

Implementation of the utilization of PT Nestle's Corporate Social Responsibility (CSR) funds at public elementary school Srengsem 1 Bandar Lampung

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Abstract:

Corporate Social Responsibility (CSR) is a company's concern for the interests of other parties more broadly, not just the interests of the company itself. For companies that consistently implement CSR in their activities, in the long term they will benefit in the form of trust from their stakeholders. The purpose of this study was to determine the CSR contribution of PT Nestle Srengsem Bandar Lampung to education at the State Elementary School 1 Srengsem Bandar Lampung. The results of this study show that there are various types of company contributions, so PT Nestle in the field of education, namely the focus on nutrition, the focus on the environment and the focus on physical activity.

Keywords: Corporate Social Responsibility; benefits and impacts; education.

Introduction

National development is a change that is carried out in a comprehensive, planned, and directed manner to achieve a balance of community needs (Budianta, 2010). One that can meet human needs is the company. The company is a legal entity which is represented by an organization or management in a legal act. The company brings material benefits to anyone who manages to move and use it, and has a big role in creating national economic stability, this can be seen in the company's role in providing income to both central and regional governments (Multazim et al., 2020). So that it does not rule out the possibility of causing errors and omissions that must be accounted for including responsibility in the meaning of responsibility or moral or ethical responsibility developed in the form of corporate social responsibility (Corporate Social Responsibility) (Fatmawatie, 2015).

Corporate Social Responsibility is a set of organizational obligations to protect and promote the community in which the organization is located. The CSR (Corporate Social Responsibility) program is one of the obligations that must be carried out by companies in accordance with the contents of article 74 of the new Limited Liability Company Law (UUPT) (Zariansah, 2019). Theoretically, CSR is the core of business ethics, where a company not only has economic and legal obligations to shareholders, but the company also has obligations to other interested parties. So CSR shows the company's concern for the interests of other parties more broadly, not just the interests of the company itself. CSR itself refers to all relationships that occur between companies and customers, employees, communities, investors, governments, and suppliers as well as their own competitors (Sari & Rani, 2015).

For companies that consistently implement CSR in their activities, in the long term they will benefit in the form of trust from their stakeholders (corporate image) towards the company concerned (Yudiana & Setyono, 2016). The facts show that there is a positive correlation between companies that implement CSR in their business activities in appreciation of the community. Therefore, the implementation of CSR is no longer considered a mere "cost", but as a long-term investment for the company concerned.

There are many companies that have stated that they are committed to doing Corporate Social Responsibility (CSR) by choosing the focus of attention in the field of education. Given that in the world of education there are still problems that the government seems to have yet to solve. Thus, the education sector does and may always require the participation of other parties, such as companies. This case also happened by PT. Nestle. This is based on the concern of PT. Nestle towards the development of the world of education, especially in the Srengsem Elementary School in Bandar Lampung. PT. Nestle is a company engaged in the production and marketing of beverages and food. In this case PT. Nestle contributes to the state elementary school 1 Srengsem Bandar Lampung in the form of company operations.

The implementation of CSR in the education sector actually does not have a specific regulation that requires companies to provide support in this sector. If there is a spirit of the government to utilize the potential of CSR to improve education, nothing more than an appeal (Noor et al., 2020). The determination of the implementation of CSR for development support as well as the forms of implementation chosen are fully submitted according to company policies, as long as they are in an effort to support government programs. Regardless of the implementation of CSR utilization in education. CSR is a factor of financing standards which are included in 8 educational standards, namely 1. Content standards 2. Process standards 3. Graduate competency standards 4. Educators and education staff standards 5. Facilities and infrastructure standards 6. Management standards 7. Financing standards 8. Educational assessment standards (Gustini et al., 2017). Based on the explanation and the existing phenomena, the researcher wants to examine the "Contribution of Corporate Social Responsibility (CSR) of PT Nestle Srengsem Bandar Lampung to Education at the State Elementary School I Srengsem Bandar Lampung".

The school is a place to develop expertise, hone skills, create products for the community, and nurture individual potential and entry points for the next generation of academic excellence. Schools play an essential role in shaping and developing the potential possessed by students. In developing the potentials of students, quality education must be created. With quality education, education produces likely young workers who are tough and ready to compete in the world community (Fadli et al., 2019). In addition to being able to satisfy customers, an educational institution must understand the concept of Total Quality Management.

Methods

The method used in this research is a qualitative approach to describe the problem and focus of the research. This research was conducted at PT. Nestle. The research data used are primary data research and secondary data. Primary data is the public relations and cooperation section, while secondary data is in the form of documents, photos, and books that are linked in the research. The techniques used in this research are observation, interviews and documentation.

Results and Discussion

The company's Corporate Social Responsibility (CSR) is carried out with the aim of changing people's behaviour (behavioural changes) in a particular issue. CSR can be seen as a help in the form of labor recruitment and employing the surrounding community, especially with the existence of job competition among school graduates. (Soegoto, 2013). There will be an increase in the possibility of asking the company's CSR policy on the recruitment of potential workers, so having a comprehensive policy will be an added value for the company. CSR can also be used to create a comfortable working atmosphere among staff, especially if they can be involved in salary allowances and fundraising activities or volunteer.

