

Implementation of Corporate Social Responsibility (CSR) in Improving Corporate

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Abstract. Activities Corporate Social Responsibility (CSR) will certainly provide feedback in the form of a positive image that is expected by the company. But whether in its implementation, the CSR program is able to run according to the company's expectations and how to anticipate any problems that arise. This study uses qualitative methods and the resulting data is descriptive data in the form of writing about the results of the analysis of the application of Corporate Social Responsibility (CSR) to the environment and society in improving the company's image at PT. Mega Marine Pride by using various evaluation sources in the form of books or samples. Based on the results of research, it was concluded that: in carrying out Corporate Social Responsibility (CSR) activities as an effort to improve the company's image. PT. Mega Marine Pride is able to create a good impression on the community and attract public trust in the company. Because the company has carried out CSR activities as a form of company concern so that it can prevent conflicts and social inequalities between the company and the community around the company. Although there are still CSR programs that have been prepared that have not run optimally and some have not been able to be sustainable

Keywords: CSR, Corporate Strategy, Corporate Image.

I. Introduction

Most people think that industrial companies can have many positive impacts on the environment and society. They think that the company can prosper them starting from creating jobs, producing goods, contributing to state taxes as a form of increasing state income, and providing a budget for donations if the community needs it. In addition, the company can provide a good impact for the welfare of the surrounding community. However, with this positive impact the company can continue to look for opportunities to achieve its goals in various ways, so that in the end it can have a negative impact on the environment. The negative impacts include air pollution, poisoning from exploitation of natural resources, noise generated by production machines and others. A company cannot be separated from society as its external environment. In maintaining its existence, there is a reciprocal relationship between the company and the community. Companies and communities are life partners who give and need each other. Contribution and harmonization of both will determine the success of nation building.

In general, Corporate Social Responsibility is an increase in the quality of life that has the ability of humans as individual members of the community to respond to existing social conditions and can be enjoyed, utilize, and maintain the environment. Or in other words, is the company's way of managing business processes to produce a positive impact on the community. Socially CSR includes responsibility in the economic field in an effort to create a better standard of living while maintaining company profitability (Ermawati, 2014: 2). A socially responsible business considers not only what is best for the company but also what is best for society at large. Most companies are keenly aware of the need to ensure that their products and processes are "environmentally friendly".

One of the company's caring activities is Corporate Social Responsibility (CSR) which is a very important function in developing the company's social environment so that community development will be in line with company development. This phenomenon has become a major change agenda that can provide hope for a sense of justice and provide opportunities for realizing sustainable development. Ideally, Corporate Social Responsibility should be an integrated part of the company's policy which is an investment in the company's future (social investment) and not just considered a social cost (social cost). Unfortunately, most companies still see Corporate Social Responsibility as part of the cost or reactive action to anticipate community and environmental resistance.

CSR can also be said as one of the company's strategies that accommodates the wishes, needs and interests of the public. So that in the end by implementing CSR, the company will be able to build good relations with the community in the long term. The CSR program is strongly influenced by a practitioner of Public Relations (PR) and competent CSR Officers so that they are able to formulate strategies that are right on target and in accordance with the needs or expectations of the community, so that the CSR programs carried out can be sustainable and able to create community independence. CSR

will also greatly affect the company's image if it can be realized properly and according to the objectives. The role of CSR is very large for companies, besides playing an important role in forming a positive company image, CSR is also a form of concern for companies in fulfilling their social responsibilities to the public. PT. Mega Marine Pride is a company engaged in seafood which was founded in 1984 and is located in Wonokoyo Village, Beji, Pasuruan. Based on the vision and mission which is to provide the best quality seafood products by implementing a strict focus on quality at every stage. Not only focusing on production, PT Mega Marine Pride also participates in protecting the surrounding environment and supply environment by managing waste again. (Source www.megamarinepride.com).

