

THE STUDY OF POLICY ON SOCIAL AND ENVIRONMENTAL RESPONSIBILITY IN CIAMIS

Dini Yuliani¹, Kiki Endah² and R Rindu Garvera³
diniasyari16@gmail.com¹, kiki_spt@yahoo.co.id²

ABSTRACT

In a good governance that combines the three main actors namely the government, private / public companies and in fact have not been able to synergize well. One of the relationship between the public and private sectors (companies) are still more profitable one party only the company, while the public has always been on the injured side. The operations are carried out by a company that is in the community have tended to be detrimental to the around community. Therefore, it is need for the participation of the government in regulating the importance of involving the private sector in achieving good governance. The participation of private / companies in social and environmental responsibility has been regulated in Undang-Undang Number 40 Year 2007 about Limited Company and Government Regulation Number 47 Year 2012 about Social and Environmental Responsibility Limited Company. Meanwhile, there is no single policy rule in Ciamis relating to social and environmental responsibility for the private sector /company in Ciamis region. Actually, if it is seen from the development of Ciamis district which is a region crossing the southbound lanes of Java, these conditions encourage the development of economic sectors, especially investment of several companies. With so many growing companies that are giving an unavoidable impact to social and environmental terms, so companies need to conduct social and environmental responsibility for the development of the surrounding communities. Therefore we need policies in the form of local regulation or the regent regulation in practice to make clear its legal decree.

Key words : Social and Environmental Responsibility, Government Policy, Community Development.

INTRODUCTION

The main activity of the government is to create and implement policies, as expressed by Thomas R. Dye that public policy is what should be do and not do by the government. The government has a big responsibility in seeking the welfare of society, but in era of good governance now development is not only the responsibility of the government but the collaboration between the three powers of the government, the private / companies and society. Development now is the result of cooperation between the government, the private sector with the community to create social welfare and management of quality of life. The third collaboration of these elements that ultimately form a sustainable development.

Social responsibility (corporate social responsibility) is a form of participation in the company's sustainable development program through the company's concern about the people in the corporate environment. Sustainable development is intended to balance and preservation of natural resources around the sector's environmental activities of the company remain intact and minimize the impact of environmental pollution and social impact in communities around the company. Currently the company is required and encouraged to improve the way of doing business based on ethical behavior and law-abiding.

Social responsibility or Corporate Social Responsibility which is often called as CSR is an obligation imposed on the Limited Company by Undang-Undang Number 40 year 2007 about Limited Company, Article 74 paragraph (1) states: "The Company which conducting business activities in the field and / or relating to natural resources, required to implement the Social and Environmental Responsibility." With this Undang-Undang, industries or corporations are required to carry it out, but this obligation is not an onerous burden.

Based on Undang-Undang then in each district / town expected has rules or conditions of implementation of Undang-Undang Number 40 year 2007 so deemed necessary to analyze the policy of social responsibility in Ciamis district so that the implementation does not conflict with the Undang-Undang and suitable with the purpose of implementation of social responsibility. When creating a policy is not only the origin or origins so there is discretion, but also to think about the benefits to the user community policy. Policies related to social and environmental responsibility in Ciamis not so popular as in other areas, so that the government Ciamis District requires legal protection appropriate for the implementation of social responsibility and environmental company, given the current start growing new companies in the district Ciamis. While the views of the trend rate of poverty reduction Ciamis only around 0.6%, therefore it is necessary optimizations private sector's role in participating to help people to be more prosperous.

¹ Dosen Program Studi Ilmu Pemerintahan, Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Galuh Ciamis

² Dosen Program Studi Ilmu Pemerintahan, Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Galuh Ciamis

³ Dosen Program Studi Ilmu Pemerintahan, Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Galuh Ciamis

LITERATURE REVIEW

As the meaning of public policy according to David Easton that "public policy is the authoritative allocation of values for the whole society." Social and environmental responsibility at the beginning of its development was limited to charity, although it is now beginning to busy talking but in some areas there are still many who do not understand about the importance of social and environmental responsibility for the welfare of the community. Social responsibility or Corporate Social Responsibility (CSR) is the root of the recognition that businesses are part of society and have the potential to make a positive contribution in achieving social goals and aspirations (Jones and Comfort, 2005). The World Business Council for Sustainable Development (WBCSD) defines CSR or corporate social responsibility as a "continuation of the commitment by a business entity to act ethically and contribute to economic development by improving the quality of life in the workplace and to their families as well as local communities and wider society ". The concept of sustainability development impact of developments in the concept of Corporate Social Responsibility (CSR) next. For example, The Organization for Economic Cooperation and Development (in Solihin, 2011: 28) formulated the Corporate Social Responsibility (CSR) as follows: "The contribution of business to sustainable development as well as their corporate behavior is not solely to ensure their returns to shareholders, wages for employees and manufacture of products and services for its customers but the business enterprise must also give attention to the things that are important and the values of society."

