sustainable economic development. This commitment revolves around prioritizing corporate social responsibility and maintaining a balance between economic, social, and environmental considerations (Akbari & McClelland, 2020).

Companies that believe that CSR is an obligation for the company will automatically carry out social investments. As a social investment, the company will gain profits in the form of benefits that will be obtained, including:

- a) Increasing profitability and stronger financial performance, for example through environmental efficiency.
- b) Increase accountability, assessment, and investment community.
- c) Encourages employee commitment, because they are noticed and appreciated.
- d) Reduce vulnerability to community conflict.
- e) Enhance reputation and corporate building (Shabbir & Wisdom, 2020).

The four other benefits that companies obtain from implementing CSR are as follows:

- a) The company's existence can grow and be sustainable. Apart from that, the company also gets a positive image from the wider community.
- b) Companies gain more access to capital.
- c) Companies can maintain quality human resources.
- d) Companies can improve decision-making on critical matters (critical decision-making) and simplify risk management (Prabawani et al., 2023).

There are several benefits obtained from CSR activities for companies, communities, and other stakeholders. As Wibisono mentioned, the benefits of CSR are as follows:

- a) For companies. Companies accrue four distinct advantages through the implementation of CSR. Firstly, the company's longevity and sustainability can flourish, accompanied by the cultivation of a positive image within the broader community. Secondly, companies find it more accessible to secure capital. Thirdly, the ability to retain high-quality human resources is enhanced. Finally, companies can refine decision-making processes on critical issues and streamline risk management practices (Barauskaite & Streimikiene, 2021).
- b) For the community. Effective CSR practices contribute to the enhanced value of companies within a region. This is achieved through the absorption of local labor, thereby improving the social fabric of the region. Workers from the local community benefit from the protection of their rights within the framework of CSR initiatives. Additionally, when indigenous or local communities are present, CSR practices demonstrate respect for their traditions and cultures, acknowledging and preserving their unique identities (Pütz et al., 2023).
- c) CSR practices play a pivotal role in preventing the over-exploitation of natural resources. They contribute to the maintenance of environmental quality by actively reducing pollution levels. Through CSR initiatives, companies become influential agents in promoting a positive impact on the environment (Ritala et al., 2021).
- d) For the State. Sound CSR practices serve as a deterrent to corporate misconduct or business malpractice, including activities like bribery of state or legal officials that can lead to heightened corruption levels. In addition to fostering ethical business conduct, these practices contribute to the state's benefit by ensuring reasonable tax revenues from companies (Cuervo-Cazurra et al., 2021).

As a reference in implementing CSR, you can refer to the basic principles of CSR as stated by a CSR expert from the University of Bath, England, namely Alyson Warhurst. In 1998 he explained that sixteen principles must be considered in implementing CSR, namely:

- a) Company Priorities. Companies must make social responsibility the highest priority and the main determinant of sustainable development. So that companies can create policies, programs, and practices to carry out their business activities in a more socially responsible manner (Dinçer et al., 2023).
- b) Integrated Management. Managers as controllers and decision-makers must be able to integrate every policy and program in their business activities, as one element in the management function (Shaheen & Németh, 2022).
- c) Improvement Process. Every policy, program, and social performance must be evaluated continuously based on the latest research findings understanding social needs, and applying these social criteria globally (Nara et al., 2021).
- d) Employee education. Employees as primary stakeholders must have their abilities and skills improved, therefore companies must motivate them through education and training programs (Mian et al., 2020).

4. Community Welfare

Community welfare consists of two words, namely welfare and society. Welfare comes from the basic word prosperous. Prosperous means safe, secure, and prosperous, safe (apart from all kinds of disturbances, difficulties, and so on). Welfare is "a state of well-being, security, safety and tranquility (pleasure of life and so on), prosperity" (Aydin & Khan, 2021). Society is gathering together by interacting and influencing each other, then having the opportunity to become Indonesian society. Based on the definition above, community welfare is a condition where people feel safe, prosperous, and peaceful, regardless of disturbances and difficulties (Jailani et al., 2023).

An indicator is something that can provide (become) guidance or information. Obtaining prosperity is not easy, but that does not mean it is impossible to obtain, there is no need to do what is haram, because there are still many halal things that can be done to achieve prosperity, so you need to pay attention to welfare indicators (Rubio-Mozos et al., 2019). Welfare indicators include:

a) Number and distribution of opinions

This pertains to economic matters involving income associated with employment, business conditions, and various other economic factors. Providing employment opportunities is necessary to fulfill their living

needs. Without all of that, humans can't achieve prosperity. Signs that people's lives are still not prosperous are the amount and distribution of income they receive. The availability of job opportunities and business prospects is essential for individuals to drive economic activity, ultimately leading to an increase in their income. With their income, people can carry out economic transactions (Patwa et al., 2021).

b) Education is increasingly easy to reach.

