

Corporate Social Responsibility by Gender Perspective

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Abstract

The research objective of this study in empirical success of corporate social responsibility (CSR) a gender perspective. The sampling technique using a non-probability sampling with accidental sampling. In this sampling technique is taken as a sample member is receiving communities CSR programs. The analysis technique used is the technique of chi square crosstab. The results showed implementation of CSR programs that have been implemented by the company for the community around the company includes the four major programs, namely the program activities of education, action programs in health, social activities program of economic and social fields as well as program activities in the field of security and public order as well as the environment. The characteristics of the individual beneficiaries of CSR programs based on age, marital status, education level, type of business or activity, and the level of income that accessed the implementation of CSR programs most are women compared to male gender. There is no relationship between individual characteristics and gender equality in terms of access, the management of the program and the benefits received. There is a relationship between gender equality in terms of access, program management and benefits received by the level of success of CSR programs that have been implemented which includes fulfillment of the respondents (beneficiaries) and the fulfillment of the increased capacity of beneficiaries.

Keywords: Corporate Social Responsibility, Gender equality,, Compared Gender, Gender perspective

1. Introduction

The development of a country is not just the responsibility of the government, every citizen plays a role to realize social welfare and improve the quality of life of the community, as well as the progress of the nation and country. One of the parties who play a major role in the development of the country is the business environment that has a role to encourage the development and healthy economic growth by considering also the environmental factors

The business environment has a great influence because it employs many people with interdependent relationships, where the company is a profit-oriented business entity and its workers with nature as human beings who need income to meet their daily needs. The interdependence relationship between the company and the worker is one-sided, in other words there is a conflict of interest between the parties who want to expend the minimum capital for maximum results with those who want to get maximum reward with what they have done. But with the development that occurred, now the business world is no longer just pay attention to the company's financial records alone (single bottom line), but already covers the financial aspects, social aspects, and environmental aspects, commonly called the triple bottom line. The synergy of these three elements is key to the concept of sustainable development

The role of CSR, PKBL or COMDEV BUMN has a wider scope than CSR practices conducted by private companies because CSR, PKBL or COMDEV SOEs are also expected to be able to realize the 3 main pillars of development (triple tracks) that have been proclaimed by the government and is a political promise to the community, namely: (1) reduction in the number of unemployed (pro-job) (2) pro-poor reduction and (3) increase in economic growth (pro-growth)

At the implementation level of CSR programs companies can use various dimensions of importance as described Wibisono (2007: 32), namely triple bottom line that is profit (profits), people (community) and the planet (environment) Dimensions of interest is certainly expected to boost quality of life of the community.

Hubeis (2010) explains that quality of human life can be measured based on measurement of Human Development Index (HDI), Gender Development Index (GDI), and Gender Empowerment Measure (GEM). These three measurements aim to evaluate the quality of life and human development and measure gender equality and justice globally

The value of HDI Indonesia in 2007-2008 was ranked 107 and in 2009 HDI Indonesia decreased, which is ranked 111 with the title of Medium Human Development¹. The 2009 GEM of Indonesia is ranked 96th out of 177 countries

Results from low HDI, GDI, and GEM indicate that there is a gender gap between women and men in various areas of life. Gaps and gender inequalities exist in the distribution of roles, access, control, participation, and benefits in national development.

GBHN National Policy of 1999 and Law Number 25 Year 2000 on National Development Program (PROPENAS) Year 2000-2004 is one of the efforts to realize gender equality and justice (KKG) in national development. Another form of national effort by the government is to issue Presidential Instruction Number 9 of 2000 on Gender Mainstreaming (PUG) in National Development. In addition, efforts to achieve gender equality and justice are also conducted internationally through the third objective of the MDGs, namely promoting gender equality and women's empowerment

CSR implementation programs have been done by many companies in providing benefits to the communities around the company, but does the program implementation take into consideration the different needs or interests of the beneficiary community (women and male participants)? Therefore, the implementation of the CSR program is carried out whether it is gender responsive or not, so the implementation of CSR becomes relevant and very urgent to be done as an effort to provide equality as the recipient of CSR program so that the pro-poor goal can be achieved. Based on the background that has been presented then can be formulated problems as follows: 1). How are CSR programs that have been implemented in a gender perspective ?; 2). How are the individual characteristics of CSR program beneficiaries (age, marital status, education level, type of business, and income level) disaggregated by sex (female and male) ?; 3) What is the relationship between individual characteristics and gender equality ?; and 4) To what extent is the level of gender equality seen from the access, control, and benefits enjoyed on the CSR program received and its relation to the success rate of the CSR program that has been implemented?

2. Theoretical Review

2.1. Corporate Social Responsibility

Business life can last a long time and in the long run, the business must provide answers to the needs of the community and members of the community. This awareness is a result of the success of a society in solving large economic problems, dotted with hunger, disease and poverty. It must therefore be defined by a new relationship between the business world and society to bring business activities closer to the social desire to achieve a better quality of life. The benefits of business involvement in social issues result in environmental conditions as well as giving positive things to business managers (Simorangkir, 2003).

