

Phenomenology Study of Corporate Social Responsibility: Perspective of PT. Petrokimia Gresik Management

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Abstract

This research approach is qualitative research based on phenomenology. The essence of phenomenological study is to describe the views, knowledge, as well as the interpretation of a concept or phenomenon of subjects with a particular phenomenon, therefore, this study aims to understand the meaning of the concept of corporate social responsibility from the perspective of PT. Petrokimia Gresik management. The results showed that PT. Petrokimia Gresik management interprets the concept of corporate social responsibility (1). as accountability to the government; (2). as accountability to shareholders; (3). as accountability to the public; (4). as accountability to the environment; (5). as accountability to employees; and (6). as accountability to customers.

Keywords : accountability, corporate social responsibility

INTRODUCTION

Currently, the implementation of Corporate Social Responsibility for SOEs (State Owned Enterprises) in the form of Public Corporation (Perum) and Limited Liability Company (Persero) is not voluntary, but rather to meet obligations (compliance), namely comply with and carry out the orders of government regulation is regulation for State Owned Enterprises No. PER-09/MBU/07/2015 concerning the Partnership Program and Community Development State-Owned Enterprises. Likewise, the Law of the Republic of Indonesia Number 40 Year 2007 regarding Limited Liability Company stating that the Company which is conducting its business activities in the field and / or related to the natural resources required to implement the Social and Environmental Responsibility.

The concept of Corporate Social Responsibility (CSR) was introduced by [1] and afterwards were enriched concept since the period 1960 to date, [1]. Have many experts and institutions both class national and international levels to define the concept of Corporate Social Responsibility. The World Business

Council for Sustainable Development defines Corporate Social Responsibility as "the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large" , Meanwhile, John Elkington define "Corporate Social Responsibility is a concept that organization, especially (but not only) corporations, have an obligation to consider the interests of customers, employees, shareholders, communities, and ecological considerations in all aspects of their operations. This obligation is been to extend beyond their statutory obligation to comply with legislation ". Since the concept of sustainable development was popularized in 1987 by the Brundtland report of the UN (United Nations), entitled Our Common Future in fact it added to the definition of the concept of Corporate Social Responsibility, such as the definition given by The Organization for Economic Cooperation and Development , namely "business's contribution to sustainable development and corporate behavior that must not only ensure returns to shareholders, wages to employees, products and services to

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consumers, but they must respond to societal and environmental concerns and value”.

An implementation of corporate social responsibility is very diverse, ranging from forms of philanthropy, education, health, employee training, rehabilitation and preservation of the environment through the empowerment of social conditions that shaped the community. [2] classifies the form of corporate social responsibility activities in three aspects are better known as "The Triple Bottom Line", the economic aspects (profit), environmental aspects (planet), and social aspects (people). [3] classifies the form of corporate social responsibility activities in four forms, namely: (1). Management of the working environment and compensation system; (2). Partnerships between companies and communities; (3). Handling of environmental sustainability; and (4). Social investment.

Companies that carry out activities of social responsibility seriously and consistently will get significant economic and social benefit, among others: (1). As a social investment which is becoming a competitive advantage for the company in the long term; (2). Strengthening the company's profitability and financial performance; (3). Increasing accountability and positive response from investors, creditors, suppliers and consumers; (4). Increasing commitment, work ethic, efficiency, and productivity of employees; (5). Increasing the image and reputation; (6). Decreasing the vulnerability of social unrest and resistance from surrounding communities as noted and appreciated the company; and (7). Reputation enhancing, goodwill and the value of the company in the long term [4] .

Several empirical studies have proven that a company that puts the implementation of social responsibility harmoniously (congruence) with the interests of stakeholders will obtain the significant social and economic benefits. [5], which examines the relationship between corporate social responsibility with the company's financial performance indicators Return on Equity (ROE) and Return on Assets (ROA) in developing countries, namely Nigeria stated. Research results show that corporate social responsibility has a positive and significant correlation with financial performance. [6], which examines the relationship between corporate social performance and corporate financial performance,

the results of this study indicate that corporate social performance period of the previous year had a positive effect on the company's financial performance for a period of time to come, as well as the results of research conducted by [7], [8], [9], [10], [11], [13], [13], Bayoud, Kavanagh, and Slaughter (2012), [14], states that the implementation and disclosure of social responsibility brings many benefits, among which increasing image and reputation, the support of the community, increasing employee and customer loyalty, increasing employee responsibilities, increasing the performance of the company both the performance of financial and non-financial, as well as the positive effect on investor reaction.

