

## **IN-DEPTH REVIEW OF PT PENTA COSMOPOLITAN CSR PROGRAM: TKIT SYEIKH ABDURRAUF EDUCATION FACILITY, BANDA ACEH**

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*Abstract-The tsunami that occurred in the year 2004 nearly leveled the city of Banda Aceh and surrounding areas . Of course, infrastructure and public facilities damaged thereby , including schools and other educational institutions in the form . Various aid comes from a variety of parties , including the private company . These companies make community development programs or in this case , the reconstruction , which is formed in the form of Corporate Social Responsibility . Assist and fund community to solve various problems and meet the needs of the population in the surrounding area concerned . This final project is written for review and in-depth understanding of the CSR programs conducted by PT . Penta Cosmopolitan . Is engaged in property and education , the private companies also helped in the development of post-tsunami Aceh region in the field of educational facilities . The author used direct and personal approach to the program established by PT . Penta Cosmopolitan . Among others the way proceeds go directly to the location of the program is TKIT / Taam Sheikh Abdurrauf . Located in the village of Blang Oi , Meuraxa district , this village is one of the villages worst affected by the tsunami . In this thesis , will be included history , process and details of the CSR program between PT . Penta Cosmopolitan and Abdurrauf Sheikh 's Foundation . All observations and interviews with relevant parties will also be included in this thesis . The ultimate purpose of this final project is to observe objectively from the program . Finally, the authors hope that the recommendations and suggestions of the writers will make this program become better in the future .*

### **Introduction**

We certainly still remember the events that occurred on Sunday, December 26, 2004 in Aceh, one of the biggest Tsunami ever hits Indonesia. The tsunami that occurred due to the underwater mega thrust earthquakes generates shocks of 9.1 to 9.3 Richter scale which is also the third largest and longest earthquake in history. 30 meters heights of tsunami wave killed more than 230,000 thousand people and destroy all the economic order, social, and culture in Banda Aceh. Aids came from all over the world to help the victims cope with the devastating disaster, ranging from food, medicines, and shelter. Those kinds of aid will eventually run out and will not be enough to support the victims for a long-term period, they also in need of assistance in other sectors such as, infrastructure, health, and also education. Due to the complexity of the problem the government has to be supported by private parties for the recovery of Aceh. It was the spur companies doing CSR (Corporate Social Responsibility) in Aceh. Among those private parties, there is PT PENTA COSMOPOLITAN, which engaged in property and education sector. PT PENTA COSMOPOLITAN CSR programs concentrated in the form of education. In this paper the author will discuss more about the CSR program PT PENTA COSMOPOLITAN do in Banda Aceh.

## **Background Information**

**Corporate social responsibility** is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. In some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." [2][3] CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders. The term "corporate social responsibility" came into common use in the late 1960s and early 1970s after many multinational corporations formed the term stakeholder, meaning those on whom an organization's activities have an impact. It was used to describe corporate owners beyond shareholders as a result of an influential book by (R. Edward Freeman, *Strategic management: a stakeholder approach* in 1984).

Corporate Social Responsibility is defined as the commitment of business to act ethically, operating legally and contribute to economic development along with improving the quality of life of employees and their families, local community and the local community more broadly (Budimanta, Prasetijo & Rudito, 2004, p.72).

World Business Council for Sustainable Development defines Corporate Social Responsibility as an ongoing commitment among businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as local communities and society as a whole (Iriantara, 2004, p.49). "Corporate Social Responsibility is a firm commitment to improve community well-being through good business practices and contribute most enterprise resource" (Kotler & Nancy, 2005, p.4)

CSR Forum defines Corporate Social Responsibility as a business that is conducted in a transparent and open and based on moral values and uphold respect for employees, communities and the environment (Wibisono, 2007, p.8).

Thus, we can conclude that Corporate Social Responsibility is a firm commitment to provide long-term contribution to a particular issue in the public or the environment in order to create a better environment. Contribution of these companies could be many things, for example: financial assistance, expert assistance from the company, assistance in the form of goods, etc. Here it is necessary to distinguish between Corporate Social Responsibility programs with charity activities. Charity activities only take place once or a while and usually it raises the public's dependence on the company. Meanwhile, Corporate Social Responsibility is an ongoing program that aims to create independence and public ("Paradigma Baru CSR", Oktober 2006).