Simorangkir (2003), states the concept of corporate social responsibility is a form of real company to give pleasure and happiness for society and also an ethical deed. Public relations is defined as having a social relationship and not a business relationship. This social phenomenon requires companies to have social responsibility or CSR (Corporate Social Responsibility)

Holme and Watts in Hadi (2011) define Corporate Social Responsibility is 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 the local community and society at large.

The term CSR began to be used since the 1970s and became more popular after the presence of the book *Cannibals with FORKS: The triple Bottom Line in 21st Century Business* (1998) by John Elkington (Hadi, 2011) developed 3 important components sustainable development, namely economic growth, environment protection and social equity commissioned by the world Commission On Environmental Development (WCED), Elkington packs CSR in 3 focus ie 3P, stands for profit, planet and people. A good company not only pursue the economic profit but also has a concern for the interest of the environment (planet) and the welfare of the people (people)

In general, CSR is an improvement of the quality of life, is the ability of human as individual members of society to respond to existing social conditions and can be enjoyed, utilizing and maintaining the environment. Or in other words is the way the company organizes business processes to produce positive impacts on the community or a good image. Ghana in Hadi (2011) provides restrictions on "Corporate Social Responsibility provides the capacity to build corporate building towards ensuring the company's going concern, including respect for systemic adoption of cultural sharing (local wisdom) into business strategy, including skills employees, society and government.

The CSR concept is actually relatively new. Even in classical corporation theory, the concept of CSR is hard to find. Nevertheless, the problem of CSR if sought the root of the theoretical roots, the concept of CSR got a relatively strong foothold because of the following two developments:

First, in reality government agencies are not always able to run the welfare of society satisfactorily. Second, markets sometimes fail to allocate resources efficiently. This happens when, one of the actions of a market agent, has an impact on the welfare or condition of the other. Unfortunately, this impact is sometimes overlooked by the agent. Economic or corporate activities should have a positive impact on the change of society within the company itself.

The change is certainly based on a sincere willingness that is born from within the business / company. It is of course aimed at the management of economic and social resources in its implementation to support stable development with the main condition that is efficient and equity. therefore in a broader sense, CSR is understood as a more "human" concept in which an organization is seen as a moral agent. Therefore, with or without the rule of law, a business organization, must uphold morality (Nussahid, 2006)

For that, there are three important pillars in stimulating the growth of CSR that can encourage sustainable economic development. The first is to look for an effective form of CSR to achieve the expected objectives (localities), secondly to calculate the capacity of human resources and institutions to stimulate CSR implementation (community, lawmakers, workers, business people), and the third is rules and regulations and codes ethics in the business world. In the end these three pillars will not be able to work properly without public sector support to ensure that CSR implementation by the company is aligned and in line with public sector development and development strategies ([www. Suaramerdeka.co.id](http://www.Suaramerdeka.co.id))

In this context CSR seeks how corporations as economic agents always obey laws and regulations, care about the surrounding social issues, care about environmental protection, occupational health and so on. Corporations must minimize the negative externalities that society has to bear. And the corporation should act as a good corporate citizenship.

The concept of CSR in Indonesia has been known and practiced in Indonesia around the 1970s. In a sense CSR is still perceived as a charity ideology (charity) from the entrepreneurs to the community around where the company operates. Besides, there are still many parties who identify CSR with Community Development (CD). CSR can not be simplified only to Community Development (CD) because actually the existence of Community Development (CD) and CSR is very different. Community Development (CD) is a company's willingness to provide benefits to communities around the company's premises, whereas CSR emerges as a reaction to community demands based on the idea that the existence of a company somewhere will undoubtedly reduce the rights of the local community. CSR requires something deeper than just providing a variety of assistance to communities around the business location (Simorangkir, 2007)

Wibisono (2007: 8) defines CSR in etymology in Indonesia is often translated as corporate social responsibility. In other contexts, CSR is sometimes referred to as corporate social responsibility or social responsibility of the business world. But if one of them is called, the connotation must be back to CSR. Although it does not have a single definition, this concept offers a similarity, namely the continuity between attention to the economic aspects and attention to social and environmental aspects (economic concept, sustainability, environment sustainability and social sustainability)

A more comprehensive view of CSR is proposed by Carrol who put forward the theory of the CSR Pyramid. According to him, corporate responsibility can be seen based on four levels (economical, legal, ethical and philanthropic) which is a unity. Furthermore Weeden and Svendsen stated that CSR developed into a concept that contains the idea of responsibility of the business world, which recognizes ethical performance, environmentally friendly, socially business, and prioritize good relationships with all stakeholders (Badaruddin, 2007).

