



The Role of Corporate Social Responsibility of PT. Antam, Tbk to Small and Medium Enterprises in Improving the Socio-Economy of the Community in Pomalaa District, Kolaka Regency

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ABSTRACT

The purpose of this study is to find out the role of PT Antam, Tbk's Corporate Social Responsibility on Small and Medium Enterprises in improving the socio-economy of the community in Pomaala District, Kolaka Regency and the impact of PT Antam's Corporate Social Responsibility on Small and Medium Enterprises in improving the community's socio-economy. Stakeholder Theory also known as "Stakeholder Theory" is used in this study. In this study, stakeholders are individuals, groups, and/or institutions that have the ability to influence and/or be influenced by the actions of certain organizations. This research method is qualitative research, and the researcher uses a descriptive approach. The informants in this study were determined by purposive sampling, the data in this study were obtained through interviews, observations and documentation studies, the data obtained was then analyzed qualitatively with an interactive model consisting of data reduction, data presentation and conclusion drawn. The results of the study show that PT Antam, Tbk has carried out the role of Corporate Social Responsibility well in Pomalaa District, especially in partnership and nature conservation programs. The development of Small and Medium Enterprises in the region also showed positive results, with increased partner capabilities in packaging, product photography, and digital marketing. This allows the expansion of the Small and Medium Enterprises market outside of Pomalaa. PT Antam, Tbk's CSR activities not only improve the community's economy, but also have a positive impact on the company's image. By effectively managing productivity and costs, PT Antam, Tbk can maximize profits, fulfill economic responsibilities to shareholders, and increase the value of its shares as well as PT. Antam, Tbk accelerates community welfare through the provision of capital, training, and job creation for Small and Medium Enterprises

Keyword: Role, Corporate Social Responsibility, Small and Medium Enterprises, Socio-Economic

INTRODUCTION

Many problems in society are caused by limited knowledge and skills, especially when it comes to meeting daily needs. Ultimately, this results in poverty and unemployment, as well as other social problems. Irham Fahmi defines corporate social responsibility (CSR) as the obligation of management to make decisions and take actions that benefit the community.

this obligation, as well as other obligations of the company to pay taxes accurately and on time.

According to Article 1 Chapter 1 of Law No. 20 of 2008 concerning MSMEs, micro businesses are productive businesses carried out by individuals or individual business entities that meet the criteria set as micro businesses. A small business, also called a medium enterprise, is a stand-alone productive economic venture that is undertaken by an individual or business entity and is not a subsidiary or branch of a medium or large company. Small businesses are also defined as medium-sized businesses. Medium enterprises are businesses carried out by individuals or business entities and are subsidiaries or direct or indirect parts of medium or large companies. It is a business that owns, controls, or is a direct or indirect part of a small business or large business, and has sales proceeds or net worth.

The company is committed to supporting sustainable development and investment in growth and sustainability. Now considered a cost center (cost center) rather than a profit center, CSR should be applied to make social and financial commitments to others as it is part of a long-term business strategy. PT Antam Tbk is located in Pomalaa District, Kolaka Regency, with the aim of creating jobs for the general public and improving the community's economy, thereby increasing the income and welfare of the community as a whole.

METHODS

This research was carried out in the affected areas of PT. Antam, Tbk UBPN Kolaka Regency in Pomalaa District. The selection of this location is based on the consideration that this company has a significant role in the economy and the welfare of the local community. PT Antam Tbk is one of the largest mining companies in Indonesia operating in this area, and has a Corporate Social Responsibility (CSR) program that aims to support the development of small and medium enterprises (SMEs) in the vicinity. Pomalaa District is the right location for this research because of the great potential in assessing the impact of PT Antam Tbk's CSR on the socio-economic improvement of the local community. In addition, the existence of moderately developed SMEs in this region provides an opportunity to measure the effectiveness and contribution of CSR programs in improving community welfare, which is very relevant to the research objectives. Thus, this location was chosen because of its relevance and direct impact on the community around the operations of PT Antam Tbk. This research uses a qualitative approach with a descriptive type, the research informant is determined by

a purposive sampling technique consisting of PT. Antam, Tbk, Community and Small and Medium Business Actors. The data in this study was obtained through interviews, observations and documentation studies, the data obtained was then analyzed qualitatively with an interactive model consisting of data reduction, data presentation and conclusion drawn.

