

Exploration of Corporate Social Responsibility Activities in Indonesia: Tourism and Creative Economy

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ABSTRACT

The phenomenon of climate change is a global issue that has caught the attention of the government. The problem urges the government to enact various policies that can withstand the rate of climate change. One of the government policies is requiring companies to carry out Corporate Social Responsibility (CSR) activities. This policy has proven to increase investment in green initiatives, sustainability activities, employee training, and local community involvement. This study aims to map the CSR trends undertaken by Go Public companies in Indonesia, especially in the tourism and creative economy sector. This sector was chosen because it has a positive impact on climate change mitigation through investment in sustainable practices. The methodology used in this research is documentation to explore how the CSR of each company has evolved over several years and its trends. The findings of this study reveal the evolution of CSR from a mere philanthropic concept to a core strategy that integrates environmental sustainability, social welfare, and business growth. The implications of this research are expected to provide a more complex view of the direction of CSR development in Indonesia's tourism sector, with regards to policy, business practice, and future research.

Keywords: Climate Change, Corporate Social Responsibility, Sustainability, Capital Market.

ABSTRAK

Fenomena perubahan iklim merupakan isu global yang berhasil menarik perhatian pemerintah. Permasalahan tersebut mendesak pemerintah untuk memberlakukan berbagai kebijakan yang dapat menahan laju perubahan iklim. Salah satu kebijakan pemerintah ialah menyaratkan perusahaan untuk menjalankan aktivitas Corporate Social Responsibility (CSR). Kebijakan ini terbukti meningkatkan investasi dalam inisiatif ramah lingkungan, aktivitas keberlanjutan, pelatihan karyawan, dan keterlibatan masyarakat lokal. Penelitian ini bertujuan untuk memetakan tren CSR yang dilakukan oleh perusahaan Go Public di Indonesia, terutama pada sektor pariwisata dan ekonomi kreatif. Sektor ini dipilih karena memiliki dampak positif terhadap mitigasi perubahan iklim melalui investasi dalam praktik berkelanjutan. Metodologi yang digunakan dalam penelitian ini adalah dokumentasi untuk mengeksplorasi bagaimana perkembangan CSR dari setiap perusahaan selama beberapa tahun dan kecenderungannya. Temuan penelitian ini mengungkapkan evolusi CSR dari sekadar konsep filantropi menjadi strategi inti yang

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mengintegrasikan keberlanjutan lingkungan, kesejahteraan sosial, dan pertumbuhan bisnis. Implikasi dari penelitian ini diharapkan dapat memberikan pandangan yang lebih kompleks tentang arah perkembangan CSR di sektor pariwisata Indonesia, berkaitan dengan kebijakan, praktik bisnis, dan penelitian masa mendatang.

Kata kunci: Perubahan Iklim, Corporate Social Responsibility, Keberlanjutan, Pasar Modal

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INTRODUCTION

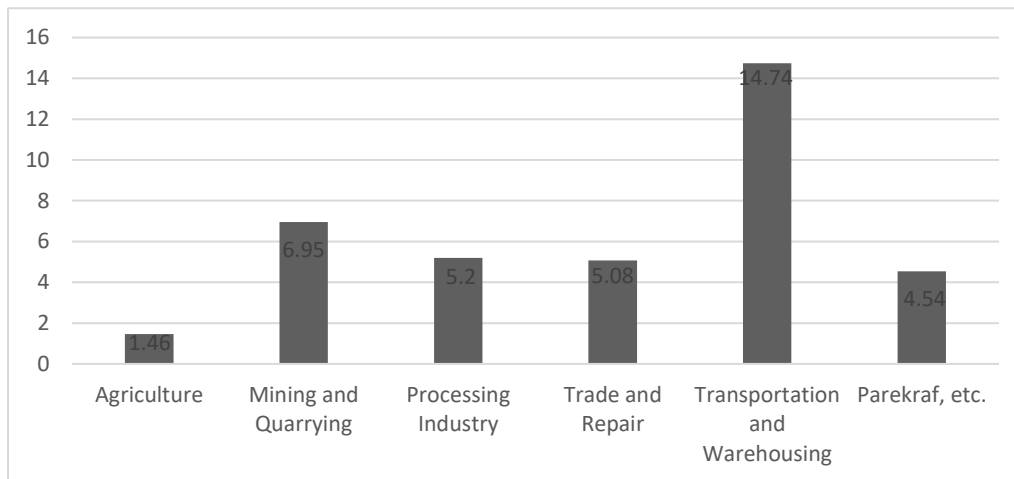
The current condition of the earth is increasingly concerning, various phenomena have occurred and threaten the lives of humans, animals, plants, and even the survival of the earth itself (Ritchie et al., 2022). The Our World in Data report recorded more than 1,000 natural disasters during 2018-2022. This data is reinforced by the EM-DAT Report in 2022 which recorded that 45,000 lives have been lost due to natural disasters each year. The United Nations (UN) stated that one of the biggest threats that society must pay attention to is climate change. A number of previous researchers, such as Forsius et al. (2013); Krause et al. (2019), have proven that climate change can cause pressure on ecosystems that threaten human life, such as extreme weather, reduced sea ice, rising temperatures, drought, and forest fires.

