

**Implementation of Corporate Social Responsibility Programs  
At PT Sharp Electronic Indonesia**

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**Abstract**

The background of this article is about the implementation of Corporate Social Responsibility (CSR) at PT Sharp Electronic Indonesia. This paper examines the process of implementing CSR programs. The methodology used is a qualitative literature study. In this case community and environmental empowerment is part of PT Sharp Electronic Indonesia's commitment. The results of the analysis show that the concept of CSR is indeed good, but unfortunately, until now there are still many companies that have not implemented it properly. Therefore, it is necessary to carry out an evaluation related to the implementation of the CSR Program so that the program can be implemented in a sustainable manner and can empower the community. So that in the development of the company PT Sharp Electronic Indonesia increasingly raises the pros and cons.

**Keywords: Corporate Social Responsibility, PT Sharp Electronic Indonesia, Implementation Program**

**INTRODUCTION**

In assessing a company's environmental performance, the State Ministry for the Environment has established a Company Performance Rating Program in Environmental Management (PROPER) since 2002. In [www.proper.menlhk.go.id](http://www.proper.menlhk.go.id) it is explained that PROPER is a form of government policy, to improve performance environmental management in accordance with what has been stipulated in laws and regulations.

Furthermore, PROPER is also a manifestation of transparency and democratization in environmental management in Indonesia. The application of this instrument is an attempt by the State Ministry for the Environment to apply some of the principles of good governance (transparency, fairness, accountability and community involvement) in environmental

management. The performance of the management assessed in PROPER includes: management of water and air pollution control, B3 waste management, and implementation of the Environmental Impact Analysis (AMDAL).

Through the PROPER program, the company's environmental performance is measured and divided into five colors, starting from gold, green, blue, red to the worst, black. Then the results of the PROPER program are announced by the Ministry of Environment on a regular basis, so that the public can find out the company's level of concern for the environment.

The company's performance in creating a good (green) environment. So, the company is measured by the company's achievements following the PROPER program which is one of the efforts made by the Ministry of Environment (KLH) to encourage corporate management in environmental management through information instruments.

The company's commitment to improving community welfare through good business practices and contributing part of the company's resources through Corporate Social Responsibility programs (Kotler & Nancy, 2005). So that all business activities that utilize natural resources, either directly or indirectly, will have an impact on the surrounding environment, such as waste, pollution and product safety. The existence of a negative impact from these activities affects the company's awareness in carrying out the importance of social responsibility or known as Corporate Social Responsibility (CSR).

As a member of the global community, Sharp conducts business in a manner that respects international guidelines and norms. In 1973, PT Sharp Electronic Indonesia wrote down its business philosophy, which said that the company would "contribute to the culture, benefits and well-being of people around the world" and that "our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders," our stock." This business

philosophy pledge and others share the goals of the Sustainable Development Goals, which the United Nations adopted in 2015.

Based on this business philosophy, Sharp continues to meet the expectations and needs of society and its stakeholders, and this aspiration for sustainable mutual growth between the company and society is maintained as Sharp's basic philosophy of sustainability.

Since September 2009, Sharp has been a signatory to the UN Global Compact. In December 2021, PT Sharp Electronic Indonesia joined the Responsible Business Alliance (RBA), an alliance of companies that carry out social responsibility throughout the global supply chain. We support the vision and mission of the Responsible Business Alliance (RBA). The Responsible Business Alliance (RBA) is an alliance of responsible business and not-for-profit organizations pursuing social responsibility throughout global supply chains. This is to deepen understanding of sharp's code of conduct and ensure that all executives and employees act accordingly, e-learning compliance workshops based on sharp's code of conduct are held annually.

The purpose of this study was to find out: PT Sharp Electronic Indonesia's sustainability policy and implementation system, PT Sharp Electronic Indonesia's attitude towards climate change, PT Sharp Electronic Indonesia's attitude in reducing environmental impacts related to product use and minimizing and recycling waste related to business activities and programs water resources and chemicals to protect biodiversity in social contribution activities.

## **LITERATURE REVIEW**

In Chasbiandani, et al (2019), the application of green accounting by companies is an attempt by companies to fulfill the wishes of stakeholders, because the focus of stakeholders is not only on the company's financial factors, but also related to the company's environmental factors, does the company pay attention to the impact environment of the company's

operational activities. Carolina, et al (2017) stated that green accounting has long been a concern of accountants. This is because companies need to convey information about social activities and environmental protection to company stakeholders. Not only financial information is conveyed to investors and creditors, but companies are also required to pay attention to social interests around the company's standing environment. Thus, the company's responsibility is not only to investors or to creditors, but also to other stakeholders, such as employees, consumers, suppliers, government, community, media, industrial organizations and other interest groups.

