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Corporate Social Responsibility (CSR) and Contributions Towards Society Amid Covid-19 Pandemic in Indonesia

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Abstract. The escalation of the contagious pandemic of Covid 19 has reached more than 180 countries. The Covid-19 virus initially spread in Wuhan, China. As of 17 February 2021, the Government of the Republic of Indonesia has reported 1.243.646 persons with confirmed COVID-19. There have been 33.788 deaths related to COVID-19 reported and 1.047.676 patients have recovered from the coronavirus. This paper would like to describe the practices of Corporate Social Responsibility (CSR) from the big three companies in Indonesia which are PT Pertamina (Persero), PT Adaro Energy Tbk (Adaro), and PT Aplikasi Karya Anak Bangsa (Gojek), and their contributions during the Covid-19 pandemic towards society in Indonesia. The research methodology for this article is case study with data collection based on secondary sources. Using case study method, this research studying specific phase of those three companies. The data include the review of the CSR reports was collected from companies' websites and the clippings from online mass media. The research found that many initiatives of CSR have been conducted by companies in Indonesia to mitigate and to help the government and society affected by Covid-19. CSR activities are conducted in various ways such as assistance in the form of medical equipment, staple goods package, mobile devices, internet quota, and community development with some training and coaching in entrepreneurship. The involvement of many parties, especially companies, governments, and communities to fight the Covid-19 pandemic has created a new culture in society in the form of participative and collaborative culture which makes it easier to achieve a stable condition in the Covid-19 pandemic.

Keywords. Corporate Social Responsibility (CSR), Covid-19, Pandemic, Companies

1. Introduction

The escalation of the contagious epidemic of Covid-19 has reached more than 180 countries. The covid-19 virus emerged for the first time at Huanan Seafood Market in Wuhan, the People's Republic of China (Maredith, 2021). On 31 December 2019, the People's Republic of China report to the World Health Organization (WHO) about a cluster of unusual cases of pneumonia in Wuhan, a city of 11 million people in central Hubei province. Chinese authorities ruled out a recurrence of the virus that causes severe acute breathing (SARS), a disease that originated in China and killed more than 770 people worldwide in 2002-2003 (Chughtai, 2020). On 7 January 2020, officials said the disease was caused by a new coronavirus called SARS-CoV-2. Four days later, on 11 January 2020, Chinese media reported the first death from the coronavirus. A patient is a 61-year-old man who had bought goods from the Huanan Seafood Wholesale Market. In the following weeks, the plague spread throughout China, spread across borders, and reached all almost all continents in the world, including Indonesia.

The first case of Covid-19 in Indonesia was reported on 2 March 2020. The patients are a 64-year-old woman and her 31-year-old daughter who came in contact with a Japanese man coming from Malaysia who was already infected with the coronavirus (Berita Satu, 2020). After the rise of confirmed cases in several provinces, the president of The Republic of Indonesia, Joko Widodo, formed National Covid-19 Task Force on 13 March 2020.

More than a year after the first cases of COVID-19, millions of people were already infected by the coronavirus. Until 17 February 2021, WHO reported the worldwide cases of covid-19 reached 109,217,366 confirmed cases including 2,413,912 death (World Health Organization, 2021). As for Indonesia, on 17 February 2021, the government reported there have been 1,243,646 of confirmed cases with 1,047,676 (84,2%) among them recovered; 162,182 (13,0%) are active cases or still being patients; and 33,788 (2,7%) people were died. Besides that, 86,960 people categorize as suspect cases of covid-19 (Satuan Tugas Penanganan COVID-19, 2021).

Since the first reported of the first confirmed cases of covid-19, the government of The Republic of Indonesia has been made several policies to fight the covid-19 pandemic and the impact they bring especially toward social and economic aspects. In the first quarter of the covid-19 pandemic, the government of The Republic of Indonesia issued several regulations such as suspend all flights to and from all countries around the world and all provinces of Indonesia; formed a task force; large-scale lockdown in the country but on a regional basis; and allocating budget approximately USD 24.8 billion to deal with the health crisis. Besides for health and education sectors, the government of the Republic of Indonesia also allocated the budget for economic, social, and commercial sectors such as providing logistical aid and staple food for the most deprived persons and giving exemption of electricity costs or a 50% payment reduction (Kemlu, 2020).

Along with the government of the Republic of Indonesia's effort to minimize the covid-19 pandemic, the implementation of the large-scale social restriction regulation has caused several impacts on the national economy. On 17 April 2020, Indonesia Finance Minister, Sri Mulyani Indrawati conveyed there are more than 1.5 million workers who were laid off (Pebrianto, 2020). Based on data by The Central Statistics Agency (BPS), Indonesia's economic growth was declining to minus 5.32 percent on an annual basis. Indonesia's Gross Domestic Product (GDP) based constant prices in the second quarter of 2020 amounted to IDR 2,589.6 trillion (VOI, 2020). This condition was caused by the slowdown of economic activities in most sectors like agriculture, mining, transportation, and wholesale and retail business.

