

The Impact of Triple Bottom Line Based CSR Program in the Local Community Food Processing Industry

(A Case Study of the Corporate Social Responsibility Program at PT. EMP Malacca Straits in Meranti Island Regency)

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Abstract— *The Company's involvement in continuously providing the additional value to the environment in which the Company operates is a necessity and a commitment that needs to be maintained. Thus, the Company can be a trusted partner for many parties, especially for the community and government in developing the environment and people. In line with this, the Company must encourage the realization of quality of life enhancement, through the development of programs that support sustainable development including economic aspects, health, education, and environmental management, by involving the worker awareness, the local community, the government and large community. Based on these explanations, the researcher is interested in researching and focusing this research on the impact of triple bottom line-based CSR program in the local community food processing industry carried out by PT Energi Mega Persada Tbk. (EMP). This method used in this research was a qualitative method with a single case study design. The results of this research are expected to provide various recommendations related to the communication innovation, on how to implement the communication aspect in revealing the impact of triple bottom line-based CSR program in the local food processing industry. In addition, this research is expected to inspire and become a role model for companies that will implement triple bottom line-based CSR program for Sustainable Development. Academically, this research is expected to be a reference for the further research and can enrich the scientific field of communication, especially Public Relations, regarding to the discussion of CSR programs analysis.*

Keywords— *CSR, Triple Bottom Line, & local food processing.*

I. INTRODUCTION

The Company's involvement in continuously providing the additional value to the environment in which the Company operates is a necessity and a commitment that needs to be maintained. Thus, the Company can be a trusted partner for many parties, especially for the community and government in developing the environment and people. In line with this, the company must encourage the realization of quality of life enhancement, through the development of programs that support sustainable development including economic aspects, health, education, and environmental management, by involving the worker awareness, the local community, the government and large community.

One of the Company's facilities to realize the commitment to the public is through the Corporate Social Responsibility (CSR) program. Constitutionally, in Indonesia CSR programs have been supported and strengthened by laws and regulations Article 15 letter (b) Law no.25 of 2007 and Article 74 of Law No. 40 of 2007. The essence of the law explains that the company is required to carry out the corporate social responsibility. But in principle, CSR programs must be seen as a form of a contribution to sustainable the economic development by paying attention to corporate social responsibility and emphasizing the balance between attention to economic, social and environmental aspects.

Regardless of the CSR program which is a necessity regulated in legislation or it is a company commitment, in fact, the company's stretch in implementing CSR is increasing. One of the portraits is shown through the increasingly competitive CSR award event. One of companies that is always committed to do CSR activities, namely PT Energi Mega Persada Tbk. (EMP). The seriousness of EMP in implementing CSR was then rewarded with 4 GREEN PROPER awards which

showed that the community development program implemented by the Company received positive recognition from the government. The seriousness of EMP in implementing CSR is rewarded with 4 GREEN PROPER awards which shown that the community development program implemented by the Company received the positive recognition from the government.

The CSR program implemented by the EMP is engaged in the economic development sector of the community, education sector, health sector, and infrastructure. One of the leading CSR programs implemented by PT Energi Mega Persada Tbk. (EMP), namely the "Development of Sago Processed Food Products" program in Bagan Melibur Village, Lukit, Teluk Belitung Village, Merbau District, Meranti Island Regency, Riau Province. It was proven that the program won a Gold award from Best Key Performance and Corporate Social Responsibility (CSR) from SKK Migas. This program is part of an effort to improve the welfare of people around the company.

Not a few companies that implement CSR programs which get support from the public only at the opening and implementation stages, but after the program runs not a few of them are not maximal in managing CSR programs. It is precisely the biggest challenge of various CSR programs, namely when the CSR program is running. The Company must ensure that CSR programs run continuously and are increasingly able to increase participation and independence from the public involved in the CSR program.

The success of "Development of Sago Processed Food Products" program is certainly not only seen from the various awards that have been achieved. The success of the program should also be analyzed and examined from various perspectives, one of them is seen from the impact of the program for the community. Referring to this, the researcher is interested in analyzing the impact of triple bottom line concept-based CSR program in the local food processing industry.

Based on these explanations, the researcher is interested in researching and focusing this research on the impact of triple bottom line concept-based CSR program in the local food processing industry. Through this research, the researcher want to understand and explain what impacts are generated from triple bottom line-based CSR program in the local food processing industry for the community. The results of this research are expected to provide various recommendations related to the communication innovation, on how to implement the communication aspect in revealing the impact of triple bottom line-based CSR program in the local food processing industry. In addition, this research is expected to

inspire and become a role model for companies that will implement triple bottom line-based CSR program for sustainable development. Academically, this research is expected to be a reference for the further research and can enrich the scientific field of communication, especially Public Relations, regarding to the discussion of CSR program analysis.