Implementation of CSR is one of the implementation of Good Corporate Governance (GCG) principles related to corporate social responsibility to the public. The point is that GCG is a system, and a set of rules governing relationships between various stakeholders especially in the narrow sense, namely the relationship between shareholders and board of commissioners and board of directors in order to achieve corporate objectives (the company). And in a broad sense, which regulates the relationship of all stakeholders' interests in order to be accommodated proportionately. GCG, as well, is intended to ensure that errors in corporate strategy that occur can be corrected immediately

In the preamble of the Constitution of the Republic of Indonesia which states: "The State protects all the Indonesian nation and the entire blood of Indonesia, promotes the general welfare, educates the nation and the realization of social justice" Also reflected in Article 33ayat (3) of the 1945 Constitution, , "Earth water and natural resources contained therein are controlled by the State and used for the greatest prosperity of the people".

Nussahid (2006) states the social role of BUMNs can be seen from the dual dimensions attached to it. According to the Tangiier Group discussion in 1981, an institution is described as a state enterprise if it has two dimensions: the public dimension (dimension) and the business dimension. Public dimension, BUMN requires not

only public ownership and control, but also illustrates the concept of public purpose (public, public aims). While the business entity dimension is related to commercial concept (business line)

In line with the above, the legal basis has been issued by the Ministry of SOEs namely: Decree of the Minister of SOE Number Kep-236 / MBU / 2003 dated June 17, 2003 on Partnership Program of SOEs with Small Business and Community Development. Funding from this partnership program is derived from a provision of 1-3 percent of net profit earned by SOEs. We hope that the policy adjusts to the economic development and social environment conditions of the surrounding state-owned enterprises (www.suarakarya.com)

Furthermore, based on the Attachment of Ministerial Decree of SOE Minister Number SE-433 / MBU / 2003 dated September 16, 2003 on Guidelines for Implementation of BUMN Partnership Program with small business and environmental development program, among others set up the establishment of PKBL Unit which is part of the organization of the company as a whole. PKBL's function is to provide guidance in the form of evaluation, distribution, billing, training, monitoring, promotion, and administrative and financial functions. The issue of coordination has been regulated in Article 11 paragraph (1) point b of the decision of the Minister of SOEs, at least in the form of submitting a list of prospective partner who will be given loan fund to SOE coordinator to avoid duplication of loan.

If the program can be implemented as well as possible and managed optimally, then the existence of partnership program can reach the small entrepreneur (partners) more broadly, so that the multiplier effect can be enjoyed nationally. It is time for the company to raise awareness of the surrounding community as a form of corporate social responsibility to the public, so that the company can maintain sustainable company. Finally hopefully CSR programs can be managed professionally and transparently so that CSR really useful for economic empowerment of society around company location.

Furthermore, CSR can be interpreted as a commitment in doing business by taking into account social aspects, norms and ethics that apply, not only to the surrounding environment, but also to a wider internal and external scope. Not only that, long term CSR has a positive contribution to sustainable economic growth and improving welfare.

Companies that run the CSR program wholeheartedly will get a number of benefits (Wibisono, 2007: 78) as follows:

1. Maintain and boost the company's reputation and brand image
2. Eligible to get social license to operate
3. Reduce the business risk of the company
4. Expanding access to resources
5. Spread access to the market
6. Reduce costs
7. Improving relationships with stakeholders
8. Improve relations with regulators
9. Increasing employee morale and productivity
10. Opportunity to get an award

2.2. Legal Basis of CSR Program Implementation

Legal basis in the implementation of COMDEV's CSR program refers to the laws and regulations;

1. Government Regulation No. 3/1983 on the Procedures for the Development and Supervision of Bureau of Companies (Perjan), Public Enterprises (Perum) and Limited Liability Company (Persero).
2. Decree of the Minister of Finance No.:1232/KMK.013/1989 dated November 11, 1989 concerning Guidelines for the Development of Weak Economic Entrepreneurs and Cooperatives through State-Owned Enterprises, development funding is provided from a provision of a half-profit of 1% -5% of profit after tax .
3. Decree of the Minister of Finance No.:316/KMK.016/1994 dated June 27, 1994 on Guidelines for the Development of Small Enterprises and Cooperatives through the Utilization of Funds from the State-Owned Enterprises Profit Division
4. Decree of State Minister of State Owned Enterprises / Head of BUMN Supervisory Board No .: Kep-216 / M-PBUMN / 1999 dated 28 September 1999 on Partnership Program and Bina Lingkungan Environment
5. Decree of the Minister of SOE No.:Kep-236/MBU/2003 dated June 17, 2003 on Partnership Program of SOEs with Small Business and Community Development Program
6. Regulation of the Minister of State-Owned Enterprises No.: Per-05 / MBU / 2007 dated 27 April 2007 concerning Partnership Program of SOEs with Small Business and Community Development Program
7. Law on Limited Liability Company (UUPT) Number 40 Year 2007 article 74 on Social Responsibility paragraphs 1 and 2.