Despite much research results that show that the implementation of corporate social responsibility has positive effect on the company's financial performance, but the fact of understanding (response) practitioners towards CSR activities are still very diverse, according [15]. There are some outlining the CSR solely as an obligation that was ordered by legislation, there is someone doing in accordance with the philosophy of the founder, a philanthropy, or even appropriate feelings of the owner of the company. But, beyond that there is also who really apply to business principles. Response or the company's attitude towards the issue of social responsibility (corporate social responsiveness) by [16] is grouped into four groups, namely the attitude (response) company that is proactive, accommodating, defensive until the reactive attitude.

The number of studies related to the issue of corporate social responsibility is an indication that many companies, both companies with the status of state-owned enterprises, as well as the status of privately owned enterprises has carried out corporate social responsibility programs. Motivation, response (attitude), and the form they have implemented CSR programs are very diverse, as well as the results of research findings indicate the variety of all, as has been described above. It is because of differences in understanding firms (interpret) and addressing the issue of CSR, affecting the way that the company in implementing its CSR program. Therefore, the benefit (effects) are perceived by the company is also different.

PT. Petrokimia Gresik is one of among the companies that have implemented CSR programs. In relation to

this, the research that will be done is to understand exactly how PT. Petrokimia Gresik management interpret CSR programs that have been implemented. This research is a qualitative research based phenomenological approach, therefore, the purpose of this study was to understand the meaning of the concept of corporate social responsibility from the perspective of PT. Petrokimia management.

RESEARCH METHOD

Research Approach-Phenomenology Base

This study is a qualitative study based on phenomenological research from the perspective of PT. Petrokimia Gresik management. The essence of phenomenological research is to describe the views, knowledge, as well as the interpretation of a concept or phenomenon of subjects (actors) which are experiencing a particular phenomenon. [17] and [18] says, that the phenomenological research is to describe about the life experiences of a number of people about a concept or phenomenon, while [19] says that the phenomenological research is basically the view that what appears on the surface, including day-to behavior patterns day is just a symptom or a phenomenon of what is hidden behind the behavior of the offender.

Any behavior that seems on the surface can only be understood, if it can uncover the hidden meaning (nature) behind the behavior of the actors concerned. So the expectation of this research is to understand the meaning of (the nature of) the concept of social responsibility from the perspective PT. Petrokimia Gresik management.

Focus Research

The focus of this research is the meaning of (the nature of) the concept of corporate social responsibility from the perspective of PT. Petrokimia Gresik, therefore, the research seeks to uncover the meaning of (the nature of) the concept of corporate social responsibility from the perspective of PT. Petrokimia Gresik management.

Data and Research Informant.

Data needed in this research, either in the form of primary data or secondary data. Secondary data such as electronic documents, as well as non-electronic documents, either in the form of published reports, or of the archives. The primary data is qualitative data

in the form of crystallization of knowledge, views, experiences or actions that have been done, and interpretation from the standpoint of research informants (study subjects) related to the focus of this study. Primary data in qualitative research by [20] is the data in the form of verbal or words spoken verbally, gestures or behaviors carried out by subjects who can be trusted, in this case is an informant of research relating to the object of research.

The informants were selected are those that meet the criteria established in this study. The criterion is the candidate of informants must be involved in the field of the object (focus) research. According [17] participants (informants) who have or are involved should have experience of the phenomenon. In this case, [18] uses the term purposeful sample, ie participants (informant) that can provide the best information to the researchers about the issues being studied.

Who became an informant (participants) in this study were: (1). Managers Partnership and Community Development Department (TH); (2). Administrative Section Reporting Environmental Development (RP); (3). Finance Department Manager (RSM); (4). Head of Information and Communications Department of Public Relations (WHS); (5). Staff Department of the Environment and K3 (muj); (6). Personnel Department Manager (SH); (7). Staff Human Resources Development (EC).