II. LITERATURE REVIEW

2.1 Concept of Public Relations

Rex Harlow in his book entitled: A Model for Public Relations Education for Professional Practices published by the International Public Relations Association (IPRA) 1978, states that:

Public Relations is a typical management function and supports coaching, maintenance of shared paths between organizations and their communities, concerning to the communication, understanding, acceptance and cooperation activities; involving management in dealing with problems, helping management to be able to face the public opinion; support management in following and utilizing changes effectively; acting as an early warning system in anticipating trends in the use of research and communication techniques, and healthy and ethical communication as the main means (Ruslan, 2003: 16).

To achieve these objectives, including developing goodwill and obtaining a public opinion that profitable or creates cooperation based on harmonious relationships with various communities, through the Public Relations activities that are mobilized inside and outside. The activities aimed inside are called Internal Public Relations and the activities aimed outside are called External Public Relations.

2.2 Corporate Social Responsibility

Today's corporate social responsibility is known as corporate social responsibility (CSR). Various definitions of CSR are delivered by experts and various organizations, including:

Kotler and Lee (2005) defines that CSR as a commitment to improve community to be better through discretionary business practices and contributions from company resources. Kotler and Lee emphasize to the discretionary component, which can be interpreted as the company's volunteerism in implementing business practices that are beneficial to people's welfare (Rahman, 2018: 34).

From some of these definitions, CSR can be translated as the commitment of the organization or

company in contributing as a form of social responsibility to the community, with the aim to fulfill the expectations of stakeholder, especially the community, in realizing sustainable development and improving the community welfare.

The company's motives for conducting corporate social responsibility (CSR) are vary. According to Michael E. Porter (2009), there are four motives that form the basis of management to do CSR, namely as follows:

1. Moral obligations. The moral obligation is to achieve commercial success while respecting ethical values.
2. Sustainability. Sustainability means to fulfill the current needs without ignoring the future needs. The easiest example is the environment. With environmental improvements, economic benefits will not be obtained immediately.
3. Operating Permit. Operating permits mean building an "image" to guarantee government and stakeholder approval
4. Reputation. Reputation means that the CSR agenda is based on the motive of raising brand and reputation to consumers, investors and employees (Rachman and Wicaksana, 2011: 86).

Sustainable development includes three policies, namely economic development, social development, and environmental protection. John Elkington in the triple bottom line chart as a meeting of the pillars of development, namely "people, planets and benefits" which is a development goal, are: 1) The responsibility of the company to maintain the environmental capacity to support the sustainability of the next generation (planet), 2) The form of corporate responsibility to shareholders (profit), and 3) The presence of the company must provide the benefits to stakeholder and large community (people) (Zukhruf, & Irawan, 2018: 111).

The concept of sustainable development practiced by EMP, according to Goel (2010), argues that sustainable development is part of efforts to fulfill the needs of the generation without compromising the ability of future generations to meet their own needs. The way to do that is to try to integrate three lines: economic, social, and environmental (Alhaddi, 2015). It is clear that the application of triple bottom line-based CSR program implemented by EMP is oriented towards sustainable development that seeks to balance the benefits, the preservation of nature, and community empowerment. In addition, the application of the triple bottom line concept is part of the responsibility for future generations.

The triple bottom line is the concept of sustainable development that has explicitly linked the dimensions of goals and responsibilities, both to the

shareholders, stakeholders, and the planet. The concept of profit is a form of responsibility that must be achieved by the company, even the mainstream economy is used as a philosophical foundation for the company's operations. But the priority is not only profit, but the company must also fulfill its responsibilities for other aspects such as people and planet in order to achieve sustainable development

The benefits of CSR programs are not only felt by the community (stakeholder), but also by the company itself. At least Kurucz (2008) explains that by being involved in CSR activities: (1) reducing costs and risks; (2) competitive advantage; (3) development of reputation and legitimacy; and (4) results for the common good through value creation and synergistic cooperation (Irawan, 2018: 117).

