

CORPORATE SOCIAL RESPONSIBILITY EMPOWERMENT STRATEGY AT PT. SUNLIFE SHARIA FINANCIAL IN IMPROVING THE ISLAMIC WELL-BEING OF BABAKAN PEOPLE AT TANGERANG CITY

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Abstract: The purpose of this research is to find out Corporate Social Responsibility (CSR) Empowerment Strategy at PT. Sun Life Sharia Financial Tangerang city for the well-being of Babakan people. This research uses qualitative analysis method by means of data collection technique uses observations, comprehensive interviews and documentations. The Purposive sampling technique used in this research to choose the informants, namely by choosing the most informed interviewees about the topic of the research. Research finding shows that Corporate Social Responsibility (CSR) Empowerment Strategy at PT. Sun Life Sharia Financial Tangcity for the people well-being has been in accordance with the Company Operational Standard. However, in its practice, there are some notes regarding the strategy. First, the distribution is already well-executed even though there are some things that do not go according to Company's plans. Second, in attempt of empowerment, PT. Sun Life has a program called Sun Bright, that is a social program which serves to help people in Welfare, Education, and Economic matters. Third, the People are truly satisfied by the help given by the Company. It improves their wellbeing such improve in economic, social, educational, and spiritual needs.

Keywords: *CSR, empowerment, welfare, strategy, wellbeing*

1. Introduction

Corporate Social Responsibility (CSR) is an important issue that not only at local level but also at around the world. Globally, this interest driven by the role of corporates that they should contribute to the build better society.(Mitra, 2021) CSR is not only some charity activities, since CSR requires a company for decision making in order to be just to every Stakeholders and to the environment as well. This obliges the company to create balance between shareholders (Internal interests) and external interests (outside the company) who are also part of the stakeholders.

Every form of social responsibility in a Company does not ideally appear only to seek good credit and reputation for the Company, but also as Company's responsibility that has been planned and conducted since the organization was established. Therefore, that kind of responsibility is currently stated in the company and/or organization's vision, mission, and goals. This means that CSR activity shall arise upon the awareness of Company's owner, so

that it becomes a real examples of a Company that pay attention to social phenomenon without seeing or looking at the rules to carry out CSR activity, since the company's owner already have the sense of awareness.

Therefore, the purpose of CSR funds is to improve the well-being of people in the surrounding area of a Company in which the definition of well-being itself is a condition where someone is able to fulfill his basic needs, including the need for foods, clothes, a place to live, clean drinking water, and opportunity to continue study as well as to have a proper job in order to support their quality of life and be free from poverty, stupidity, fear, or worry, so that they will have a secure, and peaceful life, both physically and mentally.

One of the companies that operate in Tangerang City is PT. Sunlife Sharia Financial, a financial company that its main business is delivering the insurance service. This company implement its CRS to empower the Babakan people who are staying do not far from the company.

2. Literature Review

Strategy

Strategy means a combined, board, and integrated plans that is a combination between company's special strategy skill and environmental challenges, which is arranged to ensure that the main goals of a company can be achieved by means of implementing the strategy properly, the word strategy is derived from Greek word "strategia" that means "the art of the genera" or in other words the art of a general in a war. Schendel, Charles Hofer, and Higgins explain that strategy has 4 levels that are called as *Master Strategy*, namely: *enterprise strategy*, *corporate strategy*, *business strategy* dan *functional strategy*. Firstly, *Enterprise Strategy* which means This strategy shows that the organization make every effort in working and trying to give the best service to the demands and needs of people (government, several pressure groups, other political, social group who cannot be controlled by enterprise). *Corporate Strategy*, this strategy is related to organization mission. Therefore it is usually called Grand Strategy that covers the sector in which an organization is involved. Thirdly, *Business Strategy* in which this strategy explains about how to compete in the market in society at large, how to get the attention from government, entrepreneurs, the donors, and so forth. Lastly, *Functional Business* which means this strategy is a supporting strategy that support above strategy successes.

Strategy formulation is a process of preparing future steps intended to build the organization's vision and mission, establish strategic and financial goals for the company, and design strategies to achieve these goals in order to provide the best customer value. There are several steps that the company needs to take in formulating a strategy, namely:

- a. Defining the environment that the company has entered and will enter in the future and determines the mission of the company in order to achieve the vision the company has wanted.
- b. Using external and internal environmental analysis to estimate the strengths and weaknesses as well as the opportunities and risks that the company will face in carrying out its mission.
- c. Estimating key success factors from several strategies that have been designed according to previous analyzes.

