



Effectiveness Analysis Of The Corporate Social Responsibility (CSR) Program Of PT. Toba Pulp Lestari Tbk For Improving The Welfare And Quality Of Human Resources At Parmaksian District Society

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ABSTRACT

Corporate Social Responsibility is a form of responsibility from the company for social life and the environment both within the company and around the company. PT. Toba Pulp Lestari Tbk is here to provide Corporate Social Responsibility programs, especially in Parmaksian District where the company was founded. However, there is still news that PT. Toba Pulp Lestari Tbk does not give enough care to the community and operational activities that have a negative impact on the community, causing protests for the company. This study aims to analyze how PT. Toba Pulp Lestari Tbk and analyze how the effectiveness of the implemented programs to improve the welfare and quality of human resources in the Parmaksian District society during 2020-2021. So that it can be known whether the programs implemented by PT. Toba Pulp Lestari Tbk company is running effectively. This study uses a qualitative method which aims to describe the phenomenon that is occurring. The data collection techniques that are used in this study are interviews, observation and documentation. This study collects information from interviewing informants consisting of key informants, main informants and additional informants. The data analysis technique uses the data reduction process, data presentation and discussion. The results of this study indicate that the Corporate Social Responsibility programs of PT. Toba Pulp Lestari is running well and effectively in improving the welfare and quality of human resources of the Parmaksian District society during 2020-2021. However, there are still many Corporate Social Responsibility programs that need to be improved and added by PT.

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INTRODUCTION

The development of the times, causing unexpected changes. The changes that occur make people experience instability in everyday life. Of course, people must be able to adapt in order to survive. It is undeniable, the company must also start changing the factors that exist within the company. This is done so that the company can adapt well to increasingly advanced times and of course to maintain the company's survival. There are many factors that have changed, starting from how the company's strategy benefits, the operating system that the company runs, especially the company's responsibility. Corporate Social Responsibility (CSR) is the designation of company responsibility, especially with the environment within the company and outside the company (the surrounding community). PT. Toba Pulp Lestari Tbk is present as one of the companies in Indonesia that carries out CSR activities. The company owned by a businessman

from Indonesia, Sukanto Tanoto, is located in Toba Regency, precisely in Pangombusan Village. PT. Toba Pulp Lestari Tbk was established in 1983. PT. Toba Pulp Lestari Tbk is present as one of the companies in Indonesia that carries out CSR activities. The company owned by a businessman from Indonesia, Sukanto Tanoto, is located in Toba Regency, precisely in Pangombusan Village. PT. Toba Pulp Lestari Tbk was founded in 1983. However, the company was closed because they caused environmental pollution that disturbed the community, such as smoke from factories, waste disposal, and the pungent smell of waste. Over time, in 1993, a new awareness emerged at PT Inti Indorayon Utama, running again with a new model of cooperation with the community, environmentally friendly technology and environmentally friendly sustainable natural resource management. But according to the Betahita.id article (2020), there is still news that there is a company still has a bad impact on the community for the running of the company's operational activities and has not been able to provide accountability for the company's operational activities.

METHODS

The form of research used in this research is qualitative research with a descriptive approach. The informants in this study were divided into 3; key informant (CD/CSR Manager of PT. Toba Pulp Lestari Tbk), main informant (Parmaksian District community involved in PT. Toba Pulp Lestari Toba Tbk's CSR program) and additional informant (Parmaksian District Head). The data sources in this study consist of two, namely; primary data and secondary data. While the data collection techniques in this study were divided into 3, namely interviews, observation and documentation. Data analysis techniques in this study are also divided into 3, namely; data reduction, data presentation, conclusion drawing and verification.

According to Hendyat (Febiyan et al., 2020) states that effectiveness is the accuracy of the target of a process that takes place to achieve predetermined goals. Meanwhile, what is meant by organizational effectiveness is the target accuracy of a process that occurs in formal institutions that carry out a collaboration with mutually coordinated components to achieve goals.

According to Sutrisno (Mabruroh, 2019: 52), in measuring effectiveness the following aspects can be used, including; program understanding, timely, goal achievement, real change, program monitoring.

According to the European Union (Rochmaniah et al., 2020: 3), the definition of CSR is a concept by which companies integrate social and environmental concerns into their business operations and in their interactions with customers stakeholders interest (*stakeholders*) based on the principle of volunteerism. CSR is considered as a concept that makes companies have to voluntarily give their attention to the environment and social surroundings.