Of course, if it is done seriously, then the company will get various benefits from the CSR activities. These benefits are not a main motive or goal, but rather it is part of the positive effects that arise from CSR activities. Another opinion also strengthens the argument that there are a lot of benefits that the company will get from CSR activities, which will ultimately build brand quality and strengthen customer loyalty. It is as stated by Dixon (2004) that company performance represents their commitment to the stakeholder, the natural environment and their respective economic benefits. As the increasing of efficiency and innovation, including the presence of CSR concept that can generate benefits that create competitive advantage and in turn, it lead to its own profitability, without sacrificing the environment, the company's attention to social problems can reward their brand for community and loyalty.

2.3 Concept of Participation and Community Empowerment

The involvement of the community in development should be the concept of development today. To involve the community as the subject of development is a necessity, and this can be realized through the principle of community empowerment. Community empowerment can be done through a learning process so that it has the ability to have access and control in development. Through this empowerment, the community is expected to have the ability to seize opportunities for available resources. Furthermore, the community is also able to play a role as a decision maker and determinant in choosing and utilizing these opportunities.

Empowerment according to McArdle as follows:

The decision making process by people who consequently implement the decision. The people who have achieved the collective goals are empowered through their independence, even as a 'necessity' to be empowered through their own

efforts and accumulation of knowledge, skills and other resources in order to achieve their goals without relying on external help (Ardianto & Dindin, 2011: 92).

The empowerment and participation are things that have become the limelight in recent development processes in various countries. Furthermore, Craig and Mayo explains that many countries shows great attention to the community participation strategy as a means of accelerating the development process. Therefore, it is necessary to emphasize the importance of an alternative approach in the form of a development approach that begins with the empowerment process (Ardianto & Dindin, 2011: 4).

The success of community-based development is very close to the community participation. Craig and Mayo states that participation is an important component in generating independence and the empowerment process. The process is done cumulatively so that the more skills a person has, the better the ability to participate (Ardianto & Dindin, 2011: 92).

III. METHODOLOGY

The method used in this research was a qualitative method with a single case study design. A single case study has three rationalizations namely: first, when the case states an important case in testing a well-prepared theory, second the case presents an extreme or unique case and third is a case of disclosure (Yuliawati & Irawan, 2018: 29). The uniqueness of the CSR program implemented by PT. Energi Mega Persada, the researcher is trying to uncover the impact of the CSR program implementation for the community, where the CSR program refers to the potential of the region and strives to balance the economic development (profit), social development (people), and environmental protection (planet). In addition, the pre-research results showed that this program is increasingly running out of operational costs, but the level of conflict with the community is getting lower. In this research, the researcher tries to observe, understand and analyze the implementation of the program.

This type of descriptive research is chosen by the researcher because the researcher want to describe the analysis results of the impact of triple bottom line-based CSR programs in the local food processing industry. Through this impact analysis, the researcher is expected to be able to explore and uncover the sustainability of CSR programs for the community. Thus, this research will outline various results and findings narratively and descriptively.

The data in qualitative research are generally in the form of descriptions, narratives, data, images or

statements obtained from the research subjects, both directly and indirectly on the implementation of CSR in PT. Energi Mega Persada Malacca Straits. The subjects of this research are the executor of CSR programs and the community involved in the program. Lufland and Lofland (Moleong, 2013: 157), the main data sources in qualitative research are words, and actions, the rest is additional data such as documents and others. In this regard, the data types are divided into words and actions, written data sources, photographs, and statistics.

The qualitative research recognizes the several data collection methods that commonly used. Some of these methods include interview, observation, document study, and focus group discussion (Herdiansyah, 2010: 116). The data collection methods used in this research were interview and literature review. The selected interviewees included the CSR Coordinator of PT. Energi Mega Persada Malacca Straits namely Mr. Ade, The CSR Technical Implementer of PT. Energi Mega Persada Malacca Straits, The Public Relations of PT. Energi Mega Persada Malacca Straits namely Mr. Amru, and the community involved in CSR program in the Meranti Island, namely Mr. Isman and Mr. Syasir. Then the researcher conducted a document study by collecting documents such as letters, reports, photos, pictures, clips, diaries, and the website of PT. Energi Mega Persada Tbk and other documents.

In the principle, the qualitative data analysis was carried out together with the data collection process. The techniques of data analysis according to Miles and Huberman include three concurrent activities: 1) Data reduction. The field data obtained through observation and interview in the form of field notes and recordings are quite a lot and difficult for the researcher to understand, then the data reduction is carried out, 2) Data Display. To facilitate reading the data obtained, the data that has been reduced is then presented (displayed) in the form of a thorough description of every aspect studied by being equipped with tables / charts, the relationships between categories and its kind, 3) Verification is interpreting the data that has been compiled. Based on these interpretations, the researcher can arrange into a conclusion, where this conclusion is the result of research that can answer the research questions that have been formulated previously (Irawan, 2018: 118).

