

Corporate Social Responsibility Strategy in Maintaining Culinary Company Image Case Study of Waroeng Steak and Shake Purwokerto Branch

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ABSTRACT

Corporate Social Responsibility (CSR) is an action carried out by the company in accordance with the company's capabilities as a form of responsibility for the community and the environment around the company. The purpose of this research is to find out how the implementation of Corporate Social Responsibility in maintaining the company's image at Waroeng Steak and Shake Purwokerto Branch. This research is field research with a qualitative descriptive approach. Data collection techniques using observation, interviews, and documentation. Meanwhile, data analysis was carried out by data reduction, presentation, and drawing conclusions. The technique of examining the data in this study used the triangulation method. Based on the results of the research conducted, it can be concluded that the implementation of the Corporate Social Responsibility program can maintain the Company's Image at Waroeng Steak and Shake Purwokerto Branch through the strategy of establishing communication and friendship.

Keywords: Corporate Social Responsibility, Corporate Image, Culinary

ABSTRAK

Corporate Social Responsibility (CSR) adalah sebuah tindakan yang dilaksanakan perusahaan sesuai dengan kemampuan perusahaan sebagai bentuk tanggung jawab bagi masyarakat serta lingkungan yang ada di sekitar perusahaan. Adapun tujuan dari penelitian ini adalah untuk mengetahui bagaimana implementasi Corporate Social Responsibility dalam mempertahankan citra perusahaan pada Waroeng Steak and Shake Cabang Purwokerto. Penelitian ini merupakan penelitian lapangan dengan pendekatan deskriptif kualitatif. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Sedangkan analisis data dilakukan dengan reduksi data, penyajian, dan penarikan kesimpulan. Teknik pemeriksaan data pada penelitian ini menggunakan metode triangulasi. Berdasarkan hasil penelitian yang dilakukan, dapat disimpulkan bahwa implementasi program Corporate Social Responsibility dapat mempertahankan Citra Perusahaan di Waroeng Steak and Shake Cabang Purwokerto melalui strategi menjalin komunikasi dan silaturahmi.

Kata kunci: Tanggung jawab sosial perusahaan, Citra Perusahaan, Kuliner

INTRODUCTION

Stakeholders are a group of people or a group with a little or a lot to do, which is influenced by behavior in a company or organization. They are a group of people who

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are affected by the performance of an organization or company and are also influenced by the commitment of an organization or company to social responsibility (Darmawan, 2020; Pusparani, 2021; Badrianto & Ekhsan, 2021). CSR/corporate social responsibility means one of the obligations that must be carried out by every company to move in a predetermined manner, so that the interests and needs of the company or external/outside parties are met. Corporate Social Responsibility (CSR) also has another definition, namely a responsibility for each company to be able to place itself on the needs and support of stakeholders in relation to ethical, social and environmental issues as well as economics (Orts & Strudler, 2002; Wangke, 2019).

The main goal of stakeholder theory is to help business owners understand the stakeholder environment and manage relationships within the environment more efficiently. The broader aim of stakeholder theory is to help business owners add value to their activities and minimize harm to their stakeholders. Thus, stakeholders are internal and external parties, such as the government, competing companies, surrounding communities, the international environment, institutions outside the company (NGOs and the like), environmental watchdog institutions, company workers, minorities, and so on whose existence greatly influences and influenced by the company. For this reason, companies should maintain their reputation, namely by shifting the pattern of orientation (goals) which was originally measured solely by economic measurements which tended to be shareholder orientation, towards taking into account social factors as a form of concern and alignment with social problems (stakeholder orientation) (Sari, 2012). The inclusion of a CSR/corporate social responsibility program is one of the business strategies of an organization or company to protect and increase competitive energy through the company's reputation or image. Currently, the next challenge is how all related parties have an intensity of commitment and work together to implement social responsibility programs in carrying out their service to the community (Branco & Rodrigues, 2006).

In this era, various kinds of businesses and companies experienced rapid development, even in the food business sector. For example, the food business Waroeng Steak and Shake, Purwokerto Branch, is a culinary business owned by Mr Jody and Mrs Aniek (his wife) (Table 1). Waroeng Steak and Shake or commonly known as WS stands on Jalan Cendrawasih No.3. Yogyakarta in 2000. Finally in 2021 Waroeng Steak and Shake has 150 Waroeng Steak and Shake outlet branches in major cities in Indonesia including Java, Bali and Sumatra. For the Central Java area itself, Waroeng Steak and Shake currently has 13 outlets. One of them is located on Jl. MT Haryono No. 3 A, East Purwokerto which was established on February 26 2015, led by outlet manager Mr. Hafidin with 10 employees.

