

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM PT. HOLCIM INDONESIA TBK CILACAP PLANT ON PUBLIC ATTITUDES IN THE DISTRICT OF SOUTH CILACAP 2014

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ABSTRACT

PT. Holcim Indonesia Tbk Cilacap Plant contributed to society by implementing CSR program "Posdaya". This research aims to analyze the influence of Corporate Social Responsibility (CSR) Program on public attitudes in the District of South Cilacap. This research uses quantitative methods. The samples in this research are 86 respondent recipients in the Posdaya of South Cilacap. The technique of analysis data used a Manova analysis. The result was obtained Manova test is significant level ($\text{sig}Y_1 = 0,000 < 0,05$), it means there is significant influence of Corporate Social Responsibility (CSR) on public attitudes. This research shows that there are some factors affect people's attitudes forms of CSR programs offered to the community such as the training, motivation, and monitoring of the Holcim. So the attitudes of society in the CSR programs have an impact on the participation of the community.

Keywords: Corporate Social Responsibility (CSR), attitudes, and Posdaya.

A. INTRODUCTION

Recently in Indonesia, many companies are starting to take attention and care for society. Their concern can be as some of assistance and training. As it has been formulated in the *UU Perseroan Terbatas No.40 Tahun 2002 pasal 74 ayat 1 menyebutkan bahwa Perseroan Terbatas yang menjalankan usaha di bidang dan/ atau bersangkutan dengan sumber daya alam wajib menjalankan tanggung jawab sosial dan lingkungannya* (Rudito and Melia, 2013:12). So, that the company is expected to implement the Corporate Social Responsibility (CSR) Program.

PT. Holcim Indonesia Tbk Cilacap Plant is a company which focuses of the cement industry. The company located in around of society and to get the materials Holcim has utilized the natural resources in the Nusakambangan Island. So that, as their responsibility to the so-

ciety, Holcim has implemented CSR programs "Posdaya". Posdaya is family empowerment program. The purpose of Posdaya is to extend the benefit of PT. Holcim Indonesia Tbk Cilacap Plant, by community development and community empowerment. CSR program "Posdaya" is one step for the involvement of companies in optimizing the impact to society. The involvement of companies in CSR programs can make the interaction between companies and society. So the evaluation can be done of attitude of society. The success of CSR programs PT. Holcim Indonesia Tbk Cilacap Plant can be seen from the transformation in the attitude of the society or beneficiaries.

Posdaya program is expected to encourage an appearance of attitudes in knowing and perceiving the assistance then interest to become part of company and has a willingness to be part of the Posdaya program. Moreover,

Posdaya program is expected can give positive attitude about the CSR programs. So the CSR programs can run well and achieve the goals. So, the existence of CSR programs in someplace can determine to change an attitude and act of the people who receive the program indirectly.

The evaluation is expected to develop or improve CSR programs for the future. From the background above, it can be formulated that the problem in this research; does there influences of CSR programs PT. Holcim Indonesia Tbk Cilacap Plant on public attitudes in the District of South Cilacap?

B. THEORETICAL FOUNDATION

1. Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is a commitment and responsibility to the social community of impact that has been caused by the activities of the company on contributes the development and welfare of society. So, the CSR program is expected to minimize the negative impact on society. CSR program is a step to build a positive reputation for the company. So that CSR was made with a good strategy and implemented with long term.

Basically CSR program is different with other charity or funding for the social activities in the surrounding communities. The charity or giving help to the people who performed for CSR activities seem charitable aid. Indeed, CSR is a form of corporate responsibility to the community as an effort to minimize the impact of the company, either sociality or environmental and also make a good relationship with society and the surrounding environment.

Along with the CSR program, Elkington (1997) developed the concept of Triple Bottom Line. This concept explains that the companies which want to do their business continuously; they must pay attention to 3P of profit, people, and planet. Profit means that the company not only pursues income but should watch and help the welfare society (people), along with

contribute in maintaining and preserving the environment (planet).

2. Attitude

The companies which are in around of society will be dealing with the local community. So the company will always interact with the community. The operational activity of company will implicate to the public perception about their response in the existence of the company. Simply, perception is a person's experience of an object or event, which concluded the information or interprets the message.

Community diversity of various individuals with many perceptions can make a result of interpretations from observation of the company. As social beings that always interact with other people, the perception of society in a moment will lead them to be an attitude of society in the existence of company.

Attitude is a form of evaluation or reaction. The attitude in this case is the object of a person attitude on favorable or unfavorable object (Anwar, 2011:5). Basically the attitude has three components namely the cognitive, affective, and conative. The cognitive component is a component that relating to trust someone to object based on the information that has been received. Affective component is a component that is related to a person's feelings and emotions. While the conative component that is a person's tendency to behave in a manner acceptable to the object.