CSR activities that are good and on target will certainly provide feedback in the form of a positive image that is expected by the company. But whether in its implementation, the CSR program is able to run according to the company's expectations and how to anticipate any problems that arise. Obstacles such as decreased activity intensity often occur, this can be caused by many factors, for example, due to lack of attention from companies and human resources who are not yet qualified to continue to innovate. The company's inattention to society and the environment can also cause social conflicts. Meanwhile, if there is a conflict between the company and the community, there will be considerable losses, not only for the company, but also for the community. Referring to the description above, the author tries to examine in depth how the CSR activities carried out by PT. Mega Marine Pride Pasuruan in an effort to improve the company's image.

II. Literature Review

Corporate Social Responsibility (CSR)

Social responsibility can be called Corporate Social Responsibility (CSR). Corporate Social Responsibility (CSR) is a company's commitment by paying attention to social responsibility and emphasizing on the balance between attention to economic, social and environmental aspects or the business world is a contribution to sustainable economic development. Corporate Social Responsibility (CSR) is a company's commitment to pay attention to social responsibility towards the community and the environment around the company. Corporate Social Responsibility (CSR) or corporate social responsibility is one of the concerns in building a good and prosperous environment, some of the profits obtained by the company should be returned to the community, because in fact the people who provide benefits to the company are the people themselves who become the workforce. work and promote. With a portion of the company's profits to the community, more and more people will pray for the company. Corporate Social Responsibility (CSR) is one of the company's concerns to the community, especially the surrounding community. Thus the community will feel happy and will gladly pray for the good for the company. This approach in which companies integrate concerns (stakeholders) based on the principles of volunteerism and partnership means that the company must see that CSR is not a coercive program but a form of solidarity with fellow human beings, namely helping to release parties from the difficulties that plague them.

According to (Prastowo and Huda 2011:17): CSR is a natural mechanism for a company to 'clean up' the huge profits it has earned. As is well known, the company's ways of obtaining profits are sometimes detrimental to others, whether it is unintentional or intentional. It is said to be a natural mechanism because CSR is a consequence of the impact of decisions or activities made by the company, then the obligation of the company is to reverse the situation of the people who experience the impact to a better condition.

The pattern or form of CSR has also developed from the charity principle to the stewardship principle (Anne, 2005). Based on charity principle, the community is able to have a moral obligation to provide assistance to the underprivileged. This type of company assistance is very necessary and important, especially in a period or state system where there is no social security system, health insurance for the elderly, and benefits for the unemployed. Whereas in the stewardship principle, the corporation is positioned as a public trust because it controls large resources where its use will have a fundamental impact on society. Therefore, the company is responsible for using these resources in a good manner and not only for the benefit of shareholders but also for society in general.

Thus, today's corporations have various aspects of responsibility. Corporations must be able to manage their economic responsibilities to shareholders, fulfill legal responsibilities by complying with applicable laws and regulations, and be socially responsible to stakeholders (stakeholders). CSR (Corporate Social Responsibility) has a strategic function or role for companies, namely as part of risk management, especially in establishing social security. In addition, the company's CSR (Corporate Social Responsibility) can also build its reputation, such as improving the company's image, as well as the company's line of business. The concept of CSR (Corporate Social Responsibility) in the company by

implementing CSR programs in a sustainable manner. Because the implementation of CSR programs will create a golden circle effect that will be enjoyed by the company and all its stakeholders. Through CSR, the welfare and socio-economic life of local communities and the wider community will be guaranteed. This condition in turn will ensure the smooth running of the entire production process or activity of the company. Meanwhile, the preservation of the environment and nature, in addition to ensuring the smooth production process, also ensures the availability of a supply of production raw materials taken from nature.

The substance of the existence of Corporate Social Responsibility (CSR) is to strengthen the sustainability of the company by building cooperation between stakeholders, which is facilitated by the company by compiling development programs for the surrounding community. There are six main trends that increasingly emphasize the importance of Corporate Social Responsibility (CSR), namely:

1. Increasing gap between rich and poor.
2. The position of the State which is increasingly distant from the people.
3. More and more the meaning of sustainability is emerging.
4. The more incessant critical spotlight and resistance from the public (even anti-company).
5. The trend towards transparency.
6. There is hope for the realization of a better and humane life.