Until February 2021, most countries in the world still battling to fight the Covid-19 pandemic. The government of the Republic of Indonesia has renewed its regulations and issued advanced regulations regarding national strategies to combat the covid-19 pandemic and its effects. The issued regulations are providing Covid-19 vaccines free of charge for all Indonesia's citizens and allocating budget for the national economic recovery program. Indonesia Finance Minister, Sri Mulyani Indrawati conveyed the amount of the budget approximately IDR 688.33 trillion. Its included IDR 173.3 trillion for the health sector, IDR 150.21 trillion for helping Indonesia's citizen with cash assistance, internet quota subsidies, and electricity discounts on a social aid program, IDR 123.8 trillion to support the tourism industry, IDR 187,17 trillion to support Micro, Small, and Medium Enterprises (MSMEs) and corporate financing, and IDR 53.86 trillion for business incentives (Idris, 2021). Other regulations are the continued online schooling, the allowed capacity for dine-in in restaurants (only 25% customers), and work-from-home regulations.

In order to be successful in fighting the covid-19 pandemic and its effect, the government of the Republic of Indonesia cannot work alone. The government of the Republic of Indonesia needs cooperation from many parties to minimize the impact of the covid-19 pandemic. One of

the ways is by the contribution of all companies in Indonesia to society with their Corporate Social Responsibility (CSR) program.

In Indonesia, CSR currently carrying out obligations by the government, not only obliged to state-owned companies only. Through Law No. 40 of 2007 article 74 of the Limited Liability Company (PT Act) and Act No. 25 of 2007 section 15 (b) and Article 16 (d) on Investment (UU AM), then any company or investor is required to conduct an implementation of corporate responsibility efforts that have been budgeted and accounted for as expenses of the company. The policy has also set penalties for companies that do not run the obligations. Thus, it should at this time, all companies in Indonesia have been doing CSR program is "aware" as a form of corporate social responsibility.

According to the definition of WBCSD (2002), CSR is a commitment to contribute to sustainable development (Sustainable Development) and aims to improve the quality of life of the community. CSR also has a close relationship within the framework of the goal of increasing the company's reputation in the context of sustainable development (Silveira & Petrini, 2018).

This paper would like to describe the practices of CSR companies and their contributions during Covid-19 towards society in Indonesia. The coronavirus pandemic (Covid-19) that occurred in Indonesia is increasingly worrying the public. The impact has also been felt by many parties, mainly because it threatens economic problems.

2. Methodology

The research methodology for this article is case study. Research in the form of a case study is research with a detailed investigation of specific arrangements or events (Idrus, 2009). According to Maxfield, a case study refers to studying a research subject's status concerning a specific or distinctive phase of the whole personality (Nazir, 2017). Research subjects can be individuals, groups, institutions, or communities. In this research, the subjects of the research are the big three companies of each sector in Indonesia. This research studying the CSR programs from PT Pertamina (Persero) as part of state-owned enterprises, PT Adaro Energy Tbk (Adaro) as the biggest companies in mining sectors, and PT Aplikasi Karya Anak Bangsa (Gojek) as decacorn companies in on-demand, multi-service tech platform. Data collected based on secondary sources of data. In this study, documents and secondary data collection include the review of the CSR reports from the company's website and the clippings from online mass media. The researchers have analysed all these materials. All the available data was analysed and interpreted.

3. Literature Review

3.1 The Concept of Corporate Social Responsibility (CSR)

It's indeed easy to grasp the idea of social responsibility, as well as ethics, as a way to differentiate what is wrong and right and being good people. Corporate social responsibility is generally connected to the public principles embraced by the organization. Four criteria are included in the model used to measure the social success of CSR initiatives: economic, legal, ethical, and policy. Numerous concepts to describe CSR simply and unbiasedly have been added.

A CSR corporation is distinct from conventional companies. The careful act of representing the interests of the corporation and the public at large is corporate social responsibility (CSR). According to Lawrence & Weber, CSR means that a corporation should be held accountable for any of its actions that affect people, their communities, and their environment (Ikhsan et al., 2021). CSR is described by the World Business Council for Sustainable Development (WBCSD) as a commitment to contribute to sustainable economic development and to combine the efforts of employees of the company, family members of

employees, local committees (Widodo, 2014). According to the definition of WBCSD (2002) CSR is a commitment to contribute to sustainable development (Sustainable Development) and aims to improve the quality of life of the community. CSR also has a close relationship within the framework of the goal of increasing the company's reputation in the context of sustainable development (Silveira & Petrini, 2018).

