
**MANAGING PEOPLE IN PROTECTING THE ENVIRONMENT
THROUGH CSR PROGRAM**

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Abstract

The research objectives are (1) to identify stakeholders involved in the protection and rescue program in Banyu Langseh hill whose funding is assisted through CSR programs. (2) to describe stakeholder responses to the program. This research is a qualitative descriptive study. The type of research is case study. The research location is at Boto Village, Tuban Regency. The data collection were carried out by interviewing, observing and collecting relevant CSR documents. The results of the study show that plantations have been carried out with relevant stakeholders. These stakeholders are Operation Head of PT. Pertamina (Persero) of Tuban gas Station, Mangrove Center Foundation, Head of Semanding Sub-District, Head of Tourism Office, Youth and Sports, Head of the Department of Environment, Tuban Regency, Head of Boto Village, Pokdarwis Bakti Lestari Group, and the surrounding communities. The activity is to educate good citizens, companies, to always do plantations and take care of lying lanes to keep them green. Besides, there is also a capacity to be an alternative environment-based tourism (ecotourism) in Tuban Regency. In the future, Banyu Langseh will be able to be a education place for adiwiyata school on planting and caring for trees in the area, old fields and water absorbers, as well as improving the standard of living in Boto village and its surroundings.

Keywords: environmental preservation, Protecting Environment, CSR, PT Pertamina Tuban, adiwiyata school, stakeholders

1. Introduction

PT. Pertamina (Persero) of Tuban Gas and Oil Fuel (GOF) Terminal is a company engaged in the Oil and Gas sector involving business processes, namely Acceptance, Stockpiling and Distribution of fuel Tuban gas station 1 and it has been operating since 2009. Several CSR (Corporate Social Responsibility) programs that can be demonstrated by the company include education, community empowerment, health, environment and direct assistance. The topic that will be raised in this paper is about the environment. There have been few companies that ignore environmental management and to the worse, the community gives less attention regarding

environmental management. Therefore, the company and the community have an intention to manage and preserve the environment as a real form of everyone's concern for fellow creatures of God. The location chosen is Banyu Langseh spring for the sake of creating a beautiful environment, as well as a tourism spot for the people around Tuban City. In Indonesia, the company's obligation to carry out CSR is regulated in several regulations or laws such as Law Number 40 of 2007 concerning Limited Liability Companies, and Number 25 of 2007 concerning Investment, stated that every investor is responsible for maintaining environmental sustainability and creating safety, health, comfort and welfare of its workers.

This study describes the protection and rescue program at Banyu Langseh hill whose funding is assisted through the CSR program provided by the company, and identifies the stakeholders involved in this activity and their role that is carried out in this conservation activity.

Corporate Social Responsibility (CSR) is the organization's or business world's pledge to focus and offer commitment to organization's social duty by concentrating on the parity of monetary, social and ecological viewpoints (Manning, 2018). The terms has a few distinct definitions as per a developing business condition. The overall meaning of CSR is clarified generally beginning from old style monetary contemplating augmenting corporate investor benefit (Baron, 2000; Zhou and Ki, 2018). This model is otherwise called the customary investor model. The model expresses that administrators and executives just have obligation regarding the proprietor (investor) of the organization. Their principle objective is just accomplishing most extreme benefit dependent on the work the board soul of the organization in regards to the monetary beliefs that are slanted towards administrative free enterprise.

The World Business Council for Sustainable Development (Moir, 2001) characterizes CSR as the organization's promise to represent the effect of its procedure on the social, monetary and natural measurements and that these effects constantly advantage the network and the earth. CSR is a progressing responsibility of the organization to carry on morally and add to financial turn of events while improving the personal satisfaction of the workforce and their families. In like manner, for the encompassing networks the organization works for the more extensive network.

