

КОРПОРАТИВНАЯ СОЦИАЛЬНАЯ ОТВЕТСТВЕННОСТЬ И БЛАГОСОСТОЯНИЕ ДЕРЕВНИ В ЛЕСНОЙ МЕСТНОСТИ (НА ПРИМЕРЕ ИНДОНЕЗИИ)

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Корпоративная социальная ответственность (КСО) – это попытка компании откладывать часть прибыли, чтобы люди чувствовали преимущества от присутствия данной компании. Существуют различные виды мероприятий, предпринимаемых компаниями для реализации Концепции корпоративной социальной ответственности наряду с благотворительными мероприятиями и мероприятиями, направленными на общественное развитие. Программа подобного рода реализовывалась на острове Ява. Эта программа помогла снизить давление на окружающую среду, предотвратить обезлесение и принесла процветание общине лесной деревни, существенно снижая уровень деградации. Она также повлияла на региональную экономическую деятельность, деловое партнерство, использование общественных льгот и развитие инфраструктуры в лесу, окружающем деревню.

Ключевые слова: корпоративная социальная ответственность, устойчивое состояние леса, процветание.

CORPORATE SOCIAL RESPONSIBILITY AND THE PUBLIC WELFARE OF FOREST VILLAGE (THE CASE STUDY INDONESIA)

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INTRODUCTION

The idea of a business obligation to pay attention to social issues is a topic that is very much debated in the 1960s, when it was the companies that have come forward to give their employees housing and other facilities. According to Thompson et al (2005, p. 301), the notion of corporate executives must balance the interests of stakeholders, employees, customers, suppliers, the communities where the company operates, and society as a whole

has become a debate among American businessmen who gathered in a conference. Striking a balance between the expectations of the shareholders to maximize returns on capital with concern for social issues is one of the fundamental problems faced by the company. Shareholders expect to receive a good return with all efforts that have been planted stock, but they also should attention to other stakeholders, namely customers, employees, suppliers, and society as a whole. Managers generally believe that the balance of interests between

shareholders and stakeholders of the company will provide great advantage for the company.

In general, Corporate Social Responsibility (CSR) is an effort made by the company in improving the quality of life in response to social conditions, enjoy and utilize the environment. furthermore this concept as an important process in regulating the costs incurred and the business activities profit of stakeholders. Responsibility of the company shows concern for the other party than the interests of the company alone. Activities undertaken in CSR, can be conducted is internal by employees, shareholders and investors, and externally through institutional, general settings, community groups, and other companies. The concept of CSR involves responsibility partnerships between governments, agencies, community resources, and local communities. This partnership is not passive but active and dynamic, thus corporate social responsibility is not only limited to the concept of a donor's gift alone (charity) but it is the right and obligation shared among stakeholders. This principle arose because the concept of corporate philanthropy in social responsibility is no longer sufficient, because it does not involve the concept of partnership in social corporate responsibility with other stakeholders.

Regarding the CSR concept evolution Lawrence and Weber (2008, p.48) argues that the basic principles of the Corporate Social Responsibility is a stewardship principle, namely that the company acts as guardian of the public or public trustee who must consider the interests of all parties affected by the policies and decisions company. This is in contrast with the principle of charity, in which the company provided financial assistance to communities to individuals or groups who need. The expected result of the principle of stewardship is recognizing the reciprocal relation-

ship between the company and the community; balancing the interests and needs of various groups in society.

In the forestry sector, the company that has the authority and responsibility for the welfare of the village community forest is **PT. Perhutani (Persero)**. The forestry sector company is one of the state under the auspices of the Ministry of Forestry granted the authority to manage the forests and commercialize forest resources. Mission to be achieved is the protection of forest ecosystems mission or ecological mission; economic mission to support the income and foreign exchange; social mission to improve the welfare of rural communities around the forest (Nurjaya, 2006, p. 253).

One of the activities undertaken to achieve this mission is through policies Collaborative Forest Management with community or called the by social forestry (SF), it takes place particularly in the island of Java, while outside Java, the company has the authority are the companies that have forest concessions and mining concessions in exploring the forest location.