Although it has many meanings, CSR is a way of giving back to the community from corporations. Mahmud, Ding, and Hasan (2021) conclude that CSR is a strategic management tool that offers win-win prospects for the community and corporation (Mahmud et al., 2021). This can be achieved by enterprise and based on sincere interests, creating the most meaningful contribution to stakeholders. Two forms of CSR exist (Iriantara, 2005):

- a. In the context of community projects and programs in relation to their CSR principles. This suits the view of a business organization that serves the needs of the people around them. Although it has many definitions, essentially CSR is a form of giving back from the corporates to the community. This can be done by way of business and generating the most positive contribution to stakeholders based on sincere intentions.
- b. This form of CSR contributes to the achievement of the ideal value of corporates that are used to enforce or realize policies and services in conjunction with the social circumstances of the local society. As an expression of corporate goals and principles in establishing a partnership, the most valid understanding of CSR is. The principles, however, are defined differently by the requirements that exist and are applied within an organization.

According to Enderle & Tavis, (1998), corporate social responsibility is described as "the policy and practice of the social involvement of a corporation for the benefit of society beyond its legal obligations." CSR is a corporate social action, according to the concept by Angelidis and Ibrahim, whose aim is to fulfill social needs (Angelidis & Ibrahim, 1993). The pyramid of Carroll, (2004), established since 1979, stressed the social obligation of a corporation.

Figure 1: Corporate Social Performance Criteria



Source: A.B Carrol, "The Pyramid of Corporate Social Responsibility: Toward the Moral Management Stakeholders", in *Business Horizons* 34 (July-Agt 1991)

Each floor of the pyramid corresponds to a particular type of interest; The first level pertains to economic responsibility and corresponds to the taking account of shareholders, board members, and their demands on the return of capital invested. This is the core of social responsibility.

Creating profit is a form of this responsibility. By generating profit, the company garners return for their investors and stakeholders, while also creating jobs and producing end products and services.

The second level, which pertains to legal responsibility corresponds to taking account of compliance by institutions operating in that sector. Some examples of illegal actions that can be done by corporates are fraud, selling defective goods, and unnecessary repairs or procedures. The third level is ethical responsibility where compliance and taking into account employees and competitors takes top importance. Ethical responsibilities that consist of behavior can't be placed into the realm of legality and may not be related to the economic interests of the company directly. In order to be ethical, decision-makers must act with equality, fairness, and impartiality.

The highest level, known as philanthropic responsibility, corresponds to taking account of the environment as a whole aspect which is important in establishing the identity of an organization. The difference between the ethical and philanthropic aspects is that the philanthropic action is based not only on the ethical or legal perspective but is driven by stakeholder need. Philanthropic action is different from one company to another, it ranges from donations to provide childcare for employees to building schools.

The Corporate Social Responsibility theory was born out of the demand of the different aspects of responsibility. Social responsibility lies in the moral sphere, so its position is not equal to that of the law. Morality in social responsibility leads to actions that are based entirely outside of an inner attitude. While the law emphasizes an outward attitude towards the rules, however, the action is not wrong, or is perhaps both, while being in accordance with the moral, legal, and cultural values of society.

Compliance alone, however, does not serve as a basis for drawing conclusions since the underlying causes or motives are unclear (Daft, 2010). CSR is an open and transparent business practice, according to IBLF (2003), focused on ethical values and respect for customers, workers, communities, and the environment, all of which lead to sustainable business performance. As well as socio-economic and environmental problems, the aspects of this concept emphasize the stakeholder. However, compliance alone can't serve as a basis to draw conclusions because the underlying motives or intentions are unknown (Daft, 2010).

According to IBLF, CSR is an open and transparent business practice based on ethical values and respect to stakeholders, employees, communities, and the environment, which all contribute to sustainable business success (IBLF, 2003). The dimensions of this definition emphasize the stakeholder as well as socioeconomic and environmental issues. Berger and Drumwright (2007) and Smith (2003) assume that CSR, like its clients, staff, and investors, is a significant component of the dialogue between companies and their stakeholders (Berger et al., 2007; Smith, 2003).

According to social responsibility theory, companies should be socially responsible enterprises because they have deliberately decided to take action, and their actions (activities) have resulted in impacts on the social outcome, both positive and negative (Holler, 2007). Social responsibility is the responsibility of individuals, groups, corporations, and governments to society. Indeed, a firm intentionally places specific products into social contexts; thus, business and social responsibility are socially embedded (Granovetter, 1985). Thus, if a firm does not fulfill its social responsibility, it will lose its position in society (social punishment), especially when society demands responsibility from businesses (Garriga & Melé, 2004). Given the intense competition and the demands of society during the last two decades, many companies vie to adopt the CSR concept to be recognized by society as socially responsible enterprises (Campbell, 2007).

