

ANALYSIS OF THE IMPLEMENTATION OF PTPN 1 REGIONAL 7 CSR PROGRAM ON ECONOMIC DEVELOPMENT IN THE SUMBAGSEL REGION

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Abstract

This study examines the implementation of the Corporate Social Responsibility (CSR) program by PTPN I Regional 7, specifically the Micro and Small Business Funding Program (PUMK), in the Southern Sumatra region. Using a descriptive qualitative approach, the research explores the program's impact on micro, small, and medium enterprises (MSMEs) and local economic development. Data collection involved interviews, document analysis, and stakeholder observations, including beneficiaries and company representatives. The findings reveal that the PUMK program has successfully increased access to capital, provided training, and created job opportunities, particularly in Lampung, South Sumatra, and Bengkulu. However, implementation in South Sumatra lags behind other regions due to challenges such as limited information dissemination and low managerial capacity among MSME actors. Strategic collaboration with Bank Rakyat Indonesia (BRI) has significantly improved program reach and impact. Despite these successes, further evaluation and efforts are necessary to address existing challenges and optimize the program's effectiveness. Enhancing digital access, increasing loan ceilings, and integrating environmental sustainability are recommended to ensure broader and more sustainable impacts.

Keywords: Corporate Social Responsibility (CSR), Economic Development, PTPN I Regional 7.

INTRODUCTION

The modern business world is undergoing significant transformations, driven by increasingly intense competition in the era of globalization (Setiyono & Sutrimah, 2016). Amid this dynamic landscape, companies are required to focus on financial profits and consider social and environmental responsibilities (Nopriyanto, 2024). The concept of Corporate Social Responsibility (CSR) has become one of the main pillars of sustainable business strategies, emphasizing the importance of a harmonious relationship between companies, society, and the surrounding environment (Rahmadani et al., 2018; Nopriyanto, 2024). CSR is no longer merely a voluntary activity or a form of philanthropy but an integral part of corporate operations that encompasses social, economic, and environmental impacts (Kholis, 2020; Nopriyanto, 2024).

Corporate Social Responsibility has undergone a long evolution since its initial introduction. In the 18th century, Owen introduced the principle of humanism, which laid the foundation for the CSR concept, later expanded by Howard R. Bowen in 1953 (Marthin et al., 2017). Bowen defined CSR as the obligation of businesspeople to implement policies aligned with societal values and expectations (Latapi et al., 2019). In the modern era, Carroll further developed this concept through the CSR pyramid, which includes four main dimensions: economic, legal, ethical, and philanthropic (Carroll, 2016; Dewi et al., 2024). The economic dimension emphasizes the importance of profitability as the basis for corporate sustainability, while the legal and ethical dimensions demand compliance with

regulations and the application of moral principles in business decision-making (Komala, 2021). At the highest level, philanthropic responsibility includes corporate social and environmental welfare contributions.

Furthermore, John Elkington introduced the Triple Bottom Line concept, which emphasizes three pillars of sustainability: profit, people, and planet (Felisia & Limijaya, 2014; Kusuma & Fajri, 2024). This concept highlights that business success cannot be measured solely by financial profit but also by its impact on society (people) and the environment (planet) (Lumi *et al.*, 2023; Agustine & Ratmono, 2024). These three pillars form the main framework for companies to achieve long-term sustainability goals.

In Indonesia, the implementation of CSR began to gain widespread recognition in the early 2000s and developed rapidly after the government established legal foundations to support its implementation (Fatmawatie, 2017). Law No. 40 of 2007 on Limited Liability Companies and Government Regulation No. 47 of 2012 provide a strong legal basis for companies to integrate CSR into their business operations. Additionally, various policies, such as Presidential Decree No. 59 of 2012, further strengthened CSR regulations by requiring companies to report CSR activities regularly.

