Corporate Social Responsibility Program Implementation through Art Event

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Abstract

The Corporate Social Responsibility program is a program created by a company for people who live around the company or communities that are affected by the existence of the company, the CSR program was created to provide a positive image for the company. Besides, the CSR program is also designed to improve the welfare of the community and the surrounding environment as well as a sense of the company's responsibility towards the various parties involved and those affected either directly or indirectly. So that the CSR program, can improve the company's positive image. The community and stakeholders will give a positive view of the company if the company can be accountable properly to the stakeholders. This study aims to observe the CSR program contained in the Pandanaran Prawirotaman Hotel Yogyakarta, namely to find out how a CSR program is implemented and what benefits the company gets, as well as to find out how reciprocity is from the community to the CSR program carried out by Pandanaran Hotel Prawirotaman Yogyakarta. Data collection using observational techniques, literature study, and interviews are carried out in this study. The results of this study indicates that the CSR program created at Hotel Pandanaran is very much adapted to the location of the hotel in the area where many foreign tourists come. The Pandanaran Hotel Public Relations Team also considers that the CSR program in the form of art activities is one of the gaps and opportunities for the existence of the hotel itself.

Keywords: corporate social responsibility; hotel; arts.

INTRODUCTION

A Public Relations in a company is not only tasked with building and maintaining a positive image of the company, but a Public Relations person is also required to assist the company in carrying out its social and environmental responsibilities. This form of responsibility is packaged through a program called Corporate Social Responsibility (CSR). CSR is a company/organization or business world commitment to contribute to sustainable economic development that also takes into account the social responsibility of a company/organization. This focuses on the balance between attention to aspects in the form of economy, society, and environment (Untung & Hendrik, 2009). Another opinion says that CSR is a commitment that is certainly sustainable in the business world to take ethical actions and

also contribute to the economic development of the local community, this coincides with the improvement of the standard of living of workers and their families (Wibisono, 2007).

As a concept that is becoming popular, Corporate Social Responsibility (CSR) does not yet have commensurate boundaries. Many experts, practitioners, and researchers do not yet have the same definition. John Elkington argues that companies that show their social responsibility will pay attention to the progress of society, especially the surrounding community (people), as well as the environment or the earth (planet), and increase the quality of the company or profit. McWilliam and Siegel define CSR as a series of corporate actions that appear to improve its social product, extending outreach beyond the explicit economic interests of the company, considering that such actions are not required by law. Meanwhile, Maignan and Ferrel define it as business behavior, in which decision making considers social responsibility and gives more balanced attention to the interests of various stakeholders (Tirta, Mursitama, Fadhil, & Iman, 2011).

The Corporate Social Responsibility (CSR) program is a long-term program, although the results of the program are not immediately obtained, this program can generate benefits, namely in the form of a good corporate image in society. Every company must have a CSR program, including the Hospitality Industry. The company's goal in implementing CSR programs is not only to attract public attention but also for the company's survival in the long term. With the existence of a CSR program, companies can help problems faced by the surrounding community, such as community economic development activities by creating or prospering Small and Medium Enterprises (UKM), then activities in the health sector such as providing counseling and medical treatment to the community. CSR programs can also be carried out in the fields of education, socio-culture, or environmental management such as handling waste and managing waste in the surrounding environment. So that the holding of this program can make the company's image good in the eyes of the community.

Another benefit of the CSR program for the Hospitality Industry is that these hotels can win a campaign or competition called the Green Hotel Award. Green Hotel Award is an award given to hotels that have outstanding achievements related to social issues. When a hotel can win the award, of course, it can make the image of the hotel better in the eyes of the public (Satya, 2013). The CSR program has several benefits for the community, such as reducing the unemployment rate in the surrounding environment, helping the community in economic activities, improving public health, as well as increasing the level of education in the community. Apart from having benefits for the environment around the company, the CSR program also has benefits for the company itself, such as raising the company's image in the

eyes of the community, maintaining and improving the company's reputation, and also being able to have good relationships with stakeholders.