The companies that have implemented CSR programs claim and promote themselves as socially responsible enterprises. CSR is an ethical issue; thus, the adoption of CSR by companies according to the European Commission is voluntary. Virtue ethics (motives) and deontological ethics (means) are useful tools to examine the ethical perspectives of the companies' CSR activities (Feng, 2010; Frederiksen & Nielsen, 2013). The focus of virtue ethics assessment is emphasized on the moral integrity of an agent (the person) or the motivation of the agent in performing any action. Unlike to utilitarian view, deontology is an ethical approach that focuses on the rightness or wrongness of action itself, rather than on its consequences.

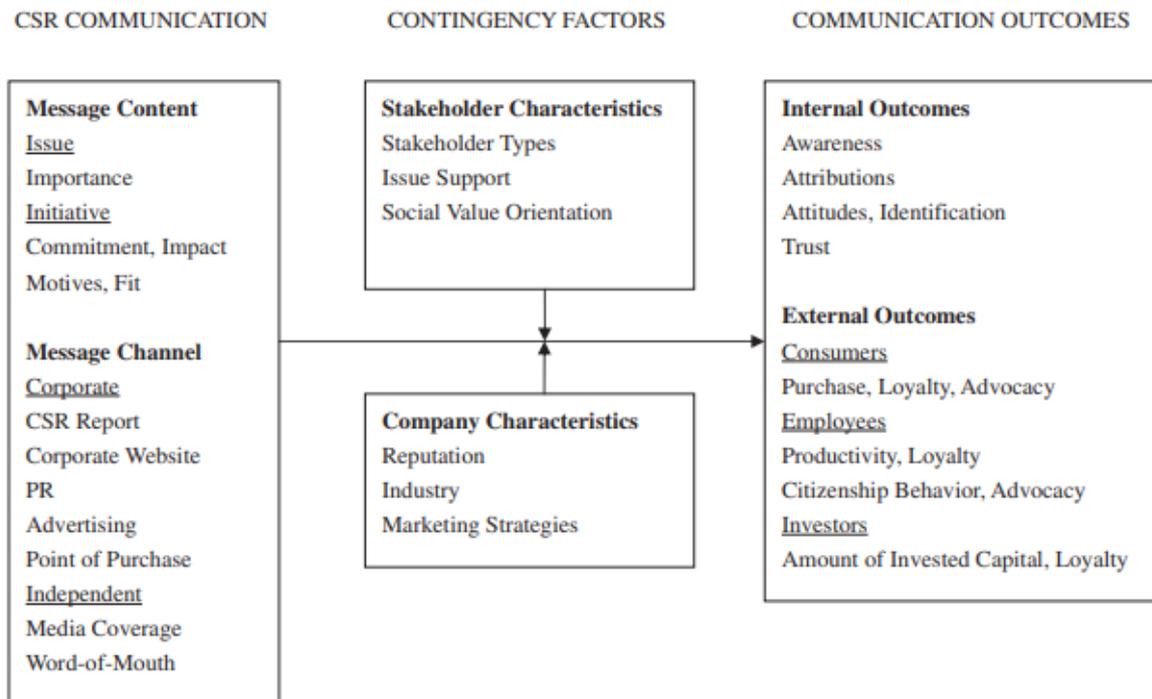
Bhattacharya, C.B., Korschun & Sen, (2009) recorded that the majority of Fortune 500 companies not only participate in initiatives of social responsibility but also commit substantial resources to report to a broad range of corporate stakeholders on CSR activities. Mc Donalds & Lai, (2011) discovered through their research on bank customers in Taiwan that CSR has a more powerful effect on customers, particularly in consumer-centered initiatives.

Fombrun and Shanley in Bibri (2008) stated that the larger the commitment of the company to social welfare, the better its reputation. Reputation may be a vital engine of organizational growth, and it combines several key elements that are vital to the success of the organization. Those key elements are image, employee motivation, customer loyalty, financial performance, and stakeholders' relationship, etc. To gain a better reputation, companies need to communicate their CSR well.

According to Chistensen in (Morsing & Spence, 2019), communication is constitutive for action, and CSR communication serves to stimulate improved social action. CSR communication is a way of influencing stakeholders' perceptions of organizations in terms of information resources (specific materials, media, platforms, or rhetorical arsenals) that they use to inform stakeholders about their CSR policies and activities (Golob et al., 2013). Golob et. Al (2012) also stated that CSR communication is not only a medium by which organizational goals are articulated and accomplished but also a means of constructing CSR and negotiating its purpose.