Indonesia's state-owned enterprises (SOEs) have also demonstrated a strong commitment to CSR implementation (Juliansyah *et al.*, 2019). One example is PTPN 1 Regional 7, which operates in the plantation sector and manages various strategic commodities such as palm oil, rubber, tea, and sugar. As part of the restructuring of the Nusantara Plantation Holding led by PTPN III, PTPN 1 Regional 7 has made CSR an integral part of its business strategy. Through the Partnership and Community Development Program (PKBL), which has now transformed into the Micro and Small Business Funding Program (PUMK) (Sustainability Report, 2021), PTPN 1 Regional 7 focuses on empowering the local economy in the Southern Sumatra region (Sumbagsel).

In practice, PTPN 1 Regional 7 has demonstrated tangible commitment by disbursing funds to fostered partners. In 2020, PTPN 1 Regional 7 distributed business capital loans to 289 fostered partners with a total budget of IDR 3.586 billion. Although the number of partners decreased to 186 in 2021, the total funds disbursed increased to IDR 8.903 billion. However, in 2022, there was a significant decline, with only 11 partners receiving loans totaling IDR 2.747 billion (PT Perkebunan Nusantara VII, n.d). This shift reflects the company's efforts to ensure a more significant and sustainable social impact for local communities.

Nevertheless, the implementation of CSR in Indonesia, including at PTPN 1 Regional 7, still faces various challenges. A comprehensive evaluation is necessary to ensure that CSR programs provide short-term benefits and contribute to sustainable economic and social welfare improvements. This study aims to evaluate the implementation of CSR by PTPN 1 Regional 7, particularly in supporting the economic development of communities in the Sumbagsel region. Additionally, the study seeks to identify challenges faced by the company in executing CSR programs and provide strategic recommendations to enhance the effectiveness and impact of these programs in the future.

Through this approach, the study is expected to make a meaningful contribution to the development of CSR theory and practice, benefiting companies, communities, and other relevant stakeholders.

LITERATURE REVIEW

Concept of CSR

Corporate Social Responsibility (CSR) describes a company's responsibility to contribute to sustainable development by considering its operations' economic, social, and environmental impacts (Andayani *et al.*, 2024). CSR is not limited to fulfilling legal obligations but also includes voluntary actions to add value to society and the environment (Oktina *et al.*, 2020).

CSR is rooted in the principle that companies, as part of society, have a moral obligation not only to maximize profits for shareholders but also to provide benefits to stakeholders, including employees, customers, local communities, and the environment (Marthin *et al.*, 2017; Oktina *et al.*, 2020). In its implementation, CSR is often manifested through programs that focus on improving the quality of life of communities, environmental conservation, and economic empowerment.

The concept of CSR can be understood through the triple bottom line approach, which focuses on three main pillars: profit, people, and planet (Felisia & Limijaya, 2014; Kusuma & Fajri, 2024). Profit refers to achieving sustainable business profits. People emphasize the company's social responsibility towards employees and communities, for example, by creating fair job opportunities, providing training, or supporting education. Planet includes efforts to maintain environmental sustainability, such as waste reduction, energy efficiency, and the conservation of natural resources (Lumi *et al.*, 2023; Agustine & Ratmono, 2024).

CSR can also be part of a company's business strategy. By involving the community and prioritizing environmental sustainability, companies can build a positive image, increase customer loyalty, and strengthen stakeholder relationships. Furthermore, CSR often drives innovation in more environmentally friendly products and processes.

However, implementing CSR requires strong commitment from the company's management and the involvement of all relevant parties. Effective CSR must be strategically planned, considering the local community's needs, potential environmental impacts, and business interests. In practice, CSR programs include education and training, healthcare assistance, infrastructure development, environmental protection, and community economic empowerment.

By carrying out CSR, companies not only fulfill their social responsibility but also contribute to sustainable development, create long-term benefits for society, and ensure the continuity of business operations that are in harmony with the environment and the communities where they operate.