According to Lakonski (2019) also explains, because company activities can have different environmental impacts, the concept of environmental performance is a vector of these impacts. Environmental impacts occur through land use, resource use, and the release of pollutants into the air, water, and soil throughout the life cycle of a product. According to Suratno, et al (2006), Environmental performance is the company's performance in creating a good (green) environment. The company's environmental performance is measured by the company's achievements following the PROPER program, which is one of the efforts made by the Ministry of Environment (KLH) to encourage corporate management in environmental management through information instruments.

According to Kotler & Nancy (2005) corporate social responsibility (CSR) is a company's commitment to improving community welfare through good business practices and contributing some of the company's resources. Wibisono (2007) corporate social responsibility (CSR) is defined as the company's responsibility to stakeholders to act ethically, minimize negative impacts and maximize positive impacts which include economic, social and environmental aspects (triple bottom line) in order to achieve sustainable development goals. Social responsibility is defined as follows: it is the contribution of the business world to

sustainable development by taking into account the economic, social and environmental impacts of its activities. From this description, what is meant by corporate social responsibility is the company's responsibility to improve community welfare through sustainable development and taking into account economic, social and environmental impacts.

In order for Corporate Social Responsibility (CSR) to be carried out continuously, companies must already use the Triple Bottom Line Principle which is based on the premise that apart from pursuing profits, companies must also look at the welfare of the environment or known as the 3 P's (profit, people, planet). (Wibisono, 2007).

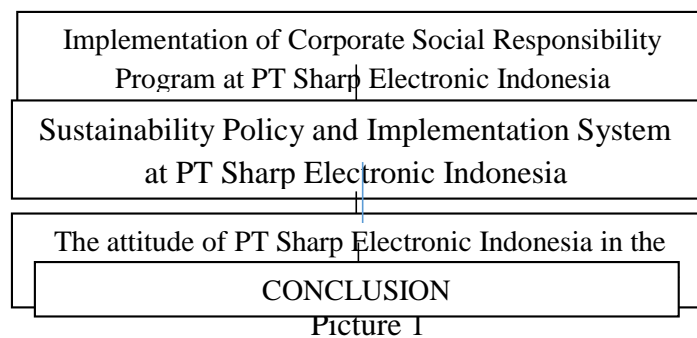
Profit (profit) of each company will definitely compete to increase productivity and make cost efficiency. People (community) are important stakeholders for the company because community support is needed for the existence, survival and development of the company. To strengthen commitment to social responsibility, companies need to have the view that CSR is an investment for the future. Because through a harmonious relationship and a good image, the community will also participate in maintaining the existence of the company. Planet (environment), environment is something related to all areas of our life. Our relationship with the environment is a causal relationship, where if we take care of the environment, then the environment will benefit us. The company's sustainability will only be guaranteed if the company pays attention to the social and environmental dimensions.

According to Iriantara (2007) that "we can see how the scope of tasks that can be carried out by a public relations staff or practitioner in the context of corporate responsibility by looking at the areas of social responsibility programs", the program fields include. a. Communities and communities by employing local workers, community development programs, b. Employee programs such as workplace diversity (especially in management) with participation in decision making, c. Customer or product handling programs such as labeling

programs – communication with customers based on company standards. Furthermore Iriantara (2007) states, Corporate social responsibility activities include: a. Facilitate, through intensive provision for companies to engage in social responsibility agendas that encourage social and environmental improvements, b. Partnership, by developing strategic partnerships between corporate government and civil society to address complex social and environmental issues, c. Health and education by providing understanding, knowledge about the importance of hygiene and health.

### Conceptual Framework

According to the Jakarta Environment Agency quoted by AIG Indonesia (2019) discussing air pollution in the capital city, much of it comes from dust from development projects. Pollutant levels produced from construction project dust in Jakarta are even relatively high, reaching PM 2.5. PM 2.5 dust particles are also known as silent killers because these particles can penetrate and be inhaled through masks. Apart from the project, land transportation and industrial waste are also believed to contribute to pollution. For example, the Cikarang and Cikarang Bekasi Laut (CBL) rivers were recently exposed to hazardous and toxic (B3) waste. Of course, the environmental costs to be paid are not cheap. So that this framework makes a focus of discussion in this study, below is a conceptual picture of the research as follows:



Picture 1  
Conceptual Framework

Based on the conceptual framework above, it can be explained that in this writing, we will discuss the implementation of the Corporate Social Responsibility program at PT Sharp Electronic Indonesia so that a discussion begins about sustainability policies and implementation systems at PT Sharp Electronic Indonesia and how the attitude of PT Sharp Electronic Indonesia in implementing CSR programs includes : Attitude of PT Sharp Electronic Indonesia towards Climate Change, Attitude of PT Sharp Electronic Indonesia to reduce Environmental Impact Related to Product Use, Attitude of PT Sharp Electronic Indonesia to

Minimize and Recycle Waste Related to Business Activities, Attitude of PT Sharp Electronic Indonesia to manage Water Resources and Chemicals, The attitude of PT Sharp Electronic Indonesia to Protecting Biodiversity, to the Attitude of PT Sharp Electronic Indonesia in Social Contribution activities. So, the conclusion of the results of the program carried out by PT Sharp Electronic Indonesia.

### **RESEARCH METHOD**

The methodology in this study is a qualitative method. According to Kriyantono (2016) the method is a qualitative research method that uses various data sources that can be used to research comprehensively describe and explain various aspects of individual groups, a program, organization or event in a systematic manner. The data obtained will be analyzed qualitatively, namely the analysis carried out by understanding and assembling the data that has been collected and arranged systematically and then conclusions are drawn. According to Pawito (2008) suggests that in qualitative research, the conclusions generated are generally not intended as generalizations, but as interpretive descriptions of reality or phenomena that are studied holistically in certain settings, here it means that any findings produced are basically limited, in the observed cases. Therefore, the principle of inductive thinking is more prominent in drawing conclusions in qualitative communication research. The qualitative method according to Bogdan & Taylor in Ruslan (2010) is expected to be able to produce an in-depth description of speech, writing and behavior that can be observed from an individual, community group, certain organization in a certain setting context which is studied from a comprehensive and holistic viewpoint. According to Moleong (2002) suggests that one of the characteristics in qualitative research is descriptive. In this case the data collected is in the form of words, pictures and not numbers. This is due to the application of qualitative methods. In addition, everything that is collected is likely to be the key to what has been researched. Thus, the research report will contain quotations of data to give an overview of the presentation of the report. The data taken by researchers in this writing can be through library research or written sources (library research).

### **DISCUSSION**

#### **Sustainability Policy and Implementation System of PT Sharp Electronic Indonesia**

In fiscal 2020, Sharp accelerated its efforts towards this medium to long term vision through a two-pronged approach to creating solutions to social problems through business and technology innovation, and reducing the social and environmental impact of its business activities through Social and Environmental Responsibility measures (SER) which can be followed up in line with the Social and Environmental Responsibility (SER) Policy. Sharp makes efforts through a fundamental strategy to continue sustainable management aimed at achieving the Sustainable Development Goal.

To manage it within the Plan Do Check Art (PDCA) cycle, the company launched the Sharp Global SER Committee (SGSC), which is chaired by Sharp's president and comprises top management, Head Office divisions such as environment, personnel and procurement, business units and subsidiaries. The Sharp Global SER Committee (SGSC) instills policy and vision into the Sharp Group, discusses key steps and shares the latest trends in social issues. With the appointment of a new CEO, starting from fiscal year 2022 we plan to further strengthen the structure and efforts to implement “Management Emphasizes Environmental Social Governance” while maintaining the previous policy. So, the following is a table of PT Sharp Electronic Indonesia's sustainability policy and implementation system based on the People, Profit and Planet category:

Tabel 1

Sustainability Policy and Implementation System of PT Sharp Electronic Indonesia

<b>People</b>	<b>Profit</b>	<b>Planet</b>
Attitude of PT Sharp Electronic Indonesia Protecting Biodiversity Carrying out social actions for the balance of basic commodities. PT Sharp Electronic Indonesia collects data to get an overview of the burden of its business activities on the environment. The items	PT Sharp Electronic Indonesia extends its closed-loop plastic material recycling technology into recycled materials, such as when expired plastic is reused to make new products, an open-loop material recycling scheme is generally adopted.	PT Sharp Electronic Indonesia's attitude towards Climate Change achieves our long-term environmental vision, we have also set new medium-term environmental goals of reducing CO2 emissions by 40% by 2030 and by 60% by 2035. Going forward, PT Sharp Electronic Indonesia will continue to