Data Collection Techniques and Research Instruments

The techniques of primary data collection is done by in-depth interviews, while the secondary data collection is done by copying or copying of electronic documents, as well as non-electronic documents. In-depth interviews the researchers ask open questions, ie questions that are not accompanied by the choice of answers. The informants are free to answer according to his knowledge, views, perception, and interpretation of the object in question.

Who became instrument in this qualitative study is the researchers themselves. The process of data collection in the field by researchers using supporting instruments such as interview guides, i-pod, and cameras. The interview guide is a list of open questions which made the researchers used as a guide at the time of the interview, i-pod is used by researchers to record interviews with informants

research, and the camera is used to document the data associated with the object of research.

Data Validity Testing

The technique of testing the validity of the data used in this study is a credibility test, in this case how that is done is the extension of the observations and triangulation. The combination of observations with triangulation extension means researchers will return to the field to conduct interviews with the source data ever interviewed (extension of observation), and the new data source (triangulation). Both ways are done in order to obtain assurance that the data collected is valid data.

Data Analysis Techniques

The technique of data analysis used in this research is data analysis techniques model of Miles and Huberman, the activity data analysis performed interactively and performed continuously until complete, so that the data is already saturated meaning is not found new information. The data analysis was done at the time of data collection takes place, and after the completion of data collection in a particular period. During the interview with the informant, the informant answers were analyzed. Interviews will be continued to a certain extent, so as to obtain the credible data.

The steps of processing and data analysis techniques performed through steps: (1). Transcribing interviews; (2). Data reduction, that by selecting the essential, basic data, summarize and look for themes and patterns (categorize the data). Guidelines used in data reduction is a goal to be achieved in the study; (3). Data that has been reduced and it has been shaped category, it was presented in the form of description (narration) short, charts and relationships between categories; and (4). Making conclusion in the form of description of findings or the answer to the problem formulation or the fulfillment of the purpose of research.

RESULTS AND DISCUSSION

Meaning of corporate social responsibility from the perspective of PT. Petrokimia Gresik as follows:

1. Corporate social responsibility (CSR) as a liability to the government.

PT. Petrokimia Gresik is a state-owned company, the operational foundation of CSR activities undertaken by PT. Petrokimia Gresik is legal rules imposed by the government, namely the SOE Minister Regulation No. PER-09 / MBU / 07/2015 concerning the Partnership Program and Community Development Program of State Owned Enterprises. The practice of social responsibility for the PT. Petrokimia Gresik, as well as a commitment to act ethically towards the stakeholders, there is no denying that the CSR activities undertaken by PT. Petrokimia Gresik also placed as the embodiment perform the duties of government legal regulation orders (mandatory), so it can be interpreted that the practice of CSR activities undertaken by PT. Petrokimia Gresik as the accountability of the government.

Excerpts of an interview which explains that the implementation of CSR for PT. Petrokimia Gresik as accountability to the government as outlined by Manager of the Department of Community Development Partnership (TH), the following:

"Actually, a lot of rules associated with PUKK program (Program SME Development and Cooperation), but the latter, the most it is a SOE Minister Regulation No. 9 of 2015 dated July 3, 2015 About the Partnership Program and Community Development Program of State Owned Enterprises. Duties and responsibilities of the Department of KBL in Petrochemical certainly related to minister regulation. One, about the partnership program, which is a program of SOEs to foster small businesses to be strong and independent. Two, the Community Development program is the empowerment of communities around the company."(TH)

Implementation of the partnership program and community development program as an embodiment of obedience to run commands government legal rules. Partnership Program PT. Petrokimia Gresik is a program to enhance the ability of small businesses to be strong and independent, whereas the Community Development Program of PT. Petrokimia Gresik is a program empowering social conditions, especially for the people who live around the plant and / or the office of PT. Petrokimia Gresik and regions of our country in general.

Forms Partnership Program PT. Petrokimia Gresik namely providing loan funds to finance working capital and / or purchase of fixed assets in order to increase production and sales of the partners, namely small businesses engaged in the industrial sector, trade, agriculture, animal husbandry, agriculture, fisheries and services sectors, while the Community Development Program PT. Petrokimia Gresik in the form of disaster relief, educational assistance and / or training, the improvement of health, aid the development of infrastructure and / or public facilities, help religious facilities, support nature conservation, social assistance for poverty reduction, and educational assistance, training, marketing, promotion in order to increase the capacity of the partners.