Regulations and CSR Policies

In Indonesia, the implementation of CSR is regulated by several important regulations, one of which is Law Number 40 of 2007 on Limited Liability Companies (Fahham, 2012; Marthin et al., 2017). Article 74 of this law stipulates that companies whose operations are related to natural resources must carry out CSR to maintain ecosystem sustainability and benefit surrounding communities. Additionally, this law regulates corporate accountability legally and imposes administrative sanctions on companies that fail to implement CSR under the provisions.

Law Number 25 of 2007 on Investment also provides guidelines related to CSR implementation, especially for foreign and domestic companies investing in Indonesia (Fahham, 2012; Suparji, 2016). Article 15(b) of this law requires investors to carry out social responsibility to improve community welfare and establish good stakeholder relationships. This policy strengthens CSR's position as an important element in long-term investment.

Government Regulation Number 47 of 2012 on Corporate Social and Environmental Responsibility provides more specific rules regarding CSR obligations. This regulation requires companies to allocate 2% to 4% of their net profit for CSR programs (Blegur, 2023). Therefore, companies are required to strategically plan CSR programs to be effective and make a significant impact on society and the environment.

In practice, CSR implementation in Indonesia is also guided by specific policies in certain sectors. For example, the Decree of the Board of Directors of PTPN VII No. SKR/KPTS/007/2021 and the Minister of BUMN Regulation No. PER-05/MBU/04/2021 regulates the Social and Environmental Responsibility Program (TJSL) based on four main pillars: social, environmental, economic, and legal governance (PT Perkebunan Nusantara VII, 2021). This TJSL program covers the company's contribution to sustainable development. It supports empowering small businesses through the Micro and Small Business Funding (PUMK) by providing capital loans and business mentoring.

METHOD

This study employs a descriptive qualitative approach to gain an in-depth understanding of the impact of the Corporate Social Responsibility (CSR) program of PTPN 1 Regional 7 on the surrounding community. A qualitative approach was chosen due to its focus on understanding social phenomena from the perspective of the subjects being studied (Fadli, 2021). Data were collected through interviews, document studies, and observations to obtain rich information about various parties' experiences, perceptions, and views, including the surrounding community, company employees, and other stakeholders. This research is expected to provide a comprehensive overview of the implementation of CSR programs and their influence on improving the community's economy, particularly in the Southern Sumatra (Sumbagsel) region.

The study was conducted at PTPN 1 Regional 7, the central hub for managing data and information related to the company's CSR programs. This location was selected due to its accessibility to relevant information and the geographical and demographic context of the community, which significantly influences the success of CSR programs. The various CSR

initiatives designed to enhance community welfare make this location significant for exploring their effectiveness and impact.

The types of data used include primary and secondary data. Primary data were obtained through direct interviews with relevant parties, such as CSR managers, employees of PTPN 1 Regional 7, and members of the beneficiary community. Secondary data include the company's annual reports, journals, books, official documents, and CSR program evaluation reports. Informants were selected based on specific criteria, such as experience and direct involvement in the CSR program, to ensure the depth of the analysis.

The data collection techniques used include interviews and document studies. Semi-structured interviews were conducted to gather in-depth information on implementing CSR programs, particularly in supporting the development of micro, small, and medium enterprises (MSMEs). Interviews were conducted with two main groups: CSR managers at PTPN 1 and community beneficiaries, including MSME actors. Document studies were used to analyze official documents, such as the company's annual reports and CSR policies, to understand the program's strategies, implementation, and impacts on the community's economy.

The collected data were analyzed using thematic analysis. The steps included transcribing interviews, coding data to identify key themes, grouping themes relevant to the research objectives, and constructing an analytical narrative describing the relationship between CSR implementation and improving the community's economy (Febriandiela *et al.*, 2023). Data validity was ensured through source triangulation, which involved comparing data from interviews, observations, document studies and member checking to ensure the researcher's interpretations aligned with the informants' experiences.

Ethical considerations were upheld throughout the study. All informants provided consent before participating, and their confidentiality and anonymity were strictly maintained. The researcher committed to presenting data honestly and accurately without manipulation.