<p>measured include energy and material consumption in business activities, greenhouse gas emissions, and waste generation.</p>		<p>reduce CO2 emissions by installing solar power systems at our factories and other locations, conserving energy, building new solar power plants, and converting the company's fleet to electric vehicles.</p>
<p>PT Sharp Electronic Indonesia reduced the amount of new water used and increased the use of recycled water. Sharp Group's new water use volume in the 2021 fiscal year increased by 18% compared to the previous fiscal year to 10.6 million m<sup>3</sup>.</p>	<p>PT Sharp Electronic Indonesia has been working to make more plastics recyclable through the development of new technologies. This includes high purity PP (polypropylene) from mixtures of plastic components and metal-containing components.</p>	<p>To reduce the environmental impact of international logistics Sharp has various initiatives to reduce the amount of greenhouse gases generated from international shipping. The company reduced air freight volumes as it shifted to eco-friendly modes of transport, and also increased payload efficiency.</p>
<p>Governance Activities aimed at protecting the interdependent balance of life on Earth, its biodiversity,</p>	<p>One example of PT Sharp Electronic Indonesia's special efforts to manage chemicals in products is the</p>	<p>Sharp Group as well as participating in cleaning and greening initiatives organized by local</p>

<p>especially the biodiversity of satoyama (the area located between the foot of mountains and arable land), was spearheaded by the Sharp Green Club (SGC).</p>	<p>Evaluation of Delivered Goods, where the company examines the chemicals contained in components and materials shipped for our production in collaboration with suppliers.</p>	<p>governments and other organizations, all to facilitate related environmental protection, and carried out in relation to, the local community.</p>
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### **Attitude of PT Sharp Electronic Indonesia towards Climate Change**

Climate change is the most urgent and important problem currently facing humanity. This leads to an increase in the severity of natural disasters which significantly impact, both directly and indirectly, not only on our daily lives but also on business. PT Sharp Electronic Indonesia recognizes that climate change is a materials management issue and is working to address this issue through its long-term environmental vision, SHARP Eco Vision 2050, which was created in 2019 and includes the goal to “Achieve net zero CO2 emissions in Sharp's business activities.”

To achieve our long-term environmental vision, we have also set new medium-term environmental goals of reducing CO2 emissions by 40% by 2030 and by 60% by 2035. Going forward, PT Sharp Electronic Indonesia will continue to reduce CO2 emissions by installing solar systems at our factories and other locations, saving energy, building new solar power plants, and converting the company's fleet to electric vehicles.

### **Attitude of PT Sharp Electronic Indonesia to Reduce Environmental Impact Associated with Product Use**

When the greenhouse gas emissions for the entire value chain of PT Sharp Electronic Indonesia are calculated and analyzed, the results show that more than 80% of the emissions are related to the use of the products sold. Based on this fact, PT Sharp Electronic Indonesia has identified the reduction of environmental impacts related to product usage by customers (ie, increasing the energy efficiency of products) and PT Sharp Electronic Indonesia's business activities as an important issue in addressing climate change.

To reduce the environmental impact of international logistics Sharp has various initiatives to reduce the amount of greenhouse gases generated from international shipping. The company reduced air freight volumes as it shifted to eco-friendly modes of transport, and also increased payload efficiency. Next, review shipping routes and switch to ports that are closer to the product's final destination. Sharp is also turning to suppliers located closer to its factories. In fiscal year 2021, Sharp's GHG emissions from international transportation reach 152 thousand tons of CO<sub>2</sub>.

### **Attitude of PT Sharp Electronic Indonesia in Minimizing and Recycling Waste Related to Business Activities**

PT Sharp Electronic Indonesia extends its closed-loop plastic material recycling technology into recycled materials, such as when expired plastic is reused to make new products, an open-loop material recycling scheme is generally adopted. This involves reusing recycled materials to make items such as groceries and sundries on the assumption that these items are disposed of as municipal waste after use.

PT Sharp Electronic Indonesia has been working to make more plastics recyclable through the development of new technologies. These include technologies for recovering high purity PP (polypropylene) from mixtures of plastic components and metal-containing

components; technology to improve the properties of recovered PP/HIPS\*2 and PC+ABS\*3 materials so that they are of comparable quality to pure materials; a technology that adds value to materials by imparting properties such as fire resistance, weather resistance, and antibacterial properties, with the aim of expanding applications for recycled plastics; and quality control technology to ensure optimal quality.

Thanks to the development and introduction of this technology that integrates everything from recovery to quality control, Sharp has been able to carry out closed-cycle recycling of materials to produce high-quality recycled plastics.

### **Attitude of PT Sharp Electronic Indonesia towards Water Resources and Chemicals**

PT Sharp Electronic Indonesia reduced the amount of new water used and increased the use of recycled water. Sharp Group's new water use volume in the 2021 fiscal year increased by 18% compared to the previous fiscal year to 10.6 million m<sup>3</sup>. This increase was due to the launch of full-scale operations at the newly acquired production site, among other factors. The rate of increase in water intensity was 2% compared to the base year of fiscal 2012. Furthermore, PT Sharp Electronic Indonesia's position in Chemical Management through regulations to manage chemicals was enforced in many countries. Some of these covers prohibited or restricted use of certain chemicals and labeling requirements, and others require management of information on product content data, reporting of amounts discharged into the atmosphere and water areas, management of the work environment, and management of occupational health.