2.3. The purpose of CSR

The series of CSR activities aims to achieve the main objective of a positive image of the company which can use the following benchmarks

1. Trust, in the development and progress of a company it can not be separated from the public support is the existence of trust. That is, trust becomes a continuation of the breath of life of a company.
2. Reality, Realistic, clearly manifested, measurable and the results can be felt and can be accounted for with a mature and systematic planning for respondents
3. Cooperation of mutual benefit as an activity carried out bringing success and profit among the parties concerned.
4. Awareness, Audiences awareness about and attention to the products produced and to the development of the company.

2.4. Gender and equality

Opinions on gender and gender definitions are sometimes perceived as similar, but it is clear that the difference between the two, as Hubeis (2010) suggests, defines gender by referring to a system of roles and relationships between women and men who are not determined by biological differences, but by the socio-cultural, political, and economic environments so as not to be natural or absolute.

WHO (2011) gives gender restriction as "Gender refers to the socially constructed roles, behaviours, activities, and attributes that a given society considers appropriate for men and women"

The meaning of equity refers to the Presidential Instruction in the PUG Guidance in National Development defines gender equality as a condition of equality for women and men to obtain opportunities and rights as human beings, in order to be able to participate in political, economic, socio-cultural, defense and security activities , as well as similarities in enjoying the results of development

Gender analysis in the National Development Guidelines is: "A systematic process for identifying and understanding the division of labor or the role of women and men, access and control over development resources, participation in development processes and benefits they enjoy, women and men who are in disarray, who in the exercise of attention to other factors such as social class, race, and ethnicity "

In the Prastiwi and Sumatri research (2012) states there are five key components in the gender analysis:

- a. sex-disaggregated data: socio-economic data disaggregated by sex and demographic variables, such as age, social group, and ethnicity (quantitative or qualitative);
- b. the analysis of the division of tasks: what, where, when, and how much is done by men and women to describe different demands on the time and energy of women and men, how much work they are valued, seasonal work patterns and strategies to meet daily needs,
- c. access and control analysis,
- d. analysis of strategic needs and practical needs,
- e. analysis of social contexts: examine and understand local social contexts (legal, socio-cultural, religious, institutional, government policies) that affect gender roles and relationships

3. Research Methodology

The location of this research is done by focusing on Gresik research on the implementation of CSR programs in state-owned Gresik

To facilitate the understanding of the variables of this study, the variables To facilitate the understanding of this research variables, the variables will be defined before the analysis is done further; before the research variables are defined, it is necessary to present the implementation of programs implemented by CSR companies in various program areas (education, health, socio-economic and security of the environment), while the research variables are described as follows:

a. Social, economic and demographic characteristics

Represents the level of education, type of business, and income level, age and marital status of women and male participants. As well as the role in society as a whole can affect gender equality in relation to corporate social responsibility company

b. Gender equality

Statement of the access or opportunity of CSR community beneficiaries to the resources (financing (venture capital, training, and assistance) of beneficiaries, control or the power of beneficiaries of CSR programs on resources (funding, training and assistance) of beneficiaries, and the benefits of the CSR program beneficiaries (income generation, social status improvement, basic needs fulfillment and entrepreneurship improvement)

perceived by CSR program beneficiaries The higher levels of access, control, and benefits enjoyed by CSR program beneficiaries, there is gender equality of CSR program implementation.

c. Strategic role and practical role.

Statements on the practical needs of gender are basic needs or life, such as food, water, shelter, water, clothing, income, and health care while gender strategic needs are the need for equity and empowerment, such as equal distribution of responsibilities and decision making, the same training.

d. The success of the program

A statement on the success of program implementation if practical needs and gender strategic needs are met

The approach used in this research is qualitative and quantitative descriptive approach. To be able to formulate the problem of research more specifically, it is necessary survey method that this research take sample from population by using questioner as main data collection tool. Survey conducted is descriptive survey. The unit of analysis is the community receiving CSR program in 2013

The population in this study is the recipient community of CSR program In this study the number of samples taken is 200 people. The sampling technique is to use non probability sampling with accidental sampling. In this sampling technique taken as a sample member is the recipient community of CSR programs. Measurements are made using a nominal scale. In this study, researchers distributed questionnaires compiled in sentence questions. Respondents were asked to respond by choosing one of the answers. The answers of qualitative respondents are quantified

In answering the objectives of the study, test the relationship between variables and assess the model prepared, the analytical technique used is crosstab chisquare technique. Chi Square Test or often called Chi Square is used to test the alignment in which testing is done to check the dependence and homogeneity of a data. This test was first introduced by Karl Pearson who used the data in the form of frequency tables which is the result of data classification

4. Analysis and Discussion

4.1. Analysis

Based on interviews and questionnaires conducted by the researcher to the informant then obtained input on the programs that have been implemented to the beneficiaries of the program is the community around the company or ring 1 company. In accordance with that information then obtained the key programs that have been done namely

1. Educational Activities Program.

This implemntation program includes;

