

Corporate Social Responsibility (CSR) PT Djarum in Improving the Quality of Life of the Community in Kudus Regency 1986-1998

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Abstrak

Kondisi ekonomi Indonesia yang dinamis dan terus berkembang telah menciptakan konteks yang penting dalam hubungan antara ekonomi dan (CSR). Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis dua permasalahan pokok yaitu 1) Awal pembentukan PT Djarum dan pembentukan CSR melalui Djarum Foundation; 2) Peranan CSR PT Djarum dan dampaknya terhadap kualitas hidup masyarakat di Kudus pada tahun 1986-1998. Penelitian ini menggunakan metode penelitian sejarah, dengan menerapkan langkah-langkah yang mencakup heuristik (pengumpulan sumber), kritik sumber (analisis keabsahan dan reliabilitas sumber), interpretasi (penafsiran makna dari data sejarah), dan historiografi (penulisan sejarah). Hasil dari penelitian ini kegiatan CSR PT Djarum telah memberikan dampak signifikan terhadap peningkatan taraf hidup masyarakat Kudus. Program beasiswa, bantuan sosial, pembinaan atlet, pelestarian budaya, dan konservasi lingkungan tidak hanya mempererat hubungan antara perusahaan dan masyarakat, tetapi juga membentuk citra positif perusahaan dalam jangka panjang. Dengan demikian, CSR PT Djarum pada era Orde Baru tidak hanya menjadi strategi bisnis, tetapi juga sebagai wujud tanggung jawab moral dan sosial perusahaan terhadap pembangunan masyarakat lokal.

Kata kunci: csr, pt djarum, kesejahteraan masyarakat.

Abstract

The dynamic and ever-growing economic conditions of Indonesia have created an important context in the relationship between the economy and CSR. This study aims to describe and analyze two main issues: 1) the origins of PT Djarum and the establishment of CSR through the Djarum Foundation, and 2) the role of CSR at PT Djarum and its impact on the quality of life for the community in Kudus from 1986 to 1998. This research uses historical research methods, applying steps that include heuristics (source collection), source criticism (analysis of the validity and reliability of sources), interpretation (interpretation of the meaning of historical data), and historiography (writing history). The results of this study show that PT Djarum's CSR activities have had a significant impact on improving the standard of living of the Kudus community. Scholarship programs, social assistance, athlete training, cultural preservation, and environmental conservation not only strengthen the relationship between the company and the community but also form a positive image of the company in the long term. Thus, PT Djarum's CSR in the New Order era was not only a business strategy but also a form of the company's moral and social responsibility toward local community development.

Keywords: csr, pt djarum, community welfare.

INTRODUCTION

Improving people's welfare is one of the main goals of the state. This refers to the Constitution (UUD) of the Republic of Indonesia Year 1945 in the 4th paragraph, which outlines that there are four of the

objectives of the establishment of Indonesia as a country, namely protecting the entire Indonesian nation and the entire Indonesian blood sphere, advancing public welfare, educating the nation's life, and participating in implementing world

order based on independence, lasting peace, and social justice.

To improve the welfare of the people in Indonesia, the government implements the National Development Concept with a company. Fundamentally, the establishment of companies primarily focuses on maximizing profits. Its operational activities include the process of producing goods and providing services, all of which are directed at achieving the main goal of profit. Therefore, the primary focus of company strategies and policies is to achieve optimal profitability. As an economic ethos, the company seeks to generate revenue in excess of its operating expenses and optimize returns on investment for its owners or shareholders. As well as how the company prevents losses as much as possible or suppresses losses as much as possible (Urip, 2014).

National development focuses on economic development to improve people's lives through the establishment of local companies (Kholis, 2020). Indonesia's dynamic and growing economy has created an important context for the relationship between the economy and CSR (Corporate Social Responsibility) (Ghai, 2024). With rapid economic growth, Indonesia has become one of the major economic powers in the Southeast Asian region. However, despite the ongoing economic inequalities, serious social challenges such as poverty, unequal access to education

and healthcare, and environmental issues persist. In this context, Indonesian companies understand the need to balance economic growth with social responsibility. CSR has become a tool to integrate social and environmental considerations into their business strategies, creating a positive impact on society and the environment.

