

# Variety of CSR practices during the covid-19 pandemic

Zihad Safakul Fatahullah<sup>a,1,\*</sup>

<sup>a</sup>Communication Department, Faculty of Literature Culture, and Communication Ahmad Dahlan University

<sup>1</sup>zihad1900030174@webmail.uad.ac.id \*

\* corresponding author

## ABSTRACT

### Article history

Received 31-03-2022

Revised 31-05-2022

Accepted 12-07-2022

### Keywords

CSR Practices

Covid-19 Pandemic

Affected Communities

This study aims to identify various CSR practices during covid-19, especially CSR practices that focuses on reducing the economic impact on vulnerable communities. The results of this there are various CSR practices carried out by big companies in Indonesia in order to create a culture of shared prosperity through positive interactions with employees, families and communities around the company to improve the quality of life together during the oveid-19 pandemic. Corporate CSR during the pandemic covid-19 has a freat opportunity to bring out the best innovations in making social contributions which mean as a from of long-term development in achieving a balance between profitability and harmony with its various stakeholders. Meanwhile, examples of companies that taken in this study is the practice of CSR carried out by Grab, PT. Pertamina. This matter shows that CSR programs during a pandemic are aimed at vulnerable groups of people.

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## 1. Introduction

Currently, the world is being hit by a global pandemic called Covid-19. Covid-19 is a type of virus that attacks the human respiratory system which can cause mild respiratory problems, severe lung infections, and even death. The beginning of this virus was discovered in Wuhan, China at the end of December 2019 and spread very quickly to more than 200 countries in the world. In Indonesia itself, the first case of Covid-19 was detected in early March 2020 and continues to increase in cases every day (Chakraborty & Maity, 2020). Transmission is very fast, undetectable, and easy because it is only through droplets of phlegm (droplets), plus many people who are asymptomatic (OTG) have great potential to become carriers, which is one of the reasons why Covid-19 has now penetrated more than 30,000 cases in Indonesia (Mahato et al., 2020).

Symptoms of Covid-19 are that infected people will feel short of breath, chest pain, high fever, even some only experience mild symptoms such as the common cold. Covid-19 can affect anyone, regardless of a person's age and gender. Covid-19 can be fatal if a person has a history of other serious illnesses such as diabetes, asthma, heart disease, cancer, and so on (Supriyadi et al., 2021). Not only cause lung disorders, infection with the Covid-19 virus can also reduce the function of other body organs, so that the chronic disease conditions that sufferers already have will get worse, even leading to death (Lestari & Sularso, 2020).

Due to the easy and fast transmission, the Government of Indonesia continues to try with various steps and policies to break the chain of the spread of Covid-19. One of them is through PSBB or Large-Scale Social Restrictions which have been regulated in Minister of Health Regulation (Permenkes) Number 9 of 2020. Through PSBB, people are directed to comply with physical distancing and self-quarantine at home to prevent contact between humans (Reporter & tirtoid, 2020). All places of worship and malls are closed, religious activities are limited, public transportation operations are limited, school activities are closed, and offices are required to work

from home, except for some sectors that are oriented to the strategic sector and community services, such as food needs, fuel, health services, the economy (Gold et al., 2001). distribution, logistics, and other basic needs.

The policy to overcome the pandemic in the form of PSBB strengthens the inequality that exists in society (Nur Damayanti, 2021). Inequality exists between workers who have access to and can work from home and are still paid, those who are able to stay at home because they have sufficient savings and food supplies, those who have private vehicles and access to safe places to go outside and those who do not (Taufiq, 2021). Many groups do not have the privilege of staying at home. There are still many groups who are forced to work outside the home to be able to eat and workers who have to work outside the home by using public transportation (Atalan, 2020).

In addition to bringing up social inequality or inequality, this pandemic has also created new poor, vulnerable and disadvantaged groups. In addition to the Government which continues to be committed to ensuring the lives of its people through several social network security programs such as basic food programs, pre-employment cards, cash assistance, and so on. The Indonesian people also work hand in hand to help those who are most vulnerable to the impact of this pandemic. The Covid-19 pandemic has realized in a "hard" way that human fate is interdependent. This virus has shown and emerged an important way to solve problems collectively and together. The government does not have to work alone in building social network security, because all stakeholders such as the community, social organizations, and even companies can work hand in hand against the Covid-19 virus and reduce the economic impact on vulnerable groups in need (Wicaksono, 2021).