The concept of CSR (Corporate Social Responsibility) in Corporate

Social Responsibility (CSR) in general is management support for the obligation to consider profit, customer satisfaction, and community welfare equally in evaluating the company's performance. Thus, CSR can be interpreted as a company's commitment to account for the impact of its operations in the social, economic and environmental dimensions, and to continuously maintain that these impacts can benefit the community and the surrounding environment. So, it can be concluded that CSR is a company's commitment to make a long-term contribution to a issue in society or the environment in order to create a better environment. Contributions from this company can be in the form of many things, for example financial assistance, assistance from experts, assistance in the form of goods, and others.

The inclusion of the Corporate Social Responsibility (CSR) program as part of the company's business strategy to maintain and improve competitiveness through the company's reputation or image. Now the next challenge is how all related parties have a serious commitment and jointly implement social responsibility programs in their service to the community. CSR (Corporate Social Responsibility) has a strategic function or role for companies, namely as part of risk management, especially in establishing social security. In addition, the company's CSR (Corporate Social Responsibility) can also build its reputation, such as improving the company's image, as well as the company's line of business.

John Elkington in 1997 in (Wibisono 2007) through his book "Cannibals with Fork, the Triple Bottom Line of Twentieth Century Business". Elkington developed the triple bottom line in terms of economic prosperity, environmental quality and social justice. Elkington gives the view that companies that want to be sustainable need to pay attention to the "3Ps". This concept provides an understanding that a company is said to be good if the company does not only seek profit (profit), but also has concern for environmental sustainability (planet) and community welfare (people). The responsibility for managing the company which was originally only to stockholders (owners/shareholders) shifted to stakeholders (owners, employees, government and the wider community).

According to Elkington, the 3P concept can guarantee the company's business continuity. This can be justified, because if a company only pursues profit, the damaged environment and neglected communities can become obstacles to business continuity. It is important to increase profits and increase economic growth, but it is equally important to pay attention to environmental conservation. This is where the need to apply the triple bottom line or 3BL concept, namely profit, people, and planet. In other words, the "heart" of business is not only profit (profit), but also people (humans) and don't forget, the planet (environment) (Wibisono 2007:37).

Corporate Strategy Strategy

formulation includes developing a vision and mission, identifying an organization's external opportunities and threats, awareness of internal strengths and weaknesses, setting long-term goals, searching for alternative strategies, and selecting certain strategies to achieve goals. Strategy formulation decisions encourage an organization to commit to specific products, markets, resources, and technologies over a long period of time. Strategy determines long-term competitive advantage, for better or for worse, strategic decisions have far-reaching multifunctional consequences and great influence over an organization. The implementation of the strategy requires the company to set annual goals, make policies,

motivate employees, and allocate resources, so that the strategies that have been formulated can be implemented.

Strategy implementation includes developing a culture of sportsmanship in strategy, creating an effective organizational structure, redeploying marketing efforts, preparing budgets, developing and utilizing information systems, and linking employee compensation to organizational performance. Strategy implementation is often referred to as the action stage of strategic management. Implementing strategy means mobilizing employees and managers to implement the strategy that has been formulated. It is often considered the most difficult stage in strategic management. Implementing strategy requires discipline, commitment, and sacrifice. Successful implementation of the strategy depends on the ability of managers to motivate employees. The challenge of implementing strategy is to stimulate managers and employees throughout the organization to work with pride and enthusiasm for the goals that have been set.

Signal Theory (Signalling Theory)

Signal theory explains how a company gives a signal to the wider community. Companies that publish financial statements can provide information to the public (the market), and it is hoped that the market will respond to the information provided as a positive or negative signal. A positive signal will appear if the company provides information in the form of increasing the amount of profit. This indicates that the condition of the company shows that it is in a good position. Vice versa, a negative signal will appear if the earnings information announced by the company decreases. The signal that has been given by the company to the public (investors in general) will affect the stock market, especially the company's stock price on the stock exchange. In addition to financial reports, social responsibility reports can also be used as a signal by the company to the wider community. Gray et al. (2005) stated that a company that seeks CSR activities is a signal related to the quality of its management.