The concept of Corporate Social Responsibility (CSR) emerged as a response to the growing public distrust of companies; this distrust is not only aimed at companies in the form of limited liability companies but also existing business activities, both incorporated and unincorporated (Mutlari et al., 2017). Since the 1970s, the term corporate social responsibility (CSR) began to be used and became increasingly popular. In the Law of the Republic of Indonesia, CSR has been explicitly regulated in various statutory regulations, including the Law on Environmental Protection and Management, the Manpower Law, the Law on State-Owned Enterprises, the Law on Investment, the Law on Limited Liability Companies, as well as the Mining Law, and a number of other related regulations (Ghai, 2024).

One form of a company's positive contribution to the social environment is through its corporate social responsibility (CSR) obligations, which can include activities that improve the welfare of society. This includes initiatives such as

providing educational scholarships to outstanding students to support intellectual development. In addition, companies invest in community health programs, provide better access to health services, and support disease prevention. On the economic front, the company provides skills training and venture capital for local entrepreneurs and participates in economic empowerment programs that encourage the growth of small and medium-sized businesses. Environmental programs are also an important part of CSR, with companies actively participating in environmental conservation efforts, waste reduction, and reforestation (Sinaga & Teddyani, 2020). This shows that the company applies the concept of "Planet, People & Profit" (Lungguran & Sumani, 2022). CSR has been developing since when corporate awareness pays more attention to long-term sustainability than profitability (Solihin, 2009).

The implementation of CSR is not just about establishing a program as long as it is running, as long as it is donated, as long as it is built, and as long as there is a budget, which eventually will damage the social capital of the community. The implementation of CSR must be based on careful consideration of the community's needs, rather than merely fulfilling the community's wishes. In Indonesia, all companies are required to have a social responsibility policy that must be implemented by the company in

accordance with Article 74 of the latest Limited Liability Company Law (UUPT), Law Number 40 of 2007. The obligation to implement corporate social responsibility (CSR), which has become the legal responsibility of the company from an economic point of view, is considered not profitable, but if it is done well, effectively, structurally, and long-term, it is not impossible that these activities can provide economic benefits to the company. The company can form a positive corporate image (image), and this is very important for the economic interests of the company, such as for marketing products from the company and also to gain the trust of investors (Budimanta et al., 2007).

Cigarette industry companies that are recognized to make the biggest contribution to driving the national economy include large companies such as PT Djarum, which is one of the three largest cigarette companies in Indonesia and the largest contributor of excise tax to the Indonesian state budget. PT Djarum also implemented a Corporate Social Responsibility program. At the beginning of the development of the program, the company was faced with a number of challenges related to the social and health impacts of tobacco. PT Djarum, as one of the leading cigarette manufacturers in Indonesia, recognized its social role in a context that is increasingly sensitive to public health issues. The early initiation of

CSR programs by PT Djarum reflects the company's awareness of its social responsibility to the communities and environments in which it operates (Theresia, 2012).

One of PT Djarum's senses of responsibility is establishing the Djarum Foundation program institution, which was established on April 30, 1986, by the next generation of Michael Bambang Hartono and Robert Hartono. Since its inception, the Djarum Foundation has played an important role in the implementation of PT Djarum's Corporate Social Responsibility (CSR) program. The program aims to make a real contribution to improving the quality of life in the community, especially in Kudus, where PT Djarum operates. The approach taken by the Djarum Foundation reflects the company's commitment to supporting sustainable development by involving five main pillars as the focus of its activities.

Educational Service, as one of the main pillars, focuses on improving the quality of education through the provision of scholarships, development of educational facilities, and training for teaching staff. Social Service focuses on delivering humanitarian aid and enhancing the well-being of those in need. Environmental Service involves efforts to preserve the environment through reforestation programs, waste management, and other environmentally friendly activities. Cultural Service aims to

preserve local and national culture through traditional arts and cultural activities, while Sports Service supports the development of national sports by producing outstanding athletes through continuous coaching.