RESULTS AND DISCUSSION

The Role of Corporate Social Responsibility of PT. Antam, Tbk Against Small and Medium Enterprises in Pomalaa District, Kolaka Regency

Corporate social and environmental responsibility has become an important concept in the modern business world, where companies are expected to not only focus on profits, but also make a positive contribution to society and the environment. Based on Article 1 number 3 of the 2007 Limited Liability Company Law, CSR is defined as a company's commitment to participate in sustainable economic development aimed at improving the quality of life and the environment that is beneficial to the company, local communities, and the wider community. This is in line with the Regulation of the Minister of State for SOEs Number Per-S/MBU/2007 which emphasizes that SOEs and companies are responsible for the implementation of CSR, which includes the role of volunteers in overcoming social and environmental problems.

The concept of CSR is often associated with *the Triple Bottom Line* or "Formula 3P", which includes three elements: people, profit, and planet. According to Elkington (2018), companies that implement this concept are not only seeking financial benefits but also seeking to improve social welfare and preserve the environment. Companies such as PT Antam in Pomalaa, through their CSR programs, play a role in supporting local SMEs, which not only strengthens the local economy but also helps to overcome the negative impacts of environmental exploitation.

Furthermore, a study by Smith and Rönnegard (2016) shows that companies committed to CSR can create better relationships with society, which can ultimately improve the company's reputation and long-term performance. Thus, CSR is not only a legal obligation but also an important business strategy for the company's long-term sustainability.

1. People (A Company That Cares About Society And The Surrounding Environment)

The Triple Bottom Line concept emphasizes the importance of corporate social responsibility for the welfare of the communities around its operations. This concept includes

various initiatives designed to improve the quality of life of the community, such as education, health, and local economic development. According to research by Carroll (2016), corporate social responsibility is not only limited to legal compliance, but also involves active contributions in improving the welfare of society.

In this context, companies that implement CSR with a focus on "people" often carry out various programs oriented towards human resource development and community empowerment. For example, PT Antam in Pomalaa through their CSR program not only supports local SMEs, but also provides training and education to the local community, aiming to improve their capabilities and encourage economic independence. This is in line with Elkington's (2018) view that companies must play an active role in overcoming social problems and not only be profit-oriented. In addition, research by Visser (2017) also shows that companies that pay attention to the "people" aspect tend to have better relationships with society, which can ultimately improve the company's reputation and support long-term sustainability. Thus, focusing on the "people" aspect not only provides benefits to the community, but also helps companies build a positive image and maintain their business continuity.

2. Profit (The Company Seeks To Increase Profits For The Company)

The Profit aspect in the concept of Corporate Social Responsibility (CSR) is an important element that supports the company's sustainability. From a CSR perspective, achieving profitability not only means increasing profits financially, but also involves how those profits are generated in a sustainable and responsible way. According to Porter and Kramer (2019), strategic CSR can provide a competitive advantage for companies by creating shared values that have a positive impact on society and the environment. For example, CSR programs that support local SMEs such as those conducted by PT Antam in Pomalaa can improve the company's image and strengthen relationships with stakeholders, which can ultimately increase customer loyalty and open up new market opportunities. Additionally, research by Burke and Logsdon (2017) shows that companies that proactively integrate CSR into their business strategies often experience improvements in operational efficiency and risk reduction, contributing to increased long-term profitability.

Thus, through effective CSR implementation, companies can not only contribute to social development and environmental conservation, but also strengthen their financial

foundation, creating more sustainable and far-reaching profits. Therefore, it is important for companies to understand that the Profit aspect of CSR is not only about achieving financial gains, but also about how those profits are earned in a way that supports economic, social, and environmental sustainability.