Signal theory was developed in economics and finance to take into account the fact that insiders generally have better and faster information than outside investors. Therefore, as managers, managers are obliged to provide signals about the company's condition to owners. Signals This can be done through the disclosure of accounting information such as financial statements. Brigham and Houston (2015) state that signal theory provides an illustration that a signal or cue is an action taken by company management that provides instructions for investors about how management views the company's prospects. This theory reveals that investors can distinguish between companies that have high values and companies that have low values.

Theory (Stakeholder Theory) Stakeholder

expectations stakeholder. Gray, Kouhy and Adams, in Rinaldy (2011) said that: "the survival of the company depends on stakeholder support and this support must be sought so that the company's activity is to seek that support. The more powerful the stakeholders, the greater the company's effort to adapt. Social disclosure is considered as part of the dialogue between the company and its stakeholders. Stakeholder theory emphasizes organizational accountability far beyond simple financial or economic performance. This theory states that organizations will choose to voluntarily disclose information about their environmental, social and intellectual performance, over and above their mandatory requests, to meet actual or recognized expectations by stakeholders. One form of voluntary disclosure that is growing rapidly today is the publication of CSR. Through the publication of CSR (social and environmental disclosures) companies can provide more sufficient and complete information related to activities and their effects on the social conditions of society and the environment (Ghozali and Chariri, 2007) in Rinaldy (2011).

This theory explains the relationship between stakeholders and the information received (Hill and Jones (1992). Companies should strive to build and maintain good relationships with stakeholders (Freeman and Veal, 2001). Stakeholders are understood as a social element and environment without their participation, it is believed that the company will not survive long. In relation to CSR, in stakeholder theory, all stakeholders have the right to obtain information about the company's activities during a certain period that can influence the level of decision making CSR requires companies to be responsible to stakeholders and report their responsibilities.

Legitimacy Theory Legitimacy

theory is a company management system that is oriented towards taking sides with the community, government, individuals and community groups (Gray et al, 1996). This indicates the existence of a social contract between the company and the community and the existence of social and environmental disclosures. Companies running a social contract must adapt to the prevailing values and

norms in order to run in harmony. The theory of legitimacy which is based on the existence of social contact between an institution and the community, which requires an institutional goal that is congruent with the values that exist in a society. According to this theory, the actions of an institution must have activities and performance that are acceptable to society.

Community legitimacy is a strategic factor for the company in order to develop the company in the future. This can be used as a vehicle for constructing the company's strategy, especially in relation to efforts to position itself in the midst of an increasingly advanced society. Organizational legitimacy can be seen as something that companies want or seek from society. Thus, legitimacy is a benefit or potential resource for companies to survive (going concern) (O'Donovan, in Hadi, 2011:87). Gray et al (1996) argue that legitimacy is "a system-oriented view of organization and society permits us to focus on the role of information and disclosure in the relationship between organisations, the state, individuals and groups". The definition implies that legitimacy is a company management system that is oriented towards taking sides with the community (society), government, individuals, and community groups. For this reason, as a system that prioritizes alignment with society, the company's operations must be congruent with the expectations of the community.

III. Research Method

Type of research conducted by researchers is qualitative research on the implementation of Corporate Social Responsibility (CSR) at PT. Mega Marine Pride. In accordance with its characteristics, qualitative research does not intend to draw generalizations from conclusions, but focuses more on the representation of the observed object. This research activity includes collecting data, analyzing data, interpreting data, and ending with a conclusion that refers to analyzing the data. The purpose of this research is to reveal facts, circumstances, phenomena, variables and circumstances that occurred during the research and present what is.

IV. Results and Discussion

activities Corporate social responsibility carried out by the company can be one of the strategies or efforts to increase legitimacy and improve the company's good reputation. Ideally, the implementation of CSR by companies is basically oriented from the inside out. This means that CSR activities must be managed properly, which includes the company's compliance with applicable laws and regulations. To carry out CSR activities properly, good corporate governance must also be implemented, so that these two things are interrelated.

