

Various CSR practices PT. Grab Indonesia during the Covid-19 pandemic

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ABSTRACT

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The covid-19 virus has shocked the world, the number of deaths due to the very fast spread of the covid-19 virus, the covid-19 virus first spread in Wuhan, China at the end of December. The COVID-19 pandemic in Indonesia continues to increase. As a result, countries in the world have implemented several regulations to prevent the spread of the virus. In Indonesia itself, several regions/regions are locked down, or work from home. Situations like this affect many sectors of life, from education to the economy. The social responsibility of a company or better known as CSR has become a topic of discussion among the public and business people. PT. Grab Indonesia as an Indonesian online transportation application together with the government carried out the Covid-19 vaccination as an implementation of CSR in the New Normal era of the Covid-19 pandemic in several regions in Indonesia for the elderly and online transportation drivers. This study aims to determine CSR programs to help PT. Grab Indonesia in accelerating the handling of COVID-19. . Corporate Social Responsibility (CSR) is a commitment from the company to make a long-term contribution as a manifestation of business ethics to certain issues in society or the environment to create better conditions and environment around the company. This paper will explain what efforts are being made by companies through their CSR programs to help overcome this Covid-19 pandemic. This study uses a qualitative approach with descriptive analysis method. 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 at PT. Grab Indonesia.

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1. Introduction

The Covid-19 virus has shocked the world, the number of deaths due to the very fast spread of the Covid-19 virus. COVID-19 stands for a 2019 coronavirus disease pandemic. An infectious and deadly disease caused by SARSCoV-2, a type of coronavirus (Kannan et al., 2020). This virus was first announced to the world community on December 1, 2019 in China, precisely in the Wuhan area of Hubei Province, China (Y. C. Wu et al., 2020). The origin of this covid-19 virus continued to be debated at the beginning of its appearance, news circulated that the SARS-CoV-2 corona virus came from animals, namely bats and mice (Pascarella et al., 2020).

There were mixed rumors that there was a war between China and America to bring down each other by bringing down the country's economy, and aiming to reduce the population of the people because they are the same country with a high population of people so that the Chinese state created a virus to bring down America, however, the impact widespread throughout the country (Zhao et al., 2020). The covid-19 virus entered Indonesia, precisely in March, the first time the covid-19 virus was infected by residents who were exposed to the Jakarta area because it was infected by foreigners

who visited Indonesia and eventually spread to 33 provinces in Indonesia and every day (Chavez et al., 2021). More and more people are infected with the corona virus. It is because of the very fast transmission of the corona virus that the World Health Organization (WHO) designated the corona virus as a pandemic on March 11, 2020. The status of a global pandemic or epidemic indicates that the spread of COVID-19 is taking place so quickly that almost no country in the world can ensure that it is protected from the corona virus (Parnell et al., 2020).

Since the emergence of the emergency response announced by the Indonesian government regarding the spread of the COVID-19 virus (Susilo & Prayudi, 2021), many central and local government policies have been implemented for preventive measures (UGM Writing Team, 2020). As of May 19, 2020, there were 18,010 positive cases of COVID-19 in Indonesia, 4324 people recovered and 1191 people died, where in East Java there were 1673 (73.35%) positive cases, 375 recovered (16.44%) cases, and 224 (9.82%), the number shows that the province of East Java is one of the areas with many positive cases of COVID-19.

In current conditions, the corona virus is not an epidemic that can be ignored. When viewed from the symptoms, ordinary people will think it is only limited to ordinary influenza, but for medical analysis this virus is quite dangerous and deadly. Currently in 2020, the development of the transmission of this virus is quite significant because it has spread worldwide and all countries feel the impact, including Indonesia (Chakraborty & Maity, 2020).