The Covid-19 pandemic has exposed and exacerbated several social problems, such as poverty and inequality. There are still higher levels of inequality within a country (Sri Rejeki, 2021). This is a significant opportunity for CSR to focus more efforts on addressing social problems in this area during the pandemic. But at the same time, the government and society also see companies that have good faith and contribute in their own way and spread more meaningful corporate values. CSR can also be interpreted as a business commitment to contribute to building a sustainable economy.

The company works and interacts positively with employees (Akbari & McClelland, 2020), families and communities around the company to improve the quality of life together. Thus, it can be seen that in implementing CSR, the company is committed to the welfare of the local community, whose decisions are not only based on profit alone, but also based on paying attention to social and environmental conditions (Fajri, 2021).

This can be an opportunity for CSR to prove to the wider community that they are together with the Indonesian people to participate in the war and fight the Covid-19 virus through corporate social responsibility (Hawali & Cyrielle, 2020). They hope that their movement can build stronger relationships between the company and the wider community and other stakeholders, so that the credibility and positive value of the company can increase by itself in the eyes of the community. sourced from the internet. To limit the problems that will be explained, the scope of the research will describe the various forms of CSR practices of companies in Indonesia during the Covid-19 pandemic, especially CSR practices that focus on reducing economic impacts for vulnerable communities.

## 2. Theoretical Framework

Ardiyanto & Pogo (2020) suggests several motivations and benefits that expected by the company by carrying out corporate social responsibility include:

1. The company is protected from the negative reputation of destroying the environment only pursuing shortterm gains regardless of the consequences bad company behavior.
2. The company earns respect from core group of people who need the existence of the company in particular in terms of providing job opportunities.
3. The company's ethical behavior is safe from disturbance of the surrounding environment so that it can operate smoothly.

### 3. Method

This study uses a qualitative method with a description of the analysis. According to (Sugiyono, 2018) descriptive analysis method is a research method by collecting data according to the truth then the data is compiled, processed and analyzed to be able to provide an overview of the main problems that exist. Meanwhile, the data collection technique was carried out using the literature study method with secondary data sources in the form of literature such as books, journals, and important documents that represent and are relevant to the problem being studied (Tantawi et al., 2019). Due to several limitations experienced by researchers, most of the data obtained were sourced from the internet. To limit the problems that will be explained, the scope of the research will describe the various forms of CSR practices of companies in Indonesia during the Covid-19 pandemic, especially CSR practices that focus on reducing economic impacts for vulnerable communities.

### 4. Results and Discussion

#### 1) The Impact of Covid-19 on Corporate CSR

Not only health, Covid-19 has also put heavy pressure on Indonesia's economic activities, especially in the industrial and corporate sectors. This is marked by the cessation of production activities in many countries, the fall in the level of public consumption, the decline in trade sector tax revenues, Covid-19 also has an impact on company investment, even mass layoffs (Sitorus & Hidayat, 2020b). Companies are now experiencing a critical condition to survive during the global pandemic and Covid-19 is also a challenge for companies, especially to continue to carry out their moral obligations and carry out their social contributions to society.

Covid-19 has pushed companies to be more ethical and socially responsible while still providing positive and meaningful value, especially when resources are limited and the company's survival is under threat. A more optimistic view says that the Covid-19 pandemic will accelerate CSR development post-pandemic in the long term, as more and more companies and businesses realize that long-term survival and development depend on achieving a balance between profit and harmony with their various stakeholders (Ahsan, 2020).

Living during a pandemic with all its limitations, gives people awareness about the dangers of transmitting the virus as well as building bridges to narrow social gaps. Covid-19 has provided awareness that there are still many vulnerable groups that need help to survive in the midst of despair due to the global pandemic (Shafi et al., 2020). Since the outbreak of Covid-19 in Indonesia, all elements, including the private sector, have worked together to assist the government in building social network security, through efforts to reduce the economic impact on vulnerable groups in need. Indirectly, the pandemic has taught the lesson that "we are all together", which will increase people's expectations for more socially responsible corporate businesses (Fadillah et al., 2020). Therefore, the post-pandemic period as a period of growing business is CSR who has a strong commitment and an effective CSR strategy in making positive and meaningful social contributions to society.

#### 2) Variety of CSR practices during the Covid-19 Pandemic

COVID-19 is a common enemy that can endanger all citizens. So all elements of the state and society must rise up against it together without exception. Without a shared commitment, handling and countermeasures will run slowly (Assegaff & Pranoto, 2020). One of the elements that must be mobilized is the company through its social and environmental responsibility (TJSL) or Corporate Social Responsibility (CSR). CSR is part of the responsibility of the partnership between the government, institutions, community resources, as well as the local (local) community. This partnership is a shared social responsibility between stakeholders. So that all can comprehensively be involved in handling and controlling Covid-19 (Krichewsky, 2020).

#### 3) Grab Online Transportation

Grab as one of the ride-hailing digital transportation services has the second largest contribution to the growth of the digital economy in Indonesia. The emergence and growth of ride-hailing has become a safety valve against unemployment. Many unemployed after being laid off, choose to become online transportation drivers (Rahmawati et al., 2021). In DKI Jakarta alone, driver-partners

have reached more than 500,000 people and the number will be even greater if combined in all parts of Indonesia.

The implementation of physical distancing during COVID-19 has made online motorcycle taxi driver partners one of the most vulnerable groups for their survival in the midst of a global pandemic. People are reluctant to leave their homes and decide to reduce their mobility, causing the income of online motorcycle taxi drivers to decrease because drivers rely on daily wages in their daily lives. Since COVID-19 began to spread, Grab has continued to work closely with the government and various funding institutions to discuss the financial support most needed by driver-partners most affected by this crisis (Novita Damayanti & Dewi, 2021).

#### 4) **Program Grab Health**

This is a collaboration program with the Indonesian Doctors Association to formulate and present online health consultation guidelines, and is trusted as a trusted partner by the Ministry of Health of the Republic of Indonesia to provide initial COVID-19 screening via teleconsultation services (Iskandar et al., 2021). Through Grab Health too, driver-partners and health workers as people who are at risk of being exposed to COVID-19 can take part in the initial screening for free. As reported on the official Grab website, Grab Health also offers financial and medical assistance for all driver-partners who are quarantined by the health authorities and diagnosed with COVID-19 amounting to 1,500,000 for GrabBike drivers and a total of Rp.3,000,000 for GrabCar Driver Partners (Bilal et al., 2021). And for GrabCar driver-partners who have chosen Mandiri In Health insurance, they can now make claims related to COVID-19 such as medical examinations, doctor consultations, chest x-rays, regular blood tests. (Grab Announces Additional Support To Fight COVID-19, 2020)

#### 5) **PT. Pertamina**

As one of the state-owned enterprises, PT. Pertamina continues to contribute in the form of assistance in handling the Covid-19 virus pandemic in Indonesia. The total assistance that has been provided by Pertamina in the effort to overcome Covid-19 has reached Rp 250 billion. As reported on its official website, PT. Pertamina has provided 1,450 units of google glasses and 24,000 PPE for medical personnel, 1,140,000 masks, 30,700 liters of hand sanitizer, 260,000 gloves, 300,000 vitamins, and 150 portable sinks for posyandu, health centers, hospitals, gas station customers, gas station operators, tanker crew, and the public (Maisarah et al., 2020). Pertamina also sprayed disinfectant in 387 locations, including schools, places of worship, gas stations and public facilities. In addition, Pertamina also made 104 units of disinfectant chamber, distributed 643 units of thermal gun (body temperature measurement), distributed 300 units of ventilators for state-owned hospitals. IDR 130 billion. Pertamina also provides 230,000 rapid test units, which are prioritized for Pertamina hospitals and clinics throughout Indonesia (Sitorus & Hidayat, 2020a).

## 5. Conclusion

Covid-19 not only has an impact on the health side but also has an impact on the economic sector. Covid-19 has crippled the national economic sector which has an impact on increasing poverty, unemployment, and the sluggish industrial and corporate sector. Covid-19 has provided awareness that there are still many vulnerable groups that need help to survive in the midst of despair due to the global pandemic. All elements work together to assist the government in building social network security (Kealy, 2020). One of the elements involved is the company through its social and environmental responsibility (TJSL) or Corporate Social Responsibility (CSR). CSR is part of the responsibility of the partnership between the government, institutions, community resources, as well as the local community. So that all can comprehensively be involved in handling and controlling Covid-19 (Delbard, 2020). In this study, various types of CSR practices have been listed by several large companies in Indonesia. This can show that during Covid-19, the company's CSR has a great opportunity to bring out its best innovations in providing meaningful social contributions as a form of long-term development in achieving a balance between profitability and harmony with various stakeholders.

### Acknowledgment

The author would like to thank profusely to those who have been willing to cooperate during this research.

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