2. Corporate social responsibility (CSR) as accountability to shareholders.

The entire business activity is geared to meet the interests of the major internal stakeholders, ie shareholders. The main interest of the shareholders of the company is the performance of the company. Rating appraisal the performance of SOEs refers to the Decree of the Minister for State Owned Enterprises No. KEP-100 / MBU / 2002 on Evaluation of Health State-Owned Enterprises.

Regarding the company's performance appraisal Finance Department Manager PT. Petrokimia Gresik (RSM) explains.

"If our performance was measured, there are the indicators, sir, because we are a subsidiary of state-owned company refers to the SOE Ministry Decree No. 100 if no one was in 2002. SK 2002 ie on the rating of the company. We measure the performance of this company, the reference is to Ministry Decree 100. These aspects measured is the financial aspect, operational and administrative aspects". (RSM)

In the item-item of appraisal of the company include assessment items by the company's CSR activities. This means, that the practice of CSR activities undertaken by PT. Petrokimia Gresik has contributed to the achievement of the performance of PT. Petrpkimia Gresik. Contribution of CSR practices on business

performance is explained by the following RP informants.

"..... In the Partnership Program. The goal was the performance gains distribution and performance collectibility as stipulated in Decree 100 SOEs, namely concerning the soundness of the Company, there is a triple A and there is a double A that sort of thing, you know sir. So there are rules in the Decree of SOEs and it is still used to measure the health of the company. There is the skoringnya, we are contributing a total of 100 points in the Decree 100 was that we contributed 6 points, 3 points for the performance of distribution and three-point performance of the collectibility of such ". (RP)

RP informants of the obvious, that the success of the CSR activities of PT. Petrokimia Gresiik have contributed to the achievement of the performance of PT. Petrokimia Gresik. Expectations of shareholders is the company's performance, therefore it can be interpreted that the CSR activities undertaken by PT. Petrokimia Gresik serve as a form of accountability to shareholders.

3. Corporate social responsibility (CSR) as accountability to the public.

PT. Petrokimia Gresik is in society, as a consequence the business activities carried on by the public could potentially affect each other, either positive or negative direction. The company grew and developed within the community, and therefore the sustainability of the company can not be separated from society. PT. Petrokimia Gresik realized, if the company's operations obtain interference from the public, it will affect the achievement of company performance.

The Company is a party that enjoyed the benefit (profit) from the utilization of the resources available in the community, as an ethical consequence there are some benefits to be shared to the public. It is as a form of corporate concern to the community or social responsibility to the community. In fact, corporate social responsibility by PT. Petrokimia Gresik interpreted as an opportunity to be agents of change in society. This action is in line with the triple P (profit, planet and people).

Explanation PT. Petrokimia Gresik, that the implementation of social responsibility as accountability to the public as described by the informant (TH and RP), as well as the statement of the Director of PT. Petrokimia Gresik (HN) quoted from a document in the form of an annual report of PT. Petrokimia Gresik following:

"..... In fact the company through the course directors are well aware that the sustainability of the company can not free from the influence of the people that are around it. It means that there is such a term license to Operate. So if the company operates, if there is interference from the surrounding area will affect the performance of the company, so the company is aware of this as a responsibility, as well as awareness is also true consciousness, although not bound by the rules that actually existed, the term still meaning that there is something that should be share also to communities around the company like it ". (RP)

RP informant further explained,

"So indeed it is part of the company's strategy as set out in the vision and mission of the company, the latter is related to community development, sir. So what is it, the company is well aware that there is a triple P that must be met, namely Profit, Planet and People. So it is that all three work together, can not separate one by one, there are slices of the middle should connect with each other, sir". (RP)

Meanwhile TH informant explained,

"The meaning of CSR for companies is this program is to help communities around particular. So people around are the multiple stakeholders in the company. So the company is as an agent of community development. We view the community is also as the owner or they feel to have this company. As we grow in the community are must concern about the community, of course, with the activities that are needed by community. So partnership is associated with business and community Development related to social activities in the community ". (TH)

Excerpts welcome President Director of PT. Petrokimia Gresik (HN) is outlined in the Annual Report of Partnership Program and Community Development PT. Petrokimia Gresik about the meaning of CSR as accountability to the public.