According Sukada and his friends (2007) Corporate Social Responsibility (CSR) is a management efforts undertaken any business entity in order to achieve sustainable development goals based on the balance of the pillars of economic, social and environment, to minimize negative impacts and maximize positive impacts on each pillar. World Bank view social responsibility as a commitment of the business community who contributed the business continuity of economic development by improving the quality of local communities and society at large to improve the quality of life for the betterment of the business and the development progress.

Corporate Social Responsibility (CSR) by Farmer and Hogue (in Isa & Busyra, 2011). that is the company's commitment to deliver against what the public wants. So the company not only provides item or services as well as services, but also help solve the problems that exist in society. While Mu'man Nuryana say that Corporate Social Responsibility (CSR) is an approach where the company integrate social concerns in their business operations and in their interaction with stakeholders based on the principles of voluntarism and partnership.

The principle of Corporate Social Responsibility (CSR) is one of them put forward by Prof. Alyson Warhurst from the University of Bath United (Wibisono, 2007). Where the principles of Corporate Social Responsibility (CSR), namely:

1. Corporate Priorities; recognize social responsibility as a top priority and a major determinant of corporate sustainable development.
2. Integrated Management; integrating policies, programs and practices into each business activity as an element of management.
3. Process improvement; on an ongoing basis to improve policies, programs and corporate social performance.
4. Education employees; education and training, and motivating employees.
5. Assessment; conduct social impact assessments before starting a new activity or project and before the closing of the facility or leaving the factory premises.
6. Products and services; developing products and services that do not have a negative impact socially.

Meanwhile, according to Kotler and Lee (in Solihin, 2011) says there are six categories of corporate social responsibility program. Where six kinds of corporate social responsibility programs are as follows:

1. Cause Promotions, where companies provide funds or other resources of the company to raise public awareness of a social problem or to support fundraising, participation of the community, or the recruitment of volunteers for a particular activity.
2. Cause Related Marketing, the company has committed to donate a certain percentage of income to a social activity based on the amount of product sales. These activities are usually based on the sale of certain products, for a certain period of time, as well as to the activity of a particular charity.
3. Corporate Societal Marketing companies develop and implement a campaign to change people's behavior with the goal of improving public health and safety, preserving the environment, and improve the welfare of society. Corporate societal marketing campaigns more focused on encouraging behavior change related to some of the issues that the issues of health, protection against accidents / losses, environmental and community involvement.
4. Corporate Philanthropy, the company provides direct donations in the form of charity for a specific community. The donations are usually a gift of money in cash, the aid package, or service for free. Corporate philanthropy is usually associated with a variety of social activities is a priority concern of the company.

5. Community Volunteering, the company supports and encourages employees, shareholders or associates franchise retailers to set aside their time voluntarily to help organizations and local community organizations targeted community programs.
6. Socially Responsible Business Practice, the company carries out business activities beyond the business activity that is required by law and carry out investments that support social activities in order to improve the welfare of the community and preserve the environment.

Corporate Social Responsibility (CSR) as corporate social responsibility has a scope in its application. As for the scope of application of the Corporate Social Responsibility (CSR) by the idea of the Prince of Wales International Forum consists of five pillars (Frankl, 2007). First, the company's efforts to garner the support of human resources, both internal (employees) and external (society) in a way to develop and provide welfare to them. Second, the economic empowerment of the community. Third, to maintain harmony with the surrounding communities to avoid conflicts. Fourth, implement good governance. Fifth, pay attention to environmental sustainability.

Moreover, still according Wibisono, 2007 there are three important reasons why the business community should respond to the Corporate Social Responsibility (CSR) in order to guarantee sustainability in line with the company's operations, namely:

1. The company is part of the community, therefore natural that companies consider the interests of society. Companies should be aware that they are operating in the structure of society. Social activities function as compensation or reciprocal efforts on control of natural resources or economic resources by companies that sometimes is expansive and exploratory.
2. The business community and the public should have a relationship that is symbiotic mutualism. To gain support from the public, the fair when the company is required to make a positive contribution to society, so they can create harmony relationship even leverage the company's image and performance.
3. Corporate Social Responsibility (CSR) is one way to dampen or even avoid social conflict. Potential conflicts that can come as a result of the impact of the company's operations or as a result of structural and economic disparities that arise between community and enterprise components.