According to Du, Bhattacharya, and Sen (Du et al., 2010), communicating CSR is a very delicate matter, and a key challenge of CSR communication is how to minimize stakeholder skepticism and to convey intrinsic motives in a company's CSR activities. The main challenge in implementing a successful CSR communication strategy is how to reduce stakeholder skepticism and express beneficial organizational motivations in the CSR operations of an organization (Du et al., 2010). To address this challenge, Du, Bhattacharya, and Sen present a conceptual framework of CSR Communication.

Figure 2: A framework of CSR Communication.



Source: Du, S., Bhattacharya, C. B., & Sen, S. (2010). Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication. *International Journal of Management Reviews*, 12(1), 8-19. doi:10.1111/j.1468-2370.2009.00276.x

In this conceptual framework of CSR Communication, the majority of CSR message content focuses on a company's participation in different social causes. There are several communication channels by which information on the CSR operations of an organization can be disseminated to the stakeholders. An organization can disclose its CSR practices via official documentation, such as an annual corporate responsibility report or press release, and devote a part of its official corporate website to CSR; it can also use TV ads, magazines, or billboard ads, and product advertising to communicate its CSR initiatives (Du et al., 2010). The effectiveness of CSR communication is moderated and influenced by stakeholders and the company. The characteristics of stakeholders and companies could influence the outcomes of CSR communication which are awareness, trust, loyalty, etc.

4. Results and Findings

Below are some activities of CSR that carried out by companies in Indonesia in order to mitigate the Covid-19 outbreaks:

4.1 PT Pertamina (Persero)

PT Pertamina is a national company that is tasked with managing oil and gas mining in Indonesia. It has several subsidiary companies such as PT Pertamina EP, PT Pertamina Lubricants, PT Nusantara Regas, PT Pertamina Gas, PT Pertamina Bina Medika, and many more. After several cases of Covid-19 in Indonesia are reported, PT Pertamina and its subsidiary companies started to give their contribution in the form of assistance in handling the Covid-19 pandemic in the country.

In the first quarter of the Covid-19 pandemic in Indonesia (March-May 2020), PT Pertamina focused on assisting in staple goods and health sectors. Pertamina had distributed thousands of food or basic needs assistance to people whose affected by the covid-19 pandemic which decreased their income or losing their jobs. Pertamina was also given tons

of rice and dozens of gas cylinders for the public kitchen made by the Indonesian National Police and Indonesian National Armed Force.

For the health sector or medical assistance, Pertamina was assisting approximately IDR 250 billion in the effort to overcome the covid-19 pandemic. Pertamina had distributed thousands of medical aids such as personal protective equipment, goggles, masks, gloves, medical sink, hand sanitizers, medicines, and vitamins.

Based on the report, PT Pertamina provided 24,000 personal protective equipment and 1,450 units of goggles for medical staff. PT Pertamina was also given as many as 1,140,000 pieces of masks, 30,700 liters of hand sanitizers, 150 portable sinks, and 260,000 gloves to Posyandu, Puskesmas, hospitals, gas station customers, gas station operators, and the community. To contain the spread of the coronavirus, PT Pertamina also sprayed disinfectants in 387 locations, including schools, places of worship, gas stations, and public facilities (Pertamina, n.d.).

In addition, Pertamina also made 104 disinfectant chambers, distributed 643 thermal gun units, distributed 300 ventilators for state-owned hospitals, and 300,000 vitamins for medical personnel, gas station operators, and the public.

With to the urgency of containing covid-19 pandemic, Pertamina and its subsidiary companies in the first quarter of covid-19 pandemic focused on CSR program by handover health and basic needs direct to healthcare centers and public. Months after only distributed medical aids and food or basic needs aids that they purchased from the big market, Pertamina started to change their CSR program to fostering citizens, MSMEs, and communities around their companies.

When the government of the Republic of Indonesia obligated people to wear masks, people started to buy all stock of masks in every store which caused a mask crisis. This condition encourages Pertamina to initiative non-medical mask sewing training for citizens, diffable groups, and MSMEs around their companies as part of their CSR program. After the training, around 15,550 of the non-medical mask produced by MSMEs are freely distributed to the public by Pertamina. This program not only supporting government regulations by helping people to wear masks to prevent the coronavirus but also helping the movement of economic activities and trains new skills to citizens.

Besides non-medical mask sewing training, Pertamina also provides training about how to make hand sanitizers, face shields, hazmat suits, and traditional and complementary alternative medicines from herbs and spices to medical personnel in healthcare centers, community, and MSMEs around their companies. Pertamina also encourages the communities to recycle non-B3 waste into portable sinks and distributed it to public places.