Social Forestry main aim is so that all stakeholders, including local governments, forest village communities, businesses, donors and others with a spirit of sharing and shared interests can achieve sustainability and continuity of the function and benefits forest resources and the well-being of communities around the forest. With SF paradigm, PT. Perhutani try to do all efforts prosperity to the community forest village, providing easy opportunities to farm in the forest land; Provision of forest-based employment; expansion opportunities for forest farmer group organization as business partners in the employment-based forestry work; empowerment efforts small and medium enterprises (SMEs) that are within a radius of 60 kilometers from the center of PT. Perhutani offices on level Forest Management Unit.

THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility is intended as a corporate responsibility for any actions that affect other people, society, and the environment in which it operates. The implications of the presence of the company is that the company must respect other people or society around them, the company must set aside the profits to the community, which is affected by the activities of the company. According Keraf (1998, p. 122), the concept of corporate social responsibility means that a company should be responsible for the actions and activities of its business that have an influence on certain people, society, and the environment in which it operates. In line with this Kotler and Lee (2005, p. 3) argues, Corporate Social Responsibility is a firm commitment to improve the well-being through discretionary business practices and contributions of the company's resources. Discretionary words to be the main element of the consideration that the responsibility is taken by the company and not its force as it is recommended by its legal or moral or ethical even though it was expected, but rather refers to the voluntary commitment of businesses in selecting and implementing Corporate Social Responsibility activities.

Another definition formulated by the World Business Council for Sustainable Development is quoted from Kotler and Lee (2005, p. 3), the definition of Corporate Social Responsibility as "Business commitment to contribute to sustainable economic development, working with employees, their families, the local community, and society at large to improve their quality of life". CSR is the commitment of businesses to contribute to sustainable economic development, which is done through the employees, their families, local communi-

ties, society at large in order to improve the quality of their lives. CRS can be understood as a business commitment to contribute to sustainable economic development. According Wehrich and Koontz (1994, p. 67-68), suggests that the newer concept but still the same with social responsibility is social responsiveness, which is simply meant as a firm's ability in the activities and policies that created the social environment with each other that is mutual benefit. corporate social initiatives as a description of the efforts undertaken in the framework of corporate social responsibility, namely "Corporate social efforts are activities undertaken by the company in support of social problems and to fulfill the company's commitment in the framework of social responsibility". Support of the company may consist of various forms include: funding (grants), advertisements payment (paid advertising), publicity, sponsorship promotion, technical expertise. Cash contributions possible directly through the company or indirectly through corporate foundations that have been established that focus on behalf of the company.

1. The several reasons why a company involved in social issues namely:
2. Company and its employees are is an integral part of the local community.
3. Company has benefited by getting right to manage natural resources in the community to gain advantage for the company.
4. With social responsibility through a variety of social activities, the company showed its moral commitment not to conduct business activities that may harm the public interest.
5. With social engagement, companies can establish a better social relationships with the community.

The good relationship between the company and the local communities in which it operates enables the community with a strong sense

of belonging to the company, so as to create the social and political climate conducive profitable company. Its responsibility to the community is an act which can also be externally commanded a voluntary act of the company to take part in the problems faced by the community, as this is the responsibility of the presence of the company. In order for companies to succeed in carrying out social responsibility activities, managers need to pay attention to relevance between attempts to perform social responsibility with business strategy. The company integrates the goals of social responsibility into the mission and overall company performance targets, they should see a matrix of social and environmental performance as the most important element in assessing the overall performance of the company's future.

Despite there is an argument in favor of the company in order to get involved in social activities, but there are also opinions that opposes it, as proposed by Frederick et al, quoted from Weihrich and Koontz (1994, p. 68) states that:

1. The main task of a business is to maximize profits, involvement in social issues may reduce the efficiency of the company.

2. Society has to pay corporate social engagement with higher costs. Social engagement will lead to cost overruns.

3. Business people lack the skills related to issues in society. They are trained and experienced in economic issues, they do not have the skills related to social issues.