Wu et al. (2023) Companies are part of the world's emissions contributors the Ministry of Energy and Mineral Resources categorizes the four largest emission-contributing industries, namely the energy production industry (46.35%), transportation (26.39%), manufacturing and construction (17.75%), and other sectors (4.63%). The increasingly warming condition of the earth and companies that do not take repressive action have caused the public to become restless and sue the company. These public actions seriously threaten the continuity of the company. According to Handayani et al. (2023), the continuity of the company is highly dependent on stakeholder trust in the company's operations and values. To reduce this restlessness, most companies apply principles based on 3P, namely profit, people, and planet. Thus, companies that are established do not only aim to pursue profit, but also care about the surrounding environment.

One of the programs carried out by companies to show concern for the environment is Corporate Social Responsibility (CSR). This program is run as a form of responsibility to the community and the surrounding environment, for example by providing funds to MSMEs, opening business villages, and others. This program is also strongly supported by the government through the issuance of Law Number 40 of 2007 concerning Limited Liability Companies Article 74 paragraph (1), Government Regulation Number 47 of 2012 concerning Social and Environmental Responsibility, and Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 13 of 2012 concerning the Business World Responsibility Forum in the Implementation of Social Welfare. CSR activities carried out by companies must be reported in the social disclosure report in the annual report. Over the past few years, CSR programs carried out by companies in Indonesia have continued to increase, even reaching more than 900 actors in 2023 (Febrica, 2023). This increase shows that companies are increasingly concerned about environmental issues that have occurred recently.

Several previous researchers have raised the issue of CSR in their research. However, the issues raised only focused on the impact of CSR implementation on the environment (Syarifuddin, 2020; Fukuda & Ouchida, 2020). The second issue that is often raised is the determinant of companies implementing CSR programs (Chen et al., 2018; Hartono, 2018; Feder & Weißenberger., 2021). Unlike previous researchers, this study focuses more on mapping CSR that has been carried out by companies in Indonesia. The purpose of this study is to see the CSR trends carried out by Go Public companies in Indonesia, especially in the tourism and creative economy sectors. Tourism and creative economy is one of the industries that has been intensified by the government over the past few years. In 2023, the tourism sector managed to contribute 4.1% to GDP, plus export activities of creative economy products managed to penetrate 26.46 billion dollars (Kemenparekraf,

2023). However, the Minister of Tourism and Creative Economy also noted that the tourism sector has contributed 8% to the release of carbon emissions in the air. The data shows that the tourism and creative economy sector is one of the industries that is facing an increase in emissions after the pandemic.



Source: BPS (2023)

Figure 1. GDP Growth by Business Field

Researchers consider this sector interesting to study because tourism is an important economic activity that is sensitive to climate and climate change requires rapid action from the creative economy that does not damage the environment (Bigano et al., 2006). In addition, the number of tourism and creative economy companies that go public is still very small. According to the Ministry of Tourism and Creative Economy, the tourism and creative economy industry listed on the Indonesia Stock Exchange (*Bursa Efek Indonesia/BEI*) will only be 8 companies in 2023. This research is also interesting to do because not many previous researchers have raised the tourism and creative economy sector, especially with the theme of CSR. The results of this study are expected to provide a more complex view of the direction of CSR development in the Indonesian tourism sector, related to policies, business practices, and future research.

LITERATURE REVIEW

Stakeholder theory was first introduced by Freeman (2010), stakeholders are groups or individuals who can influence or be influenced by a company in its efforts to realize its goals or activities. A more comprehensive perspective is given by Clarkson (1995) who states that stakeholders are individuals or groups who have claims, ownership, rights and interests in the company's activities in the past, present and future. Referring to these two definitions, one understanding can be drawn that stakeholder theory is a theory that discusses the relationship and trust between company management and its stakeholders in a sustainable manner in realizing the company's goals, namely increasing the company's value and improving the welfare of stakeholders. This theory is often involved in accounting and economic research that involves the concept of corporate responsibility which is greatly influenced by stakeholders. Business sustainability is highly dependent on stakeholder support, the greater the support, the higher the company's responsibility to the environment so that company activities must be adjusted to the demands of interests (Apriliansa, 2019).