To ensure that the research data is valid, the process of checking the validity of the data is carried out. For this reason, Miles and Huberman explains that the technique of checking data validity includes three concurrent activities: data reduction, data display, and conclusion (verification). Then to determine the data validity, the researcher conducted a triangulation technique. According to Moleong the researcher compares and checks the degree of

trust of information obtained by: (1) comparing the observational data with interview data (2) comparing the consistency of the answers of the interviewees, namely by comparing what the speakers said in front general for example, with what is said personally (3) comparing a person's perspective, with other people in his work team (Kurniastuti, 2018: 53).

IV. DISCUSSION

The results of the research showed that the triple bottom line-based CSR program in the sago-based food processing industry is under the control of the Corporate Social Responsibility & Land Matters Manager, namely the CSR Coordinator, assisted by several CSR Officers who have competence and experience in handling the CSR programs. Besides that, there were some business units that have special units in handling the CSR programs. This special unit is called the PPO Team (Operations Support Program) or by the community called as the CSR Team. Of course, the team formed is not only limited in monitoring the CSR program to be implemented but it also has the duty in managing the program to be sustainable.

4.1 CSR Program Implementation

Technically, the implementation of the CSR program consists of 5 (five stages), including 1). Formulating the Vision and Mission of CSR, (2). Mapping the Factors of CSR Condition, (3). Mapping the Stakeholder Priority, (4). Making a Socio-Economic and Environmental Development Program, (5). Implementing the Agenda. However, the community involvement is in stage 4 (four), namely the Making of the Socio-Economic and Environmental Development Program, and stage 5 (five), namely the Implementation of the Agenda. If illustrated, then implementing this CSR program can be seen through the following chart:

1. Formulating the Vision and Mission of CSR

In this stage, PT. Energi Mega Persada Malacca Straits has established a CSR program based on the company's vision and mission, where the Mission is a more operational translation of the vision. The company's vision is to become the leading independent Oil and Gas Exploration and Production Company in Asia. Applying excellence in health, safety, and environment, upholding a good corporate governance and contributing to the community development. Then the company's mission is derived from the mission of CSR activities that aim to increase income, improve the education quality, improve the conditions, facilities and health services, improve the quality of human resources through capacity building, improve the public infrastructure and facilities, and advance the local organizations.

The mission of the CSR program is the basis for formulating social responsibility that will be carried out by the company. Then the purpose of CSR program is to realize the alignments with the stakeholder. Specifically, the purpose of CSR is to improve the community welfare through a mentoring program on how to utilize the local potential in this case sago, to have a higher selling value.

2. Mapping the factors of CSR condition

After formulating the mission and vision of CSR, the company need to look at the supporting and inhibiting factors for achieving the vision and mission. To see the supporting and inhibiting factors, the several mappings were carried out. Mapping the company's operations and value chain with the stakeholder, the company's operational impacts on the environment, social and economic.

Mapping the company's operational value chain means describing the operation process of each unit that has to do with community activities, both business and non-business relationships. The first mapping of the CSR program mechanism is planned, organized and implemented and monitored; what units are related to the CSR process flow. The next mapping is a description of the company's operations chain that deals with the community in the business format. Any business activity from the company that deals with local community groups, such as vendors. It is also necessary to map the conditions of relations with current stakeholder and expected conditions in the future.

Mapping is carried out on all work units related to the stakeholder. Including the relationships between work units in interacting with the stakeholder. In the stakeholder mapping, one important aspect that needs to be mapped are concerns, interests, and parties that influence their attitudes and perceptions. The stakeholder which is of concern to all parties, from the results of the mapping, the company determines the priority stakeholder.

3. Mapping the Stakeholder Priority.

Mapping the conditions of priority stakeholder is collecting data on social, economic, cultural and environmental conditions that support their lives. Analyze the potential and obstacles of development by considering factors that influence socio-economic conditions, as well as alternative development themes. The company also has stakeholder data that will be invited to initiate program development.

Based on the results of the mapping, the priority stakeholder who can support the success of CSR program are business actors, NGO, government elements (villages, sub-districts, regencies/cities and provinces) even with the local universities. After stakeholder mapping, then it proceed with communication with key stakeholder (having

the capacity and can be invited to initiate), in order to build information sharing and mutual trust. The communication with key stakeholder is carried out through meetings of 3-4 people per stakeholder, but the communication of such models informally is much better. Because there is an emotional connection that is formed more intensely, it becomes 'energy' which makes it easier to build understanding and perceptions about the socio-economic development of local communities.