One of the impacts of the covid-19 pandemic is there were many people who got laid off or barely survive because their income decreased. Spotted this condition made Pertamina expanded their CSR Program to help communities to survive in the covid-19 pandemic. Pertamina and its subsidiary companies fostering convicts and community to started catfish farming, cricket's cultivation, hydroponic farms, cattle farm, ducks farm, and even encouraging some community to open motorbike repair shops. With this program, Pertamina provides training sessions, financial support, and goods aids. The goal of this program is to increase people's income so they can survive in the covid-19 pandemic. Pertamina also helps them by promoting and bought their product which later Pertamina handover to the public for free. What Pertamina and its subsidiary companies have done is motivate the movement of the economy in the country which brings many benefits for many parties.

The CSR programs by Pertamina and its subsidiary companies also reach the education sector. The covid-19 pandemic makes school activities moved into online and Pertamina tried to support students and their schools by collaborating with the local government. Pertamina and its subsidiary companies distributed hundreds of data packages, internet modems, wifi routers, handphones, notebooks, and computers. Pertamina even provides scholarships for students in Indonesia.

Although currently Pertamina and its subsidiary companies focus on helping the government of the Republic of Indonesia with the national economic recovery program by empowering communities, Pertamina also still provides health assistance. Pertamina handover thousands of goggles, safety boots, full helmet face shield, half piece respirator, hazmat suits, gloves, surgical mask, and multivitamin to medical personnel. Pertamina even supported hospitals with ambulance cars, coffins, ventilators, apheresis machines, and rapid test kits.

In every program of their CSR, Pertamina and its subsidiary companies are collaborating with many parties such as region police, region government, Indonesian National Army, the education department in region government, animal husbandry department in region government, and local communities. Pertamina also collaborating with other companies under State-owned Enterprises such as PT Jasa Raharja, PT Surveyor Indonesia, PT Airnav, Bank BRI, and PT Telkom Indonesia. All these parties went direct to help people and medical personnel to hand-in-hand fight the covid-19 pandemic and its impact.

All of CSR program by Pertamina were disseminated through their company website with a special section which labeled as CSR News on <https://www.pertamina.com/id/news-room/csr-news>. Pertamina shared its CSR communication message content almost in all communication channels such as social media such as Facebook, Twitter, Instagram, and YouTube. Since the first case of Covid-19 and their support to help people and country, Pertamina's CSR communication message content on all of their CSR communication channels is about their assistance in the health sector, community empowerment sector, and education sector.

The exposure of Pertamina CSR Program not only from their official website and social media channels but also from an independent channel such as Kumparan, Tribun, Republika, etc. That information about Pertamina CSR Program is important for all Pertamina's stakeholders because, with the exposure of information, they can trust Pertamina as a responsible company. Pertamina could also easily approach the community around their companies in presenting and communicating their newest CSR program. It will lead to a successful CSR program who beneficial for all parties.

4.2 PT Adaro Energy Tbk (Adaro)

One of the biggest coal mining and energy companies in Indonesia is PT Adaro Energy Tbk (Adaro). The core business of this company is coal mining but also had other business pillars in energy, utilities, and supporting infrastructure sectors. Adaro's main mining site is on South Borneo with three mines in Tutupan, Wira, and Paringin.

As a big company that has responsibilities in social sectors, Adaro gives their contribution to support the government of the Republic of Indonesia program to fight the covid-19 pandemic. In March 2020, when the cases of covid-19 are reported found in Indonesia, Adaro started to give assistance to help the government of the Republic of Indonesia program to fight the covid-19 pandemic. Adaro handed over a total of IDR 20 billion aid through the "Adaro Fights for Indonesia" program to the National Disaster

Mitigation Agency (BNPB) as the Coordinator of the Task Force to mitigate the Coronavirus Disease (Adaro, 2020).

From the total of IDR 20 billion aid from Adaro, around IDR 15 billion will BNPB as the Coordinator of the COVID-19 Mitigation Task Force used and maximized for the heroes of the medical personnel, including doctors and nurses, and for the members of the Indonesian Military (TNI) who are at the front line in handling COVID-19. Special strengthening programs will be prepared for them to be able to increase their morale while protecting them while working on the field. Furthermore, from Adaro's assistance, around IDR 5 billion will be allocated to provide special vehicles to help mobilize patients or communities exposed to COVID-19.

Spotted the limitations of medical equipment in healthcare centers and personal protective equipment for medical personnel, Adaro took the initiative to support them. Adaro through the Adaro Bangun Negeri (YABN) Foundation disbursed IDR 2.5 billion to the Faculty of Engineering of the University of Indonesia (FT UI) to manufacture 100 Covent-20 ventilators. Those ventilators will be distributed to hospitals in need as a form of contribution by the University of Indonesia and Adaro to help to fight the covid-19 pandemic (Ayu, 2020).