According to Sembiring (Syahdeini, 2007: 205) states the implementation of Corporate Social Responsibility (CSR) should be integrated in all the activities of companies that includes seven (7) of the key issues:

1. Community development
2. Consumers
3. Practice a healthy institutional activities
4. Environment
5. Employment
6. Human rights
7. The governmental organization

Implementation of Corporate Social Responsibility (CSR) in addition to providing benefits to the company as well as for communities and local government where the company feels responsible to their existence, which will change the order of life in terms of both positive and negative. The Positive corporate existence is recognized by society and the negative things which inconvenience the public of the existence of companies that could create a conflict of social economy. The government through the implementation of Corporate Social Responsibility (CSR) will find it helpful to solve the problems of poverty, social welfare and education due partly the result of corporate profits distributed in the form of assistance to the community.

Implementation of Corporate Social Responsibility (CSR) conducted by the company has a some factors (Frankl, 2007). These factors are commitment to leadership in a company responsive to social issues, the size and maturity of the company, as well as regulation and taxation system regulated by the government. Associated with the regulations set by the government, then it can be shown that the greater the tax incentives given, will be more likely to give encouragement to companies to contribute to society and vice versa.

METHODOLOGY

This research uses descriptive method of analysis and a socioal-legal research using primary data and secondary data, in order to determine the strengths and weaknesses of policies of social responsibility in Ciamis based on public perception. The results of this study are expected to determine the direction of social responsibility policy later in the day to fit the purpose of the implementation of social responsibility and public welfare.

RESULT AND DISCUSSION

The complexity of the problems faced by the government is very high, ranging from budget problems to a problem public welfare cause the government will not be able to cope alone. So that intergovernmental cooperation with other parties is indispensable. Moreover, the concept of good governance, the government is required to hold private parties / company and the community in its development, particularly with the private sector / companies through social responsibility programs. Along with the development progress to turn towards sustainable development should be done by all development actors ranging from governments, public and private institutions / companies.

The emergence of the concept of corporate social responsibility (CSR) in which the company has a social responsibility in the community based on local knowledge in accordance with the area to participate in helping the local community in development will greatly assist the local authorities. Although the concept of social responsibility and the environment has been popular since the early 2000s, but not all the district / city to understand how important the role of private companies to participate in sustainable development in their respective areas. Proved there are still some districts / city which just make the rules on social responsibility only as a legal law alone without seeing the interests and needs of the most fundamental that are needed by the community.

Ciamis District as an area that is on the border of West Java and Central Java have great potential in building rural districts, where as a conservation area and a track crossing between provinces is seen as a potential area for some companies. It is seen from the growing trend of companies, especially service companies and even has started a lot of companies from outside the district of Ciamis who want to develop the potential associated with the development of the region.

So many private companies in Ciamis District enhancing the opportunities for companies to be able to assist the development of Ciamis District. Because if the development is only rely on the Regional Budget (APBD) may not cover all the financing for development in the district. Based on the research in the field where Since the enactment of legislation Limited Liability Company (PT) Number 40 Year 2007 paragraph 74 about corporate social responsibility, Regulation Number 47 Year 2012 on Social Responsibility and Environment Company Limited relating to Corporate Social Responsibility (CSR) and Undang-Undang Number 25 year 2007 on investments that regulate the implementation of Corporate Social Responsibility (CSR) has not been implemented by companies that are in Ciamis District.

The exercise of Corporate Social Responsibility (CSR) yet because there is no legal protection areas more clearly regulate the related procedures of channeling aid, related to the amount of rupiah or what percentage should be distributed in addition to the assistance provided by the company is still not clear will be used for the benefit of any local government to sanction firmly vagueness of the local government in the future if there are rogue companies that do not provide assistance to the program of Corporate Social Responsibility (CSR) making the company's reluctance to implement them.

Local regulations in Ciamis relating to Corporate Social Responsibility (CSR) is still in the draft stage where they synchronize program of Corporate Social Responsibility (CSR) with the government's development plans, both on the construction of public facilities, as well as social development. Corporate Social Responsibility (CSR) in Ciamis distribution of aid is still sporadic, not integrated and there is no supervision of the local government. There are still a lot of some of the companies in the district of Ciamis channel aid directly to the public without seeing the need and benefits further and the absence of direct observation of the local government, causing a buildup of aid on the same object to the public or not on target because of the absence of control local governments besides causing no clear distribution for the community and the lack of data and reports from private companies both in quantity and targets that have provided assistance to the community, because so far the public proposal directly to private companies in the district of Ciamis.

