

Principles Of Corporate Social Responsibility in A Moral and Legal Perspective: the Effect of Equity

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Abstract

This article discusses about the principles of Corporate Social Responsibility (CSR) from a moral and legal perspective. The principles of CSR are stated in Article 74 paragraph (2) of Law Number 40 of 2009 concerning Limited Liability Companies, CSR must be implemented by companies in Indonesia with the aim of building harmonious, balanced and appropriate relationships with the environment, values, norms and culture of the local community (wisdom and wisdom). local). The discussion in this article is to analyze the nature of the implementation of the CSR concept in Indonesia and why CSR is a moral and legal obligation for companies in Indonesia. The approach method used is normative juridical. Normative juridical research is research on positive legal principles and legal principles which is carried out by evaluating relevant legal rules (laws and regulations) covering all norms, values and principles related to the nature of the implementation of the CSR concept in Indonesia. The results of the analysis are the essence of the realization of CSR in development by the company based on the changing needs and expectations of society, limited natural resources, better social environment, balance of responsibility and power, business has useful resources, long term benefits . CSR obligations are based on statutory orders that aim to provide justice and prosperity for the community. Social responsibility is in the moral realm, so its position is not the same as the law. Moral in social responsibility is more directed at outward actions that are based entirely on an inner attitude, this attitude is known as "morality" namely attitudes and good deeds that are truly selfless. Meanwhile, legal responsibility emphasizes the conformity of the outward attitude with the rules, even though the action is objectively not wrong, perhaps good and in accordance with the moral, legal, and cultural values of the community. However, suitability alone cannot be used as a basis for drawing conclusions because they do not know the underlying motivation or intent.

Keywords: CSR Principles, Morals, Law

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1. Introduction

This article discusses the principles of Corporate Social Responsibility (CSR) from a moral and legal perspective. National development is carried out based on good governance so that it can provide benefits to the community. One of the elements in development is economic activity aimed at the welfare of the community by running a good company in accordance with existing principles and regulations. This is because the management of the company results in: first, the efficiency used by a company to generate assets; second, the company's ability to attract low-risk capital; third, the company's ability to meet society's expectations; and fourth, overall performance (Sofyan A. Djalil, 6 : 2001). Ultimately, however, enterprise management and supporting frameworks must relate to the country-specific cultural values and legal environment and the elements of effective management.

The Organization for Economic Corporate Development (OECD) has developed the basic principles of Good Corporate Governance that can be applied flexibly in accordance with the circumstances, culture and traditions of each country, these principles are: (1) Fairness; (2) Disclosure and Transparency (Transparency); (3) Accountability (Accountability); (4) Responsibility (Responsibility) (Nyoman Tjoger, 51-52: 2003).

Corporations or corporations or companies in Indonesian, especially large companies, are companies that are legal entities that aim to seek profit (for profit) (K. Bertes, 289: 2002). Article 2 of Law Number 40 of 2007 concerning Limited Liability Companies (hereinafter referred to as the Limited Liability Company Law) states "The company's activities must be in accordance with its aims and objectives and do not conflict with laws and regulations, public order and or decency". Thus, the main purpose of establishing a company is to seek profit and business sustainability.

As a legal entity, the company has legal responsibilities, meaning that the company has many legal rights and obligations just like humans. In addition to legal responsibilities the company also has a moral responsibility, this

is because the company is a moral agent (K Bertes, 290: 2001).

In terms of ethics and business ethics principles, responsibility as one of the important ethical principles. In addition to moral responsibility, the company has social responsibility by showing its concern for other parties more broadly than just the interests of the company (A. Sonny Keraf, 122: 1998). The obligation to carry out social responsibility must be in accordance with the values, norms and culture of the local community, thus it is necessary for the company to consider the principles of propriety that exist in the community. This means that the company must carry out social responsibility in accordance with the will of propriety that applies in society.

As regulated in Article 15 letter b of the Capital Market Law, every investor is obliged to carry out corporate social responsibility. Corporate social responsibility is the responsibility inherent in every investment company to continue to create harmonious, balanced and in accordance with the environment, values, norms and culture of the local community (local wisdom). carry out their business activities.

Article 74 paragraph (2) of Law Number 40 of 2009 concerning Limited Liability Companies, which states that social and environmental responsibility is a company obligation that is budgeted and calculated as company costs, the implementation of which is carried out with due regard to propriety and fairness. Based on these provisions, social and environmental responsibilities must be carried out by companies investing in Indonesia and must build harmonious, balanced and appropriate relationships with the environment, values, norms and culture of the local community (local wisdom). Thus the company must carry out Social and Environmental Responsibility or known as Corporate Social Responsibility (CSR) must pay attention to appropriateness in accordance with the values and norms in the community where the company carries out its activities.

Based on the above, the Indonesian government has provided a legal umbrella for CSR so that companies must carry out it as an obligation (mandatory) that must be carried out and the company's commitment is in accordance with propriety and fairness that exists in society. In business ethics the company has a moral responsibility to the community, but also the company has a legal responsibility considering the company is a legal entity. Thus, the nature of CSR is very important for the community and there are legal norms that have been established by the government with the aim of prospering and prospering the people. The problem in this article is what is the nature of the implementation of the CSR concept in Indonesia? and why is CSR a moral and legal obligation for companies in Indonesia?

1.1. Responsibility Theory

The theory of responsibility by Hans Kelsen, it is the concept of legal responsibility (liability). A person who is legally responsible for certain actions that he can be subject to a sanction in case his actions are contrary to the law. The sanction is subject to deliquet, because his own actions make the person responsible. The subject of responsibility and the subject of legal obligation are the same. In traditional theory, there are two types of responsibility: responsibility based on fault (based on fault) and absolute responsibility (Jimly Asshiddiqie, 61: 2006). Absolute responsibility is an act that causes consequences that are considered detrimental by lawmakers and there is a relationship between the act and its consequences. There is no relationship between the mental state of the perpetrator and the consequences of his actions.

Responsibility is a state of being obliged to bear everything (if there is something, it can be sued, blamed and sued, etc.) (W.J.S Poerwadarminta, 1014: 1984). Meanwhile, liability is the result of an act done intentionally, either in the form of an attack or in the form of an agreement (Roscoe Pound, 78: 1921).

One of the principles contained in Good Corporate Governance (GCG) is responsibility which is the responsibility of the corporation to the public interest (society) and the existence of cooperation between companies and stakeholders in creating wealth, employment and a healthy company from the financial aspect. (Nyoman Tjoger, 51-52: 2003).

The doctrine of "fiduciary duty" is a person who is trusted by the company to run his business, and in running his business he does not use his interests but the interests of others, where that person has great trust in him, meanwhile he is obliged to have good faith high degree of good faith in carrying out their duties (Munir Fuady, 2-3: 2001).

Furthermore, the theory of Utilitarianism developed by Jeremy Bentham (1748-1832) is a theory or school of ethics that has a very strong relevance to the business world. This theory sees that both ethical utilitarianism and wisdom and business activities are both teleological in nature, meaning that they both refer to goals and base the

merits of a decision on the goals or results to be obtained (A. Sonny Keraf, 93: 1998). According to this theory, an action can be said to be good if it brings benefits to as many members of society as possible, or in a very popular term "the greatest happiness of the greatest numbers". Utilitarianism sees it from the point of view of the interests of the people (common interest, public interest).

The theory of utilitarianism in the ethical framework has three objective criteria that can be used as an objective basis as well as a norm for assessing a policy or action, namely: First: benefits, namely that the policy or action brings certain benefits or uses. This means that good wisdom will result in good rights, while bad wisdom will bring certain losses. Second, the greatest benefit, that the wisdom or action brings the greatest benefit compared to other alternative policies or actions. Or good actions will cause small losses, whereas when compared with the losses caused by alternative policies or actions. Third, the greatest benefit for as many people. So wisdom or action is considered morally good if it brings the greatest benefit to as many people as possible. Wisdom or action is considered good if it brings the smallest possible loss to as few people as possible (A. Sonny Keraf, 94: 1998)

2.2. Corporate Social Responsibility (CSR)

Bowen defines CSR as the obligation of entrepreneurs to formulate policies, make decisions, or follow a desired line of action in terms of societal goals and values. This definition was updated by Davis who stated that "business decisions and actions are taken for reasons, or at least in part, beyond the direct economic or technical interests of the company" (Totok Mardikanto, 84: 2014).

In addition, the European Commission also provides a definition that CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with stakeholders on a voluntary basis, which further realizes that responsible behavior leads to sustainable business success. CSR is about managing change at the corporate level in a socially responsible manner which can be seen in two different dimensions, namely first, internal, socially responsible practices which are mainly related to employees and related to issues such as investment in capital change, health and safety, safety and human management, while responsible environmental practices relate primarily to natural resource management and the use of other resources in production; second, external, CSR outside the company with the local community and involving various stakeholders such as business partners, suppliers, customers, public authorities and NGOs representing local communities and the environment (Totok Mardikanto, 92: 2014).

The World Business Council for Sustainable Development (WBSCSD) describes CSR as a business commitment to contribute to sustainable economic development, working with employees, their families, local communities and the wider community to improve the quality of life together (Philip Kotler and Nancy Lee).

CSR is the commitment of the company or the business world to contribute to sustainable economic development by paying attention to corporate social responsibility and focusing on the balance between attention to economic, social and environmental aspects (Hendrik Budi Untung, 1: 2008).

1.2. Literature Review

Several studies have been conducted regarding CSR as follows:

According to T. Gayus Lumbun that CSR was born from public pressure on the behavior of companies that ignore social responsibility, such as environmental destruction, exploitation of natural resources, "evading" taxes, and oppressing workers as well as the distance between the company and the community.

A study conducted by Hasim Purba (2008) on the implementation of CSR states that CSR is a necessity for companies, because CSR will create a harmonious atmosphere between the company and its social environment, which in turn ensures the continuity of the company itself. Indonesia's national legal system has actually accommodated the norms of CSR principles as a company's obligation in carrying out its business.

Furthermore, Debora R. Tjandrakusuma (2011) in the study concluded that Indonesia is a country that regulates Social and Environmental Responsibility in the form of a law, with the enactment of Law Number 40 of 2009 concerning Limited Liability Companies, every company that carries out its activities in the field of natural resources are required to implement social and environmental responsibilities.

Furthermore, Ike Devi Sulistyaningtyas (2006) in his writing explains that the success of an organization in carrying out social responsibility will have a "domino" effect for other organizations, meaning that there is a positive influence that other organizations will get to do the same thing. Organizational commitment to social

responsibility becomes a lure for all parties to manifest it in concrete actions.

Furthermore, Fitalina Filia Kangihade (2013) in her article concludes that regulations governing corporate social responsibility or CSR or more specifically about social and environmental responsibility have indeed made CSR not only a voluntary activity, but by itself CSR activities have become an obligation (mandatory) which means liability.

2. Research Method

The approach method used in this discussion is normative juridical. Normative juridical research is research on positive legal rules and legal principles which is carried out by evaluating relevant legal rules (laws and regulations). This evaluation research on positive law is carried out by evaluating the suitability aspect between one legal rule and another, or with legal principles recognized in existing legal practice, which is carried out by examining library materials or secondary data (Bayr Manan, 4: 1999). It is said to be a normative juridical research because basically this research covers all the norms, values and principles related to the nature of the implementation of the CSR concept in Indonesia.

The juridical-normative approach is used to examine legal rules, principles, norms, and legal rules, both written and unwritten) related to the nature of CSR arrangements in the positive legal system in Indonesia. This study uses a philosophical approach. With a comprehensive, fundamental and speculative nature of philosophy, philosophical exploration will explore legal issues in normative research radically and explore them in depth (Bagar Manan, 230: 1999).

3. Discussion

3.1. The Nature of the Applicability of the Principles of Corporate Social Responsibility (CSR)

Moral values are the basis for society to substantively sue the law governing CSR obligations. There is a change from a moral obligation to a legal obligation for companies to carry out CSR, this is in accordance with the 4th principle of Pancasila, namely Social Justice for All Indonesian People and Article 33 of the 1945 Constitution of the Republic of Indonesia. Muhammad Hatta is of the opinion that the ideals of Indonesian democracy are social democracy, protect the environment that determines human destiny. With Revison Baswir added, the priority of a democratic political economy is the placing of the prosperity of the community above the prosperity of an individual (Firdaus, 2010).

Responsibility as one of the important ethical principles in business. Relevant conditions that allow a person to demand that someone be responsible for their actions, although rarely someone wants to admit to actions taken on the grounds that these actions are beyond responsibility (A. Sonny Keraf, 113-114: 1998).

The responsibility of a company to other parties is a form of concern for the interests of other parties more broadly than the interests of the company alone. Although the purpose of the company is to pursue profit, it cannot achieve that profit at the expense of the interests of other parties, including the interests of the wider community (A. Sonny Keraf, 122: 1998).

According to Jack Mahoney SJ as quoted by Sonny Keraf, that there are four areas that are considered and accepted as what is referred to as corporate social responsibility, namely: first, the company's involvement in social activities that are useful for the benefit of the wider community, this is manifested in the form of corporate social responsibility. participate in certain activities that are useful to the community; second, economic benefits, the company in running its business aims to achieve the maximum profit; third, comply with the applicable laws in a society, both concerning business activities and those involving social life in general; fourth, respecting the rights and interests of stakeholders or related parties who have a direct or indirect interest in business activities (A. Sonny Keraf, 123-127: 1998).

The concept of corporate social and moral responsibility must be carried out by every company considering that the company must be responsible for the actions of its business activities that have an influence on certain people, society and the environment. The company's involvement in social activities that are useful for the benefit of the wider community. The involvement is intended to help advance and improve the welfare of the community. The benefits of implementing the concept of corporate social responsibility are 1) the company's involvement in social activities that are useful for the benefit of the wider community, the involvement is intended to help advance and improve the welfare of the community. 2) bring the maximum profit for the company. The success of the company is seen from the social and moral responsibility of the company. 3) obey the rules that apply in a

society and social life in general. 4) respect for the rights and obligations of stakeholders or related parties who have an interest or indirectly in business activities (A. Sonny Keraf, 122-126: 1998).

Furthermore, the historical perspective of CSR obligations is related to the interests of the community and the environment as well as the company itself (Sutan Remi Sjahdeini, 60: 2007). State intervention is a necessity to ensure that economic activities are able to create prosperity and keep company activities from harming the environmental community. The norming of CSR is the implementation of state sovereignty as the party that controls natural resources and to which the constitution is mandated to regulate, maintain and supervise the utilization and management in order to provide the greatest prosperity to the people.

The concept of normalizing CSR is in line with Jean Bodin's opinion, sovereignty is the absolute and eternal power of a republic (Raisul Muttaqin, 72: 2004). State sovereignty has a very broad content, such as the registrar J.G. Starke, the exercise of jurisdiction by a state over property, action or events occurring within its territory is clearly recognized by international law for all member states of the international community (Bambang Irine Djajatamadja, 270: 2006).

Lord Macmillan said a basic feature of sovereignty is that all independent sovereign states must have jurisdiction over all persons and property within their territorial boundaries and in all civil and criminal cases arising within these territorial boundaries (Bambang Irine Djajatamadja, 271: 2006).

The state of Indonesia as a modern legal state aims to achieve a just and prosperous society, materially and spiritually equitable. The state is not only tasked with maintaining public order but broader than that, namely the obligation to participate in all sectors of community life (Hasim Purba, 2008). This is in accordance with the Preamble of the 1945 Constitution of the Republic of Indonesia in the Fourth Paragraph which states that "then from that to form an Indonesian state government that protects the entire Indonesian nation and the entire homeland of Indonesia and to promote public welfare, educate the nation's life and participate in carrying out world order based on freedom, lasting peace and social justice...".

Constitutionally, Article 33 of the 1945 Constitution of the Republic of Indonesia as a result of the Fourth Amendment states that:

- 1) The economy is structured as a joint effort based on the principle of kinship;
- 2) Production branches which are important to the state and which affect the livelihood of the people are controlled by the state;
- 3) Earth and water and the natural resources contained therein are controlled by the state and used for the greatest prosperity of the people;
- 4) The national economy is organized based on economic democracy with the principles of togetherness, efficiency with justice, sustainability, environmental insight, independence and by maintaining a balance of prosperity and national economic unity;
- 5) Further provisions regarding the implementation of this Article shall be regulated in the Law.

Based on the provisions of Article 33 of the 1945 Constitution of the Republic of Indonesia, the involvement of the state in development, especially the economy is based on kinship and the economy is carried out on the principles of economic democracy with the principles of togetherness, efficiency, sustainable justice, environmental insight, independence and maintaining a balance of progress and national economic unity.

The principle of kinship and the principle of the national economy are intended as very important signs in the effort to realize economic democracy in Indonesia. This is seen as very important so that all available national economic resources are used as well as possible and must be allocated efficiently to support healthy national economic growth and at the same time achieve justice. Economic progress throughout the country must pay attention to its balance and in the implementation of regional autonomy it is necessary to maintain national economic unity (Hasim Purba, 2008).

Furthermore, according to A. Sonny Keraf (129-132: 2001) the essence of the realization of CSR in development by companies is based on several arguments, including:

- a. The needs and expectations of society are changing. This change causes businesses to also change because in order to survive and succeed in this fierce modern business competition, business people are increasingly realizing that they cannot simply focus on efforts to make the maximum profit.
- b. Limited natural resources. Businesses must use responsibly and wisely these limited natural resources to meet human needs.

- c. Better social environment. The ethical implication is that businesses have moral and social obligations and responsibilities to improve their social environment in a better direction.
- d. Balance of responsibility and power. Business has enormous social power that affects the environment, consumers, conditions of society, even the cultural and moral life of society and many other areas of life.
- e. Businesses have useful resources. In addition to having funds, the company also has professional staff who can be utilized or donated for the benefit of the progress of the community.
- f. Long term profit. Company involvement has a very positive value for the development and sustainability of the company in the long term.

3.2. Moral and Legal Obligations of Corporate Social Responsibility (CSR)

The term Corporate Social Responsibility (CSR) was first put forward by Howard R. Brown in 1953 which stated that "it refers to the obligations of businessmen to pursue the those policies, to make those decisions, or to follow those lines of action which are desired. in terms of the objectives and values of our society", this definition is the basis for the introduction of the obligation of business actors to determine business goals that are in line with the goals and values of the community. CSR is continuously experiencing concept development and has even caused a shift in orientation towards the implementation of CSR (Ismail Solihin, 16: 2009). The concept of CSR in developed countries such as Europe and the United States is generally carried out on a voluntary basis.

The concept of CSR regulated in Indonesian legal products cannot be separated from the influence of economic and trade globalization as well as demands for the ratifying countries of the World Trade Organization Agreement (WTO) including Indonesia to apply the principles of Good Corporate Governance properly and proportionally, especially in practice and business activities. and the world economy.

CSR obligations are government control over company activities, without government control it will lead to injustice, human rights violations, damaging the monopoly environment and others. M. Friedman gives a fundamental example of the importance of law regulating markets as follows: "Law provides even more basic support for markets. The private property institution rests on the pillars of the law. Legal arrangements provide procedures for registering land for grant, sale as well as taxes, authorizations; legal institutions control banks, banking instruments, money and credit and the operation of capital markets. The criminal law system protects property from misuse and theft. A market or mixed economy decentralizes many economic decisions, but the invisible hand that controls them will be paralyzed without the help of legal institutions (Jem Bendel at.al, 24: 2009).

Based on Law Number 27 of 2003 concerning Investment and Law Number 40 of 2009 concerning PT, the Company has an obligation to implement CSR. Elucidation of Article 15 letter b of the Investment Law states that what is meant by "corporate social responsibility" is the responsibility inherent in every investment company to continue to create harmonious, balanced, and in accordance with the environment, values, norms, and culture of the community. local".

Article 1 point 3 of the Limited Liability Company Law, "Social and environmental responsibility is the company's commitment to participate in sustainable economic development in order to improve the quality of life and the environment that is beneficial, both for the company itself, the local community and society in general".

Based on the above understanding, CSR is a company's commitment to the interests of stakeholders in a broader sense than just the interests of the company. In other words, even though it is morally good that the company and investors are pursuing profits, it does not mean that companies or investors are justified in achieving profits at the expense of the interests of other parties involved. With the provisions of CSR as an obligation, it can change the views and behavior of business actors, so that CSR is no longer interpreted as merely an-sich moral demands, but is believed to be a company obligation that must be implemented. This awareness means that the company is no longer an entity that is selfish, alienated and or exclusive from the community, but a business entity that is obliged to adapt culturally to the social environment. So it is not an exaggeration if in the future CSR must be interpreted no longer just as a responsibility because it is voluntary, but must be carried out as mandatory in the sense of liability because it is accompanied by sanctions.

On the other hand, the notions of CSR seem to have no uniformity or equality of perceptions and views on CSR. Seen from the provisions in Capital Market Law and Limited Liability Company Law, see social responsibility from a different point of view. Capital Market Law emphasizes CSR as a company's effort to create

harmonization with the environment in which it operates. Meanwhile, Limited Liability Company Law actually tries to separate social responsibility from environmental responsibility. Capital Market Law starts from the concept of corporate responsibility in economic, social and environmental aspects (triple bottom line). However, both have the same goal leading to CSR as a company commitment to sustainable economic development in an effort to improve the quality of life and the environment.