RESULTS AND DISCUSSION

This study aims to evaluate the implementation of the Micro and Small Business Funding Program (PUMK) by PTPN I Regional 7 as part of the Corporate Social Responsibility (CSR) program in the Southern Sumatra region, which includes Lampung, South Sumatra, and Bengkulu Provinces. Based on data and interviews, the research results show that this program significantly supports the empowerment of micro and small enterprises (MSEs) through providing business capital, training, and structured assistance.

The PUMK program implemented by PTPN I Regional 7 has successfully created positive impacts in various sectors. In Lampung Province, this program assisted 170 foster partners in 2020, 140 foster partners in 2021, and 11 foster partners in 2022. Challenges in access to information and limited funds caused the decline in the number of foster partners in 2022. However, after the policy transformation from the Partnership and Community Development Program (PKBL) to PUMK in 2023, the collaboration with Bank Rakyat Indonesia (BRI) enabled the program to reach more foster partners, with 52 new foster

partners in 2024. This transformation shows increased MSE participation and program sustainability in supporting small business actors.

Table 1. Foster Partners in Lampung in 2020

No.	Region	Number of Foster Partners
1.	Bandar Lampung	47
2.	South Lampung	72
3.	Central Lampung	14
4.	North Lampung	2
5.	Pringsewu	2
6.	Tulang Bawang	34

(Source: Company CSR Report 2020)

In 2021, there was a slight decrease with 140 foster partners recorded, with the following coverage areas:

Table 2. Foster Partners in Lampung in 2021

No.	Region	Number of Foster Partners
1.	Bandar Lampung	21
2.	South Lampung	58
3.	Central Lampung	11
4.	NorthLampung	35
5.	Pesawaran	13
6.	Way Kanan	2

(Source: Company CSR Report 2021)

In 2022, there was a sharp decline with only 11 foster partners recorded, with the following coverage areas:

Table 3. Foster Partners in Lampung in 2022

No.	Region	Number of Foster Partners
1.	Bandar Lampung	6
2.	Central Lampung	1
3.	Pringsewu	1
4.	Way Kanan	3

(Source: Company CSR Report 2022)

In South Sumatra, the results of the PUMK program also showed variations in achievements. In 2020, the program supported 75 foster partners in various sectors, but this number decreased to 7 foster partners in 2021 and none in 2022. With the program's transformation in 2023, the number of foster partners increased to 58 in 2024, indicating a

positive impact of the collaboration with BRI in expanding the program's reach. In 2020, PTPN 1 Regional 7 provided capital loans to 75 fostered partners in the South Sumatra region. The distribution of the regions was as follows:

Table 4. Fostered Partners in South Sumatra in 2020

No.	Region	Number of Fostered Partners
1	Palembang	2
2	Banyuasin	61
3	Musi Banyuasin	7
4	Muara Enim	5

(Source: Company CSR Report 2020)

In 2020, PT Perkebunan Nusantara (PTPN) VII Betung Unit distributed business capital loans through the Partnership and Community Development Program (PKBL) Phase I to 38 Micro, Small, and Medium Enterprises (MSMEs) fostered partners in Betung District, Banyuasin Regency, South Sumatra. However, in 2021, there was a drastic decrease, with only 7 fostered partners recorded in the South Sumatra region, distributed as follows:

Table 5. Fostered Partners in South Sumatra in 2021

No.	Region	Number of Fostered Partners
1	Palembang	1
2	Banyuasin	6

(Source: Company CSR Report 2021)

Additionally, from 2022 until 2023, no funding was allocated for the South Sumatra region. even though in 2023, there was a significant change with the transformation of the Partnership Program into the Micro and Small Business Program (PUMK) in South Sumatra. In 2024, PUMK distribution in the South Sumatra region included several fostered partners spread across various regencies and cities, with detailed numbers and locations as follows:

Table 6. Fostered Partners in South Sumatra in 2024

No.	Region	BRI Unit	Number of Fostered Partners
1	OKU	BRI Unit Baturaja	11
2	Baturaja	BRI Unit Martapura	9
3	Ogan Ilir	BRI Unit Cinta Manis Kayu Agung	16