"CSR is a concept which gives a role to the corporate as agents of change in society that embodies the fulfillment of the role of corporations to society as one of the stakeholders of the corporation. CSR implementation will have an impact on the relationship of mutual support, strengthen and benefit the community by the corporation ".

The practices of CSR of PT. Petrokimia Gresik distributed to the public, that is a partnership program by giving working capital loans for small businesses, and for environmental development in the form of aid programs to improve health, public facilities, help tuition assistance, social assistance for poverty reduction, and others.

4. Corporate social responsibility (CSR) as accountability to the environment.

PT. Petrokimia Gresik realized that the company's operations will affect the environment and society, and therefore the business practices employed should be to support the efforts of environmental sustainability. The policy set by management on social responsibility related to the environment is to do the management and improvement of the environment continually in order to prevent significant environmental pollution. Among the actions carried out by PT. Petrokimia Gresik is not only reducing the impact on the existing negative externalities, but also emphasizing environmentally friendly production practices in accordance with applicable standards.

In the case of the face of the possible risks arising from the negative impact of the operational activities of the company, PT. Petrokimia Gresik put forward the principle of preventive action. Some actions by the company to prevent negative impacts on the environment include the following: (1). The necessity of Better management of raw materials to maintain the efficiency and minimizing the impact on the environment around the company; (2). Energy efficiency programs, PT. Petrokimia Gresik are

fully committed to implement sustainable energy management system in accordance with the vision, mission and company management system. Energy management in the company include energy conservation and building factories / offices.

In order to preserve the environment PT. Petrokimia Gresik greening, both inside the company and the surrounding area, as well as inside and outside the district of Gresik. Greening conducted in schools, government agencies, at the edges of the highway, in the community, even in the mountain (hill). Seedlings of planted trees are tamarind, mahogany, palm, mangrove, cashew, until the rare fruit that is typical Gresik red fruit. At the time I asked the informant about what activities the company has done related to CSR related to the environment. Look informants TH ..

"Yes, it is no point in the activities of the Community Development is about the preservation of nature, maybe it is. So far that last year we carried out this activity we plant trees, help tree seedlings to schools, government agencies or people who need to be planted in the environment for the year 2014 and we are initiating to start planting mangrove in Ujung Pangkah started late 2015 that we were at the mouth of the Solo River in Ujung Pangkah there. There is such a soil that needs to be planted mangrove. So it is land area of 10 hectares. We will plant 100 thousand mangrove trees and for the others we also cooperation with local governments Lamongan, Government of Gresik plant trees in the area roadside between Gresik-Lamongan trembesi tree and mahoni trees from 2013 and 2014, then we are also working to provide assistance to society through the Department of Agriculture and Plantation Gresik because there is also already have the seeds in the District for 2014 and 2015. To 2015 also we will do the planting of rare fruit, the fruit Siwalan and red fruit. Red fruit is indeed typical fruit Gresik. Located at Bawean island. Bawean the island in the northern town of Gresik, about 50 miles away from Gresik. There was such thing as red fruit, but not red fruit as in Papua, so the model is like guava bol. Indeed, it is rare, because it is a fruit typical of the area. Starting last year we have already started planning to grow red fruit and Siwalan

around Gresik, because as we all know fruit Siwalan it already became extinct, sir. Siwalan fruit so it is a wild plant, which is now the land has been much used as housing, so much has been cleared. Eventually there will be extinct. So we in the future we work together with the local government, especially agencies related to forestry and plantation to jointly grow rare fruits typical to the area". (TH)

Meanwhile, RP informants as follows,

"We shall carry which was dated August 23, 2016 we'll greening sir, rehabilitation Mount monkey Ponorogo. There, we shall not submit and we leave seeds. It was not, but the concept we work with or partnership with local nature lovers and young people and the village youth to come together to plant trees, then well cared for. Well the proof of what we later our involvement to monitor treatment. Later we asked periodically to the public institutions had to report on the growth of plants, which means that periodically we will also conduct monitoring to the field. How is there any constraint growth, because there will come in addition to the visually hill was already bald, then the source of water based on testimony from the local community and youth groups youth is decreasing in large enough quantities, so it is necessary to green mountain monkey through reforestation rehabilitation program mountains with a tamarind tree planting later as many as 700 trees will be planted in stages too. There is not simultaneously run out on one day in the centers of the mountain water source, then also planted 500 cashew trees. It was also the result of the request of local residents, represented by the youth. The hope for the economic value of cashew was very high so it is expected that once these plants, in addition to greening the hills also impact economic improvement of the local community and hope in the future if that can actually be realized as it was a lot of trees mente there is expected to become the icon of the village as a producer mente in Ponorogo. So the concept is like that sir". (RP)

