

# Corporate responsibility in implementing CSR during the Covid-19 pandemic

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## ABSTRACT

Corporate social responsibility (CSR) is a form of the company's concern for the company's environment through various activities carried out in the context of conservation, development participation, and various other social responsibilities. This study aims to determine the CSR challenge program and how the solutions that PT. SHRAP Electronics Indonesia do to solve these challenges. The type of research used is descriptive qualitative research, namely qualitative research that describes in detail the portrait of the actual conditions that occurred. Where to explain these conditions using interactive analysis Miles and Huberman. Data collection techniques with in-depth interviews, direct observation and literature study. Interviews were conducted with Research Informants as parties who understand and understand the process of implementing CSR programs that are implemented. The results of this study indicate that the CSR program of PT. SHARP Electronics Indonesia has a positive and significant impact on participation in providing social response programs in the midst of the COVID-19 pandemic so as to create a positive corporate image.

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## Article history

Received 31-03-2022

Revised 14-04-2022

Accepted 09-05-2022

## Keywords

Corporate Social Responsibility

Covid-19

Economic

## 1. Introduction

The emergence of Covid-19, which has been designated a pandemic since March 9 by the World Health Organization, has resulted in hundreds of millions of cases of being infected with the virus and millions of people dying worldwide (Sohrabi et al., 2020). The Covid-19 pandemic has had many impacts on various fields of life, including health, education, and the economy (Hossain et al., 2020). Almost all countries in the world feel the impact of the emergence of this virus and are struggling to minimize or eliminate Covid-19 cases in their countries (Zhaldak, 2021). The impacts caused by the global pandemic are also felt by Indonesia. In the health sector, the level of public health has decreased either due to viral infection, stress, or other factors (Lu & Huh, 2020).

Based on data from the covid-19.go.id page as of 2 November 2021, cases infected with Covid-19 in Indonesia have reached 4.24 million cases and of them as many as 143,000 people died. Then, in the field of education, it also has an impact with the implementation of distance learning policies at all levels of education (Wallace et al., 2020). This policy makes students to study from home and the need for supporting tools, namely gadgets (mobilephones/laptops/computers/tablets) and internet quota. This is a big challenge for students who have economic limitations to have gadgets and the city or area where they live that has minimal signal (Song et al., 2021).

The application of distance learning has the potential to cause learning loss, which is a condition that shows the deterioration of the academic process or the loss of knowledge and skills either in general or in specific due to certain conditions. In the economic field (Shongwe, 2020), the

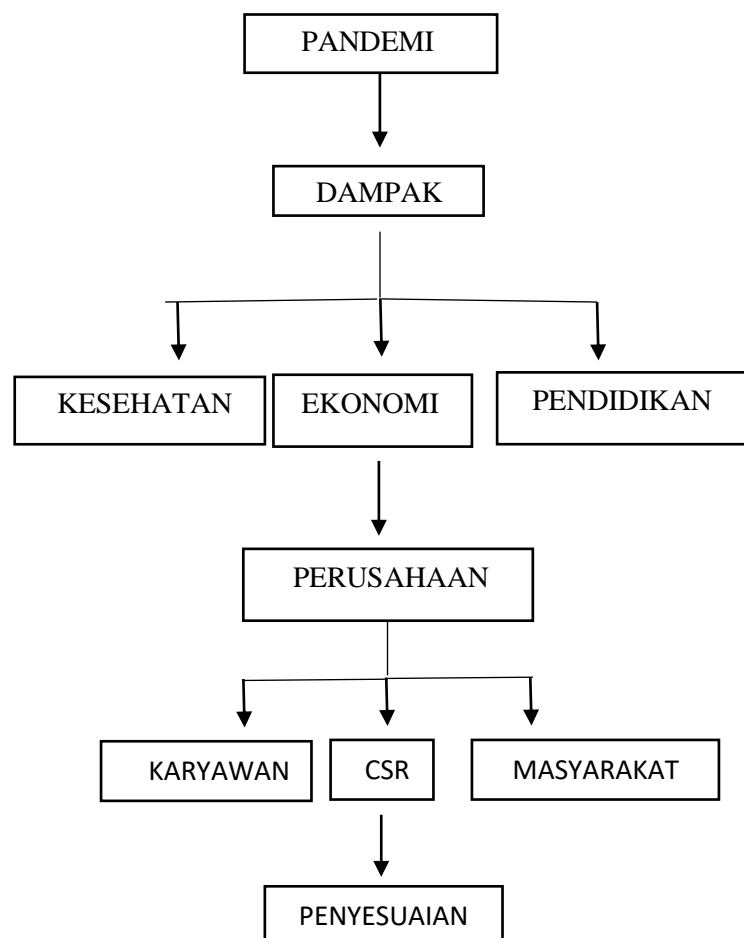
pandemic has weakened people's purchasing power, so this factor has also contributed to the weakening of the economy at both the regional and national levels.