4. The absence of a perfect support for social engagement will be at risk to the differences that will cause priksi within enterprise organizations.

According to Steiner and Steiner (2003, p.145), there are 3 main elements of corporate social responsibility, namely:

1. Market actions, responses to strengthen market competition. Such an action is almost dominated and continue to be done.

2. The actions that were ordered, these programs require government regulation or agreement that has been negotiated to the stakeholders.

3. Voluntary actions, voluntary programs can be described as "legal plus", namely beyond the rules that have been ordered. Various forms such as programs promoting minority, worker safety, pollution control, financial assistance to improve literacy of society.

The general principle underlying the company doing social responsibility are:

- a. The company is an organization that aims to achieve profitability. Their biggest responsibility is to provide economic benefits. They should be judged primarily on economic criteria and not be expected to solely achieve social goals without the financial boost. They should be judged primarily on economic criteria and not be expected to solely achieve social goals without the financial boost. However, companies should conduct a short-term cost to fix the problems faced by society, solving social problems can sometimes be advantageous. As well as what was stated by Lawrence and Weber (2008, p. 47), who proposed the term "the iron law responsibility", which asserts that in the long term, those who use force without considering the responsibility will likely suffer losses.

- b. All companies should follow the rule of law, including rules regarding the duty imposed by the shareholders, the rules of civil and criminal law, rules on the protection of stakeholders. However, these rules are obeyed to minimum. Reactive actions lag behind the rules and norms and duties established by the company.

- c. The company has a duty to correct adverse social impacts caused by the company's actions. Companies should try to internalize the external costs or the costs of production are borne by society.

d. Social Responsibility of the company based on the size of the company, strategies, marketing techniques, location, internal culture, the demands of stakeholders, and the values of corporate managers. Pharmaceutical companies have a different impact of local insurance companies. Their responsibilities were different.

e. Managers should strive to meet the needs of stakeholders. The manager is primarily responsible for the three groups: customers, shareholders and employees. Meet the needs of government and society are also recognized, but given less emphasis. However, the demands of stakeholders sometimes engender conflict, and each company should give priority.

f. Behavior of the company should be obey to the norms underlying social contract. To understand this contract, and how the changes, managers can learn the direction of national policy and global policy as a legal fact. Agreements, protocols and policy statements. They can also learn from the major patterns and social guidance that reflects public opinion, the issues that arise, formal legal requirements and business practices that have been implemented.

The CSR Program has had a significant impact on the development or progress that has been felt by the company. Reality has shown that the company's participation in solving social problems had an impact on company performance. CSR for the company provides information, tools, training, advisory services relating to the integration of CSR with the company's business and strategic activities. Implementation of CSR in companies give very positive for the development and survival of the company in the long run. With responsibility and involvement in social issues creating a positive image in the eyes of the public. Through the CSR, the business no longer appears as a

dirty profession, a giant beast of prey, as a scary monster. Business and appear as a friendly professional, responsive and caring in the interest of many people and can eliminate the stigma about the views of Friedman quoted Bertens (2000, p. 295), which states that: "The only corporate responsibility is to increase profits to be as possible ". Business actors to be professional people who not only pursue profits, but the people who are committed to the interests of society as a whole.

Various studies have concluded that the application of CSR benefits, as proposed by Kotler and Lee (2005, p.10), namely:

1. Improving marketing and market share of the company.
2. Increasing the impression and influence company (image and clout).
3. Enhance the attractiveness, motivation, and durability of the employees.
4. Lower the operational costs of the company.
5. Increase appeal to investors and financial analysts to help out the company.

CORPORATE SOCIAL RESPONSIBILITY AND THE PUBLIC WELFARE FOREST VILLAGE

The assumption that the dependence of livelihoods the villagers around the forests villages is the root cause of the problem tree stands in the preservation of forest land (Simon, 2003, p. 200; Adam and Raharjo, 2007, p. 6). So that other efforts are needed so that people around the village in the forest have an alternative livelihood, not just rely on the activities leading to the destruction of forests. The approach is an option for their prosperity so that the pressure on the forest environment is reduced. This is where the social role of the Perum Perhutani or companies engaged in the

mining concession can be played so that the welfare of the village community forest can be realized as well as forest environment can be maintained.