Through this process, the company is ready to dialogue with all stakeholder and sit together in designing the program in participatory planning. At this stage, PT. Energi Mega Persada Malacca Straits also conducts Linkage stakeholder and regional mapping. Linkage with stakeholder means building networks and proximity to stakeholder. This is important, to build the closeness and understanding of the various problems faced by the community contextually. Linkage is also useful for detecting various negative impacts felt by stakeholder and the following is handling in accordance with the circumstances and needs of the community.

The efforts to build the closeness with the community need to be done in order to reduce the lack of effectiveness of the programs given to the community, and costs can be reduced (efficiency). The CSR program in the coming year will also synergize even more with the Company's operational activities so that the CSR program developed by the Company becomes strategic community development, through the Local Business Development program, which is fostering to the local vendors namely cooperative and MSMEs, in collaboration with SHE, SCM and Operation divisions. SHE = Safety, Health and Environment; SCM = Supply Chain Management.

4. Making a Socio-Economic and Environmental Development Program

In making the socio-economic and environmental development program, PT. Energi Mega Persada Malacca Straits conducted nine stages, namely the first was established the Community Empowering strategy, where the company seeks to empower the community around the company to be able utilizing and processing sago so that it has the value-added, and ultimately can be a source of income for the community itself.

Second, designing a CSR program. At this stage, the company intended to reduce the ineffectiveness of the practice of social responsibility by identifying the problems faced and the real needs of stakeholder. Therefore, this program is designed based on the local resources, based on community empowerment, designed in a sustainable manner, refers to the needs assessment, and supports the success of the company's business.

Third, providing human resources. One important thing that must be considered is preparing human resources that handle the CSR activities to support the effectiveness, evaluation, and control of the implementation of CSR programs. In this program, the company has prepared a team specifically managing CSR programs. The details will be explained in the fourth stage, namely regarding the structure of CSR organization.

Fourth, designing the organizational structure. To maintain the implementation of social responsibility in a serious and planned manner, it is necessary to establish a department that is specifically responsible for implementing social responsibility. The management of CSR activities at PT. Energi Mega Persada Malacca Straits is carried out by a team under the control of Corporate Social Responsibility & Land Matters Manager, namely the CSR Coordinator assisted by several CSR Officers who have the competence and experience in handling the CSR programs. Besides that, there are some business units that have special units to handle CSR programs. This special unit is called the PPO Team (Operations Support Program) or by the community called as the CSR Team.

Fifth, Determining the source of funds. To ensure that the CSR program goes according to the planning, the source and amount of funds must also be ensured. For the amount of CSR funds themselves, the company has adjusted to the set budget and has referred to various applicable regulations. Where in Indonesia the companies are required to allocate a number of budgets to implement CSR programs.

Sixth, implementation planning. At this stage, the process consists of the following: 1) social planning, namely conducting social mapping by using participatory rapid assessment methods/participatory rapid community appraisal (PARCA) which carried out in all villages/urban villages which are the ring area of one company. 2) Building a shared commitment within the company. The joint commitment is taken through the Focus Group Discussion (FGD) activities internally of the Company to build the commitment from all employees to carry out the community development programs and ensure that this development program can synergize with the Company's operational activities by involving the employees in implementing them. Building the commitment to the related stakeholder. After internal FGD, it will be followed by an external FGD with a specific theme, namely the Collaborative Local Economic Development FGD using the Industrial Cluster method. This FGD involved the local stakeholder around the operating area, starting from business actors, NGOs, Government elements (villages, sub-districts, districts/cities, and provinces) even with local universities. 3) Preparation of regional economic

development agenda. From this Collaborative Local Economic Development FGD, an integrated regional economic development agenda will be produced in the short, medium and long term. In the FDG it was also agreed to form a Working Group (POKJA) as a multi-stakeholder collaborative institution that would oversee a structured collaborative agenda. The social mapping document and the collaborative regional development agenda which prepared jointly by the Working Group are a reference for the companies in implementing community development programs, which are in accordance with the aspirations of the community and not in accordance with the wishes of the company. With data capital from the results of the analysis as well as alternative themes of socio-economic development, the company is ready to carry out participatory planning involving stakeholder who can be invited to initiate the program. In participatory planning, alternative development themes that have been made before must be saved first, and the participatory planning process will find them. In participatory planning: a) Mapping and re-analysis of the socio-economic conditions of stakeholder's perspectives, b) Determination in participatory themes of development, c) Analysis of supporting and inhibiting factors for social, economic and environmental factors in the context of development themes strengthening issues, e) Selection of priority issues, f) Development of alternative strategies, g) Selection and determination of strategies, and h) Preparation of work plans, schedules, resources and achievement indicators.