A number of previous researchers have involved stakeholder theory in Corporate social responsibility CSR issues. Research conducted by Waheed et al. (2020) shows that the

theory can be practiced and is highly recommended in implementing CSR at several levels in an organization to create a sustainable management system. Other studies also show the same results, namely that stakeholder theory is a useful tool in collecting and evaluating CSR data (Xun, 2013; Kansal & Joshi, 2014; Bridoux et al., 2016). Corporate social responsibility (CSR) activities have been introduced since the 1960s by putting pressure on companies to consider social life more than just seeking economic profit (Carroll, 2010). According to Vogel (2005), companies that implement CSR have no encouragement, demands, or pressure to increase profits. A number of previous researchers have stated that the essence of CSR is doing good to do good so that CSR represents a company's strategy to achieve ethical standards and balance economic, environmental, and social requirements so that it can meet stakeholder expectations (Kurucz, et.al., 2009).

Previous studies have raised the theme of Corporate Social Responsibility (CSR) as their research topic. Fukuda & Ouchida's (2020) research shows that CSR promotion always improves social welfare, but CSR activities have an impact on emission income. This research was rejected by several other studies, such as Azzahra et al. (2024), which showed that CSR can have a positive and significant impact on the environment and organizational performance. Other studies analyze the things that influence a manager or organization to implement CSR. One such study was conducted by Feder & Weißenberger (2021), which showed that there are several things that influence companies in controlling CSR, including stakeholder expectations, perceptions of the importance of CSR, and proactive attitudes. As for research from Chen et al. (2018), which showed that CSR promotion is moderated by consumer responses to various types of CSR so that companies can adjust to stakeholder desires to create the company's image.

The issue of CSR in Indonesia is an interesting thing to study. A number of articles on CSR and sustainability continue to increase from national to international journals. Some researchers have linked CSR, sustainability, and business in different thematic network analyses. Hartono's research (2018) shows that the results of environmental indicator activities and disclosures are still quite low. This is very unfortunate because basically CSR can have a positive impact on society and the environment. Syarifuddin's research (2020) has proven that companies that implement CSR have a positive influence on society through increased income. Haris & Purnomo (2016), the presence of CSR can reduce the impact of environmental damage that has occurred recently. However, CSR practices carried out by companies have not been written transparently in their financial reports. Morales-Parragué et al. (2023), stated that companies still do not have a deep understanding of CSR and are still focused on their own company interests. The previous description shows that CSR is still urgent to study because the threat of climate change is getting worse, but the number of CSR practices is still small.

METHODS

This study involves a qualitative approach with documentation methodology. Sugiyono (2018), describes documentation as a method used to obtain data and information in the form of books, archives, documents, written numbers and images in the form of reports and descriptions that can support research. In this study, this method is used to describe Corporate Social Responsibility (CSR) disclosure data and map the sectors that are widely targeted or carried out by tourism and creative economy companies when implementing CSR programs. The data samples used in this study came from companies in the tourism and creative economy sector in Indonesia that have gone public in 2020-2022. According to the Ministry of Tourism and Creative Economy, in 2022, there were 8 companies listed on the Indonesia Stock Exchange (*Bursa Efek Indonesia/BEI*), namely Jakarta Setiabudi Internasional Tbk, MNC Land, Pembangunan Jaya Ancol Tbk, Mahaka Radio Integra Tbk, Gojek Tokopedia Tbk, PT Mitra Tirta Buwana Tbk, Bersama Zatta Jaya Tbk, and Dyandra Media Internasional Tbk. In this study, researchers used annual reports from each company and several other sources such

as news and official company websites to analyze and map CSR trends carried out in the companies involved.

RESULTS

The tourism and creative economy sector are one of the sectors that contributes to global economic growth by utilizing natural beauty to attract tourists and products produced in the creative economy. This sector has long been developing in Indonesia, but the government's attention to this sector strengthened in the early 21st century. The business process in the tourism and creative economy sector involves various activities such as developing tourist destinations, marketing, managing arts and cultural events, to producing and selling creative products. The income received in this sector generally comes from the sale of products or services, tourism taxes, contributions from the creative industry, and others. In 2023, the tourism and creative economy sector managed to record a contribution of IDR 1300 trillion to Gross Domestic Product (GDP), this sector has a major contribution to Indonesia's economic growth.

Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 4 of 2021 has written that companies involved in the tourism and creative economy sector are companies that provide goods and/or services to meet the needs of tourists and organize tourism and creative sectors that can support the economy. Referring to the regulation, businesses included in the tourism and creative economy sector are hotels, villas, river and lake transportation for tourism, golf course facilities, and others. Until now, there have been 8 tourism and creative economy companies that have gone public that have been successfully recorded by the Ministry of Tourism and Creative Economy. All of these companies have been registered on the Indonesia Stock Exchange (*Bursa Efek Indonesia/BEI*) and have implemented CSR in their companies. The following are detailed data from these companies.

Table 1. Data on Tourism and Creative Economy Companies Registered on the IDX and CSR Documentation Results

Kode	Company Name	IPO Year	CSR Segment	2020	2021	2022
JSPT	Jakarta Setiabudi Internasional Tbk	1998	Environment	-	V	V
			Education	-	-	-
			Health and Safety	V	-	-
			Community Empowerment	-	V	V
KPIG	MNC Land	2000	Environment	V	V	V
			Education	-	V	V
			Health and Safety	V	V	V
			Community Empowerment	-	V	V
PJAA	Pembangunan Jaya Ancol Tbk	2004	Environment	-	V	V
			Education	-	V	V
			Health and Safety	-	V	V
			Community Empowerment	-	V	V
MARI	Mahaka Radio Integra Tbk	2016	Environment	-	-	V
			Education	-	-	-
			Health and Safety	-	-	V
			Community Empowerment	V	V	V
GOTO	GoTo Gojek Tokopedia Tbk	2022	Environment	-	V	V
			Education	-	-	-
			Health and Safety	-	V	V
			Community Empowerment	-	V	V
SOUL	PT Mitra Tirta Buwana Tbk	2023	Environment	-	-	-
			Education	-	-	-
			Health and Safety	-	-	-
			Community Empowerment	-	-	-
ZATA	Bersama Zatta Jaya Tbk	2022	Environment	V	V	V
			Education	-	-	-
			Health and Safety	V	V	V
			Community Empowerment	V	V	V
DYAN		2013	Environment	V	V	V

Dyandra Media International Tbk	Education	-	-	-
	Health and Safety	V	V	V
	Community Empowerment	V	V	V

Corporate Social Responsibility (CSR) data from each company was obtained from the documentation of the company's annual report published on the official website of the Indonesia Stock Exchange or the official website of each company. The reports used were reports from 2020 to 2022 because several companies had just entered IPO and reported CSR in that year. In addition, researchers divided the CSR fields into four main categories, namely Environment, Education, Occupational Health and Safety, and Community Empowerment. These four segments were chosen because these fields are some of the most common areas for CSR by companies.

Referring to the table above, in 2020 not many companies participated in the CSR program. This program began to be widely practiced in 2021 and the number tended to be the same in the following period. Based on the number, the CSR segment that was contributed the most by the company was Community Empowerment at 70.83%, followed by the Environment at 66%, Occupational Health and Safety at 62.5%, and Education at 16%.

DISCUSSION

Corporate Social Responsibility is a concept or action taken by a company as a sense of corporate responsibility towards social, environmental, and economic matters. CSR is an important part of corporate policy and covers various aspects, such as the environment, education, occupational health and safety, and the environment. Companies that implement CSR are expected to have a positive impact on the environment, society, and various aspects of life and improve community welfare. Data shows that seven of the total tourism and creative economy companies have carried out programs to improve environmental quality by reducing GHG emissions and initiatives for managing waste produced by the company. MNC Land, together with Zatta Jaya Tbk, and Dyandra Media International Tbk have been carrying out CSR in the Environmental sector since 2020, while other companies except PT Mitra Tirta Buwana Tbk tend to only carry out this CSR in 2021.

CSR activities in the environmental sector are carried out by PT Jakarta Setiabudi Internasional Tbk in the form of the Soap for Hope program at Puspadi Bali (2021), cleaning the Inspeksi Road area, Semarang (2021), Planting Trees and Ornamental Plants behind Lawang Sewu (2021), Planting Trees in the Inspeksi Road area, behind the POP! Pemuda Semarang hotel (2021), making pens from recycled materials at POP! Pemuda Semarang (2021), and conducting the #GreenJogja & #CleanJogja campaigns (2022).