Prosperity approach addressed to people living in and around forests, especially the day-to-day to be working in the forest. Many activities were initiated in the framework of this approach prosperity program, started planting grass, making check dams and water captering, maintenance of honey bee, natural silk, development of seed stands Meranti (Simon, 2003, p. 201). The public welfare program approach objective undertaken by forestry and mining concessions in forests and forest land is increasing income people around the forest. Policies that rely on this model further through a series of process modifications developed in partnership between the company and the community around the village forest. In the 1980s began a similar program was launched called the Social Forestry essentially provides an opportunity for citizens to forest farmer livelihood from events Perum Perhutani. Iskandar (2008), argued social forestry aims to establish a more harmonious and balanced between the forest officials and forest communities. In addition it also developed a variety of joint forest management program aspirational society, participatory, and collaborative by involving stakeholders. The concept is set on the assumption that the emergence of the social pressures on forest land is arable agricultural poverty among forest village farmers.

According to Mink (1994, pp. 4), that the poverty faced by communities to make pressure on the environment, the low income they take on their cause of choice in using resources better. The task of government is to formulate macroeconomic policies to help reduce poverty through steady growth and does not discriminate against labor-intensive agricultur-

al sector. The policy to be implemented is to increase rural infrastructure that are intensive and extensive.

The efforts to prosperous is provided at the opportunity to farm in the forest land; providing field-based forestry activities; expansion opportunity to the Forest User Group organization as business partners in the work-based forestry work; empowerment of small and medium enterprises (SMEs) that are within a radius of 60 kilometers from the point central offices Perum Perhutani on the level of Forest Management Unit. The long term goal of this program is to improve the condition of the land such as critical, active community participation in forest development, improve the prosperity of local communities, provide for the needs of the local communities in the forest, and conservation of natural resources. While the short-term goal is the establishment of forest farmer groups, increase the success of crops (forestry and agriculture), and increased revenue forest farmer group members.

According to Indrawan et al (2007, p. 397), one of the other approaches that are now often considered is to provide direct compensation both to the community and landowners who agree to protect the local area. However, it should be noted that the introduction of material compensation did not cause jealousy among villagers who received and who did not receive it. Further implications arising from CSR activities, which are expected to be played by Perhutani and concession companies is the rise of the independence of public forest preserve and maintain forest conditions preserved. As also stated by Sastrapradja and Sastrapradja (1996, p.96) that the success of a program of conservation of natural resources is not only dependent on the government and other stakeholders, but also to the public participation.

The various reasons that public participation is needed in order to improve the effectiveness of conservation, one of which is the ability of governments and stakeholders to give full attention to conservation, but some communities do not have strong views on conservation. Regardless, whether or not they support conservation efforts, they will respond to the issues that affect their lives. The challenge for the government and some of the people who care about the preservation is to motivate local communities to support conservation, at the same time the aspirations and interests of those who oppose conservation.

In general, there are several factors that can lead to weakness and failure in the preservation and improvement of the prosperity of the community around the forest, according to Iskandar (2008) weaknesses are:

“community participation in conservation programs is still low, he had on stage manipulation, therapy, convey information, and consulting. Meanwhile, a partnership with the community such as mutual understanding and respect for equality and inequality are looking for peace, always try to negotiate and compromise, starting with simple activities to monitor the activities based indicator agreed, still can not be implemented either”.

The reality in the field shows that the welfare approach has not received full attention, as a result of people living around the forest lost various socio-economic and cultural functions, and services of the forest. According to Indrawan et al (2007, p.397), an approach that is now often considered by conservation organizations are:

“Provide direct compensation to both the community and landowners who agree to protect local areas where conservation ac-

tivities carried. But at least it should be noted that the introduction of compensation that is material as it does not disrupt the harmony of the local culture and customs, or cause jealousy among villagers who receive compensation”.