Seventh, program implementation with the establishment of Working Group. The formation of the Working Group is carried out after the collaborative action agenda has been well defined so that all stakeholder can assess who should be involved in implementing it, what kind of team should be implemented so that the Working Group is made more accurate. Implementation of responsibility means planning the implementation of responsibilities in the field. There are various approaches that can be used as a basis in implementing social responsibility practices, including (1) centralization; (2) decentralization; and (3) combinations. Then the chosen approach is a combination approach. The combination approach is the company which is not entirely self-employed, nor is it fully left to the other party (outsourcing). This approach is intended to build and explore community empowerment.

Eighth, evaluation planning. Evaluation planning is an important thing to make, considering the evaluation is one way to see and measure the success of CSR programs. In addition, the evaluation is intended to improve the quality of CSR programs in the future. Based on the results of the research, the implementation of CSR evaluations can

be carried out daily, weekly, monthly, quarterly, semester and even annually. The CSR program is regularly evaluated every quarter.

5. Implementing the Working Group Agenda

Overall, the implementation of the socio-economic development program that is escorted by Working Group consisting of stakeholder is: a) Strengthening the capacity of Working Group, b) Implementation of the action agenda formulated in a participatory manner, c) Encouraging the effectiveness of coordination in collaborating, and d) Determining the legality of Working Group. Technically, the implementation of CSR program is to encourage people who are members of Working Group (POKJA) to create various food variants made from sago, then packaged, and promoted.

The CSR program at PT. Energi Mega Persada - Malacca Straits (EMP-MS) was developed to build the social, economic and environmental conditions of the people around the company's operations so as to be able to build harmonious relationships between the company and the community. The relationship is built on the growth of mutual trust, responsibility, and commitment between the company and the community.

The vehicle for building these relationships is a Working Group (POKJA), which consists of stakeholder who function as a forum for communication, collaboration, and coordination between companies, the government and community members. Through the Working Group, the planning, implementation, and evaluation of activities are carried out jointly. This method of communication, collaboration and coordination are referred to as the CBRD (Community Based Resources Development). That is an empowerment model based on local resources.

As one of the main factors of local resources, the local community members are very important and they become the determining factor in the success of CSR programs. This happened not only because the community members played a role in the implementation of the CSR program, but also at the same time became the target of the implementation of the CSR program of PT. EMP - MS.

4.2 The Impact of CSR program

The program implemented by Malacca Strait had a positive impact on people's lives and built synergies and collaborations with key stakeholder, namely the Regional Government of Kepulauan Meranti Regency and Siak Regency. Even, the CSR program developed by Malacca Strait SA in Siak District was presented to the Siak Regency Government in the Siak District CSR Forum and received a very positive response, including from the Regional Development Planning Board of Siak Regency, which appreciated the Company's concern for the communities around the area operation. District Head Siak

gave the CSR Awards to Malacca Strait SA as an appreciation of the Company's CSR program.

Specifically, the following will be explained regarding to the impact of economic development from the processed sago sector. The business transactions of various processed sago foods have also started to grow and develop, where currently the people in Merbau Subdistrict have pride in the superior products of their region, namely Sago Brownies. The demand for sago cakes, especially Sago Brownies, is increasing, especially for the needs of local residents who will travel between islands/between regions. In addition, the typical Meranti souvenir sales outlets have grown and sold various sago processed products located in front of the Grand Meranti Hotel, Selat Panjang, which is funded by the Regional Government of Kepulauan Meranti Regency.

The impact to be achieved is the achievement of a sustainable development perspective, where the Company is not limited trying to commit and contribute to the community through the CSR program, but the company has also seen that the program is part of an effective and efficient social investment to support the achievement of sustainable development. To realize the achievement of sustainable development, the CSR program must move the elements of people, planet, and profit in an integrated unit.