MNC Land implemented CSR programs in the environmental sector by managing materials, energy, and water conservation in the internal environment in 2020. Then, in 2021 and 2022, the company focused more on creating a greener environment, energy efficiency, and initiatives to use environmentally friendly materials. The third company, Pembangunan Jaya Ancol Tbk, implemented CSR in this sector through the implementation of several programs, such as Teens Go Green, Ancol Sayang Lingkungan, to carrying out cooperation programs such as KEHATI, WWF Indonesia, Transformasi Indonesia and so on. The next company, Mahaka Radio Integra Tbk, did not talk much about the CSR programs it had implemented, but in its annual report it was written that throughout 2022 the company had carried out various programs such as providing separate waste disposal sites, energy efficiency programs, and Eco-Friendly Offices.

The fifth company, GoTo Gojek Tokopedia Tbk, is committed to meeting zero emissions, zero waste, and zero barriers. This commitment is realized by adopting electric motors that can reduce the carbon footprint. The next company, Bersama Zatta Jaya Tbk, realized CSR in the environmental sector by planting trees and holding a Junior Camp to teach children about the importance of nature. The last company, Dyandra Media

International Tbk, implemented CSR in this sector by reducing the use of plastic, saving on the use of paper and tissues, and adding green areas in the office environment through planting land in Taman Bentara Budaya Jakarta.

Referring to stakeholder theory, companies must consider the interests and impacts of various parties involved or interested in company activities, such as society, consumers, government, and employees. The tourism and creative economy sector companies above carry out CSR activities in the environmental sector because of the desire to meet the expectations of various parties involved. The implementation of CSR in this sector can also strengthen the sustainability of the company in the future, comply with environmental regulations, maintain employee welfare, and create a more beautiful environment (Ardiansyah & Alnoor, 2024).

The aspect of education as a representation of the people dimension is still rarely carried out by tourism and creative economy companies. There are two of all tourism and creative economy companies that have contribution programs to the world of education in Indonesia, namely MNC Land and Pembangunan Jaya Ancol Tbk. CSR activities in this sector are carried out by Pembangunan Jaya Ancol Tbk by providing access to free Junior High School level education for the underprivileged community. This program has been implemented since 2004 and has graduated 547 students to date. Meanwhile, CSR activities in the field of education have been implemented by MNC Land through various programs, including MNC Land with MNC Peduli: Smart Generation for the Nation's Children in 2021 and

The interests recognized in stakeholder theory can affect a company's reputation. Contributions to the world of education will create a good image of the company, thereby affecting relations with stakeholders. Companies are also required to follow ethical and responsible business practices towards the community. Thus, there are two reasons why tourism and creative economy companies implement CSR in the field of education. First, the company has realized the importance of education for the community. Second, the company wants to meet stakeholder expectations so that public trust in the company continues to increase. This is in line with research by Pamungkas et al. (2024), which states that contributions to society can improve the company's good image.

The health and safety aspect as a representation of the people dimension also plays an important role in the sustainability of the company. Seven of the entire tourism and creative economy companies already have health and safety programs for both employees and the surrounding community. Most companies focus more on the health and safety of employees, for example Goto which maintains health and safety standards by providing facilities that support safety. Other companies also do the same, such as providing socialization of work safety programs, providing health insurance, social security, leave rights, holiday allowances, and conducting regular medical check-ups.

However, there are also companies that pay attention to the health and safety sector in the community. For example, MNC Land carries out various programs that can support health in the community by donating blood, providing fluids and spraying disinfectants for residents of Watesjaya Village, Bogor, as well as free health check-ups for pregnant women, children, and toddlers in Watesjaya Village, Bogor

In stakeholder theory, parties interested in the company do not only come from external parties, but also from internal parties such as employees. Employees who have high work motivation tend to increase productivity and generate high profits for the company. Therefore, the company has a high focus on improving the welfare of its employees by carrying out CSR in the field of occupational health and safety. In addition, the reason the company carries out CSR in this field in the community environment is motivated by the motive of awareness of the importance of public health and the desire to create positive relationships with the general public. With the trust of the community, companies tend to have a good image and gain public trust (Ardhana et al., 2024).