Table 1. Sales Data of Waroeng Steak and Shake Purwokerto Branch

No	Year	Number of Sales (IDR)
1.	2015	4,367,803,187,00
2.	2016	4,158,255,458,00
3.	2017	3,828,107,197,00
4.	2018	3,751,270,581,00
5.	2019	3,871,852,783,00
6.	2020	1,317,978,447,00
7.	2021	2,187,266,649,00

To balance their personal profits, Mr. Jody and Mrs. Aniek also do not forget to prioritize Corporate Social Responsibility/CSR towards the community or surrounding environment as regulated in Law No. 40 of 2007. They started implementing CSR in 2010 with the CSR program carried out namely Waroeng Peduli. Therefore, by implementing the CSR concept, Mr Jody's Waroeng Steak and Shake business has been able to expand and improve from 2000 until now. This is the background to Waroeng Steak and Shake implementing the Corporate Social Responsibility/CSR program in its company.

In the distribution of Waroeng Steak and Shake Purwokerto Branch CSR funds, this is intended for social activities, including distribution in November 2020 for the Pray for Indonesia activity, Kroya Flood IDR 8,038,997, - on April 2, 2021, for participation in the iftar event. at the Fatimatuazzahra Mosque IDR 500,000, - on 3 April 2021 Assistance for the construction of a broken embankment at the Karangpucung Housing Complex IDR 1,500,000, - on 4 April 2021 Funds for Operational Activities of the Opiba Convertible Center & Social Service (Becak) IDR 1,000,000, - on July 5, 2021, for emergency PPKM assistance program activities 1000 basic food packages (20 packages per outlet) IDR 5,154,000, - on October 6, 2021, Construction of the Baiturrahman Banjarnegara Jami Mosque IDR 4,000,000, - on October 7, 2021, Medical assistance for Mr. Warsono's accident (workman) at WS Purwokerto outlet.

By carrying out the Corporate Social Responsibility/Corporate Responsibility program, Waroeng Steak and Shake Purwokerto Branch has obtained a good image/positive image from the local community at Waroeng Steak and Shake Purwokerto Branch. CSR activities have two orientations. The first is from internal activities, namely CSR which is carried out in the form of programs given to employees or employees. Then the second is external activities, namely actions or programs contributed to society that can have a positive impact on the social environment as well as natural and human resources.

LITERATURE REVIEW

Corporate Social Responsibility (CSR) is a concept or action carried out by a company as a sense of corporate responsibility towards society and the surrounding environment where the company is located, such as carrying out activities that can improve the welfare of the surrounding community and protect the environment, providing scholarships for children, capable in the area, funds for maintaining public facilities, donations for building villages/community facilities that are social and useful for the community at large, especially the community around which the company is located.

According to Republic of Indonesia Law No. 40 concerning Limited Liability Companies Article 1 (3) states that what is meant by CSR is "a company's commitment to participate in building a sustainable economy in order to improve the quality of life and the environment which is beneficial for both the company, community and society in general. John Elkington developed three important components in developing corporate sustainability (sustainable development), namely economic growth, environmental protection and social equity which were also initiated by The World Commission on Environment and Development in. It was explained that CSR consists of three focuses, abbreviated as 3P, namely profit, planet and people. Which means that companies do not only seek economic gain (profit), but also need to be concerned about preserving the environment (planet) and the welfare of society (people).

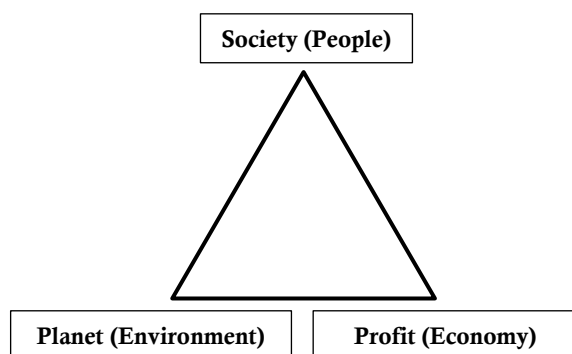


Figure 1. Triple Bottom Line Triple Bottom Line

As expressed by John Elkington above, it can be understood that economic (profit) companies are oriented towards seeking economic profit or profitability which aims to develop their business as a form of corporate responsibility to stakeholders. Environment (planet) The company is concerned with the social environment and the environment which is an aspect of the business operations process, where the company utilizes and processes Natural Resources (SDA) to create sustainability and long-term survival. Social (people) The company has a caring attitude towards human welfare, as well as providing a positive impact on the community around the company's operational environment. The responsibility of freedom of choice in the present may be a responsibility in the future.