5. Corporate social responsibility (CSR) as a liability to the employees of PT. Petrokimia Gresik.

One of important internal stakeholders of PT. Petrokimia Gresik is an employee (human resources). Those who work running the company's business activities. Policy set by PT. Petrokimia Gresik management about employment-related CSR is committed to always strive to improve the competence of employees, and prioritizing work culture OHS (Occupational Health and Safety) in the workplace. Human Resources Management program is designed to produce competent and innovative employees. To realize this purpose the company provides education and training facilities both within, and outside the company. Competent and innovative employees, the employees who were able to perform the duties and obligations according to the vision, mission and strategy of the company. Employees who are highly competent and innovative are expected their productivity is high, also are expected to be ready to face the changes and challenges in the future. Regarding employee performance management systems explanations given below informants.

"Training System uses a competency-based training system in which the proposal and implementation of competency training pay attention the needs of competence of each position, for example, employee of Marketing Manager with competence in customer service level 3. The need for job competency of customer service to the position of marketing manager level 5. There is a gap 2 level of competence. The gap will be closed by training customer service ". (SH)

"The pattern of competence development here, right, yes it is every year there's KPI sir. KPI beside as the target, we also have the target of supporting hard competence, for example I'm in the human resources field, there are competencies that should I have achieved for example regarding management system performance, knowledge about competence, about asesment in the current year, the bureau training will evaluate whether I need additional training on asesment or do I need additional training on performance management systems and so on. So far the training that I received quite developed ". (EC)

"Yes, we've been implementing a competency-based performance management system so that employees when occupying a position, what his competency requirements. Employees who sit there should at least be in accordance with competence. If there is a little less to the needs of that, so the next task is the task of training how to improve the competency either soft or the hard competence. It has been designed sir". (WHS)

"... Our leaders are far ahead that to be successful there are things that have to be developed primarily intangible assets, that the employee should have a high valence so that he could be employees who can be an asset not a burden or liability company, but assets. Intangible assets that will affect the company's future. Many of our employees who entered Petrochemicals of S-1 sir are sent to study abroad, nearly 40 people schooled S-2 abroad, namely in Germany, the UK, the Netherlands, and Australia. "(WHS)

Occupational Health and Safety is an important aspect in the operational activities of PT. Petrokimia Gresik, in order to create an environment that is safe, comfortable, healthy and cultured K3. So all aspects of the operations should pay attention the safety and every employee of PT. Petrokima Gresik obliged to take responsibility in matters of safety. The higher the office employees, the higher its responsibilities in occupational safety, while the unit in charge of occupational safety and health, namely the Department of Environment and K3. Explanation informant about some matters relating to occupational safety and health as follows.

"All aspects of the company's activities have rules K3 sir. So all aspects of that activity must put safety first. So what does it mean we move and work but it turns out there is an accident on his way in the work unit. That we do not want it, then every year there is K3 moon. It involved not only the production, the factory, sir, but officers are invited to participate. There are socialized there are competitions that are related to security, way to extinguish the fire, either by means of light or fire with the hydrant. It's people in the office invited sir and they were very enthusiastic to come and to join K3 practice. The champion was

sometimes also from officer, it means he has an obligation of safety issues, but is only possible pattern between the office and factory are different. Perhaps that is simple, for example house keeping or aesthetics of the room need attention. All are K3 aspect as well, it all payed by the company ".

All employees of PT. Petrokimia Gresik is obliged to take responsibility for the safety problem, so to informants.