Next, the idea of the triple main concern recommended by John Elkington in 1997 gave a significant forward leap to the improvement of CSR in the time of the 1990s to the current which has entered a time of globalization. The triple primary concern idea clarifies that CSR has three significant components, to be specific: (1) The organization has obligation regarding benefit, which is to build organization income. (2) The organization has obligation regarding individuals, to be specific to give government assistance to workers and the network. (3) The organization has obligation regarding the planet, which is to keep up and improve the nature of nature and the earth where the organization works. (Archel, Fernández, and Larrinaga, 2008; Gimenez, Sierra, and Rodon, 2012; Hollos, Blome, and Foerstl, 2012; Norman and MacDonald, 2004).

As indicated by (Carroll, 1999), the idea of CSR contains segments, for example, financial, legitimate, moral and generous obligations. The organization isn't just dependable to its investors yet additionally to the network and the physical condition around the organization. The organization has a duty not just through giving various offices and assets, yet additionally

demonstrating the obligation of the organization to encourage the freedom of the encompassing network, for example, miniaturized scale and macrosocial enhancements to the encompassing networks where the organization works. The organization is the gathering that gets profits by the utilization of an asset, while the network is the gathering that bears the negative results on the utilization of these assets. In this way, the organization must restore a portion of its benefits acquired for the government assistance of the network, fix the harm caused, and others. Furthermore, there are three ways of looking at the implementation of CSR, namely:

1. The organization truly does CSR program and there is a component of impulse to actualize CSR (outside drivers). CSR exercises completed by the organization intend to assemble a positive picture and increment open compassion towards the organization. In this way, CSR isn't just considered as a transient program, which doesn't empower the improvement of network life over the long haul. The perfect of giving CSR is the requirement for practical turn of events (Elmualim, 2017; Xia, Olanipekun, Chen, Xie, and Liu, 2018).
2. The organization actualizes CSR so as to satisfy its commitments, to be specific the social duty completed by the organization depends more on the presence of administrative proposals that must be complied (outer drivers, for example, Law No. 40 of 2007 concerning Limited Liability Companies, Law No. 25 of 2007 concerning Investment, and others. This is finished by the organization with the goal that it tends to be acknowledged by the earth and/or network around the organization.
3. The organization did CSR as a major aspect of organization exercises which implies that CSR develops inside (interior drivers). Along these lines, CSR exercises completed by the organization are a need to help the maintainability of the organization and as an interest in the drawn out that can bolster the organization's greatness.

2. Method

The sort of research is case study and research area is situated at Boto Village, Tuban Regency. The key sources were the Director of the Mangrove Center, the Head of the Boto town of Semanding Subdistrict, the Subdistrict Head, and the Head of the Tourism Operations Office of the company. The information assortment strategy was brought out through meetings, perception and gathering significant CSR records. The gathered information were broken down utilizing subjective investigation procedures as category and coding. Triangulation among information sources will be done to guarantee the legitimacy of the information.

3. Results

Springs Protection and Rescue Program at Banyu Langseh Hill

As indicated by the story got from Boto Village occupants and Village Chief, Banyu Langseh name has existed since quite a while back and a few people call it as Banyu Langseh cascade which means leveled cascade. There are a few exercises that are normally done by the encompassing networks in the region incorporate washing, inundating rice fields and there are guests who simply come to appreciate the excellence of nature. The area of Banyu Langseh itself