The understanding is easy here in terms of distance and the value that must be paid by society. Accessible and affordable education is a universal aspiration. When education is easily attainable and cost-effective, it ensures widespread access to the highest levels of education. As a result, the quality of human resources improves, expanding opportunities for securing decent employment. Human welfare is thus measured not only by the ability to access education but also by the capacity to leverage that education to fulfill daily needs (Traxler, 2021).

c) Health quality is increasing and becoming more equitable.

Health is a pivotal factor influencing income and education. Consequently, the government must prioritize health as a primary concern. Individuals facing health challenges encounter difficulties in pursuing their welfare. To address this, an extensive range of health services, both in quantity and variety, should be made available. Access to these health services should not be constrained by distance or time, ensuring that individuals can avail themselves of affordable and high-quality health services whenever needed (Luo et al., 2020). Welfare indicators include the economy, namely making it easier for the community to fulfill their daily needs by creating jobs. Equitable education, namely making it easier for people to receive education easily and cheaply, thus producing educated human resources. Then the quality of health will increase and become more equitable, making it easier for people to access health services (Surya et al., 2020).

C. Method

This study adopts a qualitative approach. According to Hariwijaya, qualitative research is characterized by the absence of mathematical, statistical, or computer models. The research process commences with the compilation of fundamental assumptions and cognitive principles employed in the study. Data collection techniques were carried out by carrying out observations and interviews. Apart from that, library research is also carried out by collecting documents, archives, and important records which will be reprocessed. This

research uses qualitative analysis methods qualitative analysis involves the systematic processing of data through tasks such as data organization, selection, pattern identification, discerning significance, extracting key insights, and determining what information to convey to others. The analytical approach employed is characterized by inductive thinking, a cognitive process that initiates from specific and concrete facts, with conclusions drawn based on these observed facts or events (Kusumastuti & Khoiron, 2019).

D. Result And Discussion

1. General Overview of Kutai Kartanegara Regency

Kutai Kartanegara Regency has a long history, starting from the Sultanate of Kutai Kartanegara Ing Matadipura, then in 1947 it entered the status of the Kutai Swaparaja Region which became part of the East Kalimantan Federation along with the Sultanates of Bulungan, Sambaliung, Gunung Tabur, and Pasir; On December 27, 1949, it was determined to become part of the United Republic of Indonesia. As the form of the State changed, the Kutai Swaparaja Region was changed to the Kutai Special Region based on Emergency Law Number 3 of 1953, the Kutai Special Region was led by the Sultan of Kutai Aji Muhammad Parikesit; until 1959 the Government of the Republic of Indonesia abolished the status of Special Region through Law number 27 of 1959, becoming Kutai Regency with the capital city of Tenggarong. With the existence of the Level II Regional Government in the former Kutai Sultanate, the era of the Kutai Kartanegara ing Martadipura Sultanate Government ended.

Currently, Kutai Kartanegara Regency is part of the administrative region of East Kalimantan Province. The formation of the Kutai Kartanegara Regency was based on the Law of the Republic of Indonesia Number 47 of 1999 concerning the Establishment of Nunukan Regency, Kutai Kartanegara Regency, West Kutai Regency. The Kutai Kartanegara Regency boasts substantial potential in various natural resource sectors, with a pronounced emphasis on mining and quarrying. This is complemented by significant contributions from the agriculture, livestock, forestry, fisheries, construction, and processing industry sectors. Notably, these four primary sectors play a crucial role in regional development, with the Gross Regional Domestic Product (GRDP) of Kutai Kartanegara Regency emerging as the leading contributor and ranking first in shaping the overall GRDP of East Kalimantan Province. This is an achievement in regional development achievements, which means that the Regional Government is quite good at developing regional resource potentials.

With the implementation of development in previous periods, the benefits of various development achievements have been felt directly by the community. However, from a regional development perspective, Kutai Kartanegara Regency is faced with various challenges, development issues, and problems that accompany the journey towards better regional development.

Development carried out in an area is aimed at building better conditions for the future of the community and the region, so development must be impartial and able to have an impact on community welfare. This can be interpreted that society and the region as an environmental unit are the targets of regional development. Successful development is characterized by the community being well served, having activities and life that take place regularly, and human resources of increasingly high quality accompanied by a sustainable and well-maintained living environment.