This is as stated by Rogers (2001) who states that to create a company that has a true sustainability vision, all parties that involved in the company need to have a better understanding of what is meant by "sustainability". There needs to be an expansion of the company's orientation, from a financial orientation to a broader perspective, that is to have a positive impact on the environment (the world) and community. Then Elkington (1997) one of the methods of measuring sustainability is to use triple bottom-line including people, planet, and profit (Jackson, 2011).

If the presence of CSR program managed properly, it will have a significant impact on improving the community welfare quality, maintaining the natural environment, and increasing both in profit and non-profit terms. But the most important thing of all, namely the occurrence of a sustainable development process that will have a positive impact on the company as the initiator of the CSR program and for the community and other stakeholder as the partner in the program.

For this reason, the CSR program should lead to sustainable development processes (land, cities, businesses, communities and so on) that are principled to fulfill the current needs without sacrificing the fulfillment of the future generations' needs (Brundtland Report from PBB, 1987). One factor that must be faced in order to achieve the sustainable development is improving the

environmental destruction without sacrificing the economic needs and social justice (Rachman at all, 2011).

The implementation of the sago industry processing program as a local food processing is a form of the CSR EMP program which aims to encourage the occurrence of a sustainable development process that includes efforts to strengthen the community's economy, to improve the community's ability to utilize the natural potential, but these activities cannot be separated from the environmental maintenance activities. The sago industry processing program has fostered the new entrepreneur and has succeeded in producing superior products of various processed sago cakes as a typical Riau souvenir food.

Broadly, the existence of CSR EMP program applied the triple bottom line concept as a meeting of the development pillars namely "people, planets, and profits". If studied more deeply, the elements of people are reflected in the high involvement of the community in the CSR EMP program. Where the community involvement is seen from the process of implementing CSR from beginning to end, such as 1) Engaging in social planning. At this stage, the community in all villages / urban villages that is the ring area of one company, are involved in business actors, NGOs, Government elements (villages, sub-districts, regencies/cities and provinces) even with the local universities involved in the process of identifying the various problems and the potential that can be developed through the CSR program approach, 2) The community is invited to commit to synergize running the CSR program together by forming Working Group (POKJA), 3) The community which is incorporated in the Working Group are then involved in the process of drafting the regional economic development agenda. The Working Group is also accompanied the processing to marketing. In addition, the Working Group is also provides assistance and guidance on the sustainability of sago trees as a raw material for this local food industry.

Not only the element of people, the CSR EMP program is also seeks to manage the planetary elements, namely by managing and preserving the environment, especially the maintenance of sago trees by using a certain approach and method. The Working Group provided the understanding and skills for the community regarding how to manage and preserve sago trees. This is realized by training the community to be able to use sago as a local food processing industry, but still pay attention to the environmental sustainability, so this activity can run in the long term. For this reason, in 2014, the Company's CSR team contributed to the achievement of 4 Green Proper namely: EMP Semberah, EMP Gelam, EMP Malacca Straits SA, and EMP Bentu. This indicated that the community development program that has been carried out

by the Company is in line with the Ministry of Environment program and the orientation of the CSR program is no longer a charitable activity but has been oriented towards the sustainable development.

With the existence of CSR program that touch the elements of people and the planet, this is indirectly stimulated the increased profit for CSR program implementers as well as the community (target) recipients of CSR program. The achievement of profit element can be seen from the success of routine guided partners that are representative of Meranti Regency in the processed food exhibitions. In 2014 for example, the Regional Government of Kepulauan Meranti Regency held the Sago Nusantara Food Festival located in Jakarta, Parking East Senayan on May 3-4, 2014. Of course, this achievement was something that deserved appreciation. In addition, the research on CSR program in the economic field showed that the CSR program implemented by EMP has an impact on increasing the economy by 90%, then the community experienced an increase in assets by 65% (Juliana, 2014). From the results of this research, it can be concluded that the CSR program implemented by the EMP played a role in increasing the economic independence of the community.

If examined from a theoretical perspective, the implementation of the CSR EMP program is part of an effort to empower the community (people), in the hope that it can improve the community's economy (profit), while maintaining the environment (planet), so that CSR program can run in the long run. This is as states by Elkington that the company is responsible for protecting the environment in supporting the sustainability of the next generation (planet), the company is also responsible for increasing the company's economic capacity to the shareholder (profit), and the presence of the company must also give the benefit to the stakeholder and large community (people). With the fulfillment of the three triple bottom line elements, it will realize the creation of balanced sustainable development between economy, social, and environment (sustainability development). (Rachman at all, 2011: 11).