4	Musi Rawas	BRI Unit Skritaon Lubuk Linggau	10
5	Empat Lawang	BRI Unit Pendoho Pagar Alam	2
6	Musi Banyuasin	BRI Unit Keluang Sekayu	10

(Source: Company CSR Report 2024)

In Bengkulu, the program provided assistance to 44 foster partners in 2020, which then decreased to 11 foster partners in 2021, and none in 2022. The policy transformation in 2023 resulted in a significant increase, with 80 foster partners receiving assistance. In 2024, the number of foster partners in Bengkulu increased to 134, making this region the largest beneficiary of the PUMK program.

The Micro and Small Business Funding Program (PUMK) from PTPN 1 Regional 7 is a continuation of the previous program known as the Partnership Program, which has been running since 2020. During this period, the number of fostered partners in Bengkulu was recorded at 44, spread across various regions in Bengkulu, with the following distribution:

Table 7. Fostered Partners in Bengkulu in 2020

No.	Region	Number of Fostered Partners
1	Bengkulu	8
2	South Bengkulu	7
3	Central Bengkulu	1
4	Seluma	28

(Source: Company CSR Report 2020)

In 2021, the distribution in the Bengkulu region recorded only 11 fostered partners, as detailed below:

Table 8. Fostered Partners in Bengkulu in 2021

No.	Region	Number of Fostered Partners
1	Bengkulu	9
2	Seluma	11

(Source: Company CSR Report 2021)

In 2023, the number of fostered partners in Bengkulu increased, with distributions through various BRI units as follows:

Table 9. Fostered Partners in Bengkulu in 2023

No.	Region	BRI Unit	Number of Fostered Partners
1	Bengkulu	BRI Unit Ratu Samban Bengkulu	14
2	Bengkulu	BRI Unit Lingkar Timur Bengkulu	9
3	Bengkulu	BRI Unit Pagar Dewa Bengkulu	9
4	North Bengkulu	BRI Unit Ketahun Arga Makmur	13
5	Central Bengkulu	BRI Unit Pondok Kelapa Bengkulu	12
6	Seluma	BRI Unit Bukit Peninjauan Bengkulu	5
7	Bengkulu	BRI Unit Padang Jati Bengkulu	7
8	Bengkulu	BRI Unit Pulau Baai	11

(Source: Company CSR Report 2023)

In 2024, the number of fostered partners increased further, as detailed in the following table:

Table 10. Fostered Partners in Bengkulu in 2024

No.	Region	BRI Unit	Number of Fostered Partners
1	Bengkulu	BRI Unit Ratu Samban Bengkulu	10
2	Bengkulu	BRI Unit Lingkar Timur Bengkulu	16
3	Bengkulu	BRI Unit Pagar Dewa Bengkulu	26
4	North Bengkulu	BRI Unit Ketahun Arga Makmur	9
5	Central Bengkulu	BRI Unit Pondok Kelapa Bengkulu	37
6	Bengkulu	BRI Unit Padang Jati Bengkulu	17
7	Bengkulu	BRI Unit Pulau Baai	34
8	Seluma	BRI Unit Bukit Peninjauan Bengkulu	11

(Source: Company CSR Report 2024)

This program's positive impacts are visible in the increased income of MSE actors, the creation of new jobs, improved financial literacy and strengthened managerial capacities. Interviews with several beneficiaries, such as Mrs. Lena in Lampung and Dimas

Suseno in Bengkulu, show that this program provides the knowledge and skills business actors need to grow.

PTPN I Regional 7 strategically supports the Lampung community's economy through its Corporate Social Responsibility (CSR) program, which is focused on local economic development. One of the flagship CSR programs is the Micro and Small Business Funding Program (PUMK), previously known as the Partnership Program. This program aims to improve the competitiveness, independence, and sustainability of MSMEs in Lampung Province.