- a. Waste Management Training
- b. Material contribution to educational facilities and schools
- c. Contributions to educational institutions, motivation, etc.
- d. 3R Independent Community Management Training
- e. Shared planning on CSR
- f. Business training (entrepreneurship)

2. Program Activity Field Health

This implemntation program includes;

- a. Participation of traditional sports costumes
- b. Procurement of waste bins
- c. Spraying fogging
- d. Provision of empowerment facilities (plastic crushers, biogas processing and water sanitation)
- e. Free treatment and PMT Posyandu Balita
- f. Comparative Study of Environmental Cadres

3. Social and Social Economic Activities Program

This implemntation program includes;

- a. Contribution of Paving and its completeness
- b. Contribution of village anniversary
- c. Material contribution for completeness of PKL center
- d. Break the fast together and Ramadan safari
- e. Contribution Hariban celebration
- f. Business capital assistance through BMT

4. Program of Activity for Security and Public Order and Environment

This implementation program includes; Contribution of greening and environmental facilities

In addition to the implementation of the program several companies have implemented a separate program that is the disaster response program. The interesting finding is that accessing the most CSR program implementation is 68% women while accessing or in other terms male beneficiaries as much as 32%. For the most widely accessible programs are programs in the field of economic empowerment.

4.1.1. The individual characteristics of CSR program beneficiaries (age, marital status, education level, type of business, and income level) are disaggregated by sex (women and men)

Characteristics of beneficiaries of CSR program by age can be described that age is divided into three young age, productive age and old age, for young age equal to 1 respondent or 0.333%, for productive age of 296 respondents or 99%, and old age of 3 people with a percentage of 1%. This data if sorted into gender then age structure with configuration as follows:

- a. For the younger users (beneficiaries) the implementation of CSR programs as much as 1 respondent, where for men 0%, women by 100%
- b. For the productive age of accessors (beneficiaries) the implementation of CSR programs as many as 296 respondents, with men 32.1% (95 respondents), women of 67.9% (201 respondents)
- c. For old age users (beneficiaries) implementation of CSR program as much as 3 respondents, with men 33.3% (1 respondents), women equal to 66.7% (3 respondents)

Based on these results it is known that the largest access for CSR program implementation is the productive age and dominant in the female gender structure. With the program accessible at this productive age, it is possible that implementation success will be greater.

Characteristics of beneficiaries of CSR programs based on marital status can be described that this category is divided into two ie married or unmarried, where the proportion to marry as many as 270 respondents or 0.333%, and not married as many as 30 people with a percentage of 10%, this data if sorted into sex then marital status with configuration as follows:

- a. To marry the access (beneficiaries) the implementation of CSR program as many as 270 respondents, where for men 34.1% (92 respondents), women of 65.9% (178 respondents)
- b. For unmarried users (beneficiaries) CSR program implementation as many as 30 respondents, with men 13.3% (4 respondents), women equal to 86.7% (26 respondents)

Based on these results it is known that the largest access to the implementation of CSR programs are married and dominant respondents in the female gender structure. With the accessible program on the sex of married women it shows that women have an important role in helping improve the family economy.

Characteristics of CSR program beneficiaries based on educational level can be described as being divided into five categories: SD, SLTP, SMA, D1 / D2 / D3 / D4 / S1, where the proportion for elementary schools is 18 respondents or 6%, for junior 33 respondents or 11%, for high school as many as 187 respondents or 62.3% for D1 / D2 / D3 / D4 / S1 49 or 16.3% then the characteristics based on education level with the following configuration:

- a. For elementary level education, access (beneficiaries) the implementation of CSR program as many as 18 respondents, where for men 11.1% (2 respondents), women were 88.9% (16 respondents)
- b. For junior secondary education, access (beneficiaries) CSR program implementation as much as 33 respondents, with men 30.3% (10 respondents), women of 69.7% (23 respondents)
- c. For high school level education, the beneficiaries of CSR program implementation were 187 respondents, whereas for men 38% (71 respondents), women 62% (116 respondents)
- d. For the education level of D1 / D2 / D3 / D4 / S1, the beneficiaries of CSR program implementation were 49 respondents, for 26.5% (13 respondents), 73.5% (36 respondents)
- e. For S2 level education, the beneficiaries of CSR program implementation are 13 respondents, whereas for men 0% (0 respondents), women are 100% (13 respondents)

Based on these results it is known that the largest access to the implementation of CSR programs are respondents who have high school education level and have undergraduate S1 and dominant in the female gender structure. With access to the program on the gender of high school educated women and Strata 1 indicates that Access has good ability in managing the implementation and strengthening capacity for him so that the implementation can be achieved successfully

Characteristics of CSR program beneficiaries based on the type of business or occupation currently occupied can be described as being divided into six categories: housewives, teachers, entrepreneurs, employees, civil servants / TNI / POLRI and students. For the proportion of occupations employed as housewives as much as 112 or 37.3%, for Teachers of 3 respondents or as much as 1.0%, for entrepreneurs as much as 50 respondents or 16.7%, for employees as much as 104 or 35%, for civil servants / POLRI as many as 27 respondents or 9%, and for employment activity as a student as much as 4 or 1.3%

