

Evaluation of The Implementation of The Social and Environmental Responsibility Angkasa Pura I: a Study of Care for Disabilities Program

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ABSTRACT

Corporate social responsibility (CSR) is a company's commitment to society and the environment. The aim of this study is to determine the process of implementing the The Social and Environmental Responsibility Angkasa Pura I Care for Disabilities program on the CSR of PT Angkasa Pura I Adi Soemarmo International Airport and the impact felt by the community. This study is a qualitative descriptive study in which the researchers analyzed, described, and summarized various conditions and situations from various data collected in the form of observations, direct interviews with Adi Soemarmo Airport CSR Officers and Principals as recipients of Adi Soemarmo Airport CSR assistance funds, and documentation. The target of this program was three special schools (SLB) located nearby the company, with a maximum fund distribution of IDR 10,000,000 per SLB. From this study, it can be inferred that PT Angkasa Pura I Adi Soemarmo Airport has implemented CSR as stipulated in the law and government regulations

INTRODUCTION

A company that is either privately owned or owned by a government agency really needs to maintain its existence. Naturally, company owners would like to see their company develop while cultivating a favorable reputation in the community. A corporate social responsibility (CSR) program is one of the initiatives that a company may engage in to preserve a positive image. CSR may also be linked to a company's need to enhance its positive image. Moreover, Government Regulation No. 47 of 2012 concerning the Social and Environmental Responsibility of Limited Liability Companies contains nine articles, one of which regulates the mechanism for implementing corporate social and environmental responsibility. Thus, in order to effectively implement corporate social responsibility (CSR) programs, a company must have an in-depth understanding of the local community's conditions, particularly those that have a direct impact on the external environment (Fauzi, 2019). From this explanation, it can be concluded that companies that implement corporate social responsibility (CSR) programs will indirectly have an impact on the company's external environment. Wibisono (2016) said that to achieve the goal of sustainable development, a company has an obligation to their stakeholders to act morally, to reduce negative impacts and to maximise positive impacts in economic, social, and environmental aspects. These three aspects are known as the triple bottom line concept. The three pillars that make up the Triple Bottom Line (TBL) concept are things that need to be considered when implementing CSR activities. The Triple Bottom Line concept can be described as follows:

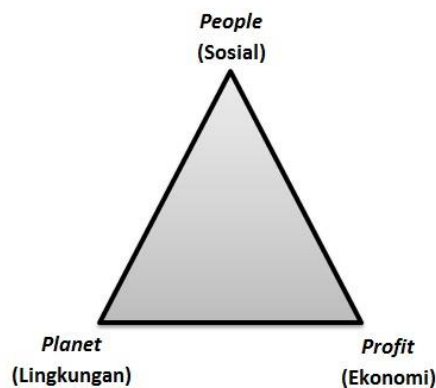


Figure 1 : Triple Bottom Line Wibisono (2016)

- Profit

Profit is the basic goal in every business activity. Business activities to achieve the highest profit by increasing productivity and making cost efficiency. Productivity is increased by improving work management, starting with simplifying processes, reducing inefficient activities, shortening production process time and building long-term relationships with stakeholders.

- People

People are valuable stakeholders for the company, because community support needed for the existence, continuity of life and progress of the company. Companies need to be responsible for providing benefits and having an impact on society. To ensure the continuity of its business, companies cannot only pay

attention to the interests of getting profit, but companies must also pay attention to the condition of the community, such as holding activities that support and help community needs.

- Planet

The planet is something that is connected and cannot be separated from all aspects of human life. Profit, which is the most important thing in the business world, makes companies as industry players only concerned with profit without making any effort to preserve the environment. This has resulted in environmental damage in various places caused by irresponsible companies, such as pollution, water pollution and climate change.

