

Formation of Civil Society Through CSR in Jababeka Industrial Estate Cikarang

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Abstract

Civil society is often positioned as an ideal way of life. From a historical perspective, Islamic thinkers usually refer to civil society under the leadership of the Prophet Muhammad. To realize a civil society in business, a transparent discussion is needed between all parties. Islam requires every business actor to always act impartially and protect the fulfillment of the rights of others, the rights of the social environment, and the rights of the universe. Therefore, social balance and a natural balance must be maintained together with business people. Corporate social responsibility is currently an absolute responsibility that must be carried out by companies in terms of maintaining and establishing social communication with the community and the surrounding environment. The purpose of this study was to determine the formation of civil society through Corporate Social Responsibility (CSR) in the Jababeka Cikarang Industrial Estate. This type of research is qualitative and descriptive field research. Researchers used data collection techniques through interviews. The results showed that the formation of civil society helped ease the economy of the community and the surrounding environment. However, the implementation of the CSR plan for the Jababeka industry has not been maximized. This is due to very limited participation and distribution is still consumptive, so community empowerment is not optimal. In addition, it can be concluded that the implementation of corporate social responsibility is by following per under Islamic business ethics.

Keywords: Civil society, CSR, Islamic Business Ethics.

1. Introduction

Business companies have become embedded in society as operational entities (Frederick, 1994). A business enterprise through its product and service offerings not only generates revenue and profits but also serves society through the company's product and service offerings (Scherer & Palazzo, 2007). The idea of corporate social responsibility (CSR) is gathering momentum in the western world since the mid-20th century with the aim of companies serving society (Bhattacharyya, 2019). Through CSR initiatives, the company is expected to be able to help the community solve problems such as poverty, education, health, and others (Frederick, 1994).

The classic role in reducing such socio-economic problems is given to government organizations and departments (Todaro & Smith, 2021). However, because most countries (especially developing countries) experienced substantial population growth (relatively higher than economic growth), government agencies failed to provide adequate development interventions (Fosu, 2017). As such, many governments are unable to adequately and effectively support social initiatives and interventions (Mercer, 2002). Against this background, a special group of organizations commonly referred to as non-governmental organizations (NGOs), civil society organizations (CSOs), development organizations (DOs), and others emerged to complement the work carried out by various government agencies in society. (Gibbs, 2000; Hudock, 1999; Teegen et al., 2004). So, there is a need for business enterprises to engage with certain social actions proactively with the vision of generating positive externalities in society (Waddock, 2008). Thus, the company began to engage with the community on various issues, both social and environmental, in nature (Bhattacharyya, 2019)

Thus, business firms in the process of undertaking CSR engage with government agencies and CSOs towards solving social challenges (Waddock, 2008). However, management often does not have the necessary resources and capabilities to address social problems, and thus, over a while, corporate CSR interventions are not able to create a positive impact on social crimes nor are they able to provide positive experiences for companies involved in social initiatives (Jamali & Mirshak, 2007). Companies often don't have the managerial skills or the bandwidth to cope with diverse and deep social challenges (Jenkins, 2004). Given this background, many advocate that the purpose of business enterprises is to do business and pay taxes or engage in strategic CSR (Friedman, 2007; Porter, 1996). Strategic CSR requires the implementation of CSR initiatives that are good for society and good for business (win-win proposition) (Bhattacharyya, 2019; Porter, 1996)

The existence of civil society or civil society needs to be a balancing force for state power, in this case, the government. An ethical, law-aware, and civilized civil society can represent the public or the people to fight for the common interests of the government. In addition, civil society will be able to encourage the government to formulate policies that favor the public interest. On the other hand, civil society will support the government trying to meet the needs of the public. Therefore, a power system that is oriented to the interests of the people will be implemented to create a harmonious and lively life together.

