

CORPORATE SOCIAL RESPONSIBILITY (CSR): EMPOWERING PROGRAM FOR FARMERS' WELFARE

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Abstract

This research aims to analyse the influence of CSR on the empowerment, environment, and welfare. The sampling collection technique uses the probability sampling method, namely proportionate stratified sampling with samples of 219 respondents. The analysis instrument used to test the hypotheses is Structural Equation Modelling (SEM) with the analysis of Moment Structure (AMOS) 18.0. The research result shows that CSR effects positively and significantly on the environment. The empowerment effects positively and significantly on the environment. The empowerment influence on the welfare is not significant. The environment effects positively and significantly on the welfare. The direct influence of CSR on the welfare is negative and insignificant. CSR is corporate social responsibility, and also an ethical and moral implementation of entrepreneurs. Therefore, it is suggested that the company improves the implementation of CSR program to improve farmers' welfare in the vicinity of coal mining concession areas.

Keywords: CSR, empowerment, environment, welfare

INTRODUCTION

Corporate Social Responsibility (CSR) is a company program in the framework of community social participation conducted by the company. This program is conducted on the basis that a company in a certain area cannot be separated from the surrounding society condition. A company in a certain area must create mutual interaction with surrounding community; this requires the company to always create harmonious relationship with all of the stakeholders. The CRS program is conducted in various forms, among other assistance in the field of education (Ismail, *et.al*, 2015). CRS program is not only providing benefits for surrounding society, but it also benefits for its company sustainability (Kittilaksanawong, 2011)

There are various arising issues from the operation of a company in an area. Basically, company ability to operate is inseparable matter from all of stakeholders, including agreement of Environment Impact Analysis by the surrounding society. However, there are social, economic, environmental and other problems giving obstacles on the company sustainability. Thus, CSR program is one of the company programs in order to solve the problems. Certainly, there are differences on the CSR program implementation and views between one company and others (Sweeney, 2007; and Vilke, 2011).

The CSR Program is a form of farmer empowering program surrounding the coal mining area (coal mining company). This program is expected to be able to improve the welfare of surrounding society. Each company is demanded by the community to have the ability for good environmental management as presented in EIA, RPL and RKL documents. Good management of CSR will influence on the company image or reputation. As results of the research by Huang, *et. al* (2014) and Piriyaikul and Wingwon (2013) state that CSR effects positively and significantly on the company image, service quality, and purchase intention. Further, it also shows that to improve the company's image, then the company should actively conduct charity activity and any activity to improve the welfare. A company having orientation to good and proper environmental management will be able to create the company's sustainable business. Environmental problems are not only related to local problem. But, these are global issues. Therefore, based on these illustrations, the research questions are formulated to be as follow: (1) What are the CSR effects on the empowerment? (2) What are the CSR effects on the environment, (3) What are the empowerment effects on the environment, (4) What are the empowerment effects on the welfare, (5) What are the environment effects on the welfare, and (6) What are the CSR effects on the welfare. Based on the problem formulation, then this research aims to: (1) analyse the CSR effects on the empowerment (2) analyse the CSR effects on the environment, (3) analyse the empowerment effects on the environment, (4) analyse the

empowerment effects on the welfare, (5) analyse the environment effects on the welfare, and (6) analyse the CSR effects on the welfare.

LITERATURE REVIEW AND HYPOTHESES

CSR (*Corporate Social Responsibility*)

As not that strict, the government has formulated that CSR must be applied by any company with its operation as regulated in the Acts Number 40 of the year 2007 concerning Limited Liability Company Chapter I Article 1 paragraph 3. Sen and Battacharya in Heryani and Zunaidah (2013) identified that there are six main issues in the CSR dimensions, namely (1) Community support, (2) Diversity, (3). Employee support, (4) Environment., (5) Non-U.S operation, and (6) Product. Arijanto (2011) described that CSR is a company strategic decision since its initial establishment ranging from designing environment friendly products. Then, externally, CSR also ensures that the company will never decrease its surrounding environment welfare. Based on this argument, it can be said that CSR has correlation and influence on the community welfare surrounding the company.