One example of PT Sharp Electronic Indonesia's special efforts to manage chemicals in products is the evaluation of delivered goods, where the company examines the chemicals contained in components and materials shipped for our production in collaboration with

suppliers. This makes it possible to monitor and manage information about chemical substances contained in PT Sharp Electronic Indonesia products, determine the chemicals that should be managed according to the category, notify suppliers, and conduct a survey of chemicals contained in products to obtain data on chemical content.

### **PT Sharp Electronic Indonesia's Attitude to Protect Biodiversity**

While PT Sharp Electronic Indonesia's business activities impact biodiversity, the company also benefits from the resources provided by biodiversity. That is why Sharp Group takes a multifaceted approach to protecting biodiversity through its business activities and social action programs around the world. In terms of the balance of basic commodities, PT Sharp Electronic Indonesia collects data to get an overview of the burden of its business activities on the environment. The items measured include energy and material consumption in business activities, greenhouse gas emissions, and waste generation. PT Sharp Electronic Indonesia then uses these values to reduce its environmental burden.

### **Attitude of PT Sharp Electronic Indonesia in Social Contribution Activities**

Environmental preservation activities in recognition of the fact that preserving ecosystems and the biodiversity contributes to a healthier and more prosperous environment for companies and communities. Sharp carries out environmental protection activities at its production sites and sales and service bases throughout Japan. Governance Activities aimed at protecting the balance of interdependent life on earth, its biodiversity, especially the biodiversity of satoyama (the area located between the foot of the mountains and arable land), was spearheaded by the Sharp Green Club (SGC), a voluntary organization whose members are PT Sharp Electronic Indonesia and its unions. Sharp Green Club (SGC) activities focus on environmental challenges familiar to the lives of Sharp Group employees in Indonesia and

emphasize communication with local residents and other stakeholders to increase awareness of environmental protection. The Sharp Green Club (SGC), also works with the Ministry of the Environment, local governments and other organizations at four sites in Japan to protect wetlands and waterfowl listed by the Ramsar Convention, such as by removing invasive species and carrying out clean-up activities. In addition, employee volunteers take part in ongoing clean-up activities around Sharp Group factories and business sites and participate in clean-up and greening initiatives organized by local governments and other organizations, all to facilitate related environmental protection, and implemented out in relation to the local community. Environment In fiscal year 2021, 645 such activities were conducted with the participation of a total of 9,353 volunteers, including Sharp executives, employees and their family members. Overseas too, Sharp pursues corporate social responsibility (CSR) programs that include activities focused on environmental protection, educational support, and social welfare.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

The conclusion of the research results above in the discussion of implementing the Corporate Social Responsibility program at PT Sharp Electronic Indonesia is as follows:

In implementing the Corporate Social Responsibility policy program, PT Sharp Electronic Indonesia can be said to have done so. This can be seen with the existence of the Sharp Green Club (SGC), also working with the Ministry of Environment, local governments and other organizations such as by reducing CO<sub>2</sub> emissions by installing solar power systems in our factories and other locations, saving energy, building power plants new solar, and converting the company's fleet to electric vehicles. Further reducing the environmental impact of international logistics Sharp has various initiatives to reduce the amount of greenhouse gases generated from international shipping. Then PT Sharp Electronic Indonesia made special efforts to manage chemical substances in products, namely evaluation of sent goods, as well as

environmental preservation activities in recognition of the fact that preserving ecosystems and the biodiversity contributes to a healthier and more prosperous environment for the company and society. PT Sharp Electronic Indonesia cares about humanitarian programs by teaching corporate social responsibility (CSR) programs which include activities focused on environmental protection, educational support, and social welfare.

### **Suggestion**

Based on the results of the research and discussion the authors try to provide suggestions that might be followed up as follows:

1. For PT Sharp Electronic Indonesia

a. In improving the implementation discipline when completing the corporate social responsibility program, PT Sharp Electronic Indonesia always enforces strict regulations and has internal control over running this program.

b. The Corporate Social Responsibility Program at PT Sharp Electronic Indonesia which has been running smoothly is maintained because the Corporate Social Responsibility Program established by the company makes the company's image even better by contributing to the environment socially and globally.

2. For future researchers

Future researchers can develop research such as Corporate Social Responsibility through internal and external aspects of the company. So as to make the discussion about Corporate Social Responsibility provides its own attention and attraction for more in-depth research.

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