3. Planet (The Company's Ability to Preserve Nature/Earth)

In the framework of the Triple Bottom Line, it emphasizes the importance of companies in preserving nature as part of their social responsibility. Excessive exploitation of natural resources without paying attention to environmental sustainability can result in significant ecosystem damage, negatively impacting the quality of human life. Elkington (2018) emphasized that companies that implement TBL must be able to integrate environmental concern into every aspect of their operations. This is not only limited to efforts to mitigate environmental impacts, but also to a proactive long-term strategy in environmental conservation.

Companies such as PT Antam in Pomalaa have shown their commitment to the "Planet" aspect through CSR programs that support local SMEs. This program not only drives the local economy but is also designed to reduce the negative impact of mining activities on the environment. This is in line with the views of Prakash and Potoski (2016) who underline the importance of environmental certification and strict supervision to ensure that the company's activities do not damage the ecosystem. In addition, Dawkins and Lewis (2017) emphasized that companies that focus on environmental sustainability will benefit in the long term, such as increased reputation and trust from the public as well as operational stability.

Awareness of the importance of environmental sustainability needs to be continuously increased among companies, especially those engaged in the extractive sector. The environment is not only a supporting element of business activities but also a determinant of the sustainability of human life. Therefore, environmental conservation strategies must be a priority in the company's CSR policy to ensure the welfare of future generations.

The Influence of Corporate Social Responsibility Activities of PT. Antam, Tbk to Small and Medium Enterprises in Pomalaa District

Corporate Social Responsibility activities have a wide impact that involves various stakeholders. The community, the company, and the surrounding environment are parties directly affected by the Corporate Social Responsibility initiative. In addition, the Corporate Social Responsibility program is also closely related to small and medium enterprises

operating in the ring one area, which is the area closest to the company's location. The influence of Corporate Social Responsibility on Small and Medium Enterprises can be in the form of capacity building, providing access to resources, or creating new business opportunities. Thus, Corporate Social Responsibility not only focuses on social and environmental aspects, but also plays a role in encouraging local economic growth through the empowerment of Small and Medium Enterprises around the company's operational area.

1. Accelerating the Improvement of Community Welfare

CSR that is carried out properly can have a positive impact on various stakeholders, including the surrounding community, small and medium enterprises (SMEs), and the environment. In this context, CSR not only functions as a marketing tool or corporate image, but also as a means to accelerate the improvement of community welfare in the area around the company, especially in areas that are often referred to as "ring one". According to Nurhidayah and Ni'am (2022), the implementation of CSR that is integrated with SME development programs around the company can increase the capacity and competitiveness of SMEs, which in turn will increase people's income and welfare.

This is in line with the concept of shared value put forward by Porter and Kramer (2019), where companies not only provide economic benefits to the community, but also create sustainable shared value. CSR programs such as skills training, empowerment of local businesses, and increasing market access for SME products can be a catalyst in accelerating the process of improving people's welfare. In addition, Suharto (2020) added that CSR that focuses on local economic development can reduce people's dependence on companies, thereby creating stronger independence at the local level. Thus, CSR designed with the interests of various parties in mind and focusing on the development of SMEs can play a significant role in accelerating the improvement of community welfare in the area around the company.

Corporate Social Responsibility activities can achieve many things, one of which is accelerating the improvement of community welfare by focusing on social and economic development of the community. Some of the ways in which Corporate Social Responsibility can accelerate the improvement of people's welfare are through the fields of education, general welfare, and health. However, one part of PT Antam, Tbk's efforts to improve

community welfare through economic development is to provide business capital assistance to small and medium enterprises in the ring of one company.

2. Opening Workspaces and Opportunities to Improve People's Living Standards

Corporate Social Responsibility (CSR) plays an important role in improving people's welfare through the opening of workspaces and opportunities to improve living standards. In its implementation, CSR can open up local job opportunities, which are very valuable for the local community. Recruiting local workers is one of the main strategies used by companies to provide direct benefits to the community. Through this approach, companies not only provide jobs but also strengthen the local economy, which in turn can reduce unemployment and improve the economic well-being of the community (Carroll & Brown, 2018).