There are many researches on CSR. Results of the researches on the CSR are as the researches by Sarwoko and Churiyah (2007); Assoouras, *et. al.*(2013); Chomvilailuk and Butcher (2013); D'Aprile (2014), Liu, *et. al* (2014); Krukowska (2014); Gazzola and Colombo (2014); Djunaedi, *et.al.* (2015); Sofyan (2017). Results of the research by Wahyuningrum, *et.al.* (2013) state that the CSR program, both simultaneously and partially effects significantly on the community welfare. Also, results of the research by Ismail, *et.al.* (2015) stated that CSR is a community empowerment in sustainable development. Sumaryo (2011) had his research results stating that the community behaviour is able to improve economic level by any community household as the CSR program acceptor. Also, CSR is also considered as an effort by a company to improve its economic, social and environmental benefits (Nejati and Ghasemi, 2013). Based on the above review, then in this research, it is development the following hypotheses.

H1 : CSR effects significantly on the empowerment (Wahyuningrat, *et.al.*, (2013); Sumaryo, (2011) ; and Ismail, *et.al.*, (2015)).

H2 : CSR effects significantly on the environment (Arijanto, (2011); Nejati Ghasemi, (2013)).

Empowerment

Community empowerment is a process. According to Sumodiningrat (1997) there are three issues to be conducted in the community empowerment, namely creating a situation or climate allowing the community potential development, strengthening the community potentials, and

protecting them. According to Wrihatnolo and dwidjowijoto (2007), there are three steps of empowerment, namely awareness, capacitating, and empowerment.

There is also a research on the CSR related to the empowerment, namely a research by Soesilawati, *et.al.* (2011) which its result states the integration of CSR policy for empowerment of dried land farmers. Results of the research by Ristianasari, *et.al.* (2013) show that the empowerment program effects positively and significantly on the community independence related to reforestation. And then, Suhadi, *et.al.* (2014) found out that coal mining CSR is a form of local wisdom-based community empowerment and it is considered as the most appropriate one to be applied in Lahat Regency. The empowerment aims to improve the community welfare and it is applied in various forms such as empowerment through PNPM - National Program for Rural Community Empowerment (*Program Nasional Pemberdayaan Masyarakat Mandiri Pedesaan*). Result of the research by Christanto (2015) proven that there is insignificant influence of empowerment program (Rural PNPM success influence) on the level of welfare. The development of hypotheses based on the above theoretical and empirical reviews is as follow:

H3 : The empowerment effects significantly on the environment (Soesilawati, *et.al.*, (2011); Ristianasari, *et.al.*, (2013)).

H4 : The empowerment effects significantly on the welfare (Suhadi, *et.al.*, 2014).

Environment

The life environment plays various roles, among others are as a provider, area, region, land, location, and place (H. Effendie, 2016). Some of these environmental functions leads to various activities including coal mining activity. Nowadays, the coal mining activity often faces environmental issues giving obstacles to its production activities. This can not be separated from the increasing public preference. There are constant changes on the public preferences by the advancement of era and globalization demands of social values. The globalization of social values is defined as the market demand in any form of products which should pay attention to the environment.

Naturally, each economic activity will influence on the environmental quality. Reksohadiprodjo and Brodjonegoro (2000) stated that economic activity, both production and consumption, effects on the environmental quality. According to Albert Fry in Arijanto (2011) the greatest enemy to the environment is poverty. As found out in Kutai Kartanegara that the coal mining activities cannot be separated from any environmental problems and the level of community welfare surrounding the mining concession area. Furthermore, the development of hypothesis in this research is described as follows.

H5 : The environment effects significantly on the welfare (Reksohadiprodjo and Brodjonegoro, (2000); Arijanto, (2011)).