The Covid-19 pandemic has adversely affected the health and economic conditions of various levels of society. Sharp Indonesia as an electronics company that has high attention in the social sector feels obliged to help ease the burden on the Indonesian people. Through its Corporate Social Responsibility (CSR) activities, PT Sharp Electronics Indonesia holds various activities to help communities affected by Covid-19 (Wicaksono, 2021).

Companies in Indonesia in such conditions must of course be alert and have high sensitivity in responding to unexpected conditions, such as the Covid-19 pandemic. The crisis that occurred due to covid 19 is a challenge as well as an opportunity for companies to develop their business through a corporate social responsibility strategy (Wahyudi & Adhani, 2021). Corporate social responsibility (CSR) policies also really need to be considered by companies because of course the programs that have been designed will change and need to be adapted to the conditions of the Covid-19 pandemic in Indonesia and the conditions of companies affected by the pandemic as well (Agusti & Dwi, 2021). So that the implementation of CSR has its own challenges. The company needs to recalculate regarding the target of the company's CSR because there are factors or company calculations in carrying out social responsibility that have not been linked to the Covid-19 pandemic situation. In this case, the author will see how PT. SHARP Electronics Indonesia carried out its social responsibility during the Covid-19 pandemic in Indonesia.

## 2. Theoretical Framework

**Table 1.** Arrangement during the pandemic



### 3. Method

Descriptive research is one type of research whose purpose is to present a complete picture of a social setting or is intended to explore and clarify a phenomenon or social reality. The trick is to describe a number of variables related to the problem and the unit under study between the phenomena being tested. According to Nazir in (Baloch et al., 2021) in his book *Research methods*, descriptive method is a method in examining the status of a human group, a subject, a set of conditions, a system of thought or a class of events in the present. The purpose of this descriptive research is to make a systematic description, picture or painting as well as the relationship between the phenomena being investigated.

The purpose of descriptive research is to produce an accurate picture of a group, describe the mechanism of a process or relationship, provide a complete picture either in verbal or numerical form, present basic information about a relationship, create a set of categories and classify research subjects (Pribadi & Nasution, 2021). This method also describes a set of stages or processes, as well as to store contradictory information about the research subject. Write your reference with the APA Style method. The use of a reference manager will make your contacts more perfect and ease your work like this, for example (Fadillah & Zhenglin, 2020).

### 4. Results and Discussion

It has been almost 2 years that we have been living side by side with the covid-19 virus, which has been confirmed since March 2020 (Zhao et al., 2020). The on going covid-19 pandemic has had a huge impact on the economic sector in Indonesia. The first impact that is very noticeable and easy to see is the weakening of household consumption or the weakening the purchasing power of the general public (Lestari & Sularso, 2020).

Until now, people have experienced a very significant decline in purchasing power. PPKM which continues with various tightening rules hinders the community from carrying out economic activities (Yunida, 2021). The presence of the Covid-19 pandemic has brought changes to the world with various challenges that were never imagined before (Ihm & Lee, 2021). In Indonesia, Covid-19 has infected more than 1,3 million people since the first case was announced in March 2020, at least 35.000 people have died. However, efforts to inhibit the spread of the Covid-19 virus have hampered economic activity and the impact on the level of social welfare is increasingly felt by the community (Dewi, 2020).

After showing the achievement of reducing poverty in recent years, the poverty rate has increased again after the Covid-19 pandemic. One in 10 people in Indonesia today live below the national poverty line (Miharja et al., 2021). Child poverty rates can also increase significantly. The negative impact on the social-economic situation of the pandemic could be much worse without any social assistance from the government.

Tightening regulation in various sectors from the PPKM regulations have an influence on the ups and downs of the economic sector. The Central Government and Local Government are expected to be able to provide breakthroughs to be able to provide solutions so that people's purchasing power can survive (Napitu et al., 2020).

#### 1) *Implementation of CSR during the Pandemic*

In responding to the Covid-19 pandemic in Indonesia, both private and public companies need to adapt programs in CSR by looking at the needs or problems that arise in the community during the Covid-19 pandemic (Lise Tiasanty & Sitio, 2020). Through its Corporate Social Responsibility (CSR) activities, PT. Sharp Electronics Indonesia holds various activities to help communities affected by Covid-19 (Tiasanty & Sitio, 2020).

One of the companies that adapted the program during this pandemic, namely PT. SHARP Electronic Indonesia. SHARP carried out a series of CSR programs by providing assistance in the form of the personal protective equipment (APD), namely N-95 masks for medical personnel, especially in the DKI Jakarta area and for their employees (Wibowo, 2021). SHARP also disseminates self-protection in the work employees. In addition, in October 2021, SHARP will run a

series of national vaccination programs under the name “Bakti for the Nation: SHARP is there for you”.