Characteristics based on activity type / business / work with configuration as follows:

- a. For the type of activity / business / job as housewife, the access (beneficiary) of CSR program implementation was 112 respondents, where for men 6.3% (7 respondents), women were 93.8% (105 respondents)
- b. For the type of activity / effort / job as a teacher, the accessor (beneficiary) CSR program implementation as much as 3 respondents, with males 0% (0 respondents), women of 100% (3 respondents)
- c. For the type of activity / business / job as an entrepreneur, the beneficiaries (beneficiaries) of CSR program implementation are 50 respondents, where for 28% (14 respondents), 72% (36 respondents)
- d. For the type of activity / business / job as an employee, the accessor (beneficiary) of CSR program implementation is 104 respondents, where for men 67.3% (70 respondents), female is 32.7% (34 respondents)
- e. For the type of activity / business / job as civil servant / military / police, access (beneficiaries) implementation of CSR program as many as 27 respondents, where for men 18.5% (5 respondents), women equal to 81.5% (22 respondents)
- f. For the type of activity / business / job as a student, the beneficiary (the beneficiary) the implementation of CSR program as much as 4 respondents, where for men 0% (0 respondents), women of 100% (4 respondents)

Based on these results it is known that the largest access for CSR program implementation is the respondents who have activity / business / work as housewife and dominant in female gender structure. With access to the program on the sex of women whose activities / ventures as a household indicates that the visitor has a strong desire to be able to improve the family economy and provide added value to the activities he undertakes so as to enable the success of the implementation of CSR programs undertaken by the company.

Characteristics of beneficiaries of CSR programs based on the type of business or occupation currently occupied can be described that this category is divided into six categories, described as follows: income level Rp 300.000-1.300.000 133 or 44%, 1,400,000-2,400 As many as 112 or 37%, 2,500,000-3,500,000 as many as 32 or 11%, 3,600,000-4,600,000 as many as 9 or by 3%, 4,700,000-5,700,000 as many as 9 or by 3% , 5,800,000-6,800,000 by 2 or 0.7%, 6,900,000-7,900,000 0 or 0%, 8,000,000-9,000,000 by 2 or by 0.07%, 9.100.000-10.100.000 as much as 1 or 0.03%. Based on these results it is known that the largest access for CSR program implementation is the respondents who have income levels below 2.400.000 and dominant in the female gender structure

This result is in line with the activity / occupation / business of respondents who are housewives and employees who in fact the income under the minimum wage of the city (UMK) With access to the program on the gender of women who have income level below Rp 2.400.000 indicates that the access has a strong desire to be able to improve the family economy and improve living standards so as to enable the success of the implementation of CSR programs conducted by large companies.

The Linkage between Individual Characteristics and Gender Equality based on the results of data processing with cross tabulation (crosstab) Chi Square as follows:

Table 1. Analysis Result of Chi Square

Individual Characteristics	In Access			In Access			In Access		
	Pearson chi Square	df	Asimp. Sig.(2- sided)	Pearson chi Square	df	Asimp. Sig.(2- sided)	Pearson chi Square	df	Asimp. Sig.(2- sided)
Gender	0.685	1	0.408	0.381	1	0.537	0.047	1	0.829
Age	0.140	2	0.932	0.228	2	0.892	0.772	2	0.680
Marital Status	1.149	1	0.284	0.117	1	0.732	0.893	1	0.345
Level of educationl	1.850	4	0.732	1.646	4	0.800	7.865	4	0.097
Type of activity / business / work	12.044	5	0.034	10.363	5	0.066	1.615	5	0.899
Income Level	5.646	7	0.582	4.612	7	0.707	3.889	7	0.792

Based on the results presented in table 1 as a whole described as follows:

1. Relation or relationship between individual characteristics based on sex with equality in access that obtained value of chi square count equal to 0.685 with significance value equal to 0.408, equality in terms of managing benefit program value chi square count 0.381 with significance value 0.537, for equality in benefit which is received with chi square value of 0.047 with significance of 0.829. because the value of significance far above 0.05 it can be concluded that there is no relationship between sex with gender equality both in terms of access, management of CSR benefit programs as well as benefits received on the implementation of CSR program