Basically, the setting which more specific about the Corporate Social Responsibility (CSR) through local regulations intended to be a benchmark for private companies as well as to synchronize and increase development cooperation of government and private sector through the development of social responsibility of the corporate environment as well as the partnership program and community development from both the private companies and State-Owned Enterprises and regional Owned Enterprises so that would make a partnership for development in the area.

Companies have an obligation to the welfare of society in an enterprise environment and not just scrape any of its resources for their own benefit. Because the government requires companies provide 2 percent as a social responsibility.

The existence of the policy in the form of District Regulation Ciamis related Corporate Social Responsibility (CSR) is anticipated by all parties, both public and companies where expectations regarding rules or guidelines that more clearly related to the distribution of aid given is nature in the form of money or in the form of programs and activities, as well as rules the grant given directly to the public or through local governments then provide relief to the public.

If the company running the Corporate Social Responsibility (CSR) related policies Responsibility social in Ciamis well which refers to the rule of law Limited Liability Company (PT) Number 40 Year 2007 paragraph 74 about corporate social responsibility, Regulation Number 47 Year 2012 about Liability Social responsibility and Environment Company Limited relating to Corporate Social responsibility (CSR) globally and UU Nंबर 25 year 2007 on investments that regulate the implementation of Corporate Social responsibility is not impossible to be a lot of underprivileged people who can be helped by the program.

CONCLUSION AND SUGGESTION

From the results of the study Policy on Social and Environmental Responsibility In the district of Ciamis that:

1. Not optimal Corporate Social Responsibility (CSR) conducted by the company private company in Ciamis
2. The absence of legal protection in the form of local regulations in detail and clearly regulate the distribution of Corporate Social Responsibility (CSR) by the local governments so that the distribution of aid by private companies to the public sporadically so that assistance is channeled out of the target
3. There is still the impression of lacking seriousness of Ciamis district local government to make local regulations governing the distribution of Corporate Social Responsibility (CSR)
4. The absence of strict sanctions for private companies, state-owned enterprises and enterprises that have not run a portfolio of Corporate Social Responsibility (CSR).

Suggestions for local government, namely Ciamis regency should immediately establish rules governing the distribution area of Corporate Social Responsibility (CSR). Regulations related to the distribution area of Corporate Social Responsibility (CSR) program created to synergize with local governments in various areas of development so that a more focused, integrated and sustainable. Need lack of seriousness on the part of local government and members of the legislature in drafting local regulations regarding the distribution of Corporate Social Responsibility (CSR) so that later no one harmed both for private companies and the public. make further local regulatory policies that will accommodate how companies can contribute to the development process.

REFERENCES

- Azheri, Busyra. 2011. *Corporate Sosial Responsibility : dari Voluntary Menjadi Mandatory*. Jakarta .Raja Grafindo Persada
- Indonesia Center For Sustainable Development, Editor, Pedoman Pengembangan Masyarakat Sektor Energy Dan Sumebr Daya Mineral. Kerjasama Departemen Energi Dan Sumber Daya Mineral - Forum Komunikasi Pengembangan Masyarakat Di Indutri Esdm, Jakarta : 2003
- Ife, Jim Dan Tesoriero Frank. 2008. *Community Development : Alternetive Pengembangan Masyarakat Di Era Globalisasi*. Yogyakarta : Pustaka Pelajar
- Kartini, Dwi. 2009. *Coporate Sosial Responsibility : Transformasi Konsep Sustainability Development Dan Implementasinya Di Indonesia*. Bandung. Refika Adiatma
- Nugrcho,Riant. 2014. *Kebijakan Publik di Negara-Negara Berkembang*. Yogyakarta : Pustaka Pelajar.
- Ismail Solihin. (2011). *Corporate Sosial Responsibility : From Charity to Sustainability*. Jakarta Salemba Empat
- Sjahdeini. Sutan Remy. *Corporate Social responsibility, Jurnal Hukum Bisnis*, Volume 26-N0.3,Tahun 2007
- Wahab, Solichin Abdul, 1997. *Analisis Kebijakan Dari formulasi kebijaksanaan Ke implementasi kebijakan Negara*, Jakarta : Bumi Aksara
- Winarno, Budi.2007. *Kebijakan Publik: Teori dan Proses*. Yogyakarta. Media Presindo
- Wibisono, Yusuf. 2007. *Membedah Konsep dan Aplikasi CSR (Corporate Sosial Responsibility)*. Gresik : Fascho Publishing