The Indonesian people are trying to find a form of civil society that is compatible with the country's long history and status quo. The ideal civil society is a democratic and religious civil society. Efforts to build civil society in Indonesia need to encourage the development of citizens who are intelligent, democratic, religious, critical, creative, think according to the rules and feel clear, accept the spirit of *Bhineka Tunggal Ika*, and organize consciously and responsibly. impartial, respond critically and objectively to the mass media, dares to appear and be professional in society, dares to be a witness, has universal understanding, is able and willing to be honed and fostered between colleagues, in turn, understands the current situation in Indonesia, to understand the ideals Indonesia's future.

Currently, it is not enough for companies to only focus on economic growth, but also need a new paradigm in the business field, namely sustainable development, which is trying to meet current needs without compromising existing capabilities and opportunities. Meet the needs of the next generation, its needs. The current generation must use the available natural resources as efficiently as possible according to the best needs. Sustainability can be seen from several dimensions related to sustainability itself, including humans, society, environment, and economy. Sustainability in the human field is closely related to maintaining the quality of personal human resources, such as health, education, skills, leadership, and knowledge (Badroen, 2006)

The development of civil society is a choice over the uncertainty of the paradigm adopted by the Indonesian people in facing the main and fundamental problems facing the 21st century. A country that has been suffering from a long-term multidimensional crisis since the last few years of the 20th

century, which has had multiple impacts on people's lives, requires clarity, consensus, and a shared commitment to paradigms, systems, and strategies. Currently and in the future in the face of multidimensional crises, challenges of economic recovery, governance, and nation-building. As a paradigm and a civilized system, civil society provides a balanced space for the community and government in the life of the nation, which is quite interesting as a method of choice in the discourse of handling national problems and solving problems. In the system of state administration and state development, a democratic state is ruled by law. Good governance provides another way to formulate development policies to better integrate civil society values into the system of national governance and nation-building.

Good governance and civil society are two aspects of currency. If not split, the value will remain intact. If the two developed to complement each other, the value would be even higher. So far, a good government with a bureaucratic structure or the concept of reorganizing the national bureaucracy in government documents and policies is interpreted as a reorganization of the organization of government agencies, rather than covering the whole system. It is necessary to refine the concept, increase the revitalization of the implementation of government management functions, and always practice the spiritual dimension inherent in the Indonesian Unitary State Administration System (SANKRI) in the administration of national development. This requires changes in overall HR capabilities, which need to be described consistently and proportionally. In response to this, the concept of organizational adjustment adopted today needs to be based on more fundamental thinking in the future to adapt to various changes in the internal and external strategic environment, in the short, medium, and medium-term. Long-term, and provide a clear statement of meaning, space, and public power.

Rearrangement does need to be done systematically and systematically. This is becoming increasingly important because what needs to be considered and reformed in the future is the realization of good governance and civil society, this is a new paradigm of government and nation-building that needs to be integrated harmoniously. and proportional, which is reflected in the system and process of government. Bureaucracy can be used as a vehicle for the nation's struggle to realize the ideals and goals of the state (good governance), as the founders of this nation-state are regulated by law. opening of the 1945 Constitution. The main purpose of establishing a company is to gain profit and business continuity. This income is reflected in the dividends received for shareholders. However, nowadays the company's responsibility is not only to satisfy shareholders but also to pay attention to the environmental conditions in which the company is located. Concern for the surrounding environment is more commonly referred to as corporate social responsibility (CSR). CSR means corporate social responsibility to society.

Corporate Social Responsibility (CSR) is a company's commitment to participate in sustainable economic development to improve the quality of life and the environment, which benefits the company itself, local communities, and society (Ernawan, 2011). CSR means corporate social responsibility to society. The company through its CSR programs carries out activities to maintain the environment, especially in the environment around the company as well as helping to improve the welfare of the community (Freda, 2017). Corporate social responsibility has a broad meaning, not limited to social responsibility to employees, stakeholders, or the public, but also social responsibility towards the environment and human rights. Corporate social responsibility (CSR) in Indonesia is mandatory, this is based on the Elucidation of Government Regulation Number 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies Article 2 "every company as a form of human activity in the business field, morally commits to be responsible for the continued creation of a harmonious and balanced corporate relationship with the local environment and society by following per under the values, norms, and culture of the community. the company exists." (Lucky & SH CN, 2019).