Implementing Corporate Social Responsibility is a company's effort to align business strategy with sustainable business implementation for community needs (Székely & Knirsch, 2005; Smith, 2010; Nahda & Harjito, 2011; Supadi & Sudana, 2018). With CSR activities, it is hoped that it can develop and build society in various productive fields and involve the community inside and outside the company, either directly or indirectly (Ardyan et al., 2021). CSR activities have two orientations. The first is from internal activities, namely CSR which is carried out in the form of programs given to employees or employees. Then the second is external activities, namely actions or programs contributed to society that can have a positive impact on the social environment as well as natural and human resources (Chitescu & Lixandru, 2016).

Companies that carry out their social responsibilities consistently will receive broad support from the community who feel the benefits of the various activities they carry out. Implementing a CSR program will improve the company's image and over the long term will accumulate into the company's reputation. So far, the goal of a company being founded is to make a profit. Stakeholder theory is basically a theory about how business works best, and how it can run. Stakeholder theory solves the question of value creation by asking how we can redefine, redesign or reinterpret stakeholder interests so that we can find ways to satisfy stakeholders (Parmar et al., 2010).

Corporate Social Responsibility (CSR) is a form of corporate social responsibility towards society in maintaining the company's image (Kim et al., 2010; Mandina et al., 2014). so that in maintaining this image, Waroeng Steak and Shake Purwokerto Branch carries out various activity programs such as social responsibility programs in economic, social and environmental aspects. This research uses the Triple Bottom Line theory and Stakeholder theory as the theoretical basis for research at Waroeng Steak and Shake, Purwokerto Branch. This theory says that every company has a goal of seeking profit. However, behind success in seeking profits (profit), companies must also pay attention to the environment and the surrounding community (planet). Not only that, by empowering the community, the company can of course maintain its image in the eyes of the public.

This image is formed from the public's perception of how the CSR program is implemented. For this reason, of course the company has a program planning in Corporate Social Responsibility (CSR) that pays attention to the environment and society. From the verse above it can be interpreted that Islam is a religion that prioritizes the importance of social values in society rather than just turning our faces to the west and east in prayer. Without ignoring the importance of prayer in Islam, the Koran integrates the meaning and purpose of prayer with social values. In addition to providing the value of faith in the form of faith in Allah SWT, His Book, and the Day of Judgment, the Qur'an emphasizes that this faith is imperfect if it is not accompanied by social practices in the form of care and service to relatives, orphans, poor people and travelers and guaranteeing welfare of those in need. Apart from that, implementing CSR in Islam is also an effort to reduce social problems that occur in society by encouraging community productivity and maintaining a balanced distribution of wealth in society.

RESEARCH METHODS

Qualitative research methods are research procedures that use descriptive data that describes the nature of something that is taking place at the time the research is carried out and examines the causes of certain symptoms. Qualitative research methods in

research reports will contain data quotations to provide an overview of the presentation of the report. This data may come from interview scripts, field notes, photos, videotapes, personal documents, notes or memos, as well as other official documentation. Data analysis techniques are used to accumulate and reduce all primary and secondary data and then draw a conclusion. The author uses the Miles and Huberman model which suggests that activities in qualitative data analysis are carried out interactively and continue continuously until completion, so that the data is saturated. Data triangulation is used as a process of strengthening the degree of trust (credibility/validity) and consistency (reliability) of data, and is also useful as a tool for field data analysis.

RESULTS AND DISCUSSION

After going through the pre-field and field work stages, researchers obtained data regarding Corporate Social Responsibility (CSR) in maintaining the company's image. This research focuses on the strategy and process of Corporate Social Responsibility (CSR) in maintaining the company image at Waroeng Steak and Shake Purwokerto Branch. Corporate Social Responsibility (CSR) is considered a good step for companies to maintain and maintain their image in the business world. CSR is expected to be able to create a positive image for consumers so that they remain loyal to the product and believe in the company's credibility. One of the CSR strategies carried out at Waroeng Steak and Shake Purwokerto Branch in maintaining the company's reputation is the Waroeng Cares program. Waroeng Peduli itself is a program carried out by Waroeng Steak and Shake Purwokerto Branch as a form of responsibility towards the social environment.