- d. Planning objectives and measuring targets, re-discussing various alternative strategies by considering the resources that are owned in the external conditions that are being faced.
- e. Choose the most suitable strategy to achieve short term and long term goals.

Empowerment

Empowerment is a process where people will be strong enough to involve in any problems where there are some supervision, and also have impact in their life. Empowerment emphasized that people are capable of gaining enough knowledge, skill, and authority to be influential in their life and the life of person of their interest. According to Fahrudin empowerment of society is a way to improve the ability and enhance the independence of people, generally the aim of empowerment are as follows:

Enabling

To create a condition or certain atmosphere that enables people potential to develop. The starting point is the introduction that every human, every society, has a potential that can be developed. Empowering is an effort of building that power by means of encouraging, motivating and raising awareness of the potential they have, as well as to always improve it.

Empowering

To increase capacity by means of strengthening people's potential or power. This empowerment includes real actions, such as several input provision, and opening access to various opportunities which enable people to be more empowered.

Protecting

To protect the interests by means of cultivating protection system potential for people who become the subject of developing stage. In this process, empowerment shall be prevented in some ways, the weak becomes weaker. This leads to lack of empowerment in tackling the strong. Protecting in this matter can be seen as an effort to prevent unjust competition and the exploits of the strong over the weak.

Community empowerment is an economic development concept that stimulates social values. This concept reflects a new paradigm of development, which is "people-centered, participatory, empowering, and sustainable." People centered are governance that is oriented towards the interests of the community and is predominantly carried out by the community in its process. Empowering is absolutely necessary as a means of methods that can make it easier for people to realize their hopes and aspirations. Lastly, sustainability. In this process, the community will carry out development through a program cycle which in the implementation process goes through certain stages that are designed in a sustainable manner.

Concept of Human Wellbeing in Islamic Perspective

Welfare or wellbeing is a measuring point for a society that is already in a prosperous condition. This human wellbeing can be measured from the health, economic condition, happiness and quality of life of the people. This welfare is realized so that these citizens can live properly and be able to develop themselves, so that they can carry out their social functions properly, if the community is prosperous it means that the community experiences prosperity. According to Prabawa, welfare is often defined broadly as prosperity, happiness, and the quality of human life, both at the level of individuals or groups of families and communities. Prosperity can be demonstrated by the ability to seek family resources to meet the needs for goods and services that are considered important in family life. Thus

welfare is the fulfillment of all needs, both goods and services in meeting the needs of the family.

The truly welfare will be achieved through a synergistic process between economic growth and distribution, so that growth with equity can truly be realized. In this context, the philosophy of welfare as stated in Q.S. 106: 1-4 is a concept that deserves attention, referring to this verse, the concept of welfare has 4 main indicators, namely: The first indicator, the basis of welfare, is when the value of Islamic teachings becomes the commander in the economic life of a nation. The second indicator, welfare will not be achieved when economic activity does not run at all. The third indicator is the fulfillment of basic needs and the distribution system. Meanwhile, the fourth indicator is welfare as measured by the security and social order aspects.

