

# Implementation of the Corporate Social Responsibility (CSR) Program at PT. Dua Kelinci Indonesia in Maintaining the Existence of the Company

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## ABSTRACT

PT. Dua Kelinci are one of the well-known companies in Indonesia engaged in the food industry. The company is growing to become the best peanut food producer in Indonesia by implementing an international standard product quality management system. So it no stranger to general public in knowing about PT. Dua Kelinci. The development of this company has been increasing since 2000 where it has produced various kinds of peanut shell products, flour wrapped nuts, and flour-based snack products. This is in line with the development of modern technology in equipment and production machinery owned by PT. Dua Kelinci. With the quality policy applied by PT. Dua Kelinci, which gives the highest satisfaction to customers, the company continues to make innovations to maintain its existence by conducting Corporate Social Responsibility (CSR) programs. The form of the program is to provide support and appreciation to national athlete, compensation for orphans or poor people, blood donations, donations for victims of natural disasters, reforestation program, sponsor of the Real Madrid Team since 2010, as well as several other activities involving all community, employees and government.

Keywords : PT. Dua Kelinci Indonesia, Food Industry, Corporate Social Responsibility Programs, Community Development

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## INTRODUCTION

PT. Dua Kelinci is one of the food industry companies known as Indonesia's leading nut producers who have adopted an international standard quality management system. Starting with a small crust of beans repacking with the logo of Dua Kelinci in 1972 in Surabaya, a new development became an industry in 1985 with the PT. Dua Kelinci set up in central Java. Dua Kelinci organized a series of social and Corporate social responsibility (CSR) programs in which they express gratitude for the support of the people of starch, as well as for the public.

It's not enough for the company to focus on economic growth anymore. But there needs to be a new paradigm in business by performing a public empowerment program with multiple powers within the rim of the company with outside powers. With successful performance built by the company, there will be an external stream of support that will strengthen its position in a growing and increasingly competitive atmosphere.

One way to achieve cooperation is by a corporate social responsibility program. In principle, the CSR (Corporate social responsibility) emphasizes that the company does not place itself as a luxury institution that rules the environment. Whereas without a stakeholder support the existence of a company will never be realized.

## **EXPERIMENTAL METHODS**

1. Searching for a strategy and various Social business programs that have been applied by PT?
2. Community influence responsive social corporate programs being run by PT. Dua Kelinci. It could be used as a community development for the community. Which is why they've been so helpful with the Dua Kelinci natural in their neighborhood.?

## **RESULT AND DISCUSSION**

### **1. Corporate Social Responsibility (CSR)**

#### **A. The definition of Corporate Social Responsibility**

The world Bussines Council for Sustainable Development (WBCSD) The international institution founded in 1955 with 120 multinational companies from 30 world countries, through the publication "making good bussiness sense" in his book nor hadi defines corporate social responsibility: continuing commitment by business to behave ethically and contributed to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large.

Alma dan Donni Juni Priansa Defining corporate social responsibility isa business organization's concern to act in their own way in serving the organizational interests of the external public interests. Companies integrate social concern in their business operations and in their interactions with stakeholders based on voluntary and partnership principles. Meanwhile, mark goyder in reza rahman divides the form of CSR in half:

1. Establish action on programs given to communities and values that correspond to the CSR. This partition is about action against the outside of the corps or about how the environment outside the corporates are like the community and the environment of nature. How a corporate applies and or satisfies the needs of its surrounding community.

2. Leads to the ideal type of value in the corporates used to apply or realize actions consistent with social circumstances toward the surrounding community. The correct interpretation of CSR is the expression of corporate purposes and values in the entire relationship built. Those values are defined differently than those of the company. In this, there are five pillars of CSR activity, among other things:

- a. Building Human Capital

When it comes to creating a reliable employee, on the other hand, it's also called community empowerment.

- b. Strengtening economies

Companies must empower the economy of the community around them in order to promote prosperity.

- c. Assessing social chesion

The effort to maintain harmony with the surrounding community in order to prevent conflict.

- d. Encouraging good governance

Companies in keeping their businesses in reference to good corporate governance (GCG).

- e. Protecting the environment

Necessitated his company to maintain its surroundings.

## B. Principles Corporate Social Responsibility

The social responsibility act has very broad and complex dimensions. Aside, social responsibilities may include very different interpretations, primarily associated with stakeholders. To that end, in order to facilitate understanding and simplification, many experts underlined the fundamental tenets contained in social responsibility. Crowley David parlayed the principles of social responsibility to three:

### a. Sustainability

With regards to how the company's actions will take into account the sustainability of resources in the future. Sustainability also directs how today's use of resources remains attentive to and takes into account the capabilities of future generations.

### b. Accountability

An attempt by an open company in charge of activity. Accountability is needed when corporate activities influence and influence external environment.

