

Implementation of Social and Environmental Responsibility at The State Electricity Company (PT PLN Persero) Bangka Belitung Regional Parent Unit in Improving Pangkalpinang Nature School Education

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KEYWORDS

Education; Social and Environmental Responsibility

ABSTRACT

In line with the 2005-2025 National Medium-Term Development Plan (RJPM), PT PLN (Persero) Unit Induk Wilayah Bangka Belitung is dedicated to making improvements in four key areas: overall enhancements, improving the quality of education, promoting educational development, making educational administration more efficient. This research describes how the Corporate Social and Environmental Responsibility (CSR) program by PT PLN UIW Bangka Belitung is being implemented for the Kacang Pedang Sub-district, Gerunggung, Pangkalpinang City community. The study uses a qualitative method and John Elkington's triple bottom-line theory. The results show that the TJSI program by PT PLN (Persero) Unit Induk Wilayah Bangka Belitung provides significant benefits for the education of the Kacang Pedang community in Pangkalpinang City by supplying facilities and infrastructure for the Sekolah Alam Pangkalpinang program.

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1. Introduction

The main purpose of a business is to make a profit. Profit in general is the difference between revenue and expenses over a certain period of time. Profits are often used as a basis for the imposition of taxes, dividend policies, investment guidelines as well as decision-making and elements of Harnanto's prediction, (2003: 444) in (Saprudin et al., 2021). A company's profit is a description of the performance achievements of the general transaction process carried out by the company during a certain period, and profit can be used as an indicator for stakeholders to assess the extent of management performance in managing a company (Belkaoui & Riahi, 2005; Mismiwati et al., 2022). Although the main goal of a company is to make a profit, a company cannot be separated from the community, this is because the founders and owners of a company are individual members of the community and the goal of making profits cannot be achieved without the community being the market for its production (Darmawan, 2019; Werhane et al., 2020). Because a business activity cannot be separated from the community, business activities will definitely have an impact on society and the elements in it as well as the environment in society (Buchari, 2006; Samsudin et al., 2019).

Companies certainly have a responsibility to the community. These responsibilities are related to the welfare of the surrounding community. Besides that, the company also runs its business in accordance with values, norms and ethics (Crane et al., 2019; Mismiwati et al., 2022; Probosiwi, 2016). Carrol, Freeman, and Gilbert posited that ethics is the concept of right and fair behaviour, a principle of values and is the definition of right and wrong, while Velasquez (2015, p. 3) states that ethics is concerned with judgments that involve moral decisions, normative judgments that indicate or imply whether something is good or bad, also true or wrong and disciplines that focus on wisdom. Thus, ethics in the business world are values and norms that must be upheld by all business people, both individuals and groups that are members of corporate institutions.

In Indonesia, the term CSR (Corporate Social Responsibility) or in Indonesian commonly called Social and Environmental Responsibility (CSR) has been increasingly popular since the 1990s (Devie et al., 2018; Nirmaya et al., 2014; Zeth, 2011). CSR has been regulated in the Law of the Republic of Indonesia Number 40 of 2007 concerning Limited Liability Companies regarding corporate social responsibility. The law requires industries or corporations to carry it out, but this obligation is not a burdensome burden. Keep in mind that the development of a country is not only the responsibility of the government and industry, but each individual also plays a role in realizing social welfare and managing the quality of life of the community (Fadhlan, 2019).

On the other hand, the current condition of education in industrial estates is very concerning. Data from the Central Statistics Agency of Bangka Belitung Province in 2019 said that of the 151,993 students registered, there were 413 students who dropped out of school. Several things can trigger school dropouts in children, including economic problems, lack of attention from children to school, aspects of internal family communication, and health aspects. Based on the data obtained, the dropout rate is dominated by economic reasons, most students drop out of school due to a loss of motivation because they consider making a living rather than continuing school.

So, based on the description above, the author conducted a study on how the impact on the educational, social, and economic life of the community on the implementation of TJSI in the company PT PLN (Persero) Bangka Belitung Regional Main Unit which was applied to one of the natural schools in the city of Pangkalpinang.

2. Materials and Method

This study uses a descriptive qualitative research method with the aim of explaining the phenomenon and finding evidence from various sources. This research is the result of an investigation that was then written and described about the benefits of the CSR Program of PT PLN (Persero) UIW Bangka Belitung for education and public health in Kacang Pedang Village, Gerunggang District, Pangkalpinang City. The research model is described through input – process – output – outcome – impact as shown in the following table. This model is prepared with the aim of monitoring the implementation of TJSI to run precisely, efficiently, and effectively as needed.

| INPUT | PROCESS | OUTPUT | OUTCOME | IMPACT |
|-------|-------------------|---------------------------|---------------------------|---------------------------|
| Issue | Social Innovation | Community and Environment | Community and Environment | Community and Environment |

| | | | | |
|--|--|---|--|---|
| 1. Lack of educational facilities that can accommodate the needs of children with special needs. | 1. Design of nature education schools for future generations that have facilities and infrastructure to implement nature-based education patterns. | 1. A total of 38 nature school students can carry out indoor and outdoor learning activities. 2. 15 teachers can teach optimally with the fulfillment of nature-based educational facilities and infrastructure. | 1. Improving the quality of quality education, 2. Schools that can support students' interests, 3. Public trust in schools that are complete with facilities and infrastructure. | 1. Quality education, 2. Outstanding students, 3. Students' interest channeled 4. Adequate school facilities |
|--|--|---|--|---|