In implementing development, the concept of synergy and collaboration between stakeholders is the main thing, considering that regional development is a continuous process to bring about a better life for the community to achieve the desired hopes. Therefore, the regional development approach must begin by setting ideal, realistic goals in the form of a development vision statement which serves as a guide and direction for the implementation of development programs and activities. Before carrying out the development stages, thorough preparations need to be made by formulating plans in the form of policies, strategies, budgets, and targets. This is done so that the Regional Government has the right picture and direction to achieve development goals.

The development of Kutai Kartanegara Regency is at the final stage of implementing long-term regional planning where the 2021-2026 regional development period will soon be implemented. The development plan that is formulated must be able to be the "end" of achieving the vision of "Creating an Advanced, Independent, and Prosperous Kutai Kartanegara Regency Community". Moreover, the realization of the State Capital of the Republic of Indonesia which is located on the borders of Kutai Kartanegara Regency requires that Kutai Kartanegara Regency be prepared to support every activity of the State Capital as the center of government.

The land of Kutai Kartanegara Regency is inseparable from the clusters of mountains and mountains that are found in almost all sub-districts,

namely there are around 10 mountains. The highest mountain in Kutai Kartanegara is Mount Lengkup with a height of 485 meters, located in Loa Kulu District. There are 16 lakes in Kutai Kartanegara Regency with the largest lake being Semayang Lake, around 13,000 hectares.

The topography of the area is mostly wavy and hilly with gentle to steep slopes. Areas with flat to gentle slopes are found in several parts, namely the coastal area and the Mahakam river basin. Inland and border areas are generally mountainous areas with an altitude of between 500 and 2,000 m above sea level. Following the climatic conditions in Kutai Kartanegara Regency which is classified as a tropical humid climate type, the types of soil found in this area are generally classified as acidic soils. Basically, the types of soil in Kutai Kartanegara Regency consist of: podzolic (ultisol), alluvial (entisol), gleisol (entisol), organosol (histosol), lithosol (entisol), latosol (ultisol), andosol (inceptisol), regosol (entisol), renzina (mollisol) and mediteran (inceptisol).

2. Analysis of Public Perception

To find out and describe the results of research on public perceptions of Corporate Social Responsibility (CSR) in companies in Tenggarong District, Kutai Kartanegara Regency, the author collected data through direct interviews with the objects studied. In terms of implementing the CSR program, the author analyzes data and information relating to public perceptions of CSR carried out by companies in Tenggarong District, Kutai Kartanegara Regency. The data analysis technique used by the author is a qualitative data analysis technique using the descriptive method of the Miles and Huberman model, which suggests three stages that must be carried out in analyzing qualitative research data, namely: data reduction, data presentation, and conclusion.

Approach to the community means that the company goes directly into the community to get closer to the community around the company. This approach aims to find out what the people around the company need. However, local companies do not use a community approach but instead, go to village heads around the company to find out what the community needs. As in interviews taken from sources, about "how does the company approach the surrounding community?" The Village Head said that the company never went directly into the field so the company did not know what the local community needed. From all sources, they expressed the same opinion.

Interaction is a form of activity carried out to provide understanding to the surrounding community about an activity that will be carried

out by the company. This interaction aims to ensure that the public understands and understands the purpose and objectives of holding an activity, such as CSR activities. However, the company lacks interaction between the company and the surrounding community, so the public does not understand the CSR program held by the company. As in the interview taken regarding, "Is there frequent interaction between the company and the community?" The Village Head said that there was a lack of interaction between the company and the surrounding community.

Participation is an activity carried out to participate or help in moving this CSR program. However, the local community is less interested in participating in driving this CSR program. In the interview results taken regarding "How is the community's interest in participating in implementing this CSR program?" The Village Head said that the community did not participate enough in driving this CSR program. From all the interviews conducted by the author, almost all of them answered the same answer, that the company does not pay enough attention to the surrounding community. Lack of interaction or understanding of the community in the CSR program. And also a lack of interest in participating in implementing CSR programs.

Based on the results of the author's research, it is known that some respondents still do not know and understand the company's CSR clearly. They do not have sufficient information about several things about CSR such as the goals and benefits of CSR, a clear understanding of the socialization of the company's CSR program, and even details of the company's CSR program itself.

The community agrees with the company's CSR programs. They also have no objection to existing CSR programs. This means that there is no strong resistance from the community to reject or disapprove of CSR assistance from the company to the people of Tenggarrong District.

Apart from that, most people also have a low level of participation in the implementation of the company's CSR program. Community involvement in the process of implementing CSR programs is still low. More people participate only in the results utilization stage without participating in the planning stage, implementation stage, and program evaluation stage. The community admitted that the company did not interact with the surrounding community.

