

Model of implementation of the concept of corporate social responsibility (CSR) through the procurement of TPST in Jimbaran, Badung Regency

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ABSTRACT

The problem of disposal and accumulation of waste in landfills (landfills) causes the need for land to increase. Through the implementation of the CSR concept carried out by PT. Youth and PT. Tirta Investama (Aqua Group), the author collects data through a literature study and qualitatively analyzes the role in providing an Integrated Waste Management Site (TPST). TPST development is a feature of sustainable development contained in one of the Sustainable Development Goals (SDGs) agendas. This study aims to analyze the application of company policies in realizing CSR programs, through the provision of infrastructure to support environmental preservation. TPST Samtaku Jimbaran applies circular economy principles and carries a Zero Waste to Landfill (ZWTL) management model. This method ensures that all the managed waste can be reused. The method used in the analysis is to use quantitative methods. After collecting data from related agencies, these data are analyzed using the SWOT method, which aims to describe the situation and find solutions produced by companies related to the application of the CSR concept according to the facts on the ground. The results of the research are based on the synthesis of the four SWOT elements of facts that support the truth of the Strengths-Opportunities and Weaknesses-Opportunities synthesis strategy. The application of waste at the Samtaku Jimbaran TPST has the goal of preserving the environment with the Zero Waste To Landfill Principle, which means that the waste collected at this facility will later be managed and can be fully reused so that nothing is wasted into the environment or ends up in the Final Processing Site (TPA).

Keywords: CSR; environmental preservation; TPST; SDGS; SWOT; ZWTL.

INTRODUCTION

The composition of waste in landfills is dominated by organic waste, inorganic waste that can be recycled, and inorganic that cannot be recycled. According to a research launched under the Bali Partnership umbrella in 2019, it showed that waste production reached 4,281 tons per day or 1.5 million tonnes per year, of which 50% comes from Denpasar, Badung and Gianyar. Of the total waste generated, there is more waste that is not managed successfully (52%) than can be managed (48%), where the waste is eventually dumped into the surrounding environment and even carried into the sea. On the other hand, 70% of the total managed waste ends up piling up in the Suwung TPA in Denpasar and is at risk of contaminating the surrounding environment. This prompted the Provincial Government of Bali to issue Governor Regulation (Pergub) Bali No. 97/2018 concerning Limitations on Single-Use Plastic Waste (PSP) as a commitment to reduce the amount of waste that appears, as well as issue a decision to close the Final Processing Site (TPA). Suwung, Denpasar, so that waste can begin to be managed from the source and not just left to fill up the TPA.



Figure 1. Sustainability concept diagram in CSR in a company. Source: <https://dataon.com/blog/important-program-csr-divide-sustainability-company/>, 2022

CSR (Corporate Social Responsibility) is important for companies and business organizations. CSR is a form of commitment and action to fulfill responsibilities towards the surrounding social community and the environment by the company. According to Wibisono (2007:7). Every form of company has a responsibility to develop the surrounding environment through social programs such as education and environmental programs. Guidelines for CSR activities in Indonesia are also written in Law Number 40 of 2007 concerning Limited Liability Companies Article 74 paragraph 1. Corporate Social Responsibility (CSR) is an ongoing commitment by the business world to act ethically and contribute to the economic development of the local community or society, widely, together with an increase in the standard of living of workers and their families (Wibisono, 2007:7). According to the implementation of Minister of Environment and Forestry Regulation Number 75 of 2019, producers are required to withdraw packaging for recycling and/or reuse and can cooperate with other parties in terms of providing storage facilities. Then PT. Youth and PT. Tirta Investama (Aqua Group) in collaboration with PT. Reciki Solusi Indonesia, as an executor who has a vision of zero waste to TPA and several other stakeholders and private companies who joined the effort to procure TPST known as TPST Samtaku (My Waste is My Responsibility) Jimbaran.



The interaction between CSR conceptions and sustainable development has strengthened in recent years; CSR is considered as an integral part of sustainable development (World Business Council for Sustainable Development, 2000). Corporate sustainability is the corporate version of sustainable development, while CSR is a voluntary managerial approach to sustainable development (Steurer, Langer, Konrad, & Martinuzzi, 2005). Corporate responsibility and corporate sustainability can be used as synonyms (United Nations Global Compact, 2013).

RESEARCH METHODS

The object of qualitative research is all fields/aspects of human life, namely humans and everything that is influenced by humans. The object is disclosed in its condition as it is or in a natural setting. Qualitative data about the object is expressed in sentences, the processing of which is carried out through a critical, analytic/synthetic and thorough thinking process (logic). TPST Samtaku applies the concept of Zero Waste to Landfill, Zero Waste to Landfill is a waste management model by reducing the accumulation of household and office waste, where waste will be reused or recycled so that no waste ends up in landfills and pollutes the environment. Based on the explanation above, this study uses a qualitative research method with a SWOT analysis. The benefits of research aim to identify the level of strengths, weaknesses, opportunities and threats (SWOT), so that the synthesis of secondary data obtained is in accordance with factual data in the field.