CSR is making corporate decisions related to ethical values, compliance with legal rules and decisions, and maintaining human dignity, society, and the environment. Islamic business ethics aims to teach people to work together, help each other, stay away from envy and revenge, as well as things that are not included in sharia principles. Business ethics in Islam also plays a role in controlling (regulating) economic and commercial activities, because ethical philosophy is judged based on scientific and religious reasoning. The basic values that become the benchmark for business ethics are the behavior of entrepreneurs in running the company, (Afrillia et al., 2019).

Companies that are members of the CSR program in the Jababeka industrial area include PT. Mattel Indonesia, PT. Unilever, PT. Nippon Steel & Sumikin materials Indonesia, PT. Indonesian Mane. In this study, we want to dissect how the ideal format of civil society is, whether the concept of civil society is feasible to be applied in the Jababeka Cikarang industrial area, as an alternative solution for the community's economy. Furthermore, the role of CSR in efforts to improve the economy of the surrounding community, both in terms of the environment, economy, socio-culture, health, and education.

2. Literature Review

Civil Society

Civil society is a society that is free from oppression by the authorities (Dwi, 2010). Civil society is a collection of non-governmental organizations and institutions that show the interests and desires of citizens (Partner & Kumar, 2015). According to Chandhoke (1995), normatively, civil society is an important stage in the transition from the family to the state. This is a space marked by the explicit principle of particularistic individualism and the implicit principle of communitarianism. It also allows for a sufficiently large-scale complexity in which civil society can be seen as simultaneously a local battle between individual and group rivalries, and transnational power fields are shaped around questions of human rights (Häkli, 2018). Civil society is a civilized society, upholding human values, advancing in the mastery of science and technology (Ibrahim, 2012). The emergence of the concept of civil society shows that Muslim intellectuals have been able to interpret Islamic teachings in modern life, and have instead combined Islamic teachings with the concept of civil society that was born in the West in the 18th century. The concept of civil society is used as an alternative to good governance, replacing the construction of a new order that has plunged the Indonesian nation into an endless multidimensional crisis. On the other end, some view civil society as part of the political system, even though in the end they function to control the state and increase its legitimacy through civic participation (Axyonova & Bossuyt, 2016). Here religion is the source, civilization is the process, and urban society is the result (Rahardjo & Madani, 1999).

The Scottish philosopher Adam Ferguson defined the term civil society as a civilized society that is more advanced than rural society. A concept that gradually refers to a society consisting of autonomous institutions capable of balancing the power of the state. It must be admitted that there are differences and similarities between civil society and civil society, then similar aspects, such as democracy, and the nature there is brotherhood related to Islamic teachings, are absorbed into the understanding of civil society.

Since the late twentieth century, civil society in Indonesian society has become popular, with prominent figures such as Nurcholis Madjid and Amin Rais. According to Heru Nugroho, the term civil society was first introduced by the Scottish philosopher Adam Ferguson. Ferguson simply defined the term civil society as a civil society that is more advanced than rural society. A concept that gradually refers to a society consisting of autonomous institutions capable of balancing the power of the state. However, it cannot be equated with the views of other scientists, who believe that civil society is a situation in which society and the conflict with each other. Nurcholish Madjid tried to see civil

society related to the people of Medina at the time of the Prophet Muhammad. According to him (Gardono, 2001).

So, it can be concluded that the idea of civil society is rooted in the philosophy of enlightenment which provides a philosophical foundation for the realization of a political system, placing personal sovereignty, equality, and human brotherhood. In principle, civil society is a priority in a society of tolerance, democracy, civilization, and respect for pluralism.

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) can simply be interpreted as a concept that requires companies to act and pay attention to the interests of stakeholders (Aziz, 2013). Corporate social responsibility is the moral responsibility of a company to society. Of course, the responsibility for business ethics can be directed at oneself, employees, other companies, and many other things (Bertens & Business, 2000). CSR is a form of cooperation between companies (not only limited liability companies) and all matters (stakeholders) who directly or indirectly interact with the company to ensure the existence and business continuity of the company. (Widjaja & Pratama, 2008). Social and Environmental Responsibility, which is the Company's commitment to participate in sustainable economic development to improve the quality of life and the environment that is beneficial, both for the company itself, the local community, and society in general (Widjaja & Yani, 2006). Corporate social responsibility is also the commitment of the company or the business community to contribute to sustainable economic development by focusing on corporate social responsibility and emphasizing the balance between economic, social, and environmental concerns.