Viruses that spread through contact with tiny droplets from an infected person have a high mortality rate and have infected more than 10.4 million people with more than 507.00 deaths worldwide (Supriyadi et al., 2021). Countries around the world are battling the coronavirus, also known as COVID-19. COVID-19 has made threats not only to the health sector of every country but also to the economic sector (Maisarah et al., 2020). Responding to the Corona Virus Disease 2019 (Covid-19) pandemic, In this case "forcing the government" to deal with the COVID-19 virus pandemic, the Indonesian government has begun to implement several restrictions since early March 2020 (Fadillah, 2019).

The government carried out special policies such as calling for the temporary suspension of activities - activities that cause crowds, such as educational activities at schools, work in companies, activities in public spaces, to religious activities at places of worship. With this, the government implements social restrictions on a large scale in the form of physical restrictions on maintaining a distance of 1 meter. These social restrictions are used to reduce the number of positive COVID-19 victims so that the number of victims does not continue to increase every day and limit physical contact so as not to become infected and minimize disease, especially death victims (Satgas Covid-19, 2020).

Many life changes have occurred during the COVID-19 pandemic. Children who used to go out for school should study at home. Workers in the office as well as in factories and other workplaces must rest and work at home. Time goes on, the COVID-19 pandemic continues to be held back, and even continues to hit. The business world is slowly starting to fall, many workers are laid off. Various efforts have been made, including special efforts in the context of prevention, by implementing the 3M health protocol (wearing masks, maintaining distance and washing hands) (Baloch et al., 2020). One of the impacts of the COVID-19 pandemic is the rise of layoffs.

Data published in Tempo shows the number of laid-off workers has reached 3.05 million.3 According to the same source, Bappenas previously estimated unemployment this year to reach 4.2 million (Santos-Roldán et al., 2020). Meanwhile, according to a survey by the Central Statistics Agency (BPS), low-income residents and workers in the informal sector are the groups most affected by Covid-19. Conditions are somewhat different in urban areas that are affected by business or trade. With the Indonesian government starting to implement restrictions with social distancing policies (maintaining social distance, avoiding crowds), then physical distancing (maintaining a minimum distance of 1.8 meters between people) since early March 2020. This policy has drastically reduced the activities and movements of people in Greater Jakarta. and big cities (Shereen et al., 2020). This can be seen from the decline in the number of passengers on various means of transportation ranging from airplanes, commuter trains, buses and busways, public

transportation, taxis, online taxis, bajaj, to motorcycle taxis and online motorcycle taxis (Bilbul et al., 2020).

In the era of the new normal era as it is currently interpreted by companies as an effort to adapt to the environment but by taking precautions so that there is what is called herd immunity. One of the companies that adapt to new habits is PT. Grab Indonesia, an online transportation company. Company PT. Grab Indonesia is partnered with the Indonesian Ministry of Health to carry out vaccinations with a technology approach in various regions in Indonesia. Companies take part to participate and contribute to society (Nur Damayanti, 2021).

PT. Grab Indonesia itself as a company related to business matters, currently feels that currently the company does not only pay attention to technical and financial factors in running its business, but intangible factors such as reputation factors must also be considered. CSR by the company is seen as an indicator of maturity and good performance of the company that organizes it. The company cannot be separated from the existence of the community in carrying out its business activities, moreover the company is dealing directly with the community in providing services (Bismoaziiz et al., 2021). So this condition is well utilized by PT. Grab Indonesia to build better relationships with its stakeholders, especially during difficult times such as the current Covid-19 pandemic.

So in a context like this, PT. Grab Indonesia carries out a vaccination program for all employees and drivers as a commitment to support the government's program to speed up stopping the transmission of Covid-19 in Indonesia (Kealy, 2020). This commitment is interpreted as corporate social responsibility to its stakeholders so that it is able to improve conditions that were previously not good for the better. Corporate social responsibility (Corporate Social Responsibility, hereinafter referred to as CSR) has become a serious topic of discussion in global corporate forums in recent years. In Indonesia, discussions about CSR are not only dominated by global corporations, but have entered the conversations of state-owned and national private corporations who are starting to get serious about working on their CSR programs to support the formation of a positive corporate image (Crowther & Rayman-Bacchus, 2017).