2. The relationship or relationship between individual characteristics based on marital status with equality in access that obtained value of chi square calculate of 1.149 with a significance value of 0.284, equivalence in terms of managing the benefits of the program value of calculated chi square of 0.117 with a significance value of 0.732, for equality in benefits received with a value of chi square of 0.893 with significance of 0.345. because the value of significance far above 0.05 it can be concluded that there is no relationship between sex with gender equality both in terms of access, management of CSR benefit programs as well as benefits received on the implementation of CSR program
3. Relation or relationship between individual characteristics based on age with equality in terms of access, that obtained value of chi square count 0.140 with a significance value of 0.932, equivalence in terms of managing the benefits of the program value of chi square count 0.228 with a significance value of 0.892, for equality in the benefits received with the value of chi square of 0.772 with significance 0680. Because the value of significance far above 0.05 it can be concluded that there is no relationship between characteristics of individuals by age with gender equality both in terms of access, management of CSR benefits programs as well as benefits received on implementation CSR programs
4. Relation or relationship between individual characteristics based on level of education with equality in access that obtained chi square value counted 1850 with significance value of 0.763, equality in terms of managing the benefits of the program the value of chi square counted 1,646 with a significance value of 0800, for the equality in the benefit received with the value of chi square of 7,865 with a significance of 0.097. because the value of significance far above 0.05 it can be concluded that there is no relationship between individual characteristics of education level with gender equality both in terms of access, management of CSR benefit programs and benefits received on the implementation of CSR program
5. Relation or relationship between individual characteristics based on activity / business / work with equality in access that obtained value of chi square count equal to 12,044 with significance value equal to 0.034, equality in terms of managing benefit of program value of chi square count equal to 10363 with value signifikansi 0,066, for equality in benefits received with a chi square value of 1.615 with significance of 0.899. because the significance value for equality in access is less than 0.05 it can be concluded that there is a relationship between the type of activity / business / work with in the company's CSR program access, while the value of significance for equity in managing benefits and receiving benefits far above 0.05 it can be concluded that there is no the relationship between the type of activity / business / work with gender equality both in terms of management of CSR benefit programs and benefits received on the implementation of the CSR.
6. Relation or relationship between individual characteristics based on level of income with equality in access that obtained chi suare count value equal to 5,646 with significance value equal to 0.582, equivalence in terms of managing benefit program value chi square count equal to 4,612 with value signifikansi 0,707, for equality in benefit received with the value of chi square of 3.889 with significance of 0.792. because the value of significance is far above 0.05 it can be concluded that there is no relationship between income level with gender equality both in terms of access, management of CSR benefit programs and benefits received on the implementation of CSR program

4.1.2. The level of gender equality is seen from the access, control (management), and benefits enjoyed on the accepted CSR program and its relationship with the success rate of the CSR program that the company has implemented.

Based on the results of data processing with cross tabulation (crosstab) Chi Square summarized as follows :

Table 2. Analysis Result of Chi Square

Gender equality	The success of the CSR program					
	Fulfillment of needs			Increased ability		
	Pearson chi Square Value	df	Asimp. Sig.(2-sided)	Pearson chi Square Value	df	Asimp. Sig.(2-sided)
In terms of access	9.387	1	0.002	6.238	1	0.013
In terms of control (managing)	12.140	1	0.000	14.770	1	0.000
In terms of benefits received	64.981	1	0.000	140.468	1	0.000

Based on the results presented in Table 2, the relationship or gender equality relationship seen from the access, control (management), and benefits enjoyed on the CSR program received with the success rate of CSR programs that have been implemented as a whole is described as follows :

1. The relationship or relationship between gender equality seen from the access to the success rate of CSR programs that have been implemented by the company in terms of the fulfillment of the needs of beneficiaries that obtained the calculated chi square value of 9.387 with a significance value of 0.002, gender equality seen from the access to the success rate of the CSR program which has been implemented by the company in increasing the ability of program beneficiaries with the value of chi square counted 6.238 with a significance value of 0.013, because the significance value of gender equality seen from the access to the success rate of CSR programs that have been implemented company is smaller than 0.05 then it is concluded there is a relationship between between gender equality is seen from access to the success rate of CSR programs both in terms of fulfillment of needs and there is an increase in the ability of beneficiaries of CSR programs that have been implemented company
2. The relationship or relationship between gender equality in management of programs received with the success rate of CSR programs that have been implemented by the company in terms of the fulfillment of the needs of beneficiaries that obtained the value of chi square count of 12,140 with a significance value of 0.000, gender equality in the management of the program received with the success rate of CSR programs that have been implemented by the company in increasing the ability of beneficiaries of the program with the value of chi square count of 14,770 with a significance value of 0.000, because the value of significance between gender equality in the management of the program received with the success rate of CSR programs that have been implemented company less than 0.05 it is concluded that there is a relationship between gender equality in the management of the program received with the success rate of the CSR program both in terms of fulfillment of needs and there is an increased ability of beneficiaries of CSR programs that have been implemented by the company.
3. The relationship or relationship between gender equality seen from the benefits obtained on the CSR program received with the success rate of CSR programs that have been implemented by the company in terms of the fulfillment of the needs of beneficiaries that obtained the calculated chi square value of 64,981 with a significance value of 0.000, gender equality seen of the benefits derived from the CSR program received with the success rate of CSR programs that have been implemented by the company in increasing the ability of program beneficiaries with a calculated chi-square value of 140,468 with a significance value of 0.000, because the significance value of gender equality is seen from the benefits gained on the program CSR received with the success rate of CSR programs that have been implemented by the company is smaller than 0.05 then it is concluded that there is a relationship between the gender equality seen from the benefits obtained on the CSR program that dite rhythm with the success rate of CSR programs both in terms of the fulfillment of needs and there is an increase in the ability of beneficiaries of CSR programs that have been implemented company