Welfare

A company has a goal to obtain maximum profits, so that it should benefit a number of production factors. Thus, in its operation, the company should always considered its intern and extern factors. Reksohadiprodjo and Brodjonegoro (2000) described that the marginal cost is the same as the price which is a requirement so that a company can optimize its operation in perfect market competition and also as an implication of efficient production condition socially. Furthermore, it can be said that environment pollution leads to economic inefficiency. The *external diseconomies* show the economic activity effects on the welfare. Based on the above illustration, it can be said that the environmental aspects influence on the community welfare. Stiglitz et al. (2011) expressed defining the term of welfare should use multidimensional formulation. The dimensions include material life standards (income, consumption and wealth), health, education, individual activities including working, political voice, and governance, social relationship and kinship, life environment (current and future conditions), similarity, both economic and physic. All of these dimensions indicate the community life quality and it is necessary for objective and subjective data to measure them.

The welfare is a reflection of community life quality. There are some researches on the CSR related to the welfare, one of which is a research by Supriyono and Vita (2011) which its results show that nearly all of medium and large entrepreneurs in Bandung City have positive perception on the CSR and willingness to participate in the activity to improve the community life quality. Results of the research by Mapisangka (2009) proven that CSR effects positively and significantly on the welfare. Also, results of the research by Harori and Gunarto (2014) stated that CSR effects positively on the community welfare. One of the welfare indicators is level of income. Results of the research on the CSR effects on the income conducted by Hasadi, *et.al.* (2014) stated that CSR does not influence on the public income. The development of hypothesis in this research related to the CSR influence on the welfare is as follow:

H6 : CSR effects significantly on the welfare (Mapisangka, (2009) ; Supriyono dan Vita, (2011)).

RESEARCH METHOD

The research design uses quantitative research method approach. This research was conducted in the surrounding area of coal mining concession in Tenggara Seberang Sub-district Kutai Kartanegara Regency, East Kalimantan Province, Indonesia. Populations of the

research are farmers of paddy farmer with group members 486 people. The sample size was determined using Slovin formula with 5 percent sampling error rate (Sedarmayanti and Hidayat, 2002) the number of samples was 219. Sampling in this research uses *probability sampling* method, namely *proportionate stratified sampling* (Sekaran, 2006; and Sugiyono, 2012), there are in Manunggal Jaya village 61, Bangun Rejo village 65, and Kerta Bhuana village 93

The research instrument used is a questionnaire (structured interview). Research variables based on the indicators are in the forms of questions and statements as the research instruments. The instruments are compiled by the researchers based on the literature review, before it is used for the data collection, then there are reliability and validity tests. In this research, there are validity and reliability tests by using 30 respondents as pre-survey through computer assistance of SPSS 22.0, then it is obtained the result showing that the instruments are declared to be valid and reliable.

The data processing uses SPSS 22.0 and Amos 18.0. The SEM model is used to test the research hypothesis using AMOS. There are some issues to consider in the SEM method namely *goodness-of-fit* test and model significance test. The reliability of *Goodness of fit* model testing on the SEM has provisions as presented in Table 1.

Table 1. Index of SEM Reliability Testing

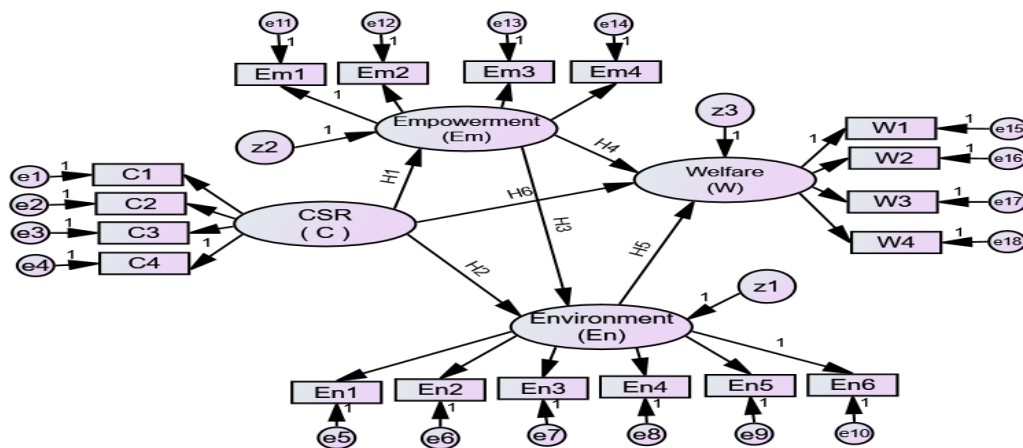
Goodness of-fit-Index	Cut-off Value
χ^2 -chi-square	Expected to be small
Significance Probability	≥ 0,05
RMSEA	≤ 0,08
GFI	≥ 0,90
AGFI	≥ 0,90
CMIN/DF	≤ 2,0
TLI	≥ 0,95
CFI	≥ 0,95