So that people continue to use the Grab application. Grab keeps the service awake when using the Grab car service, namely by facilitating a plastic partition separating the driver-partners and passengers, also equipped with masks, gloves, and hand sanitizers, and also the driver-partners are very consistent in maintaining the cleanliness of the car and using masks when driving their vehicles, this has increased the safety and health of driver-partners and passengers on their journeys (Ahmad & katadata, 2020).

As a company that has been known for its services in the form of online transportation, of course GrabCar carries out various promotions, one of which is by providing various discounts or promo prices to consumers by providing promo codes through applications that have been created by Grab in order to fulfill user satisfaction (Fahrurrozi et al., 2020), Grab also cooperate with financial technology companies such as Ovo and banks so that they can make non-cash payments by providing various promotions for Grabcar users (Sri Rejeki, 2021).

This shows that developments in online transportation have experienced ups and downs during the Covid-19 pandemic. The government's appeals and regulations not to leave the house, of course, affect many things including the online transportation service industry, the intense competition in the online transportation industry that Grab is now facing, so Grab should pay attention to how the promotions offered and also the quality of the services provided are able to create satisfaction for its customers during the Covid-19 Pandemic or the current New Normal era.

The purpose of this study is as follows: firstly we are to find out the effect of promotion, and quality of service together on consumer satisfaction in using Grab services during the second Covid-19 pandemic, to find out the effect of promotion on consumer satisfaction in using the grab application service on during the Covid 19 Pandemic and finally to find out the Effect of Service Quality on Consumer Satisfaction in using the Grab application service during the Covid 19 Pandemic.

2. Theoretical Framework

1) *Pandemic Covid-19*

Pandemic is derived from the Greek words “pan”, which means all and “demo”, which means people. The term pandemic is enforced and legalized because the transmission system is so fast. This term does not refer to skills and abilities as well as the increase in the death toll, but the period of development and distribution (Wastnedge et al., 2021).

Covid-19 is a virus that is dangerous for the body. This virus comes from the Latin "corona", which means crown (crown) or wreath (round flower arrangement). This virus is very small with a ball-like shape but is very dangerous (Esakandari et al., 2020). 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. 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 intentions and contribute in their own way and disseminate more meaningful company values (Clerkin et al., 2020). This is because, more and more companies are realizing that their survival and long-term development depend on achieving a balance between profitability and harmony with their various stakeholders (Goodell, 2020).

2) *Corporate Social Responsibility*

Currently, many companies are starting to realize that implementing the CSR concept is a good investment for their development and sustainability in carrying out their business, especially during a pandemic like this, many companies are experiencing critical conditions to survive during the global pandemic and Covid-19 (Frandsen & Johansen, 2014). This is 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 (David, 2017).

According to the World Council for Sustainable Development “Continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.”

The concept of Corporate Social Responsibility is actually not a foreign thing at this time and has become a certain commitment for every company to be responsible for the environment and the surrounding community. According to (Cragg et al., 2017), CSR is a business operation that is committed not only to increasing company profits financially, but also to the socio-economic development of the region in a holistic, institutionalized and sustainable manner. The World Business Council for Sustainable Development in Kartini (2020) defines CSR as a business commitment to contribute to sustainable economic development, working with company employees, the employee's family, the local (local) community and society as a whole in order to improve quality of life. In another sense, corporate social responsibility is the company's obligation to formulate policies, make decisions and carry out actions that provide benefits to the community.

CSR can also be interpreted as a business commitment to contribute to building a sustainable economy. The company works and interacts positively with employees, families and communities around the company to improve the quality of life together. Thus, it can be seen that in implementing CSR (Putra & Smolek, 2020), 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. The CSR program is an investment from companies for the growth and sustainability of the company and is not only seen as a means of seeking profit/cost (cost center) but as a means of achieving profit (profit center).

The CSR program is the company's commitment to support the creation of sustainable development. In the concept of CSR (Fajri, 2021), which uses sustainable development, it is included in ethical theory, because it states that sustainable development aims to answer the needs of

the present without threatening the ability to protect the next generation to meet their needs. With the implementation of CSR programs on the concept of sustainable development within the company, it will make it easier for businesses within a company to implement programs to be included as part of the business strategy. It is also useful for growth and sustainable development for prosperity (Akhyani, 2020).

According to Idowu & Sitnikov (2020) CSR is basically an important element in the sustainability framework which includes economic, environmental and socio-cultural aspects which are important processes in managing the costs and benefits of business activities with stakeholders both internally (workers, shareholders, and investment), as well as external (institutions, public arrangements, community members, civil society groups and other companies). Crowther & Rayman-Bacchus (2017) explains that the implementation of CSR carried out by each company is very dependent on the mission, culture, environment, and risk profile, as well as the operational conditions of each company.

The implementation of CSR can be carried out according to priorities based on the availability of resources owned by the company. Activities need to be integrated with the company's core decision-making, strategy, activity, and management processes. As mentioned from the explanation above, it can be stated that in general CSR moves for harmony and also the realization of the company to continue to contribute to the surrounding community, while paying attention to the surrounding culture but not forgetting other aspects that exist within the company, so that companies can stay close and contribute to the environment and society (Riel & Fombrun, 2007).

3. Method

This study uses a qualitative method with a description of the analysis. According to Sugiono, (2016) 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 (Hamid, 2017).

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 that exist in Indonesia during the Covid-19 pandemic, especially CSR practices that focus on reducing economic impacts for vulnerable communities. The purpose of writing this paper is so that we can find out what efforts are being made by companies through their CSR programs to help overcome this Covid-19 pandemic (Yakovleva, 2017).

4. Results and Discussion

1) *Pandemic Covid-19 analysis*

The COVID-19 pandemic is an epidemic that has hit almost all countries in the world. Humanity is feeling the enormity of the impact of the Covid-19 virus. The covid-19 virus first spread in Wuhan, China at the end of December. A contagious and deadly disease caused by SARSCoV-2, a type of coronavirus (Cortegiani et al., 2020). This virus was first announced to the world community on December 1, 2019 in China, precisely in the Wuhan area of Hubei Province, China. The covid-19 virus entered Indonesia, precisely in March, the first time the covid-19 virus was infected by residents who were exposed to the Jakarta area because it was infected by foreigners who visited Indonesia and eventually spread to 33 provinces in Indonesia and every day (Tim COVID-19 IDAI, 2020). More and more people are infected with the corona virus.



Fig. 1. Menteri Kesehatan (Menkes) RI Terawan Agus Putranto

Sumber : Tribunnews.com

The COVID-19 pandemic in Indonesia continues to increase. As a result, countries in the world have implemented several regulations to prevent the spread of the virus. The graph of the global Covid-19 corona virus case continues to increase (WHO, 2020). Until August 2021, based on Worldometers data, the total number of cases of corona virus infection worldwide has reached 202,340,531 cases. Of that number, 4,289,521 people died, and 181,858,906 people recovered. And the number of Covid-19 cases in Indonesia based on an update in early August totaled 3,607,863 cases. The results were after Friday reported 39,532 daily cases.



Fig. 2. Kasus harian Covid-19 di Indonesia dalam Agustus

Sumber : (<https://www.kompas.com>)

The health and economic sectors have been the sectors that have been most affected by COVID-19. Covid-19 can affect anyone, regardless of a person's age and gender (Sudarsono et al., 2020). Covid-19 can be fatal if a person has a history of other serious illnesses such as diabetes, asthma, heart disease, cancer, etc. Death from a dangerous and rapidly contagious virus makes people anxious and stay at home. Such conditions cause human activities to be limited only at home which causes the nation's economy to paralyze (Gondouin, 2020). This in turn resulted in termination of employment, layoffs occurred in various business fields. Businesses in the tourism sector, which include transportation, hotels and other related businesses, have slumped compared to other fields (Bilal et al., 2021).

It is understandable that COVID-19 has brought many losses in all sectors and not only the health sector, COVID-19 has hit all sectors and types of work in Indonesia with different degrees of severity. Indonesia's economy experienced negative growth.

Many companies and government agencies implement work from home (WFH) or work from their respective homes. However, in practice there are still jobs that cannot implement the WFH policy, so working outside the home is still done, one type of work is online motorcycle taxi drivers,

online-based transportation using applications (Yunida, 2021). As one of the many parties affected by the Covid-19 pandemic, various steps have been taken so that the company can survive in the midst of the pandemic.

At the start of the pandemic, something was missing from online transportation apps like Grab. In Grab, the GrabBike menu is also missing. The menu disappeared as a result of the implementation of Large-Scale Social Restrictions (PSBB), in order to prevent the spread of the Covid-19 pandemic (Nur Damayanti, 2021). PT. Grab Indonesia itself as a company related to business matters, currently feels that currently the company does not only pay attention to technical and financial factors in running its business, but intangible factors such as reputation factors must also be considered (Triana et al., 2020).

Services, such as Grab Car, Go Car, are still available, but passengers are limited to 50% of the total normal passengers. Meanwhile, food delivery services, such as Grab Food, are still available. In implementing the PSBB, people are not allowed to be close together (social distancing), including riding motorbikes together (Bismoaziiz et al., 2021). Minister of Transportation Regulation Number 18 of 2020 concerning Transportation Control in the Context of Preventing the Spread of Covid-19, in article 11 paragraph 1d explains that online motorcycle taxi drivers must comply with health protocols. Meanwhile, the Regulation of the Minister of Health Number 9 of 2020 concerning PSBB Guidelines in the Context of Accelerating the Handling of Covid-19 which was published earlier, in article 15 states that ojol can only operate to transport goods, not people (Ahmad & katadata, 2020).

However, in mid-June 2020, ojol drivers have been allowed to operate on condition that both ojol drivers and passengers must adhere to strict health protocols, such as using general protocols (3 M), namely wearing masks, washing hands (or using hand sanitizers), maintaining distance; and special protocols, passengers bring their own helmets, spray disinfectant on a scale on vehicles and helmets, install barriers on four-wheeled vehicles, etc (Andhini, 2017). The police also conducted raids on the streets to ensure compliance with these rules.

This condition causes ojol drivers to be in a poor condition because even though they return to work, the income earned is still far below the income before the Covid-19 outbreak (Masruroh & Hayati, 2021). In terms of income, since the Covid-19 outbreak, PT. Grab Indonesia changes the driver's income scheme from maximum income to minimum income. The decrease is estimated to be around 30 to 50% of income in normal situations before the Covid-19 pandemic. Along with implementing regulations as much as possible and still being able to avoid the spread of Covid-19 (Doustmohammadian & Bazhan, 2021).

The fact that the figures above are on the other hand is an opportunity for companies to take part in lightening the burden on the community. One way that can be done is through a corporate social responsibility (CSR) program. CSR by the company is seen as an indicator of maturity and good performance of the company that organizes it (Kartini, 2020). The company cannot be separated from the existence of the community in carrying out its business activities, moreover the company is dealing directly with the community in providing services. So this condition is well utilized by PT. Grab Indonesia to build better relationships with its stakeholders, especially during difficult times such as the current Covid-19 pandemic (Yazdanpanah & Rezaei, 2022).

The implementation of CSR has been stated in the legislation and government regulations. Thus, the implementation of these activities will receive legal guarantees and protection, especially for companies (Cornelissen, 2007). The Kliklegal.com page, for example, mentions at least two regulations, namely Law (UU) Number 40/2007 concerning Limited Liability Companies and Government Regulation (PP) Number 47/2012 concerning Social and Environmental Responsibility of Limited Liability Companies. President Director of PT Tower Bersama Infrastructure Tbk (TBIG), Herman Setya, said that the company was in a state of the corona pandemic facing the challenge of utilizing CSR activities.

Facing the complications of government policies regarding the handling of the COVID-19 pandemic. In a global context, the term Corporate Social Responsibility (CSR) began to be used since the 1970s and became increasingly popular, especially after the presence of the book *Cannibals With Forks: The Triple Bottom Line in 21st Century Business* (1998), by John Elkington. Develop three important components of sustainability development, namely economic growth,

Since the beginning of the pandemic, Grab has always coordinated with the government and fully supports efforts to deal with the COVID-19 pandemic as well as the restoration of national health and economy through various initiatives such as: Grab has introduced GrabProtect services, standard safety and hygiene protocols in our transportation services. We have also expanded this service by increasing the number of GrabCar and GrabBike fleets that are installed with partitions and presenting selfie mask technology to ensure driver-partners use double masks while working.

The GrabCar fleet is also only allowed to fill 50% of its capacity while the GrabBike service will continue to operate normally by urging Grab customers to bring their own helmet (Assegaff & Pranoto, 2020). Grab also provides disinfectants and hand sanitizers at every GrabProtect Station which is already present in more than 60 locations in Greater Jakarta, Surabaya, Makassar, Bali, Manado, Jayapura, Kupang, Palu, Balikpapan, Samarinda, Banjarmasin, Pontianak, Mataram, Bandung, Medan, Semarang, Yogyakarta, Palembang and Lampung.

Since September 2020, Grab has introduced geofencing technology that can detect and alert Grab driver-partners crowding an area. Driver-partners who are detected as crowding will receive an alert via text message or pop-up in their driver-partner app.

Grab has also played an active role in encouraging the acceleration of the national vaccination program in collaboration with the Ministry of Health of the Republic of Indonesia which has been implemented since February 2021 and until now has assisted in the distribution of vaccines in more than 54 cities and districts throughout Indonesia to more than hundreds of thousands of people, including senior citizens, persons with disabilities, tourism sector workers, and Grab driver-partners.

GrabModal, a micro-loan for driver and delivery partners in Indonesia developed in collaboration with JULO – Eligible driver and delivery partners will receive a notification on the Grab Driver driver app for this GrabModal offer (Rohmah et al., 2021). Then they can complete the JULO application by filling out a short online form and attaching an ID card and selfie. Once approved, JULO will disburse directly to the driver's bank account. Loan repayment will use an automatic deduction from the driver-partner's income.

Therefore, CSR in companies is seen as an indicator of maturity and good performance of the company that organizes it. Companies including PT. Grab Indonesia cannot be separated from the existence of the community in carrying out their business activities, especially since the company deals directly with the community in providing services. So this condition is well utilized by PT. Grab Indonesia to build better relationships with its stakeholders, especially during difficult times such as the current Covid-19 pandemic.

5. Conclusion

The 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 (Novita Damayanti & Dewi, 2021). 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. One of the elements involved is the company through its social and environmental responsibility (TJSL) or Corporate Social Responsibility (CSR).

Covid-19 cannot be predicted its end of existence. PSBB in several parts of Indonesia has ended and Indonesia has started to live a new normal life to restore the economy. CSR as a corporate social responsibility, must always accompany people who are vulnerable to the impact of Covid-19 by building welfare together between employees, families and communities around the company (Idowu & Sitnikov, 2020). So that the social assistance provided is not interrupted only once, but can also run continuously during the fight against Covid-19.

Acknowledgment

Based on the results of the research above, the researcher suggests 3 (three) things. First, need to increase awareness of Grab driver partners, this effort can be done by providing education to driver-partners regarding the importance of maintain cleanliness and health and carry out health protocols while working and provide education related to the spread of Covid-19. Second, remember.

Often the driver partners also do not know the health conditions of the passengers passengers, in this condition the most important thing, especially for partners Grab drivers are aware of clean behavior and stick to protocol Health is strictly one of the efforts to prevent the spread of Covid-19. And third, there is a need for a stricter monitoring system and a policy for drivers to be able to refuse prospective passengers who don't want to comply with the provisions in the implementation of health protocols. If there are mistakes, whether intentional or unintentional, I apologize. Thanks to everyone who watched this show.

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