is around 9 km from the downtown area of Tuban and the way to the Banyu Langseh region goes through extremely steep rocks since it is found near the stone slope. Be that as it may, Banyu Langseh has enormous potential for characteristic attractions on the off chance that it tends to be overseen appropriately by improving the current offices and framework so the entrance to the spot is simple. Banyu Langseh Hill is the most noteworthy spot in Boto Village so on the off chance that we are in that area, we can appreciate the magnificence of Tuban city and the northern ocean of Java Island. The historical backdrop of this slope is a fruitless spot and just has 6 six teak trees which are still very much kept up by the encompassing network. Tragically during the dry season, there is next to no water comes out with the goal that it will significantly influence the economy in Boto Village because of this absence of water sources and over the long haul if the spring isn't very much kept up, Banyu Langseh water source may be a name. Beginning from this, the network along with the head of Boto Village have the activity to keep up and oversee springs and use infertile land to become green land. The town head, alongside the network and helped by the Mangrove Center Foundation, reforested the rough Banyu Langseh slope, despite the fact that the individuals needed to make a solid effort to make openings in the stones however tree planting was as yet done. The soul and steadiness appeared by the individuals of Boto Village isn't futile as this can be demonstrated by the presence of plants that live on rocks that are relied upon to assimilate and store water with the goal that the current springs are not wiped out, and the territory gets obscure. With a guarantee to safeguard the earth so as to improve the nature of reforestation exercises, the network framed a gathering as an ecological administration compartment called POKDARWIS (local gatherings of Tourism Awareness) to be specific Kelompok Sadar Wisata Bakti Lestari Group. The presence of the gathering is relied upon to have the option to keep up and oversee Banyu Langseh cascade and slopes with the goal that later it can turn into a characteristic vacation spot that is known and visited by numerous individuals, from which the Boto Village people group, of Semanding District, Tuban Regency can exploit its outcomes.

Incredible energy appeared by Boto Villagers in keeping up and completing natural administration triggers PT. Pertamina (Persero) of Tuban corner store to do likewise by offering help to the nearby network as participation in doing reforestation and ecological administration.

Stakeholders involved in water protection and rescue activities.

Stakeholders involved in this activity are Director of Mangrove Centers, Heads of Villages and their staffs, community groups of Tourism Awareness, and Operation Head of the company.

Mr. Ali Mansur as Director of Mangrove Center expressed "Exercises like this are everybody's commitment since people are basically intended to be a pioneer (caliph) who are obliged to protect, keep up and build up this nature as well as could be expected". "We, with the town head and Pak Wo construct a common duty so that by actualizing five years planting program done by shared collaboration, it is relied upon to have the option to make the area encompassing the springs greener so the spring will deliver more water. "Later on, local gatherings of Tourism Awareness in Boto Village turned into an adroit gathering condition which is network based so it can work with the administration and can help the legislature through the travel industry area "indicated extraordinary excitement in taking an interest on the ecological administration

program one of which is finished by planting trees at a beginning phase. At that point, it is then step by step improved into making available street to the Banyu Langseh area which is done autonomously through network self improvement which is generally completed on Sundays. Subsequently, Banyu Langseh zone is moderately protected from wrongdoing and shameless activities in light of the checking and the executives program done in Banyu Langseh ". Besides, the Head of the Village likewise said" Animals in the zone are developing all the more securely as they are not pursued or shot thoughtlessly. Moreover, there are an ever increasing number of individuals who visit this spot for entertainment.in expansion, the town head likewise expects the administration of the earth in the local ought to be overseen better with the goal that it will give more advantages for the general public.

Additionally, the Operation Head of the company expressed "We, the organization will resolve to help building up the expected that exists in Banyu Langseh dependent on our capacities, with would like to expand the economy of Boto. It is normal that the participation done between the company and Boto inhabitants can cooperate to build up a superior spot to live"

"The pioneer of Semanding subdistrict expected that Banyu Langseh can be a travel industry goal for both Tuban and urban communities outside Tuban people group. With this, there will be the travel industry pay that will give conservative profit and fulfill the network fulfillment. "Moreover, it is trusted that Banyu Langseh presence will pull in the legislature. Furthermore, the network and our organization is certain to have the option to change Banyu Langseh to be the travel industry fascination. Moreover, the pioneer likewise expected that Boto town will have the option to plan the foundation of the Village-Owned Enterprise that clings to this methodology".

Delegate of the Department of Tourism of Tuban Regency expressed "Banyu Langseh is in fact an area that is extremely potential to be created later on, both from nature and its area". Moreover, he likewise said that working up the space as in Banyu Langseh isn't extremely simple, and there is a help from the encompassing network, partners, organizations and the administration". Next, it is additionally said that this spot is not just assumed as a position for the travel industry; however, it is likewise utilized for outbound exercises and Adiwiyata School.