The regarding the impact of these incentives, called by Nurrochmat (2005, p.86), the paradox of prosperity approach with incentives actually reduce motivation to strive, he argued:

“Providing incentives had lower motivation to strive. In some cases, the provision of incentives, such as subsidized seeds and other forms of subsidies would lead to dependency. The motivation of farmers to increase crop success independently almost nothing, so there is a tendency decreased as the reduction of production subsidies”.

Despite the fact of the impact generated by this incentive is something that applies sporadically in the community, but it does need to be considered by the government and the stakeholders it make the community more self-sufficient in striving, subsidy is simply a way of motivation to empower them.

The implementation of CSR in Indonesia is increasing both in quantity and quality. In addition to managing the diversity of activities and varied, seen from the financial contribution, the greater amount. In 2001 showed that CSR funds in Indonesia reached more than 115 billion dollars, or about 11.5 million U.S. dollars of the 180 companies that spent on 279 social events recorded by media. Although funding is still very small when compared with CSR funds in the United States, seen from the cumulative numbers, the development of CSR in Indonesia is quite encouraging. The average number of companies that donate funds

for CSR activities is approximately 640 million dollars, or about 413 million per activity. For comparison, in the U.S. portion of CSR funding in 1998 reached 21.51 billion dollars and in 2000 reached 203 billion dollars, or about 2,030 trillion rupiah

The CSR in forestry is carried out through the social forestry or forestry department's version is called the community forest. The community forest, as defined in Forestry Ministerial Decree No.31/2001 as State Forest managed for the purpose of local community empowerment without undermining the basic nature of forest function-the management is conducted under the principle of sustainability in terms of ecosystem, community welfare, democracy, social justice, public accountability and legal assurance. The forest is managed in such a manner as to obtain an optimum and equitable benefit for all members of the community, consisting of activities such as environmental and non timber forest product. There are several activities that are carried out for social forestry, namely:

a. Natural Silk Development

The natural silk development cocoon farming is an agro-industry activities, a part of social forestry activity that produces cocoon or silk yarn. The overall activities include mulberry planting, silk larvae breeding, maintenance and cocoon processing. The Natural cocoon farming is addressed to improve community welfare, supply raw material for silk industry, and environmental quality improvement. Natural silk farming can be developed on lands belonging to the farmers or land under other rights outside the forest area that meet the requirement for natural silk farming activity. There have been 54,788.05 ha of mulberry planted and 412,530 kg of silk yarn produced between 2000 and 2004 (Department of Forestry, 2005).

b. Apiary

Apiary is a beekeeping activities which produce honey, royal jelly, beeswax, and other products and its support vegetation for the benefit of the community taking into consideration the environmental sustainability aspect beekeeping is considered sufficiently potential for village community welfare improvement. The direct benefit of beekeeping industry is employment opportunity, additional nutrient sources of the community, while indirect beekeeping could help the process for pollination for certain trees. Indonesia apiary production is recorded at 3,841.47 tons in 2004. Honey production for the last 5 years is at 13,799.64 tons.

CONCLUSIONS

Corporate Social Responsibility is a business that involves the application of corporate duty to avoid losses resulting from decisions and actions across the enterprise to its stakeholders and the environment in which the company operates. Each CSR strategy adopted by a company should also consider the core values and mission of the company, because the compliance enable companies to further improve the performance, reputation, reduce operating costs. In addition from it also can reduce the risks visible, increase employee loyalty and innovation.

Thereby there are at least three reasons why CSR is good for companies, namely: internal benefits particularly concerning about employee recruitment, retention against the forces of labor and training costs; CSR program to reduce the risk of hazards and protect the company from pressure exerted by the groups in society are directly or indirectly affected by the policies and actions; and the latter that the CSR program then it is the best form of attention by shareholders to stake-

holders so that this is a form of mutually beneficial cooperation.

The companies engaged in forestry has contributed to the problems faced by forest villagers who take a prosperity approach. Implementasi activities of CRS the field of forestry which implemented with the soul sharing (sharing) give economic benefits and ecological benefits for forest conservation, encourage the development of the company, impact on local economic activity, business partnerships, provision of public facilities, and infrastructure development in the surrounding forest area

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