Adaro which had mines in Borneo focused its CSR Programs on this region, especially in South Borneo. Adaro handover dozens of ventilators and ambulance, hundred of thousands of masks, thousands of hazmat suits, and even build 2 laboratories for PCR's testing and analysis. The total of Adaro's assistance to fight the covid-19 pandemic is approximately IDR 58,5 billion (Amanda, 2020).

Besides distributing health assistance, the CSR program of Adaro also including with empowering communities by launch a program called Acil Proker or Indonesia Love Action Mask Production in Balangan, South Borneo (Amanda, 2020). Adaro supporting the community of tailors in producing three layers of non-medical masks. This program is intended to maintain the business activity of the garment make community in the covid-19 pandemic.

Another community empowerment by Adaro is a program called "Mbah Asri" or Green, Healthy, and Sustainable Village in Kambitin, South Borneo. Adaro encourages people to manage their domestic wastes with a waste bank program. Adaro also encourages people to try to make organic vegetable gardens, stockbreeding, and freshwater fisheries. Those activities are for helping people to survive in the covid-19 pandemic and to maintain their incomes (Amanda, 2020).

The CSR programs of Adaro also reach the education sector. Adaro supporting an Islamic boarding school in Tabalong with outside-the-classroom activities. One of the activities is Kelulut Bees's cultivation. These activities are carried out by the alumni and students of the Miftahul Ulum Islamic boarding school. This school had 40 hives of Kelulut Bees and it produces an average of 1 liter per harvest in the rainy season and can increase threefold in the dry season (Usman, 2020). This program aims to foster an entrepreneurial spirit in students.

Although the CSR programs of Adaro are limited around their mines, their contribution is very beneficial and influential to fight the covid-19 pandemic. Adaro's CSR programs also giving contributions to the government of the Republic of Indonesia program which is the national economic recovery program.

To communicate their CSR program to their stakeholders, Adaro chooses to rely on an independent channel to cover all their CSR programs. Among independent channels in Kalimantan, Banjarmasin Tribunnews is one of the news media that publishes the most

news about the Adaro CSR Program. This is a common thing since Adaro's working area covers the Kalimantan area and Banjarmasin Tribunnews is one of the news media that the community relies on. The exposure of information about the Adaro CSR program from Banjarmasin Tribunnews will improve the credibility of Adaro in the public.

4.3 PT Aplikasi Karya Anak Bangsa (Gojek)

Gojek is an on-demand, multi-service tech platform providing access to a wide range of services. The main services of Gojek are transportations, food delivery, payments, logistics, and many more. Gojek operates in several countries in Southeast Asia such as Indonesia, Singapore, Thailand, and Vietnam. Gojek is one of the decacorn companies in Asia with values over USD 10 billion.

As one of the leading apps that providing many services, Indonesian people rely a lot on their services. In return for the trust and support of the Indonesian people and the government of the Republic of Indonesia, Gojek participated to fight the covid-19 pandemic in Indonesia with their CSR.

In March 2020, Gojek founded a foundation named Yayasan Anak Bangsa Bisa (YABB), or Children of the Nation's Foundation as a form of their CSR. YABB was formed to help build more sustainable livelihoods for those who rely on daily income. YABB tried to help people who depend on daily income whose lives have been directly affected by the COVID-19 pandemic, such as public transport drivers, scavengers, construction workers, hawkers, Gojek drivers, and merchant partners, and many more (Agustinus, 2020).

YABB has main programs called Covid-19 Relief Program for Gojek partners, healthcare workers, and people who rely on daily income in 20 cities in Indonesia (YYAB, 2020). Covid-19 Relief Program has 3 sub-program which are the staple goods program, family meals voucher, and free meals for healthcare workers. First, staple goods program, as of December 2020 Gojek by YABB have distributed 693,000 staple goods packages for Gojek driver-partners and informal workers. Second, family meals vouchers, as of December 2020, Gojek by YABB have distributed around 2,9 million family meals vouchers to beneficiaries who can redeem them at selected MSMEs. Third, free meals for healthcare workers, as of December 2020, Gojek by YABB has distributed 230,000 free meal packages for healthcare workers at 15 hospitals across the Jabodetabek area. In this program, YABB collaborated with more than 1,500 Gojek's MSMEs partners to help both the meals voucher program and the staple goods package (MA, 2020). With this collaboration, YABB tried to help MSMEs to earn additional income who affected by the Covid-19 pandemic.