Source: Ferdinad (2006)

The inter-variable relationship in the SEM model is the causal relationship as the relationship in the regression analysis. The causal relationship is tested using the statistical test t. Through the statistical test t, it is known whether the latent variable is significant to other latent variables or not. This research uses α value by 0.05. Thus, if the value of t arithmetic is greater than the value of t table ($\alpha = 0.05$), then the latent variable is said to be significant and if not, then it is not significant. The assessment of the variable significance can also be conducted by comparing p -

value and the selected significant level, namely if the *p-value* is smaller than $\alpha = 5\%$, then the latent variable is said to be significant, whereas if the *p-value* is greater than $\alpha = 5\%$, then the latent variable is said to be insignificant (Widarjono, 2010). The research model describing on the relationship of endogenous and exogenous variables can be seen in the Figure 1.

Figure 1. Proposed Research Model



RESULTS AND DISCUSSION

The qualitative analysis through statistical inferential approach is used to analyse inter-latent variable relationship and influence. The statistical analysis is initiated by model requirement test. After the model requirement is met, then it is conducted the confirmatory analysis, and factor weight test and *Goodness of Fit Test*, and at last, the SEM full model analysis using Amos 18.0 program. As shown by Amos 18.0 program, to obtain reliable model, it is conducted the index modification. Results of index modification obtained only the value of Chi Square is bad and seven other criteria is good, so the overall fit of both models with the results of *Goodness of Fit* are presented in Table 2.

Table 2. Full Model (*Goodness of Fit Index*) after modification, 2017

Goodness of Fit Index	Cut-off Value	Model Results	Inference
<i>Significan Probability</i>	$\geq 0,05$	0,130	Good
RMSEA	$\leq 0,08$	0,027	Good
GFI	$\geq 0,90$	0,949	Good
AGFI	$\geq 0,90$	0,910	Good
CMIN/DF	$\leq 2,0$	1,163	Good
TLI	$\geq 0,95$	0,992	Good
CFI	$\geq 0,95$	0,995	Good

After the *goodness of fit test*, the *index* is conducted and the model is declared to be reliable or good and then it is conducted the hypothesis test as completely presented in Table 3 and Table 4. According to Ferdinand (2002), *Critical Ratio (CR)* is identical to the t-arithmetic in the regression analysis. Therefore, in this research, there are 219 samples and the confidence level is 95 percent ($\alpha = 0,05$), so the CR value that is greater than 1,96 shows that the exogenous and endogenous variable effects are significant and the hypotheses can be accepted. The research results show that there are positive direct influences, indirect effects and total influences. Except for the CSR direct influence on the welfare, it has negative value.

Table 3. CSR, Empowerment, Environment, And Welfare Hypothesis Tests, 2017

Path			Coeff.	CR	Sig.	Information
Empowerment	<---	CSR	0,697	9,950	Sig.	Ha. Is accepted
Environment	<---	CSR	0,606	8,036	Sig.	Ha. Is accepted
Environment	<---	Empowerment	0,401	4,925	Sig.	Ha. Is accepted
Welfare	<---	Empowerment	0,247	1,199	NS.	Ha. Is rejected
Welfare	<---	Environment	1,014	2,217	Sig.	Ha. Is accepted
Welfare	<---	CSR	-0,420	-1,389	NS	Ha. Is rejected

Table 4. Direct, Indirect and Total Influences, 2017

Exogenous & Intervening Variables	Endogenous Variable	Path Coefficient		
		Direct	Indirect	Total
CSR	Empowerment	0,697	0,000	0,697
	Environment	0,606	0,279	0,885
	Welfare	-0,420	1,069	0,649
Empowerment	Environment	0,401	0,000	0,401
	Welfare	0,247	0,407	0,654
Environment	Welfare	1,014	0,000	1,014