4. Discussion

Spring insurance and salvage, reforestation of basic territories is presently one of the administration's projects targeting returning green land so there will be no flood during the stormy season and absence of water during the dry season. This occurs because of the event of numerous unpredictable logging bringing about exposed timberland and uneven water retaining and land breakdowns. In this way, to line up with the administration program, the organization did a natural consideration program by planting trees in the territory.

In dealing with the earth, what was done early was to make collaboration between the organization and the top of the Boto Village in safeguarding Banyu Langseh spring, keeping up Banyu Langseh regular the travel industry, Banyu Langseh slope advancement, doing reforestation and dealing with the nature biodiversity in the encompassing zone. In this collaboration, the organization does not remain solitary, yet the Tuban Mangrove Center Foundation as a contact and guide in doing natural consideration activities joins it. For this

situation, Mangrove Center is an organization that has a dream and crucial sparing the earth. The presence of this joint effort is relied upon to give positive perspectives in ecological administration, in particular sparing springs in the Banyu Langseh territory.

The organization trusts that this action can make reforestation and biodiversity both inside the organization's own area and outside the organization's zone having a protection region. The motivation behind the tree planting targets expanding the familiarity with different gatherings on the significance of feasible tree planting and support in lessening an unnatural weather change.

Tree planting has been completed with related partners. These partners are the Mangrove Center Foundation, the Head of the Semanding District, the Head of the Tourism, Youth and Sports Agency, the Head of the Environmental Agency of Tuban Regency, Indonesian Army, and Boto Village Head, the Pokdarwis (local gatherings of Tourism Awareness) Bakti Lestari Group, the Adiwiyata School in Tuban Regency and the encompassing network. This is in agreement to the aftereffects of past exploration, which expresses that the usage of CSR will be successful on the off chance that it includes networks in its execution (Idemudia, 2009; Moir, 2001; Sangle, 2008, 2009; Seitanidi and Ryan, 2007; Sharp and Zaidman, 2010)

The execution of this CSR program is viewed as fruitful in understanding the exertion of keeping up supportable advancement in the field of condition. This is in accordance with the consequence of some past examination (Kolk and van Tulder, 2010; Moon, 2007; Payne, 2006). This action is additionally a decent instruction for residents, organizations, governments and schools (Adiwiyata School) to consistently plant and care for trees to keep the earth green. There is the possibility to turn into a situation based elective the travel industry (ecotourism) as found in the after effects of exploration talking about the linkages among CSR and ecotourism (Bickford, Smith, Bickford, Bice, and Ranglack, 2017; Hamdan and Low, 2014) in Tuban Regency. Later on, Banyu Langseh can be a spot for training for schools on the most proficient method to plant and care for trees in rough territories, the presentation of uncommon plants and water safeguards.

Conclusion

The efforts in preserving the Environment through CSR program conducted by the company is done by implementing plantations program carried out with related stakeholders. These stakeholders are the Mangrove Center Foundation, the Head of the Comparative District, the Head of the Department of Tourism, Youth and Sports, the Head of the Tuban District Environment Office, the Indonesia army, Boto Village Chief, the Pokdarwis (community groups of Tourism Awareness) Bakti Lestari Group, the Adiwiyata School of the Tuban Regency and the surrounding community. In general, this CSR program was successful in (1) encouraging the community to care more about planting and caring for the trees. (2) Restoring the ability of forest and damaged soil to be more productive and ultimately improve the sustainability of the living environment. (3) Saving the existing springs to be able to be utilized by the surrounding communities. (4) Doing reforestation on Banyu Langseh hill to make it wet so it capable of absorbing water. (5) Providing education for the Adiwiyata School located in Tuban Regency, in order to become the nation's successor having the environmental insight.

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