Corporate Social Responsibility(CSR) in a global context, initially based mainly on the presence of the concept of The Triple Bottom Line in 21st Century Business 1998 (Rochmaniah et al., 2020:27-29) in which John Elkington packed CSR in a 3P focus, namely; profit (profit), people (society) and planet (environment).

Types *corporate Social Responsibility (CSR)*(Suharto, in Amini, 2018:19-20); Education CSR, Health CSR, Economic CSR and environmental CSR.

Companies in Indonesia have four models (Saidi in Rochmaniah et al., 2020:47 - 49) in CSR, namely direct involvement, through foundations or corporate social organizations, partnering with other parties and supporting or joining a consortium.

There are four strategies for managing corporate social responsibility (Sudarsana, in Rochmaniah, 2020:56), among others; reactive strategy, defensive strategy, accommodative strategy and proactive strategy.

According to Notowidagdo (Ngutra, 2017: 36), the meaning of welfare is safe, secure and prosperous, safe and the welfare of the community means to the community with good conditions, happiness and prosperity. All these conditions, of course, apart from all the disturbances, difficulties and so on.



According to the Central Statistics Agency (2018) in public welfare there are several indicators that can be used for measure community welfare, namely; poverty rate, employment, improvement of regional infrastructure, education, health, housing and environment.

According to Ndraha (Leuhery, 2018: 122), the quality of human resources, namely human resources capable of creating not only comparative value, but also competitive, generative, and innovative values by using the highest energy such as intelligence, creativity, and imagination, is no longer just -eyes use raw energy such as raw materials, land, water, muscle energy, and so on.

According to Danim (Sastia 2021:12), indicators of the quality of human resources are; physical quality and health, quality intellectual (knowledge and skills), and mental quality

RESULTS AND DISCUSSION

CORPORATE SOCIAL RESPONSIBILITYPT. TOBA PULP SUSTAINABLE TBK

The company's pillar in carrying out CSR activities is not only because the company wants to which benefits as the results of an interview with Ms. Romida as the CD Manager of PT. Toba Pulp Lestari, the company implements CSR programs, especially in Parmaksian District because the company feels that the company lives side by side with the community, not just looking at the profit side (*profit*), but also contribute to human development around the operational community (people) and contribute to the environment as well (planet).

The types of CSR provided by the company are divided into 5, namely education, economy, environment, health and social investment. The company's model for providing CSR is with the company being invited by the sub-district and village governments to a meeting such as a village meeting. There the company was invited and the company heard what the community's requests or expectations were for what was happening. After that the company records and reviews the truth of the previous expectations. Then if the company feels that these aspirations need to be implemented and are really needed, the company will grant the request and immediately provide assistance to the community.

The CSR management strategy that is implemented, namely with CSR companies really looking at how the applicable law is. The company also listens to the community's expectations and requests for what is needed and the company feels that CSR is one of the ways the company can satisfy its stakeholders. If the stakeholders are satisfied, then the company can run the company's operational activities properly.

EFFECTIVENESS OF CORPORATE SOCIAL RESPONSIBILITY OF PT. TOBA PULP SUSTAINABLE TBK FOR COMMUNITY WELFARE

The company made changes to the poverty level, namely by implementing training programs such as the Jajar Legowo, Magot programs, MSMEs training and opening job vacancies in companies. In implementing the program, the company also monitors so that the implemented program runs effectively.

The increase in profits obtained is not just hundreds of thousands of rupiah, but up to millions of rupiah. This certainly helps improve the economy in the Parmaksian District community. the company is here not just to give, but the company sees and monitors how the development of assistance or implemented CSR programs. The company monitors activities from the beginning of seeding, planting, the process of how it grows to produce/harvest.

No	Foto	Kelembagaan	Indikator	Ya	Tidak	Keterangan	Tanda Tangan CS/CSR
1		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<i>[Signature]</i>
2		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<i>[Signature]</i>
3		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<i>[Signature]</i>
4		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4:1	<i>[Signature]</i>
5		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<i>[Signature]</i>
6		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<i>[Signature]</i>
7		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<i>[Signature]</i>
8		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<i>[Signature]</i>
9		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<i>[Signature]</i>
10		PT. Sustainable Toba Pulp	1. Apakah terdapat saluran drainase? 2. Apakah saluran drainase tersebut berfungsi? 3. Apakah saluran drainase tersebut terawat?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<i>[Signature]</i>

Figure 1 Jajar Legowo Program Monitoring Form
 Source: PT. Sustainable Toba Pulp (2022)

The company awakens the economy by adding new insights and providing seeds for the community to work on. the community can add new jobs with innovative assistance and also of course the opening of job vacancies in this company. The programs in the economic field provided create a new and more work for the community.