One company or agency that has a CSR program, namely Hotel Pandanaran. Hotel Pandanaran is located on Prawirotaman Street, Yogyakarta. The CSR program owned by Hotel Pandanaran is usually held once a month or at certain events such as the Milad Hotel Pandanaran Prawirotaman. The programs implemented by Hotel Pandanaran are various, such as health programs, arts and culture, environmental care, and various other social activities. Hotel Pandanaran can compete and compete with other hotels, one of which is the location of Hotel Pandanaran itself which is adjacent to other hotels. This certainly makes Pandanaran Hotel have to be able to attract guests who are predominantly foreign tourists. But for Pandanaran Hotel itself, what is more, important is being able to socialize and establish closeness with the surrounding community. Because of that, the image of the hotel will also be good in the eyes of the public. For example, by carrying out CSR activities or programs, the Public Relations team will ask permission from people or communities who may have lived in the neighborhood around the Pandanaran Hotel for a long time. This kind of good behavior will make it easier for the Public Relations team or the company to run other programs. One of the programs owned by Hotel Pandanaran is an art program that introduces Yogyakarta's unique culture to tourists. Therefore, the authors are interested in researching the CSR program of Hotel Pandanaran Prawirotaman because, although there are many hotels in Yogyakarta, Hotel Pandanaran can compete with other hotels.

LITERATURE REVIEW

In the literature review section, it is used as an adapter or refers to previous studies. This is done to see whether the research that is currently being carried out is different in terms of the object of research or to continue previous research. Likewise with the methods and theories used. Previous research on CSR Implementation for Community Life Welfare was conducted in an industrial area of PT. BIC Riau islands (Mapisangka, 2009). The research method used is a descriptive method and analytical methods with a cross-sectional approach which aims to describe the influence between corporate social issues, corporate social responsibility goals, and corporate relations programs on community welfare. In this research, PT. BIC Batam is committed to maintaining a balanced relationship with the community and is carried out with a series of social activities that have a positive acceptance by the community (Mapisangka, 2009).

The next research by Yapiter, Sugiarti, and Eriandani (2013), is about the Application of the Principles of Good Corporate Governance (GCG) in the Corporate Social Responsibility Hotel Program in Kupang. This study examines a hotel in Kupang using GCG principles using

interview, observation, and qualitative approaches. This GCG principle is carried out to see the organizational structure, general description and policies carried out by the hotel which shows its uniqueness from other industries through GCG principles.

THEORITICAL REVIEW

Corporate Social Responsibility (CSR) is the commitment of a company or business world to contribute to sustainable economic development by paying attention to corporate social responsibility and emphasizing the balance between attention to economic, social, and environmental aspects (Untung & Hendrik, 2009). According to Suharto (2007), CSR is defined as a business operation that has a commitment which is of course not only for the need to increase the profits of a company financially but also to develop the region's social and economic in a holistic, institutionalized and sustainable manner. Meanwhile, according to Wibisono (2007), Corporate Social Responsibility is the responsibility of a company to stakeholders to be able to behave ethically and minimize negative impacts and maximize positive impacts that include several aspects such as economic, social, and environmental in order to achieve sustainable development goals. From several definitions that have been described above, it can be concluded that Corporate Social Responsibility is a program owned by a company as a form of corporate responsibility towards the surrounding environment where the company is located.

Kotler and Lee provide the formula for "corporate social responsibility is a commitment to improving community well being through discretionary business practices and contributions of corporate resources". In this definition, Kotler and Lee emphasize the word discretionary, which means that CSR activities are solely a voluntary corporate commitment to help improve community welfare and are not business activities that are required by law and legislation such as the obligation to pay taxes or corporate compliance against labor laws. The word discretionary also gives the nuance that companies that carry out CSR activities must be companies that have obeyed the law in conducting their business (Solihin, 2009).