Business commitments promise to continue to act ethically, operate legally, and contribute to improving the economy, while improving the quality of life for employees and their families, and the quality of local communities and society as a whole. Corporate social responsibility is the efforts of corporate entities to achieve sustainable development goals by minimizing the negative impacts of their operations on all stakeholders in the economic, social, and environmental fields and maximizing the positive impacts of real efforts. This definition implicitly means inviting companies to make serious efforts to provide benefits to mankind today. Minimizing negative impacts is part of realizing future benefits. Corporate social responsibility is the moral responsibility of a company to society. This responsibility can be directed from to employees, to other companies, to the social environment, and even to the state.

So, it can be concluded that social responsibility (CSR) is a pure corporate advantage of a company for the benefit of stakeholders in a broad sense. In other words, although it is morally good for companies and investors to pursue profits, this does not mean that companies or investors have a reason to gain profits at the expense of other related parties.

3. Methodology

This research is a field study in which a person uses his observations through the work of the five senses to understand the capabilities of civil society formed through corporate social responsibility with the manager of PT Jababeka Infrastruktur. The companies that are members of the CSR program in the Jababeka industrial area include PT. Mattel Indonesia, PT. Unilever, PT. Nippon Steel & Sumikin materials Indonesia, PT. Mane Indonesia targets the community in the area around the Jababeka industrial area, 13 villages in the sub-districts of North Cikarang, South Cikarang, and East Cikarang Bekasi Regency. The type of research used by the researcher is descriptive qualitative research. Therefore, Qualitative and descriptive research discussed in this study is research that will lead to facts about the formation of civil society through corporate social responsibility. This study uses two data sources, namely, primary data sources obtained through interviews with managers of the community empowerment sector PT Jababeka Infrastruktur and secondary data sources in the

form of corporate social responsibility report documents obtained through funding sources, then there are several pieces of literature. Data collection techniques were carried out by interviews or using secondary data. The interview process was carried out on the manager of PT Jababeka Infrastruktur, Mr. The secondary data was obtained from the official website of PT Jababeka Infrastruktur. Technical data analysis using qualitative analysis.

4. Discussion

Implementation of Corporate Social Responsibility (CSR)

The company's involvement in social and moral responsibility can be implemented in the company's business activities. The assumption is that social and moral responsibilities are implemented. For this implementation to be carried out, the company must know certain internal conditions that allow the realization of social and moral responsibility (Alma & Priansa, 2009). CSR is a concept that a company has a responsibility to consumers, employees, shareholders, communities, and the environment in all aspects of its operations (Azhari, 2007). Based on interviews with senior staff of CD - CSR PT. Jababeka Infrastruktur Mr. Aditya Mukri that it has been carried out based on the company's concern for the community so that with PT Jababeka Infrastruktur's CSR, the community can be helped from various aspects, ranging from environmental, economic, socio-cultural, health, and education aspects. CSR is closely related to sustainable development which includes economic development, social development, and environmental protection. To be able to contribute to the surrounding community, PT. Jababeka Infrastructure as the manager of the area invites companies in the Jababeka Industrial Estate to participate in the CSR Chain program.

Chain CSR is a partnership program between PT. Jababeka Infrastruktur and Tenants, which is a way to create opportunities and mutual benefits in implementing Corporate Social Responsibility for long-term goals and sustainable development. Through CSR Chain, companies can partner with other parties in implementing CSR. Cooperation in the form of managing funds and in carrying out social activities. This can be realized by establishing good cooperation with potential partners.

The implementation of PT Jababeka Infrastruktur's CSR is classified as social capital because one of the company's successes is business continuity. Business sustainability can be seen from internal and external parties of the organization. CSR is one of the factors of sustainable development of a company. By increasing trust in external parties, especially trust in the community environment, because with the implementation of CSR, companies need to be more responsible for the environment and society. CSR is categorized as the implementation of social capital when the company can convince the community that it can contribute to society by establishing a company, such as, providing financial assistance to people who care about the environment, providing financial assistance, providing education costs. Otherwise, the company and the surrounding community reach an agreement through a social contract, so that the implementation of corporate social responsibility as social capital can run smoothly. The following are the CSR programs that have been implemented by PT Jababeka Infrastruktur.

Table 1. CSR Program

Activity	Output	Target	Benefit
School Revitalization	-Renovating the classroom, -Build and renovate toilets and water supply installations -Providing facility assistance	School revitalization	School Revitalization

Activity	Output	Target	Benefit
Literature Library	Renovate or build a school library / reading garden	-Elementary School -Reading Garden -Children aged 6-12 years	-Encouraging the use of the library as a fun place for students to obtain various educational information and increase their interest in reading
Posyandu Park	-Provision of Health equipment for posyandu -Supplementary feeding	-Village Posyandu	-Increase mother's awareness to check the growth and development of posyandu
-Ramadan Echoes	-Providing food packages to the poor / underprivileged	-RT around an industrial area	-Increase public awareness in realizing a friendly, healthy, independent, and environmentally friendly living environment.
-Posyandu Competition	-Counseling Resource	-Village Posyandu	-Provide motivation for posyandu cadres
super mom	-Business assistance -Business training	-Women's groups who are already running SMEs	-Income
-Brilliant village	-Suggestion improvement	-RT around an industrial area	-Increase public awareness in realizing a friendly, healthy, independent, and environmentally friendly living environment.

Implementation of the formation of civil society through Corporate Social Responsibility

Based on the results of research conducted by researchers, it can be seen that CSR at PT Jababeka Infrastruktur is carried out based on the company's concern for the community and the surrounding environment which aims to ease the economic burden to help improve the quality of life of the local community. CSR criteria have a close relationship with the concept of social responsibility relationships that are played by humans as caliphs on earth. The three social responsibility relationships are the relationship between human responsibility and Allah SWT, the relationship between human responsibility and fellow human beings, and the relationship between humans and the natural environment. The areas targeted for distribution of PT Jababeka Infrastructure's CSR include the fields of environment, economy, social culture, health, and education

The formation of civil society in the Jabebeka industrial area through CSR has used the principles of business ethics. These principles are:

- a. *The principle of autonomy*, namely the ability to make decisions and act based on harmony about what is good to do and morally responsible for the decisions taken. Among the principles of autonomy that have been implemented by PT Jababeka infrastructure, namely analyzing the potential recipients of CSR, then conducting a review to ensure that the proposed application is used properly before being disbursed.
- b. *The principle of honesty*, in this case, honesty is the key to the success of a business, honesty in the implementation of control over consumers, in working relationships, and so on. The responsibility of the CSR manager of PT Jababeka Infrastruktur in carrying out the principle of honesty can be seen from the provision of information on CSR recipient data by senior staff of CD - CSR PT. Jababeka Infrastruktur to researchers, this is proven by the same statement from the CSR recipient of the DMI Bekasi district head.
- c. *Principle of justice*, that everyone in business is treated according to their respective rights and no one should be harmed. The form of responsibility of the CSR manager of PT Jababeka Infrastruktur in carrying out the principles of justice is proven by no difference in providing services for the community, both from the lower middle class and the upper-middle class.
- d. *Principle of Moral Integration*, this is the basis of doing business, must maintain the good name of the company to be trusted and is the best company. The form of responsibility of the CSR

Manager of PT Jababeka Infrastruktur in carrying out the principle of moral integration is proven by corporate social responsibility (CSR) which has been carried out by several PTs in the Jababeka industrial area including PT. Mattel Indonesia, PT. Unilever, PT. Nippon Steel & Sumikin materials Indonesia, PT. Indonesian manne

Based on Islamic business ethics, the CSR programs run by two companies in the Jababeka industrial area are by following per under characteristics that have been exemplified by the Prophet Muhammad, namely honest, can be trusted, convey, and smart. This is reinforced by the indicator that the CSR manager of PT Jababeka Infrastruktur does not harm any party, both business actors and consumers because the business being carried out has the characteristics of openness, honesty, fostering solid human relations, optimal service, and ihsan (doing good) in all things. related to community service and has a responsibility to carry out its obligations such as CSR programs.