### c. Transparency

It is a vital factor for external parties, contributing to reducing asymmetry information, misunderstandings, especially information and accountability for various environmental impacts.

## 2. Implementation Corporate Social Responsibility

Corporate involvement in social and moral responsibility can be implemented in corporate business activities. The assumption is, so that those social and moral responsibilities are fully realized. The implementation of the company, for it to be possible, must recognize a certain internal condition in which social and moral responsibility is possible.

### A. Planning Corporate Social Responsibility

Yusuf Wibisono in Alma states that the planning program became important because they are made directions to implement the program. In addition to the planning planning also determine more effective strategy can be implemented. Most of the no need to be noted, among others: establishments, setting missions, establishments, policies, designed organizational structures, setting up resources, divided the region, manage funds, implementation of the implementation, evaluation and reporting.. (Alma and Priansa, 2009).

### B. Implementation

Implementation of social responsibility is the application of the social responsibility program as it was designed before. The application of social responsibility requires a trusting and conducive organizational climate, spurring to the motivation and commitment of executive employees.

## 3. A strategy by PT. Dua Kelinci on the community development program

### A. Community relations

This strategy is done by using activities that develop understanding through communication and information to concerned parties. This strategy is short term activities, outbreaks, and social events.

## B. Community service

Is an implementation of social responsibility strategy centered on service. It's a strategy that provides the community with what it needs, and it solves a problem.

## C. Community Empowering

It's a corporate social responsibility strategy that gives people more access to her independence.

### **4. Corporate Social Responsibility program has been applied by PT. Two rabbit**

In conjunction with the CSR fund, PT. Two Rabbits located in the pati region, central Java helped commit to the community to help build villages and places of worship around the PT. Dua Kelinci. PT. Dua Kelinci contribution to the development of a nearby village community was a corporate social responsibility to the construction of villages and places of worship with the equivalent of Rp.110 million. The help was given symbolically by the principal director PT. Dua Kelinci in Pati (hadi sutiono) to camat margorejo (martono). The handover was also witnessed by the regent Pati (tasiman) at the village hall of sukokulon, margorejo's bitter, Pati on July 11, 2010, at the 25th annual PT. Dua Kelinci anniversary. With the development of the surrounding peanut industry, it is not in spite of the human role of the starch itself. The help was given so the company could contribute and share to village people around PT. Dua Kelinci. So that in the future, the PT. Dua Kelinci can benefit the environment and the community better. It's also a social concern. PT. Dua Kelinci for the community.

In addition to providing immediate help for the construction of villages and places of worship, PT. Dua Kelinci also held relief activities for orphanages, orphans, and help for top students. The CSR program PT. Dua Kelinci was implemented periodically and involved all employees, communities, and governments. PT. Dua Kelinci also provide activities in the form of conservation of the environment and the empowerment of human resources to give support and appreciation to national sportsmen, help contribute to greener programs, two rabbits care for environmental maintenance, and an organization of qualified seminars aimed at developing the quality of society.

On the other hand, the PT. Dua Kelinci also organized a series of social care programs of the general public as a thank you for the support of the people of Pati and also for the community. Some of these activities include the free medical services program for PT. Dua Kelinci employees, school scholarships for 100 children, and donations to areas affected by natural disasters. In addition, by working with the Indonesian Red Cross, PT. Dua Kelinci gave their blood donors four times a year. The PT. Dua Kelinci also make their way internationally, by meeting the demand for overseas peanuts. In 2011 PT. Dua Kelinci held the Indonesia dribble event. Not only that, in 2012 PT. Dua Kelinci had an event to pass the ball. As for the international award of the PT. Dua Kelinci themselves were once the official sponsor of one of the real Madrid world football clubs in 2010 to 2012.

Hence, nobly PT. Dua Kelinci is both a well known corporation in Indonesia and ieamed international. The company that owns the products and machinery facilities are the standard international product and production platform has turned out to be the leading company in the world. Along with the Corporate Social Responsibility (CSR) program which has been implemented greatly helps people improve both the quality of the environment and the facilities they've acquired for the Corporate Social Responsibility (CSR) militia fund given by the PT. Dua Kelinci.



Fig. 1. Official Sponsor of Real Madrid FC

## CONCLUSION

The Corporate Social Responsibility (CSR) became a medium with further promoted to the company's demands. The company conscious that his success in achieving the purpose was not only influenced by the internal factors that was also by a community that was in her.

To fit the program for public needs, good communication is needed. This condition will create reciprocity between the two sides that eventually cultivate a sense of belonging. Furthermore, this sense of belonging will make the community around us volunteer to defend continued enterprises.

To achieve such a feat, a firm must also implement a Corporate Social Responsibility (CSR) driven by the will, capacity, and inner awareness of a company. The influence of companies that are formed is unaltered, for influence comes naturally from attempts made, so communication and openness are one of the major factors in getting positive results.

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