4.2. Discussion

Based on the results of the research that has been presented, it described discussion of the results. That the implementation of corporate CSR program that has been done by the company in the surrounding community (ring one) includes four major programs that are general, namely education activity program, health program activity, social and community economic activity program and activity program of security and public order as well as the environment, while for additional programs such as disaster management programs not all companies enter as separate programs. For a derivative program or sub-program implementation adjusted to the results of social mapping conducted by the company in each year or based on the five-year strategic plan and one-year renja (short-term plan). Therefore, the implementation of this program is in fact in accordance with the stages that enable that the CSR program is done will be right on target, the right quality and the right objective so that the potential of success that is fulfillment needs (according to individual characteristics) or in capacity building (empowerment) program benefits can be achieved. So that the implemented program is not just charity but more to the community empowerment program (empowering)

Characteristics of individual beneficiaries of the CSR program whether viewed from age, marital status, education level, type of business, and level of income and gender-based segregation (women and men) The interesting finding is that access to the implementation of CSR programs is 68% while accessing or in other terms male beneficiaries as much as 32%, as well as a married productive age, which has a high school education level and has undergraduate level S1, and who have income levels below 2,400,000 these findings indicate that users have the desire strong to be able; 1) Improving the economy of himself and his family and the surrounding community; 2) Improving the quality of life by increasing capacity of corporate CSR programs; 3) Responsible for the implementation of the program. These conditions can help the success of the implementation of CSR programs conducted by large companies.

The relationship or relationship between individual characteristics by sex, marital status, age, education level, activity / business / occupation and income level with equality in access, equality in managing the program and equity in benefits received on the program that known no relationship of individual characteristics based on sex, marital status, age, educational level, activity / business / occupation and income level with equality in access, equality in managing the program and equity in benefits received on the implementation of CSR program this shows that in the implementation of the program does not distinguish the gender . However, the number of male respondents has access and high management of CSR programs rather than the number of female respondents to the CSR program. As for the benefits received from the program, most of the female respondents felt that they benefited greatly (84.3%) while the majority of male respondents felt that they benefited poorly (83.3%). As much as 16 percent, both male and female respondents said benefits enjoyed by CSR were low. The female respondents enjoyed an increase in the income they earned even though the amount of the increase was not large and could not necessarily meet all the needs of their families. In contrast to female respondents, most male respondents felt that their situation before and after obtaining the financing was the same and no change was made. So by looking at those values which almost equally indicate in gender equality in terms of access, management and benefits gained. The linkage or gender equality relationship seen from the access, control (management), and benefits enjoyed on the CSR program received with the success rate of the CSR program that the company has implemented (fulfillment of the need for the program and capacity building) as a whole is related to the success of the CSR program. This can be seen also from the equality of values between gender and success at 80%.

5. Conclusions and Suggestions

5.1. Conclusions

Based on the results of the study after conducting the results of research and discussion then the following conclusions can be drawn as follows:

1. Implementation of CSR programs that have been implemented by the company for the community surrounding the company includes four major programs of education activities, health activities, social and community economic activities and programs of activities in the field of security and public order and the environment.
2. Characteristics of individual beneficiaries of CSR programs based on age, marital status, education level, type of business or activity, and income level that access the most CSR program implementation is women compared with male gender.
3. There is no relationship between individual characteristics and gender equality in terms of access, program management and benefits received.
4. There is a relationship between gender equality in terms of access, program management and benefits received with the success rate of the CSR program that has been implemented that includes the fulfillment of the needs of the respondent (beneficiary) and the fulfillment of the beneficiary capability improvement.

5.2. Suggestion

Based on the results obtained it can be submitted some suggestions that are expected to be useful for practical purposes and for the benefit of further research. The study found that;

1. Implementation of CSR programs that have been implemented by the company for the community around the company consisting of educational activity program, health program activity, social and community economic activity program and activity program of security and public order and environment when implemented there are still many sub programs that still have a lot of charity or assistance compared with the empowerment; in the future CSR programs prior to implementation need to be mapping of the nature of long-term empowerment (sustainable) so that the benefits of the program will be felt in both in improving the quality of life and capacity building as well as increasing the economic added value for the access of the program, each potential user.
2. For the government, provide reference to formulate regulations on the implementation of CSR so as to support the district government's program in community empowerment so as not to overlap between programs of inter-corporate activities beneficiaries, especially in family empowerment that is gender responsive eg through corporate CSR forums program
3. For companies to implement CSR programs that gender equality can be because it will be able to further improve the success of CSR programs that are implemented

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