Overall, the company's CSR programs are quite good and are needed by the people of Tenggarrong District. However, improvements are still needed in several aspects such as the socialization process and

distribution process. Many people in Tenggarrong District still do not know or realize that there is a CSR program from the company that is implemented in the village where they live. On the other hand, some people feel that they have never enjoyed and benefited from CSR programs. The public has a negative opinion about the company because the company often ignores the community around the company.

Some solutions that can be taken by companies in Tenggarrong District include trying to redesign the CSR program socialization stages. Companies can hold company-friendly events with the community which can be used as company re-socialization about the company's contribution to villages, for example. Or make flyers and leaflets containing CSR programs which are distributed in places visited by residents such as Village Halls, places of worship, traditional markets, or directly to residents' homes. Meanwhile, for CSR distribution, as a start, you can create a simple and affordable philanthropic program that can be given to all heads of families in Tenggarrong District. This is intended to give a positive impression and make the community feel cared for and involved in contributing to village development.

However, apart from that, all people have a very positive attitude towards CSR programs. Almost all people said they agreed with the CSR program and felt that the form of the existing program was appropriate. It could be said that the ball is in hand, so all that remains is to improve a few things and everything will end positively for the company and the village community.

The community hopes that the company will pay more attention to the surrounding conditions, apart from that, the community hopes that the company will provide jobs for local people who are still unemployed. Interaction between the company and the community can also encourage community interest in participating in developing this CSR program.

3. Welfare from CSR Programs

As a result of the data that researchers have obtained, there is a lot of data that needs to be studied regarding Corporate Social Responsibility (CSR). The definition of CSR is a company's commitment to paying attention to social responsibility and emphasizing a balance between attention to economic, social, and environmental aspects of the business world is a contribution to sustainable economic development.

Based on the explanation above, CSR is a company's commitment to pay attention to social responsibility towards the surrounding environment for the sustainability of a business that has been run and peace so as not to cause conflict between the PT and the surrounding community. CSR implementation in Indonesia includes:

- a) Social assistance, includes social services, provision of health facilities, places of worship, roads and other public facilities, natural disaster management, poverty alleviation, and community development.
- b) Education and development include providing educational and training facilities, carrying out training, and providing scholarship programs to school-age children.
- c) Economic, including holding partnership programs, providing funds or soft loans to develop businesses, and empowering local communities.
- d) Environment, includes environmental management, waste management, and preserving nature and biodiversity.
- e) Consumers, carry out continuous product repairs, toll-free service, and guarantee product availability.

Welfare indicators include 1. Number and distribution of opinions, 2. Education that is increasingly easy to access, 3. Quality of health is increasing and becoming more equitable. Based on previous data regarding companies that have carried out CSR for the welfare of society. Among them, welfare has various indicators for the company, namely, providing it in the form of sufficient clothing and food by distributing 2 cows to be slaughtered during Eid al-Fitr. Then by providing health facilities in the form of clean water, especially during the dry season. The company provides opportunities for local people to register according to the required qualifications.

The opportunity to enjoy perfecting religious moral life and intellectual life, one of the efforts made is by providing materials during the construction of mosques, this is included in CSR, but such as providing scholarships or providing capital for SMEs is not carried out. Socially, the company provides wet waste in the form of dung to feed residents' cows for free once a week.

Regarding the welfare provided by the company, the community has not yet fully felt it. According to data that researchers have previously researched, several have experienced economic prosperity as well as clean water facilities and development assistance. This makes it easier for him during the dry season to have no difficulty finding clean water and is comfortable praying because there are many prayer rooms around Kedaton Induk village and the provision of wet waste in the

form of piles to feed residents' cows for free once a week. Naturally, these activities are called CSR provided by the company. For the people of Kedaton who do not work for the company, the social responsibility carried out by the company is sufficient to improve the welfare of the people of Kedaton socially, but not economically because they do not work there. Meanwhile, according to the food stall owner, he has already felt that because the impact is so big, the food stall is becoming more popular because employees often visit his stall for lunch. This helps improve the economic prosperity of several communities. Each of them felt a different influence.

E. Conclusion

The community around the company in Tenggarrong District still has a negative perception of CSR implementation. Even though the public agrees with the CSR program, the public's response is still poor regarding the company's CSR program. Low participation can also hinder the implementation of CSR programs. There is no cooperation between the community and the company. To increase public perception, companies need to further increase interaction/socialization between the company and the community regarding the implementation of CSR programs and the benefits that can be used by the wider community. The company has carried out social responsibility towards the surrounding community even though it has not had a big influence on the welfare of society in the economic sector because the social responsibility given is still in the form of consumptive use, in other words, once used, it runs out immediately. However, based on welfare through social aspects, it has provided social responsibility in the form of providing clean water facilities, giving cows food in the form of wet waste once a week, and giving 2 cows to be slaughtered during Eid al-Fitr.

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