The formation of civil society through CSR has implemented corporate social responsibility or CSR which is carried out on the basis of the company's concern for the community and the surrounding environment. In Islamic business ethics, the CSR program carried out by the CSR manager of the Jababeka industrial area has also been in accordance with the principles of business ethics, namely: the principle of autonomy, the principle of honesty, the principle of justice, the principle of integration of morals and responsibility in Islamic Business Ethics and the characteristics that have been exemplified by the Prophet PBUH are honest, can be trusted, convey, and smart. As for the potential to be empowered, civil society empowerment can be done by empowering two potentials that exist in the individual community and the community itself, namely:

1. Personality Empowerment

Individual personality and community personality in the civil society order need to be applied so that the empowerment of this personality is more prominent. For one of them, we can use the support of Maslow's healthy personality model (humanistic psychology figure), which provides a symbol of self-actualization with the following characteristics: Objective perception, Complete acceptance of oneself, others and the environment, Spontaneous, simple and natural (not pretending), loves work, is independent and independent, has an appreciation of the world around him, has a smart sense of humor, has high social interest, has healthy, creative, democratic interpersonal relationships. If everyone acquired these personality traits had the opportunity to achieve them and be in an environment that would indeed encourage development in this direction. If this individual personality colors the personality capital of his community group, then it is not a utopia.

2. Behavioral Empowerment

Behavior is the activity, movement, and reaction of an organism, basically a manifestation of one's intelligence and personality. If the empowerment of intelligence and personality is carried out, the consequences of someone's actions that are reflected will not be separated from these conditions. Intelligent behavior accompanied by careful planning and calculation, independence, democracy, and various other characteristics of intelligence and personality will not only remain in the field of thought but if conditions and circumstances encourage it, it will be implemented in real behavior in the real world.

5. Conclusion

Based on the results of research on the formation of civil society through corporate social responsibility (CSR) that the researchers conducted at PT Jababeka Infrastruktur, it can be concluded that the implementation of the CSR program can help ease the economy of the community and the environment around the Jababeka industrial area. PT. Jababeka Infrastruktur fulfills corporate social responsibility through CSR plans, and the activities carried out to receive full response and support that are beneficial for the welfare of the community. From the CSR plan, not only the community but

also employees of companies that are part of PT Jababeka Infrastruktur who feel the impact, such as establishing good emotional relationships with stakeholders, creating a good reputation and image in the eyes of the wider community, improve employee morale and productivity, and increase company profitability and company sustainability. However, the implementation of the CSR program in the Jababeka industrial area has not been effective. This is because the distribution is still consumptive, so that community empowerment is not optimal. Then, the implementation of CSR in the Jababeka industrial area can be concluded to be by following per under Islamic Business Ethics. This is by following per under the Principles of Business Ethics and Responsibility in Islamic Business Ethics and the characteristics that have been exemplified by the Prophet Muhammad, namely honest, can be trusted, convey, and smart. This is because the distribution is still consumptive, so that community empowerment is not optimal. Then, the implementation of CSR in the Jababeka industrial area can be concluded to be by following per under Islamic Business Ethics. This by following per under the Principles of Business Ethics and Responsibility in Islamic Business Ethics and the characteristics that have been exemplified by the Prophet Muhammad, namely honest, can be trusted, convey, and smart. This is due to very limited participation and distribution is still consumptive, so community empowerment is not optimal. Then, the implementation of CSR in the Jababeka industrial area can be concluded to be by following per under Islamic Business Ethics. This is by following per under the Principles of Business Ethics and Responsibility in Islamic Business Ethics and the characteristics that have been exemplified by the Prophet Muhammad, namely honest, can be trusted, convey, and smart.

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