### **Five Pillars of Social Responsibility Activities corporate**

In the present study the concept of Corporate Social Responsibility will be measured using the five pillars of corporate social responsibility activities of the Prince of Wales International Business Forum, which (Wibisono, 2007, p.119) :

### **Building Human Capital**

Internally, the company is required to create reliable human resources. Externally, the company is required to do community development, usually through community development.

#### **Strengthening Economies**

Companies are required to not be rich themselves while the poor communities in their environment; they need to empower the economy around.

#### **Assessing Social Chesion**

Companies are required to maintain harmony with the surrounding community in order not to cause conflict.

#### **Encouraging Good Governance**

In conducting its business, the company must run a business with good governance.

#### **Protecting The Environment**

The company strives to preserve the environment

ITB engineer alumni established PT PENTA COSMOPOLITAN that later formed PT Metropolitan Kentjana Tbk, his name is Sofyan Ismail. Born in Aceh, after successfully formed PT Metropolitan Kentjana Tbk his stocks hold by PT PENTA COSMOPOLITAN with total 7,49 %. Further more about PT Metropolitan Kentjana Tbk:

PT Metropolitan Kentjana Tbk was established on March 29, 1972. The Company is an Indonesia-based property developer. Its engaged in the development of housing, office buildings, shopping centers and their facilities. Other activities include the leasing of land and office buildings Gampong Blang Oi is listed as one of the Gampong (Desa) in Banda Aceh City, Specifically in the Meuraksa District in the center of Banda Aceh. Gampong Blang Oi has four sub-district which includes; Balam sub-district, Belibis sub-district, Bangau sub-district and Merpati sub-district. The four sub-district makes the total land coverage of Blang Oi District approximately 85 acres. The surrounding District includes Lampaseh District, Gampong Baro, Lamjabat District, Cot Lamkeuweuh District, Lambung District, Deah Baro District, and Alue Deah Teungoh District. The Blang Oi District is headed by a Keuchik, the equivalent of a Kepala Dusun.

#### **Methodology**

Research flow conducted in developing deeper into TKIT Abdurrauf project at the start of the identification problem cause by various scientific questions, later with those questions where qualitative known as conclusion and also recommendation that will eventually be submitted back to PT PENTA COSMOPOLITAN. To gather all the data, the author asissted with the secondary data obtained from TKIT Abdur Rauf, Sheikh Abdur Rauf foundation, village goverment and also PT PENTA COSMOPOLITAN. Social mapping is studying the work of human life which is referred to as an attempt to examine the social life, often considered that to examine the scientific social life. This is related to human nature is more likely to be understood in the knowledge and inexact, not scientific, but human studies on technology. Basically, human behavior is manifested in the fact describe the main activity that appears regularly so that we can say as a permanent phenomenon.

In essence, social studies is an attempt to investigate, explain, and analyze patterns that shape and form as a result of human activity itself, which basically makes it as a guide for behave. Therefore, the applied social studies will follow a systematic way of study that must be accounted for, so it can be scientific. In social mapping several approaches are used, including ethnography, to look at the behavior of actors in schools, among others, teachers, students etc. Social networks of stakeholders are involved in school

activities, among others are PT PENTA COSMOPOLITAN, foundations, school administrators as well as the informal leader of the community. Then breakdown to each individuals to look at the perception of the school and school activities.

In addition to use observation technique, researchers involved in the program of the PT. PENTA COSMOPOLITAN side and also from the public. This method is used to obtain the perception of each of the parties or stakeholders. Involving them in activity can later be used to obtain data as an objective data. The author participated in Blang Oi activity in the Village of Sheikh Abdur Rauf TKIT program of school building, which was held at the Village Office and direct educational activities, led by Blang Oi village head, The Keuchik. The authors also participate in educational activities in TKIT Sheikh Abdurrauf.

Observation is an activity of viewing and watching the phenomena that can be seen directly as a reference of the data. These observations were made to obtain information about social conditions and social interaction in the community. An observation is relevant to get information about social phenomena as social conditions are always related to the context of time and place.

The author went to the Village of Blang Oi twice to observe the behavior of the local community about the use of the results of educational activities TKIT Syeikh in Blang Oi Abdurrauf in Gampong. It took 5 days to make observations about the Gampong Blang Oi village. People in the Gampong Blang Oi village have the same activities as everyone else in the other villages, such as modern community.