The aspect of community empowerment as a representation of the people dimension also plays an important role in the sustainability of the company (Stahl et al., 2020; Handoko et al., 2023). Seven of the total tourism and creative economy companies

already have Community Empowerment programs for both employees and the surrounding community. CSR activities in this field are carried out by PT Jakarta Setiabudi Internasional Tbk through various activities, including; Providing housing and business space for the community and business activities in the real estate and property sectors where the company is located; providing accommodation for tourists and business travelers; supporting Indonesia's economic recovery through tourism activities that are being pursued by the government; contribute to regional economic activities from community business activities that support the activities of residents, guests, and tenants in residential, hotel, and property businesses managed by the company; and open up job opportunities for communities around the company's business units and provide revolving benefits to the local economy.

CSR in this field is also practiced by the MNC Land company through various programs that can accelerate the acceleration of the Sustainable Development Goals (SDGs 2030), especially point 1, namely No Poverty, point 3, namely Healthy and Prosperous Life, and point 10, namely Reducing Inequality. These programs are in the form of donations for Ramadan activities, donations of sacrificial animals, dental, eye, and oral health checks for young children, PMI Month Fund assistance, BIAN Program (National Child Immunization Month), Vaccination Program and Batik Exhibition at Oakwood Hotel and One East Penthouse Residence, and Donations for the Mizan Amanah Orphanage & Dhuafa in Yogyakarta.

CSR activities in the field of community empowerment can also be seen in the annual report of the Mahaka Radio Integra Tbk Company which records various social programs that have been carried out during one period. The programs include providing assistance for the Cianjur earthquake, the Idul Adha Happiness Program by donating sacrificial animals to 13 cities in Indonesia, implementing the Republika Online CSR Award, the Islamic Congress for Indonesia, and the 2022 Republika Sharia Award to encourage industry players to maximize the potential of the Islamic economy and finance.

Other companies also carry out this CSR to empower the community with their respective programs. Pembangunan Jaya Ancol Tbk carries out CSR activities in this field by assisting women's empowerment through culinary entrepreneurs who join the Green Community Center. The company Bersama Zatta Jaya Tbk and Dyandra Media International Tbk carry out this CSR by distributing food to the community, distributing qurban throughout the country, providing mass circumcisions, distributing KM97 mukena, Cianjur disaster relief, Junior Camp, and many more.

According to stakeholder theory, companies have responsibilities to various stakeholders, including the surrounding community. Community empowerment is a form of corporate social responsibility (CSR) that can be carried out by tourism and creative economy companies. There are several reasons why tourism and creative economy companies carry out CSR activities in the field of empowerment. First, improving the welfare of the surrounding community. Community empowerment can improve the quality of life of the community, such as increasing income, health, education, and skills. This will certainly have a positive impact on tourism and creative economy companies, because prosperous communities will become loyal consumers. Second, creating a conducive environment for business. Community empowerment can help create a conducive environment for business, such as reducing social conflict, increasing security, and increasing community support for the company. Finally, improving the company's reputation. CSR activities carried out by the company can improve the company's reputation in the eyes of the community, both domestically and abroad. This can increase public trust in the company so that it can increase the company's sales and profits.

The mapping results in this study, it can be seen that most of the tourism and creative economy company CSR trends are in the fields of Community Empowerment, Environment, and Occupational Health and Safety. Researchers see that these three fields are more widely chosen by companies compared to education. Researchers see that companies are trying to meet the expectations of the community and stakeholders. In stakeholder theory, this happens because stakeholders have a great influence on the

company so that in order to continue the sustainability of the business, the company must respond to the needs of society and the natural environment. Seeing the success of the programs implemented by tourism and creative economy companies, researchers conclude that these three CSR areas will remain a trend for tourism and creative economy companies in the future.

CONCLUSION

The tourism and creative economy sector, is an interesting sector to study in the context of CSR because it has great potential to influence the environment and has a significant impact on the national economy. To date, seven out of eight companies have carried out CSR activities well. Based on the mapping results, the area that received the most contribution was community empowerment. This can happen because the company's awareness of the importance of the social environment continues to increase and the company also wants a good reputation from the community. This study has limitations in data collection because not all tourism and creative economy companies listed on the Indonesia Stock Exchange (*Bursa Efek Indonesia/BEI*) disclose their CSR activities in their annual reports. In addition, the research time is also limited so that the data involved in this study only includes data from 2020 to 2022. In the context of CSR, it is important to identify long-term trends that may require longer observations. Further research can complement the above research by analyzing the impact of CSR programs carried out by the tourism and creative economy industry. In addition, further research can also conduct a more in-depth analysis of the level of transparency of CSR reporting of these companies, including the extent to which they disclose more relevant information in their other outputs, such as websites and news articles.

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