In addition, companies can build partnerships with local communities, for example by marketing handicraft products or collaborating on projects that support the local economy. This form of collaboration strengthens the relationship between the company and the community, as well as encourages sustainable local economic growth (Crane et al., 2017). Training and internships are also important components of CSR initiatives. Companies that provide training or internship programs for local students or graduates help improve their skills and competitiveness in the job market. These programs not only provide practical experience but also help participants build professional networks that will be useful for their future careers (Visser & Tolhurst, 2017). Through these approaches, CSR not only serves as a tool to improve the company's reputation, but also as an effective mechanism to empower local communities economically and socially.

3. Creating Jobs and Providing Training

The implementation of Corporate Social Responsibility (CSR) by the company not only plays a role in improving the company's image but also has a significant impact on various stakeholders, including the community, small and medium enterprises, and the surrounding environment. One effective way to support local economic growth is to create jobs and provide training to communities in the areas around the company's operations. In this case, companies can play the role of a catalyst for economic development by providing support to small and medium-sized enterprises through the provision of resources, market access, and business management training, which ultimately helps small and medium-sized enterprises develop and create new jobs (Sen, 2019). In addition, by recruiting local workers, companies

not only reduce the unemployment rate in the area but also strengthen relationships with local communities, creating a sense of belonging and loyalty (Porter & Kramer, 2017).

The importance of training in CSR programs is also recognized as a key element in the development of skills relevant to market needs. The training provided by companies can include technical, entrepreneurship, and business management training that enables people to improve their skills and open up new business opportunities (Singh & Misra, 2017). Thus, CSR programs designed to create jobs and provide training not only increase individual capacity but also strengthen the local economy as a whole. In addition, this strategy also helps the company to build a good reputation and achieve long-term sustainability through harmonious relationships with the local community (Blowfield & Murray, 2019).

4. Improving the Standards of Environmental Problem Solving Education

Corporate Social Responsibility (CSR) activities by PT. Antam, Tbk not only has a positive impact on the surrounding community but also supports the sustainability of small and medium enterprises (SMEs) and maintains environmental sustainability. CSR, which focuses on improving educational standards and solving environmental problems, has an important role in strengthening the company's relationship with the local community. Quality education is the main foundation for the development of superior human resources. Therefore, PT. Antam, Tbk can contribute significantly by providing scholarships to outstanding students from underprivileged families, which is in line with Bowen's (2017) findings that education is the main tool to reduce poverty and improve social mobility. In addition, support for the development of educational infrastructure, such as schools and libraries, can create a more conducive learning environment and improve the accessibility of education in remote areas.

In terms of the environment, PT. Antam, Tbk can focus its efforts on programs that address local environmental problems, such as reforestation and waste management, the importance of environmental responsibility in CSR. With this holistic approach, the company not only fulfills its social responsibility but also supports the creation of long-term value for all stakeholders. These CSR activities, in accordance with the Triple Bottom Line theory, ensure that the company considers its impact not only in economic aspects, but also social and environmental.

CONCLUSION

Based on the results and discussion above, the conclusion that can be drawn in this study is that Corporate Social Responsibility (CSR) plays a crucial role in supporting sustainable development, especially through the implementation of the Triple Bottom Line (People, Profit, Planet) concept. PT Antam in Pomalaa has demonstrated its commitment to CSR by supporting local SMEs, which not only strengthens the local economy but also helps address the environmental impact of mining activities. This approach reflects a balance between social responsibility, profit achievement, and environmental conservation. By implementing CSR effectively, companies can improve their reputation, build better relationships with society, and ensure long-term sustainability. This shows that CSR is not just a legal obligation, but an important business strategy to achieve sustainable success and Corporate Social Responsibility (CSR) of PT. Antam, Tbk has a significant influence on Small and Medium Enterprises (SMEs) in Pomalaa District. The company's CSR program contributes to accelerating the improvement of people's welfare, opening up workspaces, and improving living standards. Through job creation, training, improvement of educational standards, and solving environmental problems, PT. Antam, Tbk not only supports local economic growth but also strengthens relationships with local communities. This holistic approach ensures long-term sustainability for companies, SMEs, and surrounding communities, while preserving the environment.

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