"Yes sir Petrochemical all employees have a duty to take responsibility in matters of safety. The higher positions the higher it's responsibility of safety problem. What is clear is the highest management Managing Director has been great fanfare that the activities within the company, especially the safety of first preferred. Then in coordination meetings or meetings of any kind, either in the directorate level, compartments and so, the preference delivered is a matter of safety first and in we also have, what we apply SMK3 was clear. That is K3 management that we have adopted for companies in Indonesia and the need of management there has, what his name was applied management in our one true, at least the directors' umpteen times down to the field, so to monitor the extent to which their staffs implement safety issues. That's what the name can be seen from the conditions on the ground, if there is the potential for possible patterns of human behavior encountered what the rich could show what rich work patterns. That's directors could read and ranks well below such that, if the Board of Directors minimum once a year, if the compartment may almost every month he had to monitor our grounds and in addition there is nothing structurally K3 non-structural namely P2K3 (committees K3). So in addition there are departments LK3 structurally deal with the problems of safety, better regulation, kind of procedure SOP, there are also structurally department, like SOP, section, head of section, head of bureau and they are non-structural, there are P2K3 chaired by the Director of Production ". (Muj)

6. Corporate social responsibility (CSR) as a liability to the customer.

PT Petrokimia Gresik believe that the customer is one of the most valuable stakeholders. A company will be able to survive to continue the business and provide the greatest benefit if the relationship between the customer and the company as a provider of a product or service, based on the mutual trust.

In maintaining mutual trust required processes and strategies that are not instant, which is the responsibility that must be managed, especially by PT. Petrokimia Gresik. This process actually occurs not only when a transaction, but is manifested in each communication event, promotion, marketing, and other information dissemination. The Company is committed to maintain the trust of customers as the big capital that contribute to the sustainability of the company in the future.

To maintain customer confidence PT Petrokimia Gresik ensure that products and packaging that are sold has passed the Quality Check and safe to use. All products PT. Petrokimia Gresik both inorganic fertilizers, organic fertilizers, biological fertilizers and soil improvement has met the minimum requirements according to the rules, namely the labeling provisions of fertilizer products regulated in Regulation of number 43 in 2011 to inorganic fertilizers and Regulation of number 70 in 2011 to organic or biological fertilizer.

Briefly, the results show that the meaning of corporate social responsibility based on the perspective of PT. Petrokimia Gresik: First, as accountability to the government; Second, as accountability to shareholders; Third, as accountability to the public; Fourth, as accountability to the environment; Fifth, as accountability to employees; and Sixth, as accountability to customers. This is consistent with the statement of stakeholder theory.

Stakeholder theory states that the company's presence in the community is not independent of the stakeholders, but the two are mutually dependent. Both company, and stakeholders can influence each other. Both have diverse interests and needs, therefore, the success and the life and death of a company depends on its ability to balance diverse interests of stakeholders, as stated in the theory of stakeholder [4]. If an enterprise is capable of balancing the diverse interests of stakeholders, then

the company would obtain ongoing support and enjoy the success of his business.

Stakeholders are individuals or groups that can affect or be affected by the achievement of company objectives. Stakeholders, both of which are in, or who are outside the company. Stakeholders who are in the company are the shareholders, workers, trade unions, while those outside the company are customers, suppliers, communities, governments, and others.

Stakeholder theory influences the management paradigm in the management of the company's business. Transformed from the management company that is oriented to shareholders (shareholder orientation), into the management of enterprise-oriented not only to shareholders, but also to other stakeholders (stakeholder orientation). Shareholder orientation is the orientation of the management of the company to meet the needs and interests of shareholders, namely economic interests (economic responsibility), while stakeholder orientation is the orientation of the management of the company other than to satisfy the interests of shareholders (economic motive), as well as to meet the interests of other stakeholders, namely the social interest or social responsibility (social motives).

CONCLUSION

Based on the results of research and discussion, it is obtained the conclusion, that the meaning of the concept of corporate social responsibility based on the perspective of PT. Petrokimia Gresik management is: (1). Corporate social responsibility as accountability to the government; (2). Corporate social responsibility as accountability to shareholders; (3). Corporate social responsibility as accountability to the public; (4). Corporate social responsibility as accountability to the environment; (5). Corporate social responsibility as accountability to employees; and (6). Corporate social responsibility as accountability to customers. The manifestation of corporate social responsibility PT. Petrokimia Gresik is implementing partnership programs and community development programs.

IMPLICATIONS OF RESEARCH

Partnership and Community Development Program conducted by PT. Petrokimia Gresik hopes to inspire local governments to give birth public policies, such as regional regulations related to environmental

preservation. It is based on the idea that partnerships and community development program implemented by PT. Petrokimia Gresik has a positive effect for the community and the environment.

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