In addition, one of the state-owned enterprises (BUMN) that is under the direction of the Ministry of Transportation of the Republic of Indonesia is PT Angkasa Pura I, which provides airport management services. This company is one of the top ten airport management companies in Asia. The company also engages in business in the service, retail, hotel, property, and logistics sectors. Furthermore, Adi Soemarmo Surakarta International Airport is one of the airports managed by PT Angkasa Pura I. The location of this company's office is at Jalan Bandara Adisumarmo, Surakarta, Central Java. Additionally, the corporate social responsibility (CSR) of PT Angkasa Pura I is demonstrated through a variety of efforts, one of which is the partnership and community development program (PKBL). The partnership program aims to strengthen and develop the local economy by providing partnership loans as working capital and investment. In addition, the company provides coaching support in the form of marketing support (promotions or exhibits), business management training support, and other services. This program definitely has a goal, which is to assist community-managed micro and small enterprises (MSE) in becoming stronger and more independent enterprises by enhancing their competency. Meanwhile, the partnership and community development program (PKBL) is a BUMN initiative to improve the social condition of the community. The form of corporate social responsibility (CSR) program of PT Angkasa Pura I in the PKBL Program is the provision of social and environmental responsibility (TJSL) Angkasa Pura I Care for Disabilities funds carried out by PT Angkasa Pura I Adi Soemarmo Airport Branch Office. This program is one of the implementations of the TJSL Social Pillar program in the field of good-quality education, which was carried out in three special schools (SLB) around Adi Soemarmo Airport, Surakarta. In order to investigate more about the distribution of TJSL funds, the researchers conducted a study entitled "An Evaluation of the Implementation of the Social and Environmental Responsibility (TJSL) Angkasa Pura I Care for Disabilities Program in the CSR of PT Angkasa Pura I Adi Soemarmo International Airport." In this study, the researchers evaluated the CSR activities carried out by the Angkasa Pura I Care for Disabilities program.

LITERATURE REVIEW

The term Corporate Social Responsibility (CSR) was originally introduced in the Social Responsibility of the Businessman in 1953. Corporate Social Responsibility (CSR) was delivered by Howard Rothmann Brown to set aside the concerns of the business world (Nurlaela, 2019). CSR or corporate social responsibility is a business promise to participate in sustainable economic growth to improve the quality of life of society and the environment. This commitment benefits business, the surrounding environment, and society at large. Based on Handjaja (2013: 1) in the journal (Herman, 2018) Corporate Social Responsibility, or CSR for short, is a company's promise to contribute more to society through charity work and environmental awareness. It can be seen from the above view that the Corporate Social Responsibility program is an action in the form of social and environmental activities which are directed to the environment around the company and the community in general.

In carrying out Corporate Social Responsibility (CSR), the Company must pay attention to 3 things, namely profit, environment, and society. Companies that implement CSR programs are expected not only to pursue short-term profits but also contribute to improving the welfare and quality of life of the community and the surrounding environment in the long term. Hartanto (2016) stated that there are benefits that can be obtained when implementing the Corporate Social Responsibility (CSR) program, especially seen from the Company's side, including:

- 1) The Company can minimize the risks and accusations of inappropriate treatment
- 2) As a protector and help the company minimize the adverse effects caused by a crisis
- 3) Participation and honor of employees, because employees will feel proud to work in a reputable company
- 4) Corporate Social Responsibility (CSR) that is carried out consistently will be able to improve and strengthen the relationship between the company and its stakeholders

Disability is a word that comes from English, namely disability, etymologically the word dis- which means no and ability which means ability. So disability can be interpreted as incompetence towards something. However, before the word disability was generally known by the community with the term disability / disability. Big Indonesian Dictionary (KBBI) the word defect has the meaning of a deficiency that causes its value or quality to be less good or less perfect (which is found in the body, objects, mind, or morals)

METODOLOGI

The research design used is a qualitative descriptive methodology. The goal of descriptive research is to provide phenomena, facts, or events concerning the characteristics of a certain group or region in a systematic and accurate manner. In descriptive research, it is frequently not necessary to test hypotheses or explain relationships (Hardani et al., 2020). In this study, the data pertaining to the current situation were interpreted and described (Rusnadi & Rusli, 2021). This study was carried out at PT Angkasa Pura I Adi Soemarmo Airport Branch Office, which is located at Jalan Bandara Adisumarmo, Surakarta, Central Java, through observation, interviews, and documentation. This study evaluated the corporate social responsibility work unit in the distribution of funds for the social and environmental responsibility (TJSL) Angkasa Pura I Care for Disabilities program on February 15, 2023, at three special schools (SLB) around Adi Soemarmo Airport, Boyolali. The three special schools include: (1) SLB A, B, and C Tunas Pembangunan 2, which is located at Jalan Raya Panasan Baru, Nogosari, Boyolali; (2) SLB YPCM, which is located at Jalan Merapi No. 38, Banyudono, Boyolali; and (3) SLB BC Mitra Amanda, which is located at Jalan Bangak-Simo, Trayu, Banyudono, Boyolali.