CSR Effects on the Empowerment

CSR provides direct positive and significant effects on the empowerment of farmers surrounding the coal mining concessions. As presented in Table 3, it is explained that the path coefficient value of the CSR on the empowerment is 0.697 and the CR value is 9,950 ($9,950 > 1,96$). Positive and significant relationship implies that better implementation of CSR programs by the company leads to better implementation of farmer empowerment. CSR programs in the form of religious activity assistance, if its intensity is improved, then it will create more harmonious

relationship between the society and the company; also create an improvement of harmonious social relations in the public. Therefore, there will also lead to sustainable mining business. Similarly, CSR program in the form of assistance in the fields of education, health, or assistance in order to increase farmers' income will improve the farmers' empowerment, both on the awareness, capacitating, and empowerment aspects.

CSR is a corporate social responsibility with the goal to improve the farming community economic level in a sustainable manner. As stated by Wrihatnolo and Dwidjowijoto (2007) empowerment has stages of awareness, capacitating, and empowerment. The empowerment is basically a process applied with full awareness and participation by the parties to improve the farming community capacity and capabilities as a development resource. The finding of this research that CSR has significant effects on the empowerment is in line with results of the researches by Sumaryo (2011), Wahyuningrum, *et al* (2013); Suhadi, *et al.* (2014); and Ismail, *et.al.* (2015).

The CSR Effects on the Environment

Coal mining activities are always related to environmental problems. Therefore, the company's CSR program is expected to support the settlement of environmental problems. The research results show that CSR has positive and significant effects on the environment. This is indicated by the CR coefficient value by 8.036 ($8.036 > 1.96$). This means that the company's CSR implementation improvement will also improve the environment quality. Constant changes on the public preferences lead to the public demand that the company's products should pay attention to the environment quality. As said by Reksohadiprodjo and Brodjonegoro (2000) that economic activities, both production and consumption, influence on the environment quality.

The effect of each construct variable in the model is analysed by comparing direct effects, indirect effects and total effects between the variables in the model. According to Ferdinand (2002), the direct effects are the coefficients of all line coefficients with one end arrow. The indirect effects are the effects caused by an intervening variable. The total effects are the sum of the direct and indirect variables or the effects of various relationships. Based on Table 4, it is obtained the results that CSR direct effect on the environment is 0.606 or 60.6 percent; the indirect effect through the empowerment is 0.279 or 27, 9 percent. The CSR effects on the environment through the empowerment are positive with total path coefficient by 0.885 or 88.5 percent. The research findings are in line with Arijanto (2011) and Nejati and Ghasami (2013) research results.

The Empowerment Effects on the Environment

The research results show positive and significant direct effects of empowerment on the environment. Table 3 shows the value of empowerment path coefficient on the environment, namely by 0,401 and the CR value by 4,925. This implies that the improvement on empowerment intensity will improve the farmers' environment quality surrounding the coal mining concession areas.

The company's empowerment in the form of coaching in order to improve the farmers' or groups of farmers' skills is categorized less effective. If the company conducts training of farmers' skills in the field of plant cultivation, then the environment quality will be improved mainly at the times of reclamation and revegetation. The program on the post-mining land conducted by the company in Kerta Bhuana Village Tenggara Seberang sub district Kutai Kartanegara Regency is giving opportunity for the farmers to cultivate the lands with paddy. If there is good farmer empowerment namely by improvement of farming skills, then the company will obtain benefits, namely improvement of environment quality, and for farmers, they will obtain higher income, finally, there will be welfare improvement. The empowerment program will influence on the independence of farmers surrounding the coal mining concession area. Awareness on importance of ecology or environment quality preservation will also improve the independence which ultimately will improve the public welfare. This research finding is in line with research results by Ristianasari, *et.al.* (2013).