This research is validated as the latest research and is free from plagiarism. However, research that is close to a similar case was carried out by Niluh Widyaningsih, author of a scientific article entitled Model of Implementation of the Concept of Corporate Social Responsibility (CSR) through Garbage Banks to reduce municipal waste and increase the income of poor families, which was published through the Scientific Forum Volume 15 Number 3, September 2018. Previous research examined the CSR (Corporate Social Responsibility) implementation model as a form of corporate action, subjectively with the aim of increasing income. Especially for the poor. Meanwhile, the research on Provision of Integrated Waste Management Sites for a Comparative Study at TPST Samtaku Jimbaran is an analysis of the company's environmental awareness in the context of sustainable development which is a problem solving in the form of innovation for urban communities. Both are included in the context of the success of a CSR program that can provide benefits to various parties, especially in improving people's welfare. Socially good CSR has a role to connect local culture through the surrounding community.



Figure 3. Inauguration of TPST Samtaku – Jimbaran Source:

<https://bijakberplastic.aqua.co.id/wp-content/webp-express/webp-images/doc-root/wp-content/uploads/2021/11/TPST-Terbesar-Jimbaran.jpeg.web>



Figure 4. Segregation of Waste at TPST Samtaku – Jimbaran. Source: <https://www.reciki.co.id>

SWOT method

The author uses the SWOT matrix, which aims to describe the situations and conditions that are being faced in a company in the Application of the Concept of Corporate Social Responsibility (CSR) based on the provision of an Integrated Waste Treatment Site for a comparative study at TPST Samtaku - Jimbaran. SWOT analysis consists of four main elements, namely Strengths, Weaknesses, Opportunities and Threats. In this case the SWOT matrix was obtained based on secondary data collected from the official website and internal internet searches through the company's official website, as well as responses from the public through the news media on internet searches.

RESULTS AND DISCUSSION

Table 1. SWOT Indicators of Implementation of the CSR Concept Based on the Provision of an Integrated Waste Treatment Site Comparative Study at TPST Samtaku – Jimbaran Source: Personal Analysis, 2022

| Factor | Strengths | Weaknesses |
|--|---|--|
| INTERNAL | Capable of processing 120 tonnes of waste/day, where the waste can be recycled. So that it becomes a solution to the lack of existing land not to dispose of this waste to the TPA. | If all operational activities cannot run properly, waste will accumulate. So that it can cause an unpleasant odor and disturb the surrounding community. |
| EXTERNAL | | |
| Opportunities | SO Strategy | WO Strategy |
| Employing employees from the surrounding community which is the target of CSR in improving people's welfare. | Can provide jobs for ordinary people so they can train people to become skilled workers. | Educate the community in waste management before operational failures occur. |
| Threats | ST Strategy | WT Strategy |
| Machines can be damaged, so that all operational activities can be stopped. So that the product cannot produce economic value, as well as if the revenue from waste cannot be reprocessed. | Management is needed in the form of proper management for machine maintenance or overcoming problems involved with Human Error so as to realize the Zero-Mistake strategy. | Providing socialization to the community, other ways to process waste into compost or something that can be recycled. |

From the results of the four-element SWOT matrix table, several analyzes emerge which can in fact be adapted to actual events in the field, as well as those which can later be carried out. Strengths-Opportunities synthesis strategy: the company has strict safety standards and protocols in operating heavy equipment. One of them with the HSE (Health, Safety, Environment) department is the company's efforts that can be made to train workers so that they are accustomed to strict regulations to train ordinary workers to become skilled workers.

HSE (Health, Safety, and Environment) in a company related to K3 or what is called Occupational Health and Safety. HSE is a special part or division in the internal structure of a company to ensure the management of safety, health and work environment in general. HSE implementation in companies has been regulated in law no. 1 of 1970 concerning work safety.



Figure 5. Implementation of technical HSE implementation at the Samtaku - Jimbaran TPST, workers were seen wearing safety helmets. Source: google search; TPST Samtaku - Jimbaran

From the SWOT matrix above, it can also be concluded that the results of the synthesis of two elements of Weaknesses-Opportunities: The company facilitates the community through areas that can be visited, in the form of booths that contain information as a medium for the community to get an introduction to sorting waste properly and the processes that can be carried out as well how to make compost from waste.



Figure 6. Booth Area which contains information for the community to get to know the workings of integrated waste processing with imaginative designs. source: google search; TPST Samtaku - Jimbaran

RDF (Refuse Derived Fuel) technology, is a system implemented by TPST Samtaku Jimbaran to carry out actions to protect the environment. The way RDF works is by managing organic waste, so that it can be used as compost, and some of it will also be processed together with residual waste to produce fuel.

CONCLUSION

The results of the research are based on the synthesis of the four SWOT elements of facts that support the truth of the Strengths-Opportunities synthesis strategy, namely, in operating heavy equipment, a company must have an operational license and must have strict protocol and safety standards. This is implemented by the company in law no. 1 of 1970 concerning work safety. The results of the synthesis of the two Weaknesses-Opportunities elements factually explain that the company facilitates the community through areas that can be visited, in the form of booths filled with information. The Booth Area which contains this information is presented in an informative and imaginative way for the public to get to know how integrated waste management works. The

application of waste at the Samtaku Jimbaran TPST has the goal of preserving the environment with the Zero Waste To Landfill Principle, which means that the waste collected at this facility will later be managed and can be fully reused so that nothing is wasted into the environment or ends up in the Final Processing Site (TPA).

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