**Fig. 1.** Programs CSR Sharp

Apart from playing a role in the health sector, SHARP also takes part in the education sector. SHARP runs the “Devotion for the Country: SHARP pintarkan Indonesia” program by providing smartphone and notebooks so that children and teachers can do their PJJ as well as possible.



**Fig. 2.** SHARP Indonesia collaborates with Non-Government Organization (NGO)

In this distribution, SHARP Indonesia collaborates with Non-Government Organization (NGO), such as the human initiative and provisi education a long with several elements of the community such as village officials and local service offices by mapping the area based on survey results. The distribution of aid was carried out in the areas of Karawang, Solo, Surabaya, Gresik, Medan, Balikpapan and Makassar (Ardiyanto & Pogo, 2020). In addition, the company also provides aducation cost for the children of the Indonesian medical team who are fighting at the for front of treating patiens with Covid-19.

In the economic sector, SHARP carries out thr CSR program “Bakti to the Country: SHARP peduli” by providing more than 500 basic food packages, such as rice ,oil, sugar and other staple foods. This ais distribution is in collaboration with the human initiative and is distributed to Jakarta residents affected by the Covid-19 pandemic.



**Fig. 3.** SHARP also provided assistance to UMKM

Then, SHARP also provided assistance to UMKM by carrying out the “SHARP Independent” program. SHARP Berdikari is a community empowerment program to develop economic

potential through improving the quality of human and natural resources in the surrounding environment so that they can be productive, creative and independent.



**Fig. 4.** SHARP cooperates with Filantra as an NGO partner

SHARP cooperates with Filantra as an NGO partner. We also open opportunities for community members who also went to learn to start entrepreneurship (Wibowo, 2021). Thank to various CSR activities to help communities affected by Covid-19, SHARP was awarded the Nusantara CSR Awards 2020 by The La Tofi School of CSR. SHARP has received several awards in the categories of Community Economic Empowerment, Community involvement in Handling Waste, Program Integration for Broad Impact and Leaders of inspiring CSR practices achieved by the president director of PT. SHARP Electronics Indonesia (Ardiyanto & Pogo, 2020).

**Table 2.** Assistance from PT. SHARP Electronic Indonesia

NO.	Assistance from PT. SHARP Electronic Indonesia	
	Jenis Bantuan	Jumlah
1.	N-95 mask	300
2.	Handphone	300
3.	Notebook	300
4.	Rice	500
5.	Oil	500
6.	Sugar	500
7.	And other staple foods	500

## 2) *Analysis of the role of Sharp Indonesia with the concept of CSR*

CSR is run by the organization as all management efforts operated by business entities to achieve sustainable development goals based on economic, social and environmental pillars, by minimizing negative impacts and maximizing positive impacts in each pillar (Goh et al., 2015). CSR is currently marked by the existence of an international standard initiative in the form of ISO (International Organization for Standardization), namely ISO 26000.



**Fig. 5.** International guidance document on Corporate Social Responsibility (CSR)

ISO 26000 is an international guidance document on Corporate Social Responsibility (CSR) that outlines the core principles and areas that organizations must manage. This is done to ensure that organization can identify and control certain social responsibility risks and their impacts.

In implementing CSR, of course, there are various benefits for both the company and the community. According to Xifra (2020), CSR provides benefits to companies, which can improve the company's image, create a better social environment and improve employee performance. While the benefits of CSR for the community according to Clark, namely creating job opportunities and training, getting community investment funding in infrastructure development and increasing commercial skills. In general, it can be explained that PT. SHARP Electronics Indonesia realizes that the company has an influence on society in order to create sustainable development (Akhyani, 2020). The explains the application of the core subject of community involvement and development by SHARP. First, community involvement.

In respon to the Covid-19 pandemic in Indonesia, SHARP applies the core subject of CSR to community involvement and development. In the contextof social responsibility, the issues that must be considered by organizations in ISO 26000 are (Floreddu & Cabiddu, 2016) : 1. community involvement. 2. education and culture. 3. job creation and skills development. 4. technology development and access. 5. welfare and income generation. 6. health and, 7. social investment. This issue is related to community participation in organizational management level, both individually and in associations. For example, in carrying out the “ Devotional Service to the Country: SHARP pintarkan Indonesian” program, SHARP collaborates with Non-Goverenment Organizations (NGO), such as the human initiative and provisi education as several community elements such as village officials and local government offices (Ruslan, 2018).