POTENTIAL

1. There are many parents who want their children to go to school to develop character and social skills.
2. Supporting government programs in Education that encourage students to think creatively and find innovative solutions.

| PROBLEMS | PROGRAM INTERVENTION | PLN | PLN | PLN |
|--|---|--|---|---|
| 1. The amount of operational costs of nature schools to carry out outnound activities. 2.lack of natural school facilities for teaching and learning activities, 3.children's interests are constrained due to lack of facilities. | 1. Building Outbound Activity Facilities in Schools. 2. Renovation and Development of Natural School Facilities. | 1. Improve the company's image, 2. increase in kWh Electricity 3. Public relations information system runs well for positive news. | 1. Improve the company's image, 2. increase in kWh Electricity, 3. Public relations information system runs well for positive news. | 1. Increasing stakeholder support for PLN programs, 2. Positive image of the Company (Positive news) |

3. Results and Discussions

PT PLN (Persero) Bangka Belitung Regional Main Unit implements the TJSL program to help people's lives become better. The company plays the role of a profiter, while the community is the beneficiary of the profit. In this study, the researcher revealed the social life conditions of the community after experiencing the benefits of the implementation of the PLN UIW Bangka Belitung CSR program. All aspects of the benefits are described as follows:

Benefits of Education

Education is very important for the community, so PT PLN UIW Bangka Belitung includes the education aspect as an important part to continue to be optimized. The TJSL program in the field of education is to provide assistance in the construction of facilities and infrastructure as a form of advancing education to PAUD and elementary school students at Sekolah Alam Pangkalpinang, Kacang Pedang Village, Gerunggung, Pangkalpinang City. The following is the form of the PLN UIW Bangka Belitung TJSL program in the field of education:



Figure 1 Infrastructure for outdoor activities such as rope tracks and flying foxes. Outbound encourages children to interact and cooperate with their friends, strengthening communication skills, teamwork, and empathy.



Figure 2 Not only can children take advantage of it, teachers and the surrounding community also benefit from the PLN UIW Babel TJSL program



Figure 3 Through various challenges and activities, outbound helps children develop a



Figure 4 Being outdoors and participating in fun activities can help children reduce stress and

sense of confidence and independence. They learn to overcome fear, take healthy risks, and celebrate their own achievements

improve their emotional well-being. Contact with nature often has a calming and refreshing effect. Outdoor activities often involve elements of play that can stimulate children's creativity and imagination

Benefits of the Socio-Economic Field

The provision of outbound equipment to schools brings significant benefits in the socio-economic field. Socially, outbound activities can increase cooperation, communication, and student confidence, as well as strengthen the bond between students and teachers (Kumar, 2023). This creates a more harmonious and conducive learning environment. From an economic perspective, investment in outbound equipment helps reduce the cost of extracurricular activities for schools and parents, while opening up job opportunities for outbound facilitators and instructors. In addition, schools equipped with outbound facilities attract more children outside of school so that they can increase the number of enrolments and ultimately have a positive impact on local economic development.

"... Outbound activities are not only fun but also important in building the character and social skills of our students. With this facility, we can integrate more outdoor activities that encourage collaboration, communication, and leadership among students. It is a long-term investment in their mental and physical development. In addition, this facility also helps ease the cost burden for parents and schools in providing quality extracurricular activities..." (As, interview on June 29, 2024)

Benefits of the Environmental Field

The provision of outbound equipment to schools also provides significant benefits in the environment. Outbound activities carried out in the open air encourage students to get to know better, love, and appreciate their surroundings. By frequently engaging in outdoor activities, students will learn about the importance of nature conservation, waste management, and ecosystem sustainability. In addition, this activity can also reduce the time students spend indoors and in front of screens, thereby improving their physical and mental health. Overall, education that integrates outbound activities can produce a younger generation who are more concerned and responsible for the environment.

"... Outbound activities carried out in the outdoors provide opportunities for students to learn directly about ecosystems, the importance of nature conservation, and sustainable environmental management practices. Through this hands-on experience, students become more sensitive and concerned about environmental issues..."

(DW, interview on June 29, 2024)

4. Conclusion

Based on the results of research on the benefits of the TJSL PT PLN (Persero) UIW Bangka Belitung program for the socio-economic life of the people of Kacang Pedang Village, Gerunggang District, Pangkalpinang City, in the social field of the community (people), PT PLN UIW Bangka Belitung provides school infrastructure assistance that is very helpful for the learning process of the

Pangkalpinang Nature School. TJSI PT PLN (Persero) UIW Bangka Belitung also provides benefits for the socio-economic life (profit) of the people of Kacang Pedang Village with the existence of outbound infrastructure because it can reduce the cost of extracurricular activities for Pangkal Pinang nature schools or other schools and also with attractive outbound facilities can increase the number of registrations for these schools. Through this TJSI program, it is also beneficial in the field of the environment (planet), because it can improve physical health and also train students to be more aware of the preservation of the surrounding ecosystem.

5. References

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