The initial funds for YABB's programs were IDR 100 billion which came from donations from senior management and employees of Gojek (Agustinus, 2020). For additional funds, YABB collaborated with SLANK to launch a donation program called Sumbang Suara. With this program, SLANK and YABB invite people not only to donate but also to give emotional support to people who rely on daily income by sending kind words and wishes for them. Sumbang Suara program which was also supported by Gojek and Kitabisa managed to collect donations of IDR 11,6 billion (YABB, 2020).

Besides Covid-19 Relief Program, Gojek by YABB also launches other programs such as #BersamaBISA in education sectors and #BersamaMAJU in entrepreneurship sectors. In the education sector with #BersamaBISA Program, YABB tried to develop students' soft skills in communication, collaboration, critical thinking, and creativity. YABB also distributed some facilities such as tablets and internet quota to support online schooling (Ghivarianto, 2020). The beneficiaries of this program were outstanding sons and daughters

of Gojek driver-partners. This program collaborated with PT Sale Raya Belinda, an oil and gas company.

Another program by YABB is #BersamaMAJU, the purpose of this program to supports Gojek's MSMEs partners to go digital in order to survive and be more successful in the midst of a pandemic situation. This program includes digital marketing capital assistance as well as training and coaching. Those MSMEs who are selected for this program have an average sales increase of up to 30% (MA, 2020).

All of those Gojek CSR programs were published through various CSR communication channels. Gojek published their support to fight the Covid-19 pandemic and its impact on their official website. Gojek even made a separate website and social media that focused to publish their CSR program. With a specific channel focused on CSR, the CSR communication between Gojek and their stakeholders could be more focused and maintained. It allows Gojek's stakeholders to monitor the progress and responsibilities of each Gojek CSR program.

Gojek's CSR program is also covered by independent channels such as news media in every province in Indonesia. All publication which covers almost all Indonesia archipelago enables everyone to monitor the seriousness of Gojek to help Indonesia to fight the Covid-19 pandemic and its impact. Those CSR communication message contents also enhance the reputation of Gojek as a company that has a high concern for social welfare.

CSR can be interpreted as a business commitment that is carried out ethically and operates legally. In addition, the company also contributes to economic improvement which is followed by improving the quality of life of employees to the community. Whereas, for the next, CSR can be interpreted as a social action, including to care for the environment that is more than the limits required or required in legislation.

Through CSR, companies in Indonesia aim to reduce the burden of government and society from the impact of the Covid-19 pandemic. CSR is carried out through various activities to help stakeholders (employees, consumers, suppliers) and communities affected by the Covid-19 pandemic. CSR activities are in the form of assistance in the form of medical equipment, staple goods package, mobile devices, internet quota, and community development with some training and coaching in entrepreneurship.

Based on the classification of stakeholders, the key stakeholders of the CSR program are the company itself, the secondary stakeholders are government, and the primary stakeholders are the society. These three stakeholders are expected to work well together in order to achieve a successful CSR program. From the data above, the key stakeholders are PT Pertamina (Persero), PT Adaro Energy Tbk (Adaro), and PT Aplikasi Karya Anak Bangsa (Gojek), the secondary stakeholders are the government of the Republic Indonesia, and the primary stakeholders are the society of Indonesia. To fight the impact of the covid-19 pandemic, the government of the Republic of Indonesia issued the national economic recovery program which is helped by PT Pertamina (Persero), PT Adaro Energy Tbk (Adaro), and PT Aplikasi Karya Anak Bangsa (Gojek) contribution with their CSR's program to communities around their companies. All of the CSR programs from these companies help communities to survive in this covid-19 pandemic situation. Those CSR programs also help people to discover and develop their new skill that could increase their income and boost the economy of Indonesia. This indicates that CSR programs are not just a relationship between companies and the society around their companies but also a relationship between various parties. The CSR programs to reduce the impact of the Covid-19 pandemic also foster a new culture in the community in the form of participative and collaborative culture between various sectors and stakeholders. With strong

cooperation between various parties, in this case, are companies, government, and society, the main goal is to reduce the impact of the covid-19 pandemic and the economic recovery will be achieved easily and effectively.

5. Conclusions

CSR is a form of giving back from the corporates to the community. This can be done by way of business and generating the most positive contribution to stakeholders based on sincere intentions. The coronavirus pandemic (Covid-19) that occurred in Indonesia is increasingly worrying the public. The impact has also been felt by many parties, mainly because it threatens all aspects not only an economic problem. CSR has been conducted by companies in Indonesia to mitigate and help the government and society affected by the Covid-19 pandemic. CSR activities are conducted in various ways such as assistance in the form of medical equipment, staple goods package, mobile devices, internet quota, and community development with some training and coaching in entrepreneurship. The involvement of many parties, especially companies, governments, and communities to fight the Covid-19 pandemic has created a new culture in society in the form of participative and collaborative culture which makes it easier to achieve a stable condition in the Covid-19 pandemic.

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