The research findings showed that CSR program certainly did not only have positive implications for improving the quality of community welfare and improving environmental quality, but this program also has a positive impact on the occurrence of business sustainability processes that are in line with company expectations. The business sustainability can be seen with one of them, namely the maintenance of company assets and public acceptance of the company's operational activities. With the lack of conflict and resistance of the people, then the assets of the company that is maintained

will certainly minimize the maintenance costs of the company's assets.

Specifically, the following will be explained regarding the impact of economic development from the processed sago sector:

1. Economic impact, namely the business transactions of various processed sago foods have also begun to grow and develop, where currently the people in Merbau Subdistrict have pride in the superior products of their region, namely Sago Brownies. The demand for sago cakes, especially Sago Brownies, is increasing, especially for the needs of local residents who will travel between islands/between regions. In addition, the typical Meranti souvenirs sales outlets have grown and sold various sago processed products located in front of the Grand Meranti Hotel, Selat Panjang, which is funded by the Regional Government of Kepulauan Meranti Regency. Of course, this has an impact on improving the economy of the community.
2. Creating the new jobs. With a large number of people who are fostered partners in this CSR program, so the Small and Medium Enterprises (SMEs) are emerging. They are the people who process sago into various regional food variants.
3. Sustainability of the company's business. Where with the existence of CSR program, of course, the community will increasingly support the company's operations, because the presence of the company has a positive impact on the community.
4. The creation of a green environment. Not only exploring the abundant potential of sago, in this CSR program, but the company also tries to provide knowledge related to preserving the environment and the ecosystem properly.

Broadly, the CSR EMP program has various benefits for both the company, the community, and the environment. This agrees with the view of Kurucz et al (2008), at least identifying there are four categories of benefits that the company might achieve involved in CSR activities: (1) reducing costs and risks; (2) gain a competitive advantage; (3) developing reputation and legitimacy; and (4) looking for results and benefits for mutual interests through value creation and synergic cooperation.

Another opinion also strengthens the argument that there are a lot of benefits that the company will get from CSR activities, which will ultimately build the brand quality and strengthen customer loyalty. It is as states by Dixon (2004) that company performance represents their commitment to stakeholder, the natural environment and their respective economic benefits. As efficiency and

innovation increase, the presence of CSR concept can generate benefits that create competitive advantage and in turn, lead to its own profitability, without sacrificing the environment, the company's attention to social problems can reward their brand for community and loyalty.

It can be concluded that when a company is proactive in committing itself to solve various social and environmental problems that exist in its stakeholder, then this will have a positive impact on the company, the company is considered to be responsible socially. In this context, the scope of stakeholder is very broad including employees and managers, customers, suppliers, creditors, shareholders, the government and the wider community.

V. CONCLUSION

Based on the results of research and discussion, the conclusions can be drawn as follows: 1) CSR program implemented by PT. Energi Mega Persada Malacca Straits considered the environmental aspects (planet), economic productivity aspects of the community (profit), and empowerment aspects include training, coaching, mentoring on economic aspects so that the local community and large community that can improve the quality of life (people). 2) The implementation of CSR program at PT. Energi Mega Persada Malacca Straits namely by empowering the community on how to process sago as a local food processing, providing training in packaging, promotion, and marketing. In addition, the community is trained to manage sago land to remain productive and environmentally friendly. 3) The impact of CSR program is to improve the economy of the community, create new jobs, support the sustainability of the company's business, and create a pattern of exploration of sago land that is environmentally friendly so that the sustainability and productivity of sago are maintained. 4) CSR program through the local food processing industries have a positive impact including 1) improvement of environmental quality, this is indicated by achievement of 4 Green Proper achievements obtained by EMP, and 2) Achievement of this profit element can be seen from the success of routine assisted mentors from Meranti Regency at processed food exhibitions, 3) providing the financial and non-financial rewards for EMP.

The results of the research showed that in general, the implementation of CSR program is quite good, but there are still some things that can be suggested for the future improvements. These are some suggestions from the research: 1) To strengthen the impact of the CSR program on aspects of improving the community's economy, it is recommended to expand the reach of CSR program partners to improve their capabilities in digital marketing, considering that conventional communication must be

supported by digital marketing increase. 2) To ensure the sago exploration of land is maintained and productive, it is recommended that the company cooperate with the local university to be involved in conservation and environmental management programs in order to make the land can be used as a place of practice that can benefit the university and the community and environment. 3) To ensure the sustainability of the company's business, it is recommended that the implementation of CSR program involve more stakeholders, so that program implementation can be known and involve various stakeholder.

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