RESEARCH RESULT

According to Wibisino (2016), companies that have successfully implemented corporate social responsibility (CSR) have completed the following stages:

- Planning Stage

Made a plan related to the program that will be implemented before going into the field.

- Implementation Stage

Completed tasks according to the initial plan.

- Evaluation Stages

Following the implementation of the program, the evaluation stage needs to be carried out consistently from time to time to measure the extent of effectiveness of CSR implementation. Evaluation can be useful to determine the failure and success of a program and can also be done for decision making such as decision to stop, continue or improve and develop certain aspects of the program that has been implemented.

- Reporting Stage

Prepare and provide all parties involved with transparent reporting on the CSR implementation. The reporting stage requires the establishment of an information system for the purpose of disclosing material and relevant information about the company. The report can be used by the company itself or also their stakeholders.

DISCUSSION

Planning

From the interview results on Friday, March 10, 2023, at PT Angkasa Pura I Adi Soemarmo Airport, it was obtained that the first step in planning the social and environmental responsibility (TJSL) Angkasa Pura I Care for Disabilities program involved surveying the SLB school closest to Adi Soemarmo Airport using Google Maps. After that, a list of SLBs that will receive assistance was made. Following the creation of that list, the CSR of PT Angkasa Pura I at Adi Soemarmo Airport carried out a survey of the location. Several SLB were determined to be eligible for assistance after a survey of the location, which was followed by confirmation from PT Angkasa Pura I to the SLB parties. Afterwards, PT Angkasa Pura I Adi Soemarmo Airport asked the school to make a budget plan (RAB) proposal for the procurement of goods. Additionally, according to Ulya Fitriyana, the Central Office also evaluated the RAB that the school designed and submitted to PT Angkasa Pura I Adi Soemarmo Airport. The SLB then prepared a budget plan proposal to be submitted to the company according to its needs so that the Angkasa Pura I Care for Disabilities program may be properly distributed to them. After submitting the RAB proposal to the company and having it evaluated, a location survey was carried out by the CSR Officer. The proposal was reported to the head office for approval once the location survey and field results had been verified as factual. In addition, after being approved by the Vice President of General Services and Corporate Social Responsibility of PT Angkasa Pura I via letter, the distribution of aid funds could begin. There is a flowchart in the implementation of Angkasa Pura I Care for Disabilities Program:

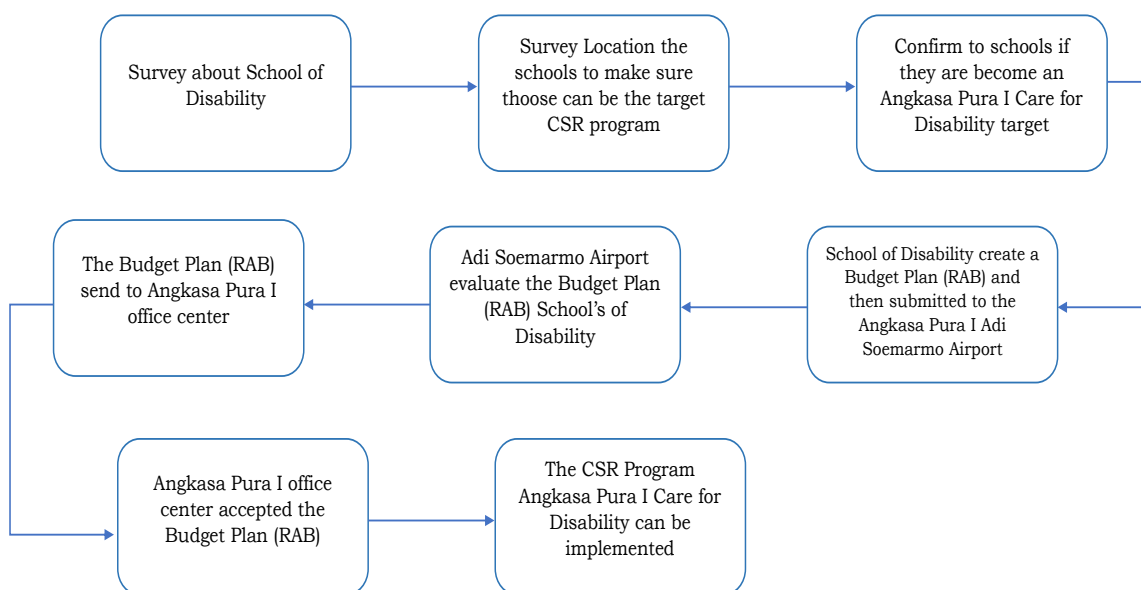



Figure 2 : Flowchart CSR Angkasa Pura I Care for Disabilities

Implementation

The Big Indonesian Dictionary (KBBI) defines the term “implementation” as an execution or application. Implementation is often related to an activity performed in order to accomplish a goal. The implementation of social and environmental responsibility (TJSL) fund distribution in the Angkasa Pura I Care for Disabilities Program to special schools (SLB) was carried out on Wednesday, February 15, 2023, by the Legal, Compliance and Stakeholder Relation Manager, and CSR Officer. The funds were distributed directly through each school’s principal. The SLB then prepared a budget plan (RAB) proposal to be submitted to the company according to its needs so that the Angkasa Pura I Care for Disabilities program may be properly distributed to them. After submitting the RAB proposal to the company and having it evaluated, a location survey was carried out by the CSR Officer. The proposal was reported to the head office for approval once the location survey and field results had been verified as factual. In addition, after being approved by the Vice President of General Services and Corporate Social Responsibility of PT Angkasa Pura I via letter, the distribution of aid funds could begin.

The implementation of the CSR program Angkasa Pura I Care for Disabilities that has been carried out by the author will present it in the form of a table below:

Table 1. Implementation CSR Program

No	Picture	Description
1.		<p>The first distribution of funds was carried out at SLB Tunas Pembangunan 2 which is located at Jalan Raya Panasan Baru, Nogosari, Boyolali. The funds were given directly to the principal by Legal, Compliance & Stakeholder Relation Manager and CSR Officer.</p> <p>The items provided were musical instruments, sewing equipment, and sports equipment.</p>

No	Picture	Description
		
2.		<p>The second distribution of funds was carried out at SLB YPCM Banyudono which is located at Jalan Merapi No. 38, Banyudono, Boyolali. The funds were given directly to the principal by Legal, Compliance & Stakeholder Relation Manager and CSR Officer.</p> <p>The items provided were arts and skills learning aids.</p>
3.		<p>The last distribution of funds was carried out at SLB Mitra Amanda which is located at Jalan Bangak-Simo, Trayu, Banyudono, Boyolali. The funds were given directly to the principal by Legal, Compliance & Stakeholder Relation Manager and CSR Officer.</p>

No	Picture	Description
	 <p>The top photograph shows a group of about seven people sitting around a table in a meeting room, engaged in a discussion. The bottom photograph shows two people, a man and a woman, sitting at a table with a computer monitor, looking at a document together.</p>	<p>The items provided were a set of computer equipment to support ICT learning.</p>

Evaluation

According to Triyanto's (2013) study, the evaluation stage is conducted following the completion of the corporate social responsibility (CSR) program. The main goal of the Angkasa Pura I Cares for Disabilities Program, which has been implemented by PT Angkasa Pura I Adi Soemarmo International Airport Branch Office, is to be able to help those in the surrounding community. Communities that received financial assistance from the Angkasa Pura I Care for Disabilities program provided by the PT Angkasa Pura 1 Adi Soemarmo Surakarta International Airport Branch Office claimed that the program had a significant positive impact on their lives. As stated by Mr. Taufik as the Principal of Mitra Amanda Special School, Banyudono District, Boyolali Regency, as follows:

"The assistance we received yesterday was in the form of money, and then we spent it according to the RAB that we sent to Ms. Ulya yesterday as the CSR Officer of Adi Soemarmo Airport. From this assistance, yes, we feel helped because, for example, if we submit a request for computer equipment, we cannot do it because there are technical guidelines; schools cannot request two computers at the same time in a year. We are therefore pleased with Angkasa Pura I as a result of this help, particularly Adi Soemarmo Airport. With computers, students here can learn about computers, and teachers can also use these computers."