Previous studies

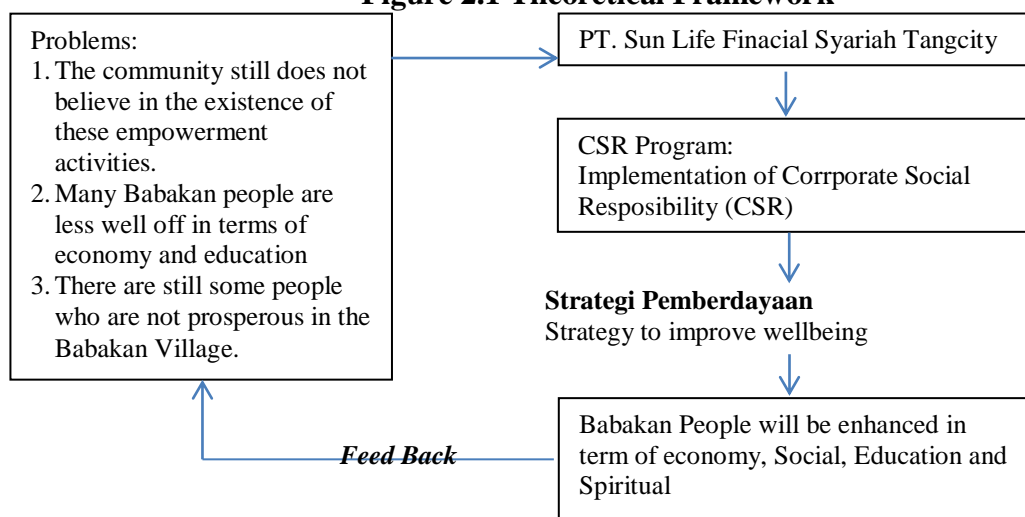
Muhamad Arfah (2017) have conducted a qualitative research to measure the implementation of corporate social responsibility (CSR) on Kalla Group through providing the sewing course to resident of Perumahan Bukit Baruga Antang, Shout Sulawesi. The finding of this study is generally, the sewing course conducted by the Kalla Group Foundation have been able to produce alumni who are skilled in the field of sewing. In general, sewing courses carried out by the Kalla Group Foundation have been able to produce alumni who are skilled in the sewing field. Aisyah Amini (2018) states that in the Islamic Perspective CSR has impact to the social welfare. It is proved in her research finding that *Corporate Social Responsibility (CSR)* Program of improve the quality of life people in Ulubelu.

Corporate Social Responsibility has a positive effect of 0,553, meaning that each one-unit increase in the score of the Corporate Social Responsibility (X1) variable, assuming other variables are considered constant, the score of the economic empowerment variable will increase by 0,553 and it is significant for economic empowerment berpengaruh positif sebesar 0, 553. Siti Aminah has shown this finding on her research.

Theoretical Framework

Based on the above background and literature review, we could develop the theoretical framework of this research as follows:

Figure 2.1 Theoretical Framework



3. Research Method

The Research method used in this study is the qualitative method. The qualitative method is a research procedure that generates descriptive data in form of written words or spoken from people or behavior that can be observed. Descriptive research is a research method that describes every data or condition of research subject or object to be analyzed later and be compared according to current reality, while trying to give solution to the problem, and able to provide up-to-date information, so that it is beneficial for the development of science, as well as to be more applicable for various problems. Generally speaking, descriptive research is a research that tries to create description or to depict an event or phenomenon systematically, and factual with accurate arrangement. This qualitative method is being used for some considerations that are, qualitative method is more capable of and easier to adjust in facing multiple reality. This method presents the essence of relation between researcher and respondent directly. Also, the method is more considerate, so that it can adjust itself and there is a lot of sharpening mutual influence on value patterns faced by researcher. This research is directed to have facts related to household empowerment in relation to social responsibility implementation towards local people at Babakan, Tangerang Sub-district.

Data collection is one important thing in a research, so it needs a proper collecting data technique in order to generate suitable data. Data collection technique can be done by doing observation, interview, questioner, documentation, and combination of all. In this research, researcher uses three ways of data collection, namely, observation, interview, and documentation.

Data Validity Test

1. Credibility or reliance, to ensure the collected data are credible, there are several techniques to test the validity.
2. Transferability, that means demanded the researcher to report his research results in details, clear, systematic, and reliable ways. It aims to deliver understanding to the readers regarding the result of this research.
3. Dependability is carried out by doing audit to all research processes. A research is considered reliable if the research result can be repeated by others.
4. Conformability. Aims to ensure that research result is actually generated from data. This means the findings that becomes subject of the research can be justified by all parties that all forms of findings, writing, and reporting are in accordance to what can be justified.

4. Results and Discussion

4.1 Findings

Based on above determined indicators, this study has found several findings as mentioned bellow:

Tabel 4.1 Matrix of Research Funding

Nomor	Theory	Indicators	Findings
1	Strategy	Choosing Location	CSR Location determined by analyzing the condition of social, economic, healthy conditions of the participants

			PT SLF choose the location whereby the people have problems (economy, Healthy, education)
		Analyzing risk potentials	Before executing the CSR program, PT. SLF reviewed the potentials of the community and survey the needs of them.
			In choosing the object of empowerment still facing the obstacles, they meet difficulties to execute the object.
		Estimated Success	PT. SLF has standard of distribution of their CSR Fund; just necