

Sustainable Development through Application Corporate Social Responsibility at PT. TELKOM INDONESIA, Tbk, Regional Division V East Java

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Abstract

Expected harmonious relations exist between the three sectors, namely government, business and society (stakeholders) in sustainable development. Role of business in sustainable development is realized with corporate social responsibility (Corporate Social Responsibility). CSR is one of the efforts to achieve business continuity in creating and maintaining a balance between a profit, social functions and preserving the environment.

PT. Telkom Indonesia, Tbk, East Java Regional Division V as an institution engaged in telecommunications, have concern for social responsibility on the surrounding environment. CSR at PT. Telkom Indonesia, Tbk, East Java Regional Division V applied through two programs, namely partnerships and community development programs. Environmental development program consists of educational assistance and training, improvement of public health, public services, environment, faith and sports culture and natural disasters. Initial problems that arise in the implementation of CSR programs is the lack of socialization to the community.

This study analyzed the communication variables, bureaucratic structure, resources and disposition. In terms of communication of PT Telkom Indonesia Tbk less socializing CSR program, so many people who do not understand about the CSR program. Communication is done by the Community Development Program Officer I in Section Community Development Center (CDC) to the people who need help and other stakeholders. Bureaucratic structure for the implementation of CSR at the level of division is headed by a Executive General Manager, in charge of Human Resources, Customer Care Section, Section of General Support, Sales and Marketing Section, Production Department and Section Community Development Center. The resources consist of human resources, funding and facilities. Human resources as implementing CSR in PT. Telkom Indonesia Tbk, East Java Regional Division V is the Community Development Officer I program. Sources of funding that has been prepared by PT. Telkom Indonesia Tbk to set aside part of their net profit. Facilities provided has been good in terms of quality and quantity. Variable disposition consists of the leadership and commitment of implementing CSR implement CSR programs responsibly.

Keywords: sustainable development, corporate social responsibility

1. Introduction

Nowadays there has been a development that requires a change of governance or good governance in various fields, including political, economic, social and cultural. The phenomenon was a major change agenda on people who expect a more equitable public services and opportunities for sustainable collective welfare.

Sustainable development mandates harmonious relations between the government, business or the business world and society. Each has a role in accordance with the capacity and competence. Government as regulator and an environment conducive to development .. Public plays an active role in civic life activity. Potential business world in terms of capital and create jobs.

The role of the business sector in sustainable development is to develop awareness programs to the community surrounding the company called Corporate Social Responsibility (CSR). CSR is an attempt to create a business continuity in maintaining the balance between print profit, social functions and maintenance environment (triple bottom line).

CSR within the scope of State-Owned Enterprises is known as the Partnership and Community Development (CSR). The legal basis for the implementation of the Partnership set forth in Regulation of the Minister of SOEs Number: PER-05/MBU/2007 about the Partnership and Community Development (CSR). The goal is empowerment programs by state social conditions in the area around the SOE business through the utilization of funds from the profits of SOEs. Source of funds come from corporate profits at a maximum of 2%. (Riyanto, 2011: XV)

In practice, CSR at SOE distinguished shape. Partnership Program aimed at the development of microenterprises and small, or directed to poor communities economically active (economically active poor). Through the partnership program is expected to Micro and Small Enterprises (MSEs) can empower communities. While the shape of the Community Development direct relief (charity) is needed in a variety of fields, including health, education, etc. (<http://pkbl-telkom.com>).

PT. Telekomunikasi Indonesia, Tbk (TELKOM) is one of the State-Owned Enterprises are committed to perform the role through the implementation of Good Corporate Citizenship Partnership Program to small businesses to

encourage the growth of economic activity and employment creation as well as business opportunities for the public. While the Community Development Program has the objective to empower and develop the social and environmental conditions in the surrounding areas of the company (<http://pkbl-telkom.com>).

Performance Partnership TELKOM for an increase in terms of the nominal amount of aid, loans and installment receipts. In 2012, TELKOM has channeled funds through a partnership program of Rp. 343.8 billion for 9346 established partners. Coaching program is Rp. 9.9 billion. From 2001 to 2012, TELKOM Partnership Program has distributed aid to 89,773 loans and established partners throughout Indonesia with a total disbursement of Rp. 1.88 trillion. The realization distributed to sectors of industry, services, trade, livestock fisheries, agriculture, plantations and other services. In addition to providing loan assistance, TELKOM also provide guidance to the partners through training programs, apprenticeships, mentoring and promotion, exhibition. In 2012, TELKOM has disbursed Rp Community Development Program. 43.5 billion in aid to victims of natural disasters, or education and training, improvement of public health, the development of public infrastructure and facilities, the increase in religious facilities, and nature conservation. Community Development Program aid directed to the activities in ICT. The programs that have been implemented include healthy internet, i-chat, Broadband Learning Center (BLC), granting scholarships, education / training of teachers and students in the field of infocom, smart Indonesian children, education for tomorrow and create 1000 (<http://CSR-telkom.com>).

PT. Telkom Indonesia, Tbk is composed of seven Regional Offices Division (Division). Office of the Division is Division I in Sumatra Telkom, Telkom Regional Division II in Greater Jakarta, Telkom Regional Division III West Java and Banten, Division IV in the region of Central Java and Yogyakarta Special Region, Division V in East Java, Division VI in the region Division VII in Kalimantan and eastern Indonesia region.

PT. Telkom Indonesia Tbk Division V East Java is also committed to social responsibility on the surrounding environment. In 2009, PT. Telkom Indonesia, Tbk, Division V East Java received an award from the Minister of Cooperatives as the best company in terms of the empowerment of cooperatives, Micro, Small and Medium Enterprises (SMEs) through CSR and CSR (<http://pkbl-telkom.com>). PT. Telkom Indonesia Tbk in 2009 has been set aside for CSR is Rp. 20.5 billion (www.wargahijau.org). Partnership in PT. Telkom Indonesia, Tbk, Division V East Java is also applied through two programs, the Partnership and Community Development Program.

Partnership Program to provide loan assistance to the partners engaged in Micro and Small Enterprises. Community Development Program consists of educational assistance and training, improvement of public health, public services, environment, faith and sports culture and natural disasters. At the beginning of the observation, it was found that there are people who do not know PKBL PT. Telkom Indonesia, Tbk, Division V East Java

2. Research Methods

The location of this research at PT. Telkom Indonesia, Tbk, Regional Division (Division) V East Java which has a working area of East Java, Surabaya Kandatel consisting of West, East Surabaya Kandatel, Kandatel Malang, Madiun and Kandatel Kandatel Jember. This research is descriptive qualitative approach. The technique of collecting data using interviews, observation and documentation studies. Subjects were obtained by purposive sampling technique was followed by snowball sampling. The subjects were Mr. Sarman as the staff at The Community Development Center, exactly as I CSR Officer as well as some service users Partnership PT. Telkom Indonesia Tbk Division V East Java. The focus of this research is on communication variables, resources, disposition and bureaucratic structures. Indicators that can be used to determine the success of the implementation of the communication variables, is the transmission, clarity and consistency. Indicator variable resource is the staff, funds and facilities. Indicators on the disposition variable is the attitude and commitment. Indicator variable is SOP bureaucratic structure and fragmentation.

Discussion

Sustainable development requires the relationship between government, business or the business world and society. Into three sectors have a role in accordance with the capacity and competence. It is necessary in the implementation of the Partnership that Partnership does not run independently. Government's role as representing the interests of voters, negotiate and make commitments or international cooperation, providing legal or regulatory framework that governs all sectors prepare national policies and oversee the performance of the state and take action to achieve regularity. Business role as representing the interests of shareholders, seeking economic gain market propagators and act independently in operating companies by implementing a code of ethics. Community stakeholders have a role which represents among fellow community can influence or be influenced by the purpose of the group or organization. Prioritize values, ketakinan and principles related to environmental, social, human rights and development, as well as overseeing government and corporate accountability and act so that in the government and the company can be run in accordance with the legal aspects of the countries (Kartini 2009 : 53).

The definition of public policy according to Friedrich is a series of actions / activities proposed by a person, group or government in a given environment in which there are obstacles (difficulties) and possibilities (opportunities) which is proposed to be useful in addressing it to reach the intended destination (Agustino, 2008: 7).

Policies that have made the government will not be very beneficial when it is not implemented. Therefore, PT. Telkom Indonesia Tbk Division V East Java participate in the establishment of the Partnership and Community Development. Policies are implemented contain elements consisting of the programs, implementing and target group (Tachjan, 2006: 26)

1. The Elements Program

CSR is a policy issued by the Minister of SOEs through the Minister of SOEs Number: PER-05/MBU/2007 about the Partnership and Community Development (CSR). The goal is empowerment programs by state social conditions in the area around the SOE business through the utilization of funds from the profits of SOEs. Source of funds come from corporate profits at a maximum of 2%. (Riyanto, 2011: XV).

2. Implementing Elements

Implementing CSR in PT. Telkom Indonesia Tbk Division V East Java is the staff in the Field of Community Development Center.

3. Elements Target Group

Communities are the target group in the Partnership, especially people around PT. Telkom Indonesia Tbk Division V East Java. Community can be defined as an individual, a group or an institution that will be able to receive help CSR and feel the benefits.

This study analyzed using a model of public policy implementation by George Edward III, who called the Direct and Indirect Impact on Implementation. In the model of public policy implementation, there are four variables that determine the success of policy implementation, namely communication, resources, disposition and bureaucratic structures.

According to Edward, there are three indicators used to measure the success of the communication variables, namely, transmission, clarity, and consistency. Implementation can be effectively implemented if the decision maker already knows what to do. Everything that needs to be done to run when communication went so well that the policy must be transmitted to the conduct and the public clearly. The process of distribution of information on CSR in PT. Telkom Indonesia Tbk Division V East Java is done through the website and in the media, both print and electronic. Information can also be obtained through an employee of PT. Telkom Indonesia Tbk Division V East Java in Section CDC. Transmission is not only viewed from a community perspective, but also from the perspective of implementing. In general, the clarity and consistency of information by implementing CSR PT. Telkom Indonesia Tbk, Division V can be said to be good. This relates to the regulations implemented should be clear and consistent to avoid confusion for administrators in the field.

Partners PT. Telkom Indonesia Tbk Division V East Java aware of the Partnership Program of friends who've applied for a loan and there is also the soft knew this Partnership Program of the employees of PT. Telkom. According to them, the information obtained about the partnership program is self-explanatory. Even the CSR staff willing to help if there are less understood, for example, assist in giving practical guidance menyusun financial statements. According to the partners, the rules for obtaining soft loans has been consistent, not arbitrary. Partnership Program is the provision of soft loans to SMEs with a flat rate of 6% per annum (0.5% per month) with a payback period of two years. People who wish to obtain a soft loan to make a proposal to include a business letter, a copy of the mortgage, copy of ID husband / wife, family card photocopy, photograph, drawing / floor plan location of the business, a copy of bank accounts, financial statements and stamp practical.

Users Community Development Program states that information about the Community Development Program they can from friends, neighbors, the media, the website of PT. Telkom, PT employees. Telkom and know yourself that there is the Community Development Program. Such as the health care clinic located in Ketintang, next to the office of PT. Telkom Indonesia, Tbk, Division V East Java, some people claim to know their own health care clinic of signage posted. In operating the health care clinic, PT. Telkom Indonesia Tbk is working with Ash Shifa Foundation and Post Care for People of Justice. The cost of treatment at the clinic can be reached by local people in need, which is about Rp. 15.000, - for the general public and for people not able to be charged about Rp. 5.000, -. The fee includes the cost of doctors and medicine. Patients in health care clinics PT. Telkom Indonesia Tbk Division V East Java is not too much. According to the patient may be because it is further inside, instead of being on the edge of major road, so not all local people aware of the clinic.

In addition to establishing health care clinics, PT. Telkom Indonesia Tbk Division V East Java also handed over a donation of nutrition and health care quality improvement, cataract eye surgery, repair / rehabilitation of schools bathrooms spread over its territory. According to Mr. Sarman, people who wish to obtain such assistance may submit proposals in advance.

In education, PT. Telkom Indonesia Tbk Division V East Java provides scholarships to students and student, school renovation damaged in some areas in Surabaya and East Java. In addition, Internet training, which

consists of the introduction of the internet training, training the manufacture and use of e mails, blog creation and training others followed by many students. The training was held at Broadband Learning Center (BLC) is located in the offices of PT. Telkom. BLC has been implemented in 41 points in East Java. The users of this program benefit greatly from the implementation of such training. Welcome them very well, but there is a feeling that the lack of training is only done once a week, as well as training related to soft ware just her alone. There is even a suggestion to add to the level of the material presented as well as the training is expected to be implemented on an ongoing basis. To follow the training community can come directly to the BLC. The requirement to follow just fill out the registration form to become a member for 1 year and is free of charge. According to them the information conveyed by the executor has been clear and consistent.

In the field of faith, culture and sport, caring PT. Telkom Indonesia, Tbk Division V East Java is to provide assistance for rehabilitation of places of worship, organizing relief activities religious festivities, help means a place of worship, relief activities Sport and Arts Week at the various school levels. To have access to such assistance, the public can submit a proposal before.

In the field of public service, PT. Telkom participate in building the city park in Surabaya which include sports facilities, playgrounds, Wi Fi hot spots in airports development and a number of mosques. The first in Indonesian city parks equipped for wi fi is Bungkul Park which is the pride of the city of Surabaya. People can easily enjoy internet access just now looking for a hot spot of PT. Telkom. According to users on access unternet Bungkul Park, the obstacles are slow internet access and free so there is no suggestion of users that should bandwidthnya improved.

Environmental Field also includes the Community Development conducted by PT. Telkom Indonesia Tbk Division V East Java by organizing environmental activities include the activities of the Green and Clean is working with Java Post, aid infiltration wells and absorption wells. In the field of humanitarian and natural disasters, PT. Telkom Indonesia Tbk provides assistance to victims of Lapindo mud, in the form of food aid, the aircraft flexi home computer and an Internet connection to the Government for Sidoarjo. It also provides assistance to victims of floods and volcanic eruptions.

The second is a variable resource, which consists of indicators of human resources, funding and facilities. Human resources, including the quality and quantity. Quality in the sense that the executor should people who are competent in their field, while the quantity can be seen from the adequacy of implementing the policy to implement. Partnership in PT. Telkom Indonesia implemented by the staff in Section Community Development Center, which is in charge of taking care of everything related to the implementation of Part PKBL. Para CDC staff in a staff that is in conformity with the education and the amount is sufficient to implement CSR. In health care clinics, general practitioners and there are administrative employees. While in BLC involves one person in charge, five instructors and two laboratory workers the internet. Regarding funding sources, PT. Telkom Indonesia Tbk Division V East Java has followed applicable aturan is derived from company profits at a maximum of 2%. PT. Telkom Indonesia Tbk Division V East Java has set aside Rp. 20.5 billion. Facilities include infrastructure and facilities at the PT. Telkom Indonesia Tbk Division V East Java, which is used in the implementation of this Partnership is complete and in good condition. Facility for health services at the clinic has been quite good, but even better if equipped dentist and laboratory services. Existing facilities at the BLC is also quite complete and in good condition.

Variable disposition, that is the attitude and commitment were assessed by the user executing the CSR, polite and friendly, also empathize with people. Incoming complaints accommodated then followed up in accordance with the problem. For example, to access the Partnerships Program must include the Certificate of Business, where people trouble to get it, then just by a certificate issued by the Village was enough to be included as a business letter. So also when there are people who struggle to prepare financial statements, then implementing the CSR would be willing to help.

PT. Telkom Indonesia Tbk Division V East Java is committed to running the CSR. It can be seen that PT. Telkom Indonesia Tbk Division V East Java in collaboration with the government of Surabaya provide internet training to the Village and sub-district. Training was also given to teachers, soldiers in the region V Brawijaya Military Command, armatim members, and the da, i. One of the Partnership Program conducted by empowering mothers living in Surabaya Kampung Bulak in the manufacture of shredded and crackers, which are included in the program Heroine Fishermen. Bulak village location adjacent to the coast that have seafood that can be used as raw material shredded and crackers. . Mothers were given training in how to make shredded and crackers. Not only that, in the case of marketing is also considered by PT. Telkom Indonesia Tbk is working with the government of Surabaya and Carrefour supermarkets are willing to market the production results of the partners. Partnership Program PT. Telkom Indonesia Tbk Division is also used by people who have a boarding house business. Help was used to renovate their boarding houses.

In the bureaucratic structure variables, policy implementers must be able to support the policies that have been decided. PT Telkom Indonesia Tbk Division V East Java is a division office. At the division level office headed by an Executive General Manager, in charge of Human Resources, Customer Care Section, Section of General

Support, Parts Marketing and Sales, Production Department and Section Community Development Center. SOP implementation of CSR is already available for implementing CSR PT. Telkom Indonesia Tbk Division V East Java. SOP is used as a guideline to implement the Partnership in accordance with established standards. Associated with the fragmentation that implementing CSR in PT. Telkom Indonesia Tbk already implemented in accordance with their respective responsibilities

3. Closing

Implementation of CSR is one of the efforts to achieve business continuity in creating and maintaining a balance between a profit, social functions and maintenance environment which is essential to sustainable development. Scope of CSR in State-Owned Enterprises is known as the Partnership and Community Development Program (CSR). Partnership set out in the Minister of SOEs Number: PER-05/MBU/2007 about the Partnership and Community Development (CSR) has been implemented in PT. Telkom Indonesia Tbk Division V East Java.

Communication on the implementation of CSR in PT. Telkom Indonesia Tbk Division V East Java have been implemented effectively through the mass media, both print and electronic. Information can also be obtained through the PT staff. Telkom Indonesia Tbk Division V East Java. In the resource variables are indicators of human resources, funding and facilities. That the number of staff that's enough and there is a correspondence between the education of each staff position. Partnership funds to be taken from the company's profit. Facilities are fine in terms of quantity and quality. The attitude shown implementing CSR, always put service, always polite, friendly, empathetic and professional and committed to implement CSR. In the bureaucratic structure variables, PT Telkom Indonesia Tbk Division V East Java, led by Executive General Manager, in charge of Human Resources, Customer Care Section, Section of General Support, Parts Marketing and Sales, Production Department and Section Community Development Center. SOP implementation of CSR is already available for implementing CSR PT. Telkom Indonesia Tbk Division V East Java. Associated with the fragmentation that implementing CSR in PT. Telkom Indonesia Tbk already implemented in accordance with their respective responsibilities.

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