Activities Corporate Social Responsibility in the Economy

In line with the company's CSR vision in realizing an economically and socially independent society to meet the challenges of future opportunities, both regionally and nationally, the company is committed to building and developing programs that support sustainable development that covers the economic aspect by involving the local community and society to improve the quality of life. At this time, the company's CSR activities are adjusted to what the community needs and adapted to the local government's development plan which is also in accordance with the company's ability to implement it. The economic development of the assisted areas requires sufficient scope and interrelation of business layers without regard to geographical boundaries so that local economic activities can develop. Conducting a CSR program in the economic field conducted by PT. Mega Marine Pride, which is when Eid al-Fitr provides basic food assistance in the form of 3,400 packages of rice to the community in an effort to help the community. One form of the company's CSR (Corporate Social Responsibility) , in addition to CSR activities that have been routinely carried out by companies in the fields of education, health, environment, as well as the Income Generating Activity. Contributions made by the company to the community as an embodiment of a friendly company (friendliness of the company to the environment).

Corporate Social Responsibility (CSR) Activities in the Environmental Sector

Various environmental problems that arise around the company's operational areas make the company care about environmental sustainability. In relation to the company's operations with the environment, there are company's efforts to minimize negative impacts that occur in the environment such as pollution prevention measures, reducing the impact of climate change and processing waste water produced.

Joining WWF-Indonesia's fisheries improvement program through Seafood Savers in 2017, PT Mega Marine Pride is one of the companies that is committed to starting to implement a sustainable aquaculture system in part of its production by referring to the principles of the Aquaculture Stewardship Council (ASC). In order to support this sustainable aquaculture, PT Mega Marine Pride continues to carry out various environmental programs that are integrated into various CSR activities. Coupled with the effects of global warming that have emerged in recent decades, PT Mega Marine Pride has taken steps to conserve the environment by planting thousands of mangrove and cypress trees in Jember Regency. Planting trees is an implementation of the four CSR pillars of PT Mega Marine Pride Group and is one of the activities of the Aquaculture Improvement Project (AIP) or the improvement of shrimp farming practices with WWF-Indonesia. This program aims to participate in supporting environmental sustainability which involves a synergy of cooperation between companies, communities and stakeholders. This tree planting is one of PT Mega Marine Pride's CSR programs that has been running since 2008. The location where trees are planted this time is in Kepanjen Village, Gumukmas District, Jember Regency. A total of 1500 trees were planted consisting of 1000 seedlings of pine shrimp (*Casuarina equisetifolia*) and 500 seedlings of early mangrove trees (*Rhizophora mucronata*). Through this activity, PT Mega Marine Pride shows that efforts that have a direct impact on the environment can be carried out with the synergy of various parties. In this CSR activity, there were 119 residents from three villages namely Kepanjen, Mojomulyo and Mayangan who received services.

Activities Corporate Social Responsibility in the Health Sector Health

aspects in life are quite an important concern, because healthy humans will be able to work and achieve progress. The community is one of the stakeholders that is quite important for the company, especially those around the company's operational area. The public health aspect is deemed necessary to be socialized and needs to be improved, for this reason the company tries to contribute in the health sector according to its capabilities and also the needs of the community. Several CSR activities carried out by PT. Mega Marine Pride in the health sector, namely:

1. **Supplementary Feeding (PMT)**
This activity is carried out with the aim of contributing to increasing public awareness and knowledge of the importance of children's health. PMT is done by distributing milk and nutritious snacks. Lack of parental knowledge about children's health will have a negative impact on the quality of children's health.
2. **Maternity Class Program Pregnant**
women class is a means to learn together about the health of pregnant women. The form of learning is given in a face-to-face form with the aim of increasing the knowledge and skills of prospective mothers regarding pregnancy, pregnancy care, childbirth, postpartum care, infant care and overcoming the risk of early birth. This activity is carried out in the form of counseling and consultation on case-by-case settlement of pregnant women and examination of maternal pregnancies.
3. **Completing Posyandu Equipment**
PT Mega Marine Pride provides assistance Corporate Social Responsibility (CSR) to equip Posyandu , Wonokoyo Village, Beji District, Pasuruan. assistance CSR is given regularly to the community around the company. There are various forms, can be in the form of education, health and others. In addition, there were baby diapers, baby scales, Posyandu, service desks and many more that were handed over. Posyandu is one of the early detection efforts to prevent malnourished children. Therefore, CSR activities in the health sector will also provide full support for Posyandu.