Several studies have examined the role of CSR in the social development of communities. Research by (Theresia, 2012) revealed that PT Djarum, through the Djarum Foundation, has played an important role in the implementation of CSR, particularly in the fields of education and the environment. The research focuses more on the contemporary dimensions of CSR, without considering the historical context of its development and the dynamics behind it. Meanwhile, (Mutlari et al., 2017) noted that CSR is a response to the increasing social pressure and public distrust towards the business world, but their study is conceptual and has not yet examined the implementation of CSR in the local context in depth.

The similarity between both studies and this research is that they both highlight the importance of CSR in improving community welfare. However, the difference is that this research places more emphasis on historical studies, with a specific time frame, namely the period 1986-1998, during the New Order era, and a geographical focus on Kudus Regency, where PT Djarum operates.

Thus, the novelty of this research lies in the historical approach used to

examine the evolution and implementation of PT Djarum CSR since the establishment of the Djarum Foundation in 1986. This research not only maps CSR programs but also critically examines their impact on the quality of life of the local community in Kudus within the social, economic, and cultural context of the New Orde era. The study is important to fill the gap in the literature that has mostly focused on CSR in contemporary contexts and overlooked historical approaches.

The period of 1986-1998 became one of the important phases in the implementation of PT Djarum's CSR program in Kudus. During this time, Indonesia was facing major challenges in the social, economic, and political fields. The situation requires the active role of the private sector to support national development and strengthen social solidarity in the community. PT Djarum, represented by the Djarum Foundation, plays a significant role as one of the key contributors to these efforts.

By understanding its role and impact, this research is expected to contribute to the study of Indonesia's socio-economic history, especially regarding corporate involvement in community development.

METHODS

The methodology used in this research is the historical method (Wijayati, 2009).

The historical method is a systematic step used by historians to trace, assess, and reconstruct past events scientifically (Koentjaraningrat, 1985). The historical method goes through four stages, namely: 1) Heuristics or data collection: At this stage, the author collects both primary and secondary sources. The data obtained consists of oral data and written data. Primary sources that the author obtained and used were archival documents, photographs, and contemporaneous newspapers (Gottschalk, 1969).

Primary sources obtained in this article were obtained from various places, such as the Head Office of PT Djarum Kudus, Press Monument, Archives and Library Service, and Delpher. Secondary sources used are books, theses, and articles. 2) Source criticism refers to the process of testing or verifying sources (Kuntowijoyo, 2003). 3) Data Interpretation, This step describes the historical facts so that they become a unity that can be understood and meaningful. 4) The last stage in the historical research method is historiography. This stage is to reconstruct existing facts by pouring them into chronological historical writing (Sukmana, 2021).

RESULTS AND DISCUSSION

History and the Beginning of PT Djarum CSR Formation

PT Djarum is one of the largest cigarette companies in Indonesia, based in Kudus,

Central Java. In the early days the company was only run by about 10 people, on Jalan Bitingan Baru no. 28 (now Jalan A. Yani no. 28). PT Djarum was started on August 23, 1951, when Oei Wie Gwan bought an almost bankrupt cigarette company called NV. Murup from a local Kudus businessman, H. Moc Sirodz. On April 21, 1951, the government granted an operating license to Djarum as an individual company. Until now, April 21 has been commemorated as the birthday of PT Djarum. The name PT Djarum originates from the diamond-made vinyl record or gramophone known as Djarum. At that time, there were only four brands of manual clove cigarettes (SKM) produced: Djarum, Merata, Kota Ajaib, and Kembang Tanjung (Theresia, 2012).

In 1963, the Djarum Factory suffered a devastating fire that almost bankrupted the company. And in that year also, Oei Wie Gwan died due to illness in the same year. After the death of Oei Wie Gwan in 1963, his two sons, Michael Bambang Hartono and Robert Budi Hartono, decided to take over the leadership and develop the company. Under their leadership, PT Djarum underwent a process of restructuring and reorganization. Over time, in September 1965, PT Djarum began to update the management system by recruiting professionals to strengthen the company's structure (Anatasia Winayanti, 2014).