SLB Mitra Amanda appreciated the Angkasa Pura I Care for Disabilities Program as the assistance was a set of computer tools that could support the ICT learning of their students and the needs of teachers at the Special School (SLB).

Along with SLB Mitra Amanda, SLB YPCM Banyudono also benefited from the Angkasa Pura I Care for Disabilities Program conducted by the PT Angkasa Pura I Adi Soemarmo International Airport Branch Office. This was expressed by Mrs. Ilma Dzina Setyowati, the principal of the SLB YPCM, in the following statements:

“Thank God, the funds given by the airport are sufficient for the school’s needs. It’s sufficient because we created a RAB proposal and listed the things we needed, and it also happened that the funds provided were sufficient to buy learning support items at this SLB. These items are, of course, very useful because children can learn new things.”

According to the findings of an interview conducted on Friday, March 31, 2023, with Mrs. Illma Dzina Setyowati, the principal of SLB YPCM Banyudono, it can be concluded that YPCM SLB has had new learning support tools with the help of the Angkasa Pura I Caring for Disabilities Program, and these tools are beneficial to the SLB children. Apart from SLB YPCM and SLB Mitra Amanda, the Angkasa Pura I Care for Disabilities Program also provided assistance to SLB Tunas Pembangunan 2. This was stated by Mr. Supriyadi as the Principal of the SLB Tunas Pembangunan 2 on Friday, March 31, 2023, at the SLB Tunas Pembangunan 2, as follows:

“Yes, it’s quite beneficial because there were previously many broken tools that couldn’t be used and weren’t complete either. We want to buy it ourselves too, but there are no funds, and fortunately there is an Angkasa Pura I Care for Disabilities Program, so the school feels helped.”

The PT Angkasa Pura I Adi Soemarmo International Airport Branch Office, which implemented the Angkasa Pura I Cares for Disabilities Program in the education sector, provided benefits for SLB that have an impact on teachers and students because they already have more adequate and complete learning support tools so that the process of learning and teaching could be done optimally. As a result, a positive corporate image may eventually be boosted by the company’s care for the condition of society. Therefore, it is critical for companies to build and maintain positive relationships with the local community. According to Wibisono (2016), established relationships not only benefit the company but also have mutual benefits for both the company and the community.

Reporting

The reporting stage carried out is the TJSL fund distribution report, receipts for distributing funds to each SLB, and lastly, the preparation of TJSL assistance minutes of handover.

From these stages, it can be concluded that the aforementioned explanation has answered the research question of the process of implementing the Angkasa Pura I Care for Disabilities program. The impact felt by the SLB parties is that they feel assisted since a complete set of school needs could be provided, which is beneficial to supporting learning for their students. In addition, according to the previous study by Hardyan Aulia (2022), companies that have gained a positive image in the community by implementing CSR programs will receive significant advantages that will help the company grow successfully and sustainably.

CONCLUSIONS AND RECOMMENDATIONS

The researchers realized that there are still many shortcomings in the conclusions based on the results of this study. Therefore, the researchers proposed the following suggestions:

1. For PT Angkasa Pura I Adi Soemarmo Airport Branch Office, Surakarta, as the object of research in this study, it is expected that it can implement additional assistance programs for other schools, not only focusing on special schools (SLB) around the airport but also for other schools, especially those located in inland regions far from the city, and can continue to develop corporate social responsibility (CSR) programs that can benefit the community around the airport.
2. The company should ask for feedback from parties who have been targeted for distributing funds to be used as evaluation material.
3. For further research, it is hoped that other researchers will conduct further interviews, so the informants were not only the school principal but also teachers and students who also benefit from this CSR program.
4. In the Social Responsibility (CSR) that has been implemented by PT Angkasa Pura is in accordance with the objectives of Social Responsibility from the Ministry of SOEs, it is hoped that it will maintain one of the goals of SOEs in developing the country, especially of Education Segmentation.

ADVANCED RESEARCH

Researchers are then expected to use quantitative methods by questionnaires and tested through statistical applications in order to find out information related to factors that affect the smooth running of PT Angkasa Pura's social responsibility activities Researchers

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