It can be concluded that the attitude is a form of a person's reaction toward what he received and created from the interaction of cognitive, affective, and conative.

C. RESEARCH METHODOLOGY

The researcher uses quantitative methods as a research method. The research used closed questionnaires. The questions in questionnaire were created by an instrument which have been proven the validity and reliability.

This research was conducted in District of

South Cilacap which consist 11 Posdaya. The sample in this research was some of beneficiaries in 11 Posdaya of South Cilacap. Samples were taken with 0.05 and by the formula

$$n = \frac{110}{1 + 110(0,05)^2}$$

this research had 86 respondents as beneficiaries.

The sampling technique used in this research was proportional sampling. Thus, in this takes 7 to 8 members Posdaya in each Posdaya. In this research the independent variable (X) is Corporate Social Responsibility (CSR) Program PT. Holcim Indonesia Tbk Cilacap Plant with indicators of engagement, assessment, plant of action, action and facilitation, evaluation and termination. While the dependent variables (Y) is the attitudes of society in the District of South Cilacap with indicators is a cognitive, affective, and conative.

The analysis data used in this research was Manova analysis. Calculation of data analysis in this research used computer program SPSS 16.00 for Windows. In this research, a Manova analysis testing is examines the influence of CSR programs on public attitudes.

D. RESULT AND DISCUSSION

Based on the hypothesis testing, the influence of CSR programs on public attitudes explains the p-value (sig) attitude variable is $0,032 < 0,05$ then H_0 is rejected. The H_0 is rejected if the p-value (Sig) $< 0,05$. So that, it can mean that there are differences in people's attitudes in terms of CSR programs category less, enough, and good.

By the results Homogeneity Matrices test obtained test statistic p-value (sig) = 0,001, because p-value (sig) $0,001 < 0,05$ then H_0 is rejected, so it is concluded the variant matrix/covariance of the dependent variable is not same.

The results were obtained Manova analysis (sig Y_{1j}) = 0,000 $< 0,05$ therefore concluded that there are differences in public attitudes caused by CSR. Based on the Manova analysis, the influ-

ence of CSR on attitude (Y_1) has a significance level and it proved that there was a significant influence of CSR program on public attitudes, where higher of CSR program, so the public attitude of is better (positive) for existence of the PT. Holcim Indonesia Tbk Cilacap Plant.

The implementation of CSR "Posdaya" was a step as the contribution of the PT. Holcim Indonesia Tbk Cilacap Plant for society. That was a company's involvement to achieve some impacts in the fields of economics, education, health, and environment. The involvement of company aimed to build positive relationships to the society and provide benefits both of them. The implementation of CSR programs to the community can realize the interaction between the company and the society so that it produced an evaluation of public attitudes. That public attitudes on CSR program is the adjustment toward the CSR programs which affected by the social environment and the willingness to join in CSR programs. The better attitude of society on CSR program can make better the participation in CSR programs.

The attitudes of society in CSR programs will impact to people's active participation in the CSR program. The better of public perception of the program will make higher level of community participation so that the CSR program will run well and achieve the objectives; the increasing of welfare society around the company.

Moreover, the public attitude on CSR is the adjustment of the CSR programs are influenced by the social environment which indicated the willingness of citizen to react in CSR programs. The better role of society on CSR program will make better participation in CSR programs.

This research concluded that there were some factors which influence the society participation in the existence of CSR programs offered by the company to the society such as the training, motivation, and monitoring from the company.

The training, motivation, and monitoring

from the Holcim that held by structured will make significance influence on public attitudes. So with the good control and encouragement from PT. Holcim Indonesia Tbk Cilacap Plant can give high interest and participation on the CSR program.

E. CONCLUSION

Based on the analysis of data and discussion with the title "The Influence of Corporate Social Responsibility (CSR) Program on Public Attitudes in The District of South Cilacap", the researcher concluded that there was a significant influence between CSR programs of PT. Holcim Indonesia Tbk Cilacap Plan on public attitudes in the District of South Cilacap. It means that the more CSR programs which offered to the society will make a better attitude (positive) in the existence of PT. Holcim Indonesia Tbk Ci-

lacap Plant. This research explained that there are some factors that affected to people's attitudes in the forms of CSR programs such as the training, motivation, and monitoring from the Holcim. So that people's attitudes in the CSR program impact on community participation.

Based on the conclusions above, the advice was addressed for further researchers; the research could develop by using other methods, not just questionnaires, such as observation and interviews.

For the company can provide assistance programs to the community which always held a coaching activity intensively, so that it can control what the society needs and increase their of interest and motivation for the program. With a high motivation, the society will be able to support the achievement of the objectives of the programs.

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