SHARP together with related NGO also conducted a joint survey to map the area for provoding smarthphone and notebook assistance to students. Then, SHARP collaborated with Filantra who has experience and capacity in the field of community empowerment in the economic, social and culture fields as NGO partners in the “SHARP berdikari” program (Freudenreich et al., 2020). Second, education and culture. This is related to the organization's involvement in the improving the quality of Indonesian human resources in the field of educations of the Covid-19 pandemic. In implementing CSR activities in the education sector, SHARP runs the “Devotion to the Contry : SHARP pintarkan Indonesia” program by providing smarthphones and notebooks so that children and teaching staff can perform PJJ as well as possible (Williamson, 2019).

Organizations in implementing this show their concern for the problems faced by some Indonesian children and teaching staff in implementing Distance Learning (PJJ) during the pandemic because they do not have gadgets to acces learning. Then, the organization also provides education cost assistance to the children of the Indonesia medical team who are fighting at the forefront of treating patients with Covid-19 (Alshaketheep et al., 2020). In general, it can be explained that organizations runs this educational program in order to maintain and improve the quality of education for the nation's children and educators during bad conditions such as this pandemic (Ilmy, 2021). Then, the provision of smarthphone and notebook assistance from SHARP is also a program for the development of acces and technology which is also stated in the core subject of CSR in the community involvement and development section.

Next is the issue of job creation and skills development. The implementation of CSR activities in this field is that the organization runs the “SHARP Berdikari” program which provides community empowerment programs to development economic potential through improving the quality of human and natural resources in the surrounding environment. It is rare that the organization helps UMKM actors to survive during the pandemic and gives the community the opportunity to be able to generate income by becoming entrepreneurs (Pangestu & Fahma, 2019). The organization strengthens small industries, encourages the emergence of new entrepreneurs, creates job and increases human resources to produce an independent society. The program carried out by SHARP contributes to the country’s economic growth by helping UMKM rise and foster enthusiasm for entrepreneurship among the community during difficult times (Fitriyani et al., 2020). In this context, the steps taken also include issues of welfare and community income generation by developing the local economy. Lastly, health. The health aspect of amsa pandemic is the most important and main thing that every individual needs to have.

Public health during this pandemic can be affected by the ability of the community to obtain nutritious food and all actions that seek to minimize virus infection. SHARP as an organizations runs the CSR program “Devotion to the Country: SHARP peduli” by providing more than 500 basic food packages, such as rice, oil, sugar and other staple foods. Then carried out series of CSR programs by providing assistance in the form of personal protective equipment (APD), namely N-95 mask for medical personnel, especially in hospitals in the DKI Jakarta area and to their employees as well as running a series of national vaccination programs under the name “Bakti for Country: SHARP is there for you”. This program can be explained as a real effort to help people have a healthy condition and minimize the potential for infection from the Covid-19 virus.

## 5. Conclusion

From the explanation above, the community involvement and development program is the right activity to do in dealing with the current pandemic condition. The beneficiaries will benefit greatly not only for now, but for their survival in the future (Xifra, 2020). With these CSR programs, organizations can play a role in government programs in implementing sustainable development goals with a focus on ending various problems in the world, especially those that occur during the pandemic. PT Sharp Electronics Indonesia during this pandemic took various concrete actions ranging from health, education, to the economy. The implementation of CSR during the Covid-19 pandemic needs special attention and is important for other organizations to implement because basically the organization has a responsibility to society and the environment, not only to shareholders (Kruggel et al., 2020).

The COVID 19 pandemic is a golden opportunity for companies to redirect CSR. This crisis can be used as a reflection by companies to review how much benefit CSR programs and activities are felt by the community. If the implementation of CSR that has been carried out so far turn out to be inappropriate, the company can make changes and make adjustments to the needs of today’s, such as : access to health and food needs (David, 2017). The pandemic has changed almost all aspects of people’s lives. There are many vulnerable groups who are currently experiencing problems both in the social and economic fields. People who were previously categorized as potentially poor (above the poverty line are now poor). This crisis can be used as an opportunity for companies to reset their CSR in the future, for example by expanding the beneficiaries.

### Acknowledgment

First of all, thank God for the presence of Allah swt because for His help, the author was able to finish writing a paper entitled “PT. Sharp Electronics Indonesia which was able to solve the CSR challenges during the covid 19 pandemic” on time. The purpose of writing this paper is to fulfill the mid-semester exam for the Corporate Social Responsibility (CSR) course.

In the preparation of this paper, the author actually encountered many challenges and obstacles but with the help of many parties these obstacles can be overcome. The author also realizes that there are still many mistakes in the process of writing this paper.

Therefore, I would like to thank all those who have helped in the process of writing this paper. I also realize that this paper is still not perfect in terms of sentence structure and grammar, so I really need criticism from readers to help improve my next paper. Hopefully this paper can help readers to increase their knowledge about this department.

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