In 1975, Djarum began introducing its first machine-made cigarettes under the Djarum Filter brand. Eight years later, precisely in 1981, Djarum launched Djarum Super products, which until now remain one of the company's mainstays in sales. Then, on March 21, 1983, the company's legal status changed from an individual to a limited liability company legal entity. Over time, Djarum success grew rapidly, making it one of the leading cigarette manufacturers in Indonesia. In addition to being strong in the domestic market, Djarum also holds a significant market share in America. Additionally, as one of the largest cigarette companies in Indonesia, Djarum significantly contributes to the country by paying the highest excise tax on cigarettes to the government.

The company has 71 work locations: 64 in Kudus, 3 in Pati, 1 in Rembang, 2 in Jepara, and 1 in Demak. Djarum's presence in Kudus provides opportunities for the community in the provision of employment by employing around 71 thousand employees. In 2013, it inaugurated a new factory with modern facilities named OASIS in Gondang Manis. PT Djarum itself has five core values in the development of the company, namely 1) focus on customers and 2) professionalism. 3) Learning organization 4) one family. 5) Social Responsibility. Company Vision: "To be the largest in sales and profitability in the Indonesian

cigarette industry." Company Mission: "PT Djarum is here to satisfy the smoking needs of smokers."

In the era of globalization, one of the paths to the largest market share with high profitability is if the company applies the concept of CSR: the triple bottom line (Latifah, 2021), which not only takes advantage (profit) economically and financially but also as a company that cares about social and environmental aspects. These conditions make PT Djarum try to handle the degradation of public opinion by shaping the brand image of PT Djarum by trying to make the company a killer and savior. Namely changing the image and existence of companies that have products that are killing to be a savior with various interesting and useful activities for the community. This goal is a form of long-term profit, namely the preservation of the image and good name of the company in the long term. With the achievement of long-term profit, it is certain that the company's existence will be maintained. The image and good name of the company in the eyes of stakeholders will form a reputation in the eyes of the public (Julita, 2019).

The Beginning of the PT Djarum CSR Formation

PT Djarum's corporate social responsibility (CSR) began to develop systematically in the mid-1980s, along with the increasing scale of the company's business and

awareness of social responsibility toward the surrounding community. This period was also in line with New Order government policies that encouraged the role of private companies in regional development, although there were no specific regulations regarding CSR as there are today.

Corporate Social Responsibility (CSR) is a way taken by the company to build the company's image and good name in the eyes of the community. So corporate social responsibility (CSR) is a series of community welfare activities that have an important component for the long-term existence of the company because it shows the true face of business to the wider community, especially the local community around their business location. Regarding corporate social responsibility, it is regulated by Law No. 40 of 2007 concerning limited liability companies (UUPT) and Government Regulation No. 47 of 2012 concerning the social and environmental responsibility of limited liability companies (PP 47/2012). This regulation applies to companies. According to Article 1, point 1, of the Company Law, a company (limited liability company) is a legal organization formed by a group of people who come together based on an agreement, run business activities with shared money that is divided into shares, and meet the rules set by this law and its related regulations.

The Djarum Foundation implements PT Djarum's Corporate Social Responsibility programs. The next generation, Michael Bambang Hartono and Robert Budi Hartono, established various programs and activities through the Djarum Foundation on April 30, 1986. The Djarum Foundation adheres to the philosophy of "Born from within and developing with the environment." Djarum aspires to fulfill its goals, including becoming the best institution in advancing Indonesia as a fully empowered country in the fields of social, sports, environment, education, and culture by departing from this essential way of life (Erwin Anggriawan, 2019). Djarum Foundation has five areas of activity, namely Educational Service, Environmental Service, Cultural Service, Social Service, and Sports Service.

a) Educational Service

To develop human resources who are committed and achieving. Educational Service Djarum Foundation offers scholarships called IPSD (Ikatan Penerima Beasiswa Djarum) at the time of 1984, providing scholarships from junior high school to higher education. Besides enhancing school facilities, the foundation also offers teacher education. Through the Djarum Scholarship Plus program, PT Djarum has been actively promoting education since 1984 by fostering and encouraging outstanding people (Elia, 2016).

b) Environmental Service

Djarum has overseen efforts to preserve the environment, provide shade, protect regional ecosystems, reduce soil erosion, and help absorb water. Beginning in 1979, one of the main programs in Environmental Service was Konservasi Lereng Muria (KLM) (Afif, 2018), where the Djarum Foundation planted conservation plant seeds that also provided economic benefits for local residents, so that it was hoped that the community would no longer overexploit the surrounding environment.