Not only has accomplished social responsibility enabling organizations to display high levels of moral or ethical behavior, but it has also been shown to provide them with instrumental benefits and various types of competitive advantage. Includes things such as superior financial performance, improved reputation, a more motivated workforce, and the ability to attract the desired employees (Salim, 2018). The implementation of CSR must be in the corridor of the company's strategy to achieve the company's basic business objectives. CSR development requires systematic and complex stages. According to Wibisono (2007), there are four stages of CSR, which are:

1. Planning Stage

   This stage consists of three main steps, namely Awareness Building, CSR Assessment, and CSR Manual Building. In addition, there are three program implementation models, namely: (1) Bottom Up Process, a program based on the request of the beneficiaries (2) Top Down Process, a program based on a company survey (3) Participatory, a program designed jointly between the company and the beneficiaries.

2. Implementation Stage

   At this stage, there are several points that are important to note, namely resource organizing, staffing, direction, supervision or controlling, implementation according to plan, and evaluation of the level of goal achievement. The implementation stage consists of three main steps, namely socialization, implementation, and internalization.

3. Evaluation Phase

   The evaluation stage needs to be carried out consistently from time to time to measure the extent to which the effectiveness of CSR implementation. Evaluation can be used to determine the failure and success of a program and can also be done for decision making such as decisions to stop, continue or improve and develop certain aspects of the program that has been implemented.

4. Reporting

   Reporting needs to be done to support an information system, both from the initial planning of the Pandanaran Hotel Public Relations program to be carried out, which has only been running well, it has only reached 80% of the initial planning of the Pandanaran Hotel, for the purposes of the decision-making process and the need for disclosing material and relevant information about the company (Wibisono, 2007).

In addition, according to Wahyudi and Azheri (2008), the application of the form of CSR can be classified into four forms, namely:

   1. The existence of a good work environment management.
   2. Can establish partnerships between companies and communities.
   3. Handling in environmental preservation.
   4. Investment in social terms or what is commonly referred to as a corporate charity activity by providing financial and non-financial support to support business activities in order to provide a positive image.

A hotel is a type of accommodation that can provide lodging and eating and drinking facilities, and other services for general purposes for people who live temporarily, and all of them are also managed professionally (Utama, 2014). Meanwhile, according to Sulastiyono, a hotel is a company that provides food and drink services, as well as facilities for sleeping for

people who are traveling and who can pay the amount that has been determined by each hotel with acceptable services without a special agreement (Sulastiyono, 2006).

RESEARCH METHOD

In this study, researchers used a qualitative descriptive research method. The qualitative research method is a method that is often referred to as a naturalistic research method because the research is carried out in natural conditions without any settings in the research, and does not use a statistical mathematical system in it because this research is more analytical in nature (Kunandar, 2018).

Data collection using observational techniques, literature study, and interviews are carried out in this study. Observation or observation is a technique or way of collecting data by observing the activities that are taking place (Sukmadinata, 2011). Then literature study is a method used to collect data that is directed to searching for data and also information through documents, whether written, photos, images, or electronic documents which can also support the research writing process. Research results will also be more credible if they are supported by existing photographs or academic and artistic papers (Sugiyono, 2005). While the interview is used as a data collection technique and if the researcher wants to conduct a preliminary study to find a problem that must be researched, but also if the researcher wants to know the things of the respondent which are certainly more in-depth (Sugiyono, 2013).

RESULT AND DISCUSSION

Hotel Pandanaran is a hotel located in an area or area that is dominant with tourists from various foreign countries. This hotel is one of the destinations for foreign tourists to visit the Yogyakarta area. From several explanations described above, this hotel has a Corporate Social Responsibility (CSR) program. There is not only one program that is carried out or planned. Several programs are designed and implemented every month. Public Relations practitioners as program makers prioritize this CSR program and are very aware of the CSR program.

The Pandanaran Hotel Public Relations Team considers the CSR program as a gap or opportunity to carry out or facilitate further hotel activities. One of the programs formed is an art program in the form of dances that are held right in front of the hotel. So that foreign tourists can see first-hand the cultural dances in Yogyakarta. As we know, the interest of tourists, especially from foreign countries, will be very dominant in terms of culture. Yogyakarta is well-known as a cultural city that is often the point of view or choice of people for traveling.