The company is very concerned about the infrastructure in Parmaksian District. the company's programs in the field of social investment aim to create good infrastructure in the community so that it can facilitate community activities or activities in Parmaksian District. In the many programs carried out by the company for Parmaksian District, including the company building drainage for irrigation, building a village head's office to facilitate government activities, paving roads, building bridges, building concrete rebates, construction and many more.



Figure 2 Assistance for the Development of Drainage for the Village of Tangga Batu II

The development carried out by the company cannot be separated from the company's monitoring. The company carries out monitoring activities where the company monitors the development process so that the programs implemented by the company run well.

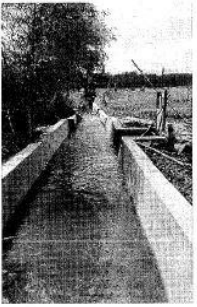
Toba Pulp Lestari

LAPORAN SUPERVISI PROYEK

Project : Irigasi Sawah Desa Tenggur Bata II
 Area : Tenggur Bata II, Km. Tenggur Bata II

Report No : 1
 Date : 18 Sep 21

Weather
 Sunny
 Cloudy
 Drizzle/Rain

Nama pekerjaan	Progress	Dokumentasi
Pelaksanaan pembuatan saluran drainase sepanjang 500m	55%	

Survei lapangan By :
 M. Rizki Satrio

Figure 3 Drainage Development Monitoring Form
 Source: PT. Sustainable Toba Pulp (2022)

The TPL company is here to provide assistance programs that can increase the spirit of teaching and learning activities, such as reading cottages in several schools, building early childhood education, building study rooms, providing table chairs and providing play equipment for PAUD children. Not only that, the company conducts a scholarship program for students who are accepted at the IT DEL campus.



Figure 4 CD TPL Assistance for the Construction of PAUD Buildings

The TPL company was also present by providing various kinds of assistance such as thousands of masks, spraying disinfectants throughout the Parmaksian District, providing barrels and hand washing stations and the company also provided basic necessities. Not only that, there is also an annual program by the company for toddlers in Parmaksian, namely the implementation of the PMT (Supplementary Feeding) program in the form of milk. This is of course monitored by the company so that the company can see whether the PMT program being implemented is running effectively.



EFFECTIVENESS OF CORPORATE SOCIAL RESPONSIBILITY OF PT. TBA LESTARI TOBA PULP FOR THE QUALITY OF COMMUNITY HUMAN RESOURCES

The company is here to encourage the physical quality and health of the community during a pandemic. The company provides basic food assistance that can meet the needs of people's lives. The company is also present to provide medical equipment, vitamins, medicines to each Poskesdes as a place for the community to carry out health checks if needed.

The people of Parmaksian District, who previously only knew how to farm in an ordinary way with little yield, now know how to cultivate in another way. The community believes that the company is present and provides programs that can provide new knowledge and skills such as Jajar Legowo (JarWo) where with the JarWo program, the rice produced by the community has increased and the yield has increased with fewer seeds. the usual way.

Parmaksian District, which was once a ghost town, has become a living district full of hope. The community through interviews conducted by researchers said that the programs provided by the company made the community more confident and excited to carry out activities. Infrastructure development such as roads, providing basic food assistance, providing health assistance and providing educational assistance and even scholarships have made the quality of life of the people of Parmaksian District better. The mentality of the Parmaksian people has become more self-confident, although sometimes the assistance given makes people want to hope for help again and again and have not been able to provide assistance for long-term needs.

CONCLUSION

The CSR program implemented by PT. Toba Pulp Lestari Tbk covers the fields of economy, health, education, environment and social investment. Companies are not just for profit (profit), but also community development (people) and contribute to the surrounding environment (planet). The company carries out the program by participating in village consultation activities carried out by each village. Before making a donation, the company monitors the situation at the location. The company provides direct assistance to the community. The company also monitors the implemented CSR programs.

PT. Toba Pulp Lestari has an effective impact on improving the welfare of the people of Parmaksian District. The company plays a role in developing the community's economy with its programs that improve the economy the community, creating vacancies, providing training to create communities which can create new jobs for the community, increasing infrastructure, increasing education, improving the health sector, increasing social and environmental investment.

PT. Toba Pulp Lestari has an impact on improving the quality of human resources for the people of Parmaksian District. This district, which was once a ghost town, has risen and developed thanks to the assistance provided by the company. The assistance provided made the mentality of the community even more self-confident. The program provided also creates new skills for the community, especially for programs such as JarWo, magot and scholarships for children around Parmaksian provided by the company.

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