Activities Corporate Social Responsibility in the Infrastructure Sector Infrastructure

public infrastructure such as buildings, road and transportation facilities. Infrastructure is one aspect that gets the company's attention through CSR activities with the aim of improving the quality of rural infrastructure to increase the socio-economic activities of the community. So far, the CSR programs of oil and gas companies are mostly directed at improvement of public facilities and regional social facilities. This matter due to community development that carried out by the company is emphasized on the development of physical. With the company's operational activities, in addition to creating jobs for the surrounding community, it also creates village infrastructure improvements (in this case roads for company activities).

activity of Corporate Social Responsibility PT. Mega Marine Pride are as follows:

1. Carry out road repairs in the Beji District, Pasuruan.
2. Make a channel to collect waste water before it goes to the river.

3. Treating liquid waste biologically so that it does not contain toxic and hazardous materials. This includes coordinating with the Environment Agency so that the wastewater treatment plant is in optimal condition so that factory waste does not disturb local residents.

Constraints Faced in the Implementation of Corporate Social Responsibility (CSR) Activities as an Effort to Improve Corporate Image

CSR activities carried out by the company do not always run smoothly without obstacles. At first, it is necessary to approach the community and understand how the condition of the community is and what is needed. Along with the development of good relations between the company and the community as one of the stakeholders, the company provides an understanding of what corporate responsibility is.

The following are some of the obstacles faced by PT. Mega Marine Pride in carrying out its CSR activities include the following:

1. Lack of number of CSR Officers.
2. Limited budget for CSR activities.
3. Lack of community independence and innovation.
4. Lack of public understanding of the company's operational activities.

Indicators of Successful Implementation of Corporate Social Responsibility (CSR) PT. Mega Marine Pride

Indicator or benchmark for successful implementation Corporate Social Responsibility (CSR) PT. Mega Marine Pride is as following :

1. The implementation of all planned programs, the fulfillment of community needs which are stated to be fulfilled in the program plan.
2. Maintaining social integration of the community.
3. Comparing the initial data with the latest data after CSR activities have been implemented.
4. CSR activities have succeeded in encouraging community independence, for example by creating new business actors and increasing public opinion.
5. The company is generally accepted to exist in the midst of society.

V. Conclusion

Based on the results and discussion in this study, the conclusions obtained are: in carrying out Corporate Social Responsibility (CSR) activities as an effort to improve the company's image. PT. Mega Marine Pride is able to create a good impression on the community and attract public trust in the company. Because the company has carried out CSR activities as a form of company concern so that it can prevent conflicts and social inequalities between the company and the community around the company. Although there are still CSR programs that have been prepared that have not run optimally and some have not been able to be sustainable. The community hopes that the company will continue to contribute and carry out its social responsibility in their village with more innovative programs that can increase community independence.

The CSR activities carried out by PT. Mega Marine Pride in an effort to improve the company's image, namely:

1. Activities Corporate Social Responsibility in the Economic Sector by providing basic food assistance in the form of 3,400 packages of rice to the community in an effort to help the community.
2. Corporate Social Responsibility (CSR) activities in the Environmental Sector by implementing a sustainable aquaculture system in part of its production by referring to the principles of the Aquaculture Stewardship Council (ASC) and planting thousands of mangrove and cypress trees in Jember Regency.
3. activities Corporate Social Responsibility in the Health Sector by running the Supplementary Feeding (PMT) program, holding Maternity Classes, and equipping the Posyandu equipment are the company's efforts to show concern for the importance of public health.
4. activities Corporate Social Responsibility in the Infrastructure Sector by assisting the construction of public facilities and road access in several operational areas of the company.

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