Figure 1. The condition of Kudus City in 1979, before planting trees. Source: Archives: www.Djarumfoundation.org/linimasa

The environmental conditions of the city of Kudus in 1979 were so arid that many drivers had difficulty finding a place to take shelter. This concern motivated the birth of Djarum Trees for Life, which has planted well over 2 million trees, including trembesi trees along the Pantura route to reduce air pollution due to motorized vehicles (Pratika & Wijaya, 2019).



Figure 2. The condition of Kudus City in 1985 after planting trees Source: Archives
www.Djarumfoundation.org/linimasa

In the 6 years since the Djarum Service environment was established, in 1985 has produced results. The city of Kudus, which was originally arid, has now become much more shady. The surrounding community began to experience the benefits of our consistent initiatives aimed at transforming the city of Kudus into a greener and shadier environment.



Figure 3. Plant Recognition Program for students in 1989 Source: Archives
www.Djarumfoundation.org/linimasa

Environmental Service form of concern with sustainability is caring for the environment by consistently, since

1989, providing environmental training/recognition to the younger generation, who are our partners in preserving the environment in the future.

c) Cultural Service

PT Djarum has worked with several organizations since 1992 as part of the Djarum Cultural Appreciation initiative, through the performing arts, by supporting creative people to work and explore their best potential. Loving culture is a form of pride and love for Indonesia.



Figure 4. The start of the Service Cultural Djarum Foundation in 1992 Source: Archives:

www.Djarumfoundation.org/linimasa

Since 1992, we have endeavored to support Indonesian creative people to work, explore their potential, develop them, and present creative works to the widest possible public space. We also collaborate with businesses that have a mission to raise the potential of Indonesia's cultural wealth.

d) Social Service

Service Social Djarum Foundation has been implemented since 1951, when PT Djarum was first established. Service Social Djarum Foundation focuses on social activities and community empowerment

based on the spirit of brotherhood, care, and cooperation.



Figure 5. Establishment and Birth of Djarum Service Social in 1951.

Source: Archives,
www.Djarumfoundation.org/linimasa

Social service activities carried out include free medical treatment, distribution of basic necessities for the underprivileged, and direct assistance in the event of a disaster or emergency conditions in the environment around Kudus. Through this activity, PT Djarum seeks to build a corporate image that cares and is present in the social life of the community (Pradibta, 2012).

e) Sports Service

The beginning of the formation of PT Djarum Corporate Social Responsibility (CSR) program in the Sports Service piece began in 1969 with the establishment of PB Djarum, which began with PT Djarum employees using a break in Bitingan Lama as a place to play badminton in the afternoon.



Figure 6. Brak Bitingan Lama, the first training ground of PB Djarum in 1969

Source: Archive:
www.Djarumfoundation.org/linimasa

PB Djarum then developed into a badminton club that focuses on fostering talented young athletes to make Indonesia proud in the field of badminton (Tamba, 2019). In the period 1986-1998, Service Sports PT Djarum has been actively fostering badminton athletes who later achieved national and international achievements. Through the establishment and development of PB Djarum, PT Djarum provides training facilities, professional training, and full support for young athletes from various regions, including Kudus.



Figure 7. All England Championship by Ardy B. Wiranata in 1991. Source: Archives:

www.Djarumfoundation.org/linimasa

In 1991 PB Djarum, for the first time in history, Indonesia was able to win

the All England men's and women's singles titles. The new history was recorded when Ardy B. Wiranata and Susy Susanti brought the prestigious titles in the men's and women's singles at All England 1991 at Wembley Arena in London, England. In 1992 managed to carve gold ink at the Barcelona Olympics. Besides Alan, at the Barcelona Olympics, Ardy B. Wiranata (men's singles) and Eddy Hartono won silver medals.