The Empowerment Effects on the Welfare

The research results indicate that the empowerment influences insignificantly on the welfare. There are positive direct and indirect effects of the empowerment on the welfare. The company measures the empowerment using its indicators so that there will be clear information about improvement of farmers' awareness that the mining company operation will improve their welfare. In reality, there is less implementation of this activity by the company as shown by less good homogenous respondents' answers; their responses are categorized negative. Also, the empowerment in the aspects of capacitating and empowerment; there are homogenous respondents' answers concerning the company activity in providing training to improve the farmers' skills and authority in CSR program management that the respondents give less good response so that these are categorized negative.

Although there are insignificant effects of empowerment on the welfare, but these have positive values. This implies that the improvement of farmers' empowerment will improve the farmers' welfare. Therefore, the company should improve the implementation of farmers' empowerment program. This research finding is not in line with the results of research by

Sumaryo (2011) stating that the empowerment through CSR program will improve the economic empowerment of the society as the program acceptor. This research finding showing positive effects of the empowerment on the welfare is in line with the research by Suhadi (2014). The research finding stating that there are insignificant effects of the empowerment on the welfare is in line with the results of research by Christanto (2015).

The Environment Effects on the Welfare

The research results indicate that the environmental quality has positive and significant effects on the welfare with the CR value by 2,217 ($2,217 > 1,96$). This means that if the improvement of environment quality will also improve the farmers' welfare in the coal mining concession areas. The respondents' answer results are grouped in the positive category; this implies that the coal mining company has conducted good environment management. Although, there has been a good environment management, the company must always improve the environmental quality. The environmental quality improvement in the form of environmental health improvement and sustainable environment improvement by involving farmers will encourage increase on the farmers' income, so that the farmers' welfare will also increase.

The company in improving the environmental quality must apply several activities, namely (1) the company always maintains its environmental health, among others by continually road drainage when transporting the coal to the port, (2) the company always maintains its environmental safety, namely there is no waste disposal to the agricultural irrigation, and (3) the company constantly improves the environment quality through reclamation and revegetation. Briefly, the company should apply all activities related to the environment as presented in the environmental documents (EIA, RKL, and RPL) in proper and correct manners. The research findings stating that the environment has positive and significant effects on the welfare are in line with the findings by Reksohadiprodjo and Brojonegoro (2000) and Arijanto (2011).

The CSR effects on the welfare

Company social responsibility (CSR) is an implementation of each company business ethic. Actually, there is no strict regulation presented in legislative regulations concerning the amount of percent of company profit as the CSR portion. However, there is regulation giving obligation for each company to allocate its profit for CSR program activities. The research results show that the CSR direct effects on the farmers' welfare surrounding the coal mining concession area have negative value and insignificant. But, the CSR effects on the welfare through the empowerment have positive value. This implies that the CSR programs through the farmer empowerment program including awareness, capacitating and empowerment will influence on

the farmer's welfare. The better CSR program in the field of empowerment will lead to improvement of farmers' welfare. Also, the CSR effects on the welfare through the environment have positive value. It means that if the CSR activities are directed to any activities related to the improvement of environmental quality, then it will improve the farmers' welfare.

These research findings are not in line with results of the research by Mapisangka (2009) stating that the CSR influences positively and significantly on the welfare. Also, these research findings are not in line with results of the research by Harori and Gunarto (2014) stating that the CSR influences positively on the community welfare. These research findings stating that CSR influences positively through the empowerment and environment on the welfare are in line with result of the research by Supriyono and Vita (2011). These research findings are in line with results of the research by Hasadi, *et al.* (2014) stating that CSR has no influence on the community welfare.

CONCLUSION AND RECOMMENDATION

There are some important conclusions to be drawn on the research discussion results, namely; the CSR effects on the empowerment are positive and significant. The CSR has positive and significant effects on the environment. The empowerment has positive and significant effects on the environment. The empowerment effects on the welfare are insignificant, but its direct and indirect effects have positive value. The environment has positive and significant effects on the welfare. The CSR direct effects on the welfare are negative and insignificant, but the indirect effects through the empowerment and environment have positive value.

CSR is the company social responsibility, and also an implementation of entrepreneur ethical and moral. Therefore, it is suggested that the company improves the CSR program implementation so that it can improve the farmers' welfare surrounding the coal mining concession area.

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