Corporate Social Responsibility (CSR) at Waroeng Steak and Shake with the Waroeng Peduli program, the company's image can be raised. Because the Waroeng Cares program itself is included in Waroeng Steak and Shake's vision and mission in economic development and environmental development in Purwokerto and its surroundings. And for the running of the CSR program, the funds come from the company's profit/profit allowance and donations from Waroeng Steak and Shake consumers. And it cannot be separated from the support of the people of Purwokerto and its surroundings.

Waroeng Steak and Shake CSR program Emergency PPKM assistance is also a Corporate Social Responsibility (CSR) initiative of PT. Waroeng Steak Indonesia which is provided to communities affected by the Covid-19 Pandemic, Corporate Social Responsibility (CSR) Program through the assistance program for building the Baitturahman Mosque. Assistance with Corporate Social Responsibility (CSR) initiatives Waroeng Steak And Shake Purwokerto Branch also with work safety services, Service assistance Health Initiative assistance was also provided by Waroeng Steak And Shake, Purwokerto Branch, during the joint fasting participation at the 73 Fatimatuzzahro Mosque and Operational activities for the Converts Center & Opiba (Becak) Corporate Social Responsibility (CSR) initiative assistance, Waroeng Steak And Shake, Purwokerto Branch with natural disaster assistance in the Croatian flood.

Waroeng Steak and Shake Purwokerto Branch's Corporate Social Responsibility (CSR) strategy is to maintain the company's image by going directly to the target community by establishing effective communication. From the analysis above, it can be concluded that the Corporate Social Responsibility (CSR) strategy in maintaining the corporate image of Waroeng Steak and Shake Purwokerto Branch is to establish communication and friendship by going directly to the target community to provide initiative assistance. A good company image is very important for the continuity of a company, because it will affect all elements in the company.

- a) A positive image makes it easier for the company to communicate and achieve goals effectively.
- b) As a filter that influences perceptions of company activities.
- c) As a function of consumer experience and expectations regarding the company's service quality.
- d) Has an important influence on management or internal impact

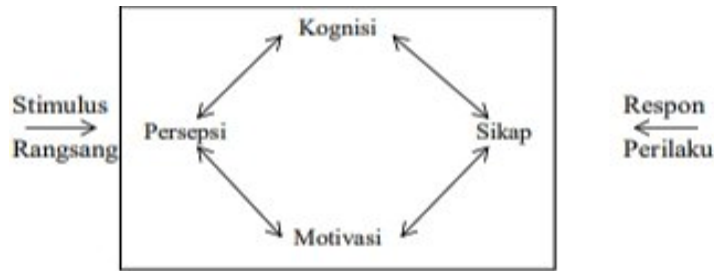


Figure 2. Company Image Formation

From Figure 2, it can be explained that a stimulus is a stimulus that is given and then processed through a mindset about something that is believed to influence their perception, motivation, and attitude so that it ultimately produces an output in the form of a response or establishing good communication is a form of applying the method of the stimulus. Waroeng Steak and Shake Purwokerto Branch provides Corporate Social Responsibility (CSR) by consistently visiting communities that meet the target directly to build relationships with the surrounding community, especially those in the Purwokerto area and its surroundings. Waroeng Steak and Shake Purwokerto Branch's Corporate Social Responsibility (CSR) initiative assistance includes natural disasters, health, emergency PPKM assistance, and social service.

CONCLUSION

Waroeng Steak and Shake Purwokerto Branch's Corporate Social Responsibility (CSR) strategy in maintaining the company's image is to establish good communication and friendship with the people of Purwokerto and its surroundings. By going directly to the field or to the community and communicating well what can be helped and what the people of Purwokerto and its surroundings need. Corporate Social Responsibility (CSR) as a stimulus that will give rise to the perception that the company has carried out its duties well and helped the environment, it produces cognition that will always be remembered by the community, then it will give rise to an attitude in the form of acceptance, and community motivation will emerge in the form of support for operations of Waroeng Steak And Shake Purwokerto Branch, it can be confirmed that in the strategy of maintaining the company image through the Waroeng Peduli program using effective communication, it is very effective in maintaining the corporate image of Waroeng Steak And Shake Purwokerto Branch, because indirectly the response given by the community by inviting Journalists or mass media can be a source of information for the public regarding the Corporate Social Responsibility (CSR) of Waroeng Steak And Shake Purwokerto Branch in carrying out the functions of the Waroeng Peduli program properly and correctly.

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