Figure 8. Winning at the Barcelona Olympics in 1992 Source: Bali Post, August 11, 1992, page 12



Figure 9. Athletes Alan, Ardy, Eddy, and Gunawan achieved notable success at the 1992 Barcelona Olympics. Source: Archives www.Djarumfoundation.org/linimasa

In addition to producing outstanding athletes, PB Djarum also contributes greatly to early childhood development through tournaments such as

the Djarum Badminton Scholarship General Audition, which attracts young seeds from all corners of Indonesia to be fostered professionally in Kudus. With these achievements, PB Djarum is not only a symbol of the success of sports coaching but also an important part of improving the quality of life of the community through providing opportunities, character building, and career development for young athletes. Service Sports is one of the important foundations in the implementation of PT Djarum's CSR because it successfully combines aspects of achievement coaching with sustainable community empowerment (Sulaeman, 2017).

The Role of Corporate Social Responsibility (CSR) of PT Djarum in the Quality of Life of the Holy Community in 1986-1998

During the New Order period, especially between 1986 and 1998, PT Djarum began to show its active role in social development through various activities that are now categorized as part of Corporate Social Responsibility (CSR). Although the term CSR has not been popularly used formally, PT Djarum social practices have reflected the spirit of corporate social responsibility towards the surrounding community. In the aspect of social service, Pt Djarum routinely carries out blood donation activities, free medical assistance, and distribution of basic

necessities to underprivileged people, which is very helpful in the midst of uneven economic conditions at that time. The impact of this program strengthens the relationship between the company and local residents, creating the social stability needed in the context of the development of the new order period. Through Service Educational, the company helped improve the quality of human resources by providing scholarships to students, donating books and school supplies, and assisting in the construction of educational facilities in the Kudus area and its surroundings. This step reflects the involvement of the private sector in supporting the government's agenda to educate the nation. In the long run, people have greater opportunities for social mobility, which also affects the local socio-economic structure (Rachmawati, 2019). In the field of Sports Service, PT Djarum has made a big impact through the development of badminton athletes through PB Djarum, which since the 1980s has been a forum for the birth of national athletes, contributing to the glory of Indonesian sports at the international level. Historically, this contribution strengthens the position of sports as part of Indonesia's cultural diplomacy in the world while showing how companies can play a role in building national achievements (Tamba, 2019). Meanwhile, Cultural Service manifested in the preservation of local arts and culture,

including support for wayang performances, karawitan, and other traditional cultural activities that strengthen the cultural identity of the community. These efforts strengthen the identity of local communities and contribute to the national cultural heritage. Finally, Environmental Service implements reforestation programs, tree planting, and river cleaning and preservation activities in the company's surrounding environment. All of these programs show that since the birth of the New Order era, PT Djarum has not only acted as an economic entity but also as a social agent, which has helped shape the quality of life of local communities in a real way (Afif, 2018).

CONCLUSION

PT Djarum, as one of the largest cigarette companies in Indonesia based in Kudus, not only shows its work in the tobacco industry but also plays an important role in social development through the implementation of Corporate Social Responsibility (CSR) programs, especially since the mid-1980s until the end of the New Order (1986-1998). Although the term CSR was not so popular at that time, various social initiatives carried out by the company through the Djarum Foundation have had a real impact on improving the quality of life of the people of Kudus and its surroundings.

Through the five pillars of CSR: social service, education service, sports service, cultural service, and environmental service. PT Djarum actively fosters the community with a comprehensive and sustainable approach. Programs such as free medical treatment, food distribution, scholarships, development of national athletes, preservation of local culture, and environmental conservation reflect a strong corporate social responsibility and commitment to social and ecological development.

PT Djarum CSR activities not only strengthen social relations between the company and the surrounding community but also support the government's development agenda, shape local cultural identity, and create a space for social mobility for the younger generation. Through this strategy, PT Djarum has succeeded in building a positive image as a company that pursues economic profit and acts as an agent of social change. Thus, CSR became an important foundation for the company's long-term existence, as well as a real contribution to the welfare of the Kudus community during the New Orde.

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