The Public Relations Officer of Hotel Pandanaran explained that the CSR program is very helpful in the process or taking place of hotel activities every day. The Pandanaran Hotel Public Relations Team strongly believes that the CSR program is needed by any organization or

company, one of which is the Pandanaran Hotel. Program selection is also carried out by looking at the right time or moment. According to the Public Relations Officer, Hotel Pandanaran analogizes a CSR program as a book, then what the book is made of and what can be done there. From the analogy, it is clear that the search or determination of a program is not carried out carelessly but is based on facts and realities.

The following is the implementation of the Pandanaran Hotel CSR program starting from planning to evaluation:

a. Planning Stage (planning)

    As a form of responsibility towards stakeholders and forming a positive image of the company, Hotel Pandanaran carries out a CSR program known as Artfest. This program is based on the location of Hotel Pandanaran itself which is known as a tourist village, so this is an opportunity for Hotel Pandanaran to attract the attention of tourists. Besides, this program is implemented as an action to support the Pandanaran Hotel for the preservation of local culture and wisdom. In the planning process of the Artfest program, Hotel Pandanaran always sees and chooses the right time to hold the program, for example when the holiday season comes when there are many foreign and local tourists in Yogyakarta. Hotel Pandanaran made careful preparations for two or three months before the program was implemented, this was so that the event could run as expected. Besides, before the program was implemented, Hotel Pandanaran also prepared a permit and invitation letter addressed to several related parties such as RT, RW, Police, and several media for publicity.

b. Implementation Stage

    The Artfest Hotel Pandanaran program is an annual event where this program is held once a year and has become a routine event for the Pandanaran Hotel to attract foreign tourists. In its implementation, the Artfest program features several performances such as bands, traditional dances, traditional musical instruments, and collaborative performances between traditional dance, beatbox, and traditional music. In this program, the Pandanaran Hotel also provides a variety of traditional foods that can be enjoyed free of charge by visitors. Besides, Hotel Pandanaran also invited several related parties such as several young entrepreneurs, the tourism office, and several media.

c. Evaluation Phase

    Based on the presentation of the Pandanaran Hotel Public Relations team, the results of the programs that have been implemented in Hotel Pandanaran start from 100% planning that has been running more or less 80%. This makes every CSR planning

program carried out, especially Artfest, according to the initial plan. But even so, evaluation is still needed to find out whether the Artfest program can increase the number of hotel visitors and local and foreign tourists. After they know and participate in the program.

From some of the explanations above, it can be said that the CSR program is very important in a company, including the Pandanaran Hotel. Then this research is based on the results of interviews with resource persons, namely the Pandanaran Hotel Public Relations team. Then described in writing. Besides, this study also uses several reference sources from books to strengthen the author's argument. Visits or observations are also made to Hotel Pandanaran. The explanation and description above show that the Corporate Social Responsibility (CSR) program implemented by Hotel Pandanaran really depends on how the hotel policy is and where the hotel is located. The appointment of cultural elements is one of the most important considering the location of the hotel which is in a crowded area of foreign tourists who of course feel interested in things related to culture.

CONCLUSION & SUGGESTION

The Pandanaran Hotel Public Relations Team strongly believes that the CSR program is needed by any organization or company, one of which is the Pandanaran Hotel. The CSR program created at Hotel Pandanaran is very much adapted to the location of the hotel in an area where many foreign tourists come. The Pandanaran Hotel Public Relations Team also considers that the CSR program in the form of art activities is one of the gaps and opportunities for the existence of the hotel itself. The appointment of this cultural element is one of the most important after remembering and considering the location of the Pandanaran Hotel.

From several descriptions that have been explained above, Hotel Pandanaran is quite good at implementing CSR programs by selecting elements of the arts as a main program that is implemented within a predetermined period of time. Like the typical Yogyakarta dance introduced to foreign tourists. However, it is best if the Pandanaran Hotel does not only focus on Yogyakarta dances. Many other things can be shown to foreign tourists. For example, introducing musical instruments such as angklung or even the art of wayang and gamelan to increase tourist attraction while introducing Yogyakarta culture.

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