Interviews are used to gather information or opinions from source to conduct face-to-face or interviews with people in Syeikh Abdur Rauf's project area. Sources of this interview are the ones who can provide in-depth information about the social conditions in the Village of Blang Oi, especially regarding to Sheikh Abdur rauf projects and activities undertaken by the foundation.

Informants were divided into key and general informants. Key informants are informants who actually believed to provide key information on this issue, while the general informants were informants who provide additional information to complement the data. In addition, interviews are also conducted to determine the views, wishes, and desires of the people in the Village Blang Oi about the existence of PT PENTA COSMOPOLITAN and Corporate Social Responsibility activities.

The author has interviewed many people, among others, of the PT PENTA COSMOPOLITAN named M. Ghaffar Yahuza as the General Manager. It is considered to be very important to have an interview with the General Manager in order to obtain informations in bridging programs that will be implemented in TKIT Abdur Rauf. The author also interviewed TKIT Syeikh Abdur Rauf principal Dina Fajriah SIPD . It is also important to do an interview with her as she is the one that implement the curriculum and see live feedback. The author interviewed Keuchik Blang Oi village, which acts as the board supervisor, to know the first steps of how this program first initiated with PT PENTA. One of the parents also interviewed because the author was biased seeing immediate results from this study.

Practically, the interview was done in three ways:

**In-depth Interview** conducted by collecting information continuously from the informant. In conducting this interview, there are no guidelines to manage the interview, so that the information collected can be done widely and also to avoid the awkward moments during the interview. This interview does not ignore the guidance, but developed the interview guides to get the variance information in accordance with the knowledge and ideas that are known and understood by informants. With this interview, the data gathered is expected to be more specific and authentic. The author has

interviewed Adriansyah, M. Ghaffar Yahuza, and Dina as the executor of the beginning of the project until the project is completed. They give the author a lot of data and stories about this project.

**Structured interview** was conducted to gather data and individual live experience by doing interview based on interview guides that has been prepared previously. The author also interviewed the Kepala Gampong Blang Oi Mr. Adriansyah.

**Short interview** was done in short time and can be the guideline to conduct structured interview and in-depth interview. This is the first interview that held by author in Gampong Blang Oi, author interviewed Mr. Rudi as a Parent in Gampong Blang Oi and ask about the program of Syekh Abdur Rauf in Gampong Blang Oi.

Secondary data is useful to support the data obtained from observation and interviews. The data is the result of in-depth research problems in the implementation of the community development program. Secondary data obtained from the people in charge of the Foundation office. They are the ones who manage the foundation up until today.

4. SEQUENCE OF DATA AND ANALYSIS

1. Powerless and low Importance	2. Powerless and High Importance
3. Powerful and low Importance	4. Powerful and High Importance

The above table describes the characteristics of the stakeholders, in the first column describes the stakeholders who do not have power and influence on the subject matter. In the second column, is the stakeholder that does not have power to issue but has crucial factor in subject matter. Third column shows the stakeholder that has power; regulation and rules but lacking an important factor in the subject matter. Fourth column shows stakeholder stakeholder who has the power in the subject matter and have the most important factor to the subject matter.

1. Pemda setempat	2. Yayasan Abdur Rauf
3. Dinas pendidikan	4. PT Penta Cosmopolitan

The above table explains there are several stakeholders in establishing TKIT abdur rauf located in Blang Oi village, subdistrict Meuraxa, Banda Aceh. In the Table 1 there is no local government that in fact has less power and less influential because it has a role in the search location for the construction, from the rest of the schools that were destroyed earlier. The second columns shows that incidentally Shyekh abdur rauf is important but does not have the power, this is caused by the foundation was only doing concept formation and run the educational curriculum the third table shows influential education department because the determination of the legality issues of accreditation and curriculum concepts. Forth column shows PT Penta Cosmopolitan has considerable influence because all the funds and access to education issues prepared by PT Penta Cosmopolitan.