According to The World Bank Institute, one of the main components of CSR is the leadership development and education (Permana, n.d.). Education is one of the keys to sustainable development and pro-poor growth, so the business world can make an important contribution in providing access to quality education (Ayu et al., 2019).

The world of education cannot run alone, so there needs to be cooperation between companies, employees and the government, which is packaged through programs. This CSR program is one of the educational strategies and human resource development that integrates students with various scientific backgrounds from college with productive work experience (work-based learning or work-integrated learning) so that students can discover and experience for themselves what is called the world of work (Permana, n.d.). Based on the results of interviews with Nestle that PT Nestle Srengsem Bandar Lampung has contributed to the field of education because for him educational institutions get attention that will make students with quality and character. by supporting the needs of schools means the company has supported the progress of this country.

The contribution given by the company PT Nestle at the State Elementary School I Srengsem Bandar Lampung is that it has built educational facilities in schools and restored a healthy and good natural environment and has acquired new skills for students in schools. This was confirmed by an interview at the State Elementary School I Srengsem Bandar Lampung that there were many impacts and benefits felt by the school, such as increasing school facilities and infrastructure, adding tables, chairs, blackboards, and teachers' desks. This has an impact on students' learning activities to be more comfortable and more enthusiastic about going to school. Various types of company contributions, PT Nestle in the field of education, namely focus on nutrition, focus on the environment and focus on physical activity.

Outcomes of Nutrition Focus Achievements Students understand the importance of healthy living principles. The behaviours shown by students are:

1. Students bring healthy food with balanced nutrition from home on a predetermined day, such as on Fridays.
2. Students bring their own drinking water from home
3. Students routinely drink soy milk every 3 months provided at school
4. Students eat porridge together every 4 months
5. The school has a Nestle Healthy Kids (NHK) canteen that sells healthy food
6. The school involves several parents and related stakeholders in an effort to encourage students to consume balanced nutritious food and healthy and safe snacks at school
7. School principals, teachers, school committees and Nestle Health Kids (NHK) canteen facilitators provide counselling about healthy snacks to snack vendors around the school and collaborate with community health centres in supervising the snacks sold in the school canteen.

From the results of the nutrition focus above, it can be explained that students bring their own healthy food supplies with balanced nutrition from home on predetermined days, such as on Fridays every week. The next focus achievement is the focus on personal and environmental hygiene. The results of the achievements are that students understand the importance of the principles of clean living which are practised in:

1. Sorting, managing and utilizing waste.
2. Washing hands with soap and running water after activities outside the classroom and when attending school lessons
3. Examination of nails, hair and teeth carried out by teachers and also Nestle Health Kids (NHK) officers
4. Counseling on toothbrushing practices is carried out every 6 months with community health center officers and Nestle Health Kids (NHK)
5. Students make a wall magazine that contains the application of healthy living.

Based on the results of the focus on personal and environmental hygiene that students can actively choose, manage and utilize waste so that it can be reused as a skill, then wash their hands with soap and running water after every activity and then attend school lessons.

The next focus is physical activity. The results of the physical activity focus are as follows:

1. School residents do morning gymnastics, and swim regularly according to the schedule determined by the school.
2. Students perform physical activities such as sports.
3. Used sports equipment made from recycled waste.

The utilization of PT Nestle's CSR funds for the state elementary school I Srengsem Bandar Lampung is a step that is considered very good, in addition to improving relations for both parties, but also providing benefits for both. There are four benefits obtained by PT Nestle Srengsem Bandar Lampung, namely:

1. The existence of the company can grow and be sustainable and the company will get a positive image from the people of Srengsem.
2. It is easier for companies to gain access to approaches to the community.
3. Companies can maintain quality human resources.
4. Companies can increase product sales and introduce food and beverage products.

The company's involvement in the maintenance and preservation of the environment means that the company participates in efforts to prevent disasters and minimize the impact of disasters caused by environmental damage (Putri et al., 2021). By carrying out social responsibility, the company is expected to not only pursue short-term profits but also contribute to improving the quality of life of the community and the environment (especially the surrounding environment) in the long term (Zaenab & Azis, 2018). From the results of the interview, it can be seen that the purpose of utilizing CSR funds is as a form of good relations between companies and the surrounding environment, by trying to provide mutual benefits and benefits that have been considered through the provisions of the Act.

Conclusion and suggestion

Based on the results of the research that has been carried out, it can be concluded that the Contribution of Corporate Social Responsibility (CSR) of PT Nestle Srengsem Bandar Lampung to Education at the State Elementary School 1 Srengsem Bandar Lampung is to focus on nutrition, focus on the environment and focus on physical activity. As for suggestions for further researchers, the next researcher should study the collaboration between PT Nestle and other fields.

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