In addition to the Limited Liability Company Law and the Investment Law, there are other provisions governing the concept of CSR so that it becomes one of the reasons for applicants for the judicial review of Article 74, especially paragraph (3) of the Limited Liability Company Law, to the Constitutional Court. They stated that this fact shows the overlapping of CSR arrangements in Indonesian laws and regulations with various sanctions that create legal uncertainty. However, even this legal argument was rejected by the Constitutional Court by stating that the sectoral laws and regulations referred to by Article 74 paragraph (3) of the Limited Liability Company Law in the context of imposing sanctions for companies that do not carry out their CSR obligations are appropriate and provide more legal certainty, when compared to those of The Company Law stipulates separate sanctions.

CSR is an obligation that must be carried out by companies in Indonesia, this refers to several laws and regulations, which command that every company must implement CSR.

It is important to study in depth whether the legal sanctions for companies that do not comply with their legal obligations to implement CSR must be in the form of criminal sanctions or should be in the form of sanctions that are not criminal sanctions. For example, sanctions can take the form of delaying, terminating or withdrawing incentives or subsidies; On the other hand, if the company fulfills the obligation to carry out CSR, the Government will provide some kind of reward in the form of incentives, subsidies, discounts or tax cuts, or the like. In other words, it is time for the Government to seriously implement the possibility of imposing more appropriate sanctions for business actors, and instead explore the possibility of providing rewards for those who comply with the law. It is hoped that this will be more effective in encouraging companies to carry out their CSR obligations, and have a positive impact on the development of the business world and the national economy as a whole. For this, it is time, together with legal and economic experts, to work on developing studies and methods for approaching legal economics.

Article 34 of Law 25 of 2007 concerning Investment regulates administrative sanctions if the company does not carry out CSR, the sanctions are in the form of:

- a. written warning;
- b. business activities;
- c. freezing of business activities and/or investment facilities; or
- d. revocation of investment activities and/or facilities.

Based on Article 34, sanctions for companies that do not carry out their obligations in accordance with the provisions of Article 5 of Law Number 25 of 2007 including the obligation to carry out CSR, the company is subject to warnings in the form of warnings, activities, activities, capital activities or revocation of business activities and/or facilities. capital investment. Companies that do not implement CSR in terms of compliance with the law (mandatory) will be subject to sanctions in accordance with the provisions of the legislation.

Article 74 paragraph (3) of Law Number 40 of 2009 concerning Limited Liability Companies which states that "Companies that do not carry out the obligations as referred to in paragraph (1) are subject to sanctions under the provisions of laws and regulations". Thus, it is clear that the company is obliged to implement CSR and if it does not implement it, it will be subject to legal sanctions in accordance with applicable regulations.

Law as a product of political policy is not always a condition sine qua non for the goals to be achieved. This shows that the law has certain limits to its ability to accommodate the values that grow and live in the community, therefore Roscoe Pound states that the main task of law is "social engineering". In this doctrine it is said that the law must be developed in accordance with changes in social values. For this reason, it is better to formulate existing interests in society, namely personal, community and public interests (Mas Soebagio, 68: 1992). Thus the law for Roscoe Pound is a tool to build society (law is a tool of social engineering). So that the law is not only based on reason, but also experience. Reason is tested by experience and experience is developed by reason.

The context of social responsibility (CSR) in this case there is an obligation to be responsible for statutory orders, and repair or otherwise compensate for any damage that has been caused. Social responsibility is in the moral

realm, so its position is not the same as the law. Moral in social responsibility is more directed at outward actions that are based entirely on an inner attitude, this attitude is known as "morality" namely attitudes and good deeds that are truly selfless. Meanwhile, legal responsibility emphasizes the conformity of the outward attitude with the rules, even though the action is objectively not wrong, perhaps good and in accordance with the moral, legal, and cultural values of the community. However, suitability alone cannot be used as a basis for drawing conclusions because they do not know the underlying motivation or intent.

4. Conclusion

Based on the explanation in the previous chapter, the conclusions in this paper are as follows: The essence of the realization of CSR in development depends on the changing needs and expectations of society, limited natural resources, a better social environment, responsibility and power, business has useful resources, long profits. CSR obligations are based on statutory orders that aim to provide prosperity and prosperity for the community. Social responsibility is in the realm of morals, so its position is not the same as the law. Moral in social responsibility is more directed to outward actions that are completely based on inner attitudes, this attitude is known as "morality" namely good attitudes and actions that are truly selfless. Legal responsibility is more on adjusting attitudes to the rules, even though the action is objectively not wrong, in accordance with the morals, laws, and cultural values of the community. However, it cannot be used as a basis for drawing conclusions because they do not know the motivation or the intended purpose.

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