In 2023, the MSME sector contributed 57.43% to Lampung's GRDP. To support this, PTPN I Regional 7 provides low-interest funding, training, and business assistance to help MSMEs grow, create jobs, and increase community purchasing power.

Supporting and Inhibiting Factors in the Implementation of the PUMK Program

Supporting Factors

One of the main supporting factors in the implementation of the Micro and Small Business Funding Program (PUMK) is the strong commitment of PTPN I Regional 7's management. This commitment is evident from the management's efforts to ensure that the PUMK program becomes an integral part of the company's business strategy. The company's transformation into part of the Subholding Supporting Co has enabled more focused resource management, directing priorities towards programs that have significant social impacts on the local community. This transformation also opens opportunities to enhance synergy between units under the subholding, strengthen efficiency, and encourage innovation in program implementation.

Support from local governments is also crucial to the program's success. Pro-investment policies, infrastructure development, and other incentives have created a conducive environment for developing micro and small enterprises (MSEs). In addition, collaboration with local governments facilitates the identification of community needs, especially in priority development areas.

Strategic partnerships with Bank Rakyat Indonesia (BRI) are also significant drivers of the success of the PUMK program. This bank not only provides low-interest financing access but also offers technical assistance to MSE actors. This assistance includes financial management training, business management, and product marketing. Thus, MSE actors receive business capital and the skills needed to increase their business capacity and competitiveness in local and regional markets.

Inhibiting Factors

However, despite various supporting factors, the implementation of the PUMK program at PTPN I Regional 7 also faces several challenges that hinder its effectiveness. One of the main challenges is limited access to information about the program in remote areas. Many people in these regions are unaware of the existence of the PUMK program due to a lack of practical information dissemination. This leads to low community participation in the program, preventing its potential impact from being maximized.

In addition, the limited managerial capacity of MSE actors is a significant obstacle. Although training and mentoring have been provided, many business actors still face difficulties applying the knowledge they have acquired daily. This challenge is exacerbated by the low level of education and business experience of most MSE actors, which often makes them less confident in managing their businesses professionally.

Limited loan ceilings are also a significant constraint. Many MSE actors feel that the amount of loans provided is insufficient to support the development of their businesses, especially for enterprises that require substantial capital for expansion or product diversification. Furthermore, the complicated fund disbursement process often delays access to capital for business actors, ultimately hindering their business growth.

Another obstacle is the lack of infrastructure in some areas targeted by the program. Poor infrastructure, such as inadequate roads, difficult transportation access, and limited banking services, makes program implementation less optimal. This lack of infrastructure makes it difficult for PTPN I Regional 7 and other supporting partners to monitor the program effectively.

CONCLUSION

PTPN I Regional 7's implementation of CSR, particularly in the economic sector through the PUMK Program, has had a positive impact on the communities in Southern Sumatra by improving MSME access to capital, fostering business growth, and creating job opportunities. However, the implementation in South Sumatra remains suboptimal, with program execution being lower compared to the Lampung and Bengkulu regions.

State-owned enterprises' CSR policies have undergone significant changes. Regulation No. PER-09/MBU/07/2015 on PKBL was replaced by PER-05/MBU/04/2021, which integrates social and environmental responsibility with business strategies, including the PUMK Program. In 2023, PER-1/MBU/03/2023 simplified the policies, emphasizing the contribution of state-owned enterprises to community welfare in alignment with the Sustainable Development Goals (SDGs).

In 2022, the PUMK program, in collaboration with BRI, faced challenges such as insufficient mentoring, unfunded MSME proposals, and a lack of fund distribution in priority areas. PTPN I Regional 7 addressed these issues through intensive coordination and monitoring using BRI's integrated dashboard system.

Although the CSR implementation aligns with theoretical concepts, further evaluation and strategic efforts are needed to optimize program effectiveness, particularly in South Sumatra and remote areas. These improvements aim to ensure that PTPN I Regional 7's CSR initiatives have a more significant impact on local economic development and equitable benefits for communities across all targeted regions.

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