National education plus program by Syeikh Abdurrauf Foundation formed after the tsunami, in the absence of planned educational facilities in the area include the first phase of education kindergarten and elementary school. Experience-based businesses owned by PT PENTA COSMOPOLITAN in property and education. PT PENTA COSMOPOLITAN should contribute to the field of education and public facilities. Among other education facilities (schools) and mosques built in the Blang Oi village in Meuraxa district, Banda Aceh. CSR program done by PT PENTA COSMOPOLITAN is in the form of the educational concept of national standard plus and can be reached by all the community. This concept is used as an initial step in building a wave of change in education in Banda Aceh and to give effect on conventional education to produce brilliant and creative students. To provide the best quality in the curriculum and management of PT PENTA COSMOPOLITAN cooperates with affiliated business school of Al - Azhar BSD to help make the curriculum and training for the teachers to mimic the concept of a

national plus school which has been running for a while. This concept was well received by the local government. Local Government and education authorities are often sent faculty from other schools to emulate existing concepts in Abdur Rauf school. Project that is started at the beginning of the year 2008 was a particular concern for the future of education in Banda Aceh .

The formation of the Sheikh Abdurrauf Foundation purpose is to increase the educational facilities in this area that were previously in the Tsunami stricken, education in the heading of national vision of national plus. Purposes that are expected by the foundation include:

- A. Providing a national plus curriculum in the post-tsunami area.
- B. Providing adequate educational infrastructure facilities.
- C. Providing creative concepts to their students.
- D. Providing national concept plus for disadvantaged children.
- E. Providing the influence and example of the conventional school located in the area

In carrying out this CSR program, PT PENTA COSMOPOLITAN cooperates with several parties, among others with the education department to set permissions legality and accreditation, this refers to the rules of accreditation "The legal basis is the main school accreditation: No. Law. 20 of 2003, Article 60, Government Law. 19 of 2005 Section 86 & 87 and the Decree No. minister. 87/U/2002 " to run the curriculum program by Sheikh Abdur Rauf Foundation, as well as the local government for the provision of guidance and also the location of the area permits. Each partner also has the responsibility of each individual include:

**A. PT. Penta Cosmopolitan**

1. Participate in the planning, monitoring, and evaluation of development.
2. Providing financial facilities
3. Providing teaching staff to be trained in the affiliate business in AL-Azhar BSD
4. Facilitating the foundation and Al Azhar BSD to exchange information regarding the curriculum
5. Building infrastructure such as school and mosque

**B. Education Officials Government**

1. Providing rules regarding curriculum
2. Monitor the curriculum process
3. Bridging communication with other schools
4. Gives accreditation to schools

**C. Syekh Abdurrauf Foundation**

1. Providing school curriculum
2. Providing local teaching staff
3. Providing school rules management

**D. Local Officials**

1. Providing school construction permission
2. Act as a facilitator for the community.

Blang Oi village has a very strategic location and can be accessed by a variety of public transportation. The village also has a significant population. Blang Oi village was chosen as the location of CSR because they had severe damage affected from tsunami disaster, but the school later bought by PT PENTA COSMOPOLITAN for adequate school program. Foregoing, there was no school located in Blang Oi village.

The implementation of this CSR program conducted in some steps that started with a good will of PT PENTA COSMOPOLITAN commissioner in contributing to the Aceh community post-tsunami. PT PENTA COSMOPOLITAN did not provide just a financial aid but wanted to really contribute more in

providing better education for the community by building a school with national plus curriculum system and hoping that it set as an example for education in Aceh by taking syekh abdur rauf foundation as partner. The first stage that PT PENTA COSMOPOLITAN did is by taking syekh abdur rauf foundation as a partner and to form a school with a national plus curriculum with obligations that have been previously divided. PT PENTA COSMOPOLITAN starts building construction proposal to build school and mosque that later done by PT INTI PAKAR MAJU JAYA which also one of the contractor for PT METROPOLITAN KENTJANA. Soon the planned school management and prepare curriculum. The management planned all by PT PENTA COSMOPOLITAN with the standard that Al-Azhar BSD have. Teaching staff then later prepared by opening teacher enrollment and school principals. Teacher recruitment done in 2009 involving more than 130 prospective teacher which then selected and recruited directly by teaching staff from Al-Azhar BSD in Jakarta. In May 2009, 1 teacher and school principal were sent to Jakarta to joined the training program. After all have been carefully prepared, TKIT syekh abdur rauf finally inaugurated on 31 July 2009 by Banda Aceh mayor with establishment permit 624/a.2/3435/2009.

After that the learning program was started with 39 number of students. The concept that was used is very interesting, applying teachings by play while learning. The main concept of the learning system is a centralized pattern with moving classes to develop active learning, creative, attractive, innovative, fun and rewarding that aims to stimulate the growth of multiple intelligence. The learning time 6 days of school days, specifically on Friday TKIT Syeikh Abdurrauf held Islamic religious education which is more detailed than the system adopted in Al - Azhar BSD. After this school system running PT PENTA COSMOPOLITAN as implementing CSR was still active in terms of management curriculum controlling and also the quality of teaching by doing some evaluations continue indefinitely.

each year PT PENTA COSMOPOLITAN will sponsor a new teacher to 'Teacher in Training' workshop at Al-Azhar BSD. until now, even the PT PENTA COSMOPOLITAN also facilitates teachers TKIT Sheikh Abdurrauf to attend various trainings and seminars. With only 7 teachers available, now teaching team in sheikh abdur rauf has had a 40 certificate on the concept of learning. Not only that PT PENTA COSMOPOLITAN engaged in a role of financing to achieve the independence and sustainability of the school, by making the concept of CSR PT. PENTA COSMOPOLITAN able to make the school TKIT Syeikh Abdurrauf that during the first 3 years requires a subsidy able to stand alone without the aid of subsidies again. To provide education to the waves in Banda Aceh districts, especially in the current PT. COSMOPOLITAN PENTA also invite teachers from other schools for internships in TKIT Syeikh Abdurrauf. And lastly PT PENTA COSMOPOLITAN also makes large-scale event in the name of Quantum of learning that intends to give the concept of learning fun for the students . Having seen quite rapidly progressing PT PENTA COSMOPOLITAN was brewing to the next stage of education is elementary school.

After TKIT school was build, Syekh Abdur give positive effect to education system at Desa Blang Oi, Banda Aceh. It can be seen by looking at some school that follow Abdur Rauf's learning system, some school even commend their teacher to be his apprentice. TKIT Abdur Rauf also make QUANTUM STUDY program and invite all of Banda Aceh teacher to participate the program to be delight teacher. With this education system, the society of Desa Blang Oi are very supportive and give a positive effect because government of education service of Banda Aceh also monitoring the development of TKIT Abdur Rauf for Banda Aceh's education quality development.

### **Conclusion and Recommendation**

The results of the CSR projects undertaken by PT PENTA COSMOPOLITAN by Syeikh Abdurrauf Foundation are running well. And could be the first CSR Program that could have an impact on

education in Banda Aceh. CSR performed with these different steps to go from good supervision and mean indeed, this was done by holding the parties are experienced in their field school of Al - Azhar BSD . Schools were initially only able to change following the standard kurikulum learning how to be more creative and innovative so that students also take pleasure in learning. Project starts from the beginning of 2009 until now, even through several obstacles at the start of the problem has not been able to achieve financial independence can change the school finance itself. This growing school can achieve its success because PT PENTA COSMOPOLITAN always expands the faculty and its curriculum. So the key of success in this issue is a mature concept, good management, oversight and ongoing development, good teacher training and support from various parties .

The indicator of success on this program are:

1. TKIT Syeikh Abdurrauf become an example school in Banda Aceh, with many schools that include the teacher internship here.
2. Won the best TKIT in Banda Aceh in terms of team teaching, learning concepts, and his students.
3. Could be a training program for TKIT teachers in Banda Aceh
4. The obvious growth and expansion of classes and students.
5. Being able to change the existing paradigm of learning into innovative learning system.

In accordance TKIT Syeikh Abdurrauf CSR has been described, there are several recommendations that the authors propose, this recommendation refers to the broader impact on education in Indonesia, not only in Banda Aceh saja. Karena authors see in this CSR program implementation PT PENTA COSMOPOLITAN quite successful in melaksanakanya.

Recommendations that the authors propose is:

- a. Making CSR projects in other areas, because the project is in Banda Aceh quite successful, so it is better that PT. PENTA COSMOPOLITAN implement CSR in other areas so that it can expand educational programs that are creative and innovative.
- b. Working closely with the foundations of education in Indonesia to apply the concepts that already exist in TKIT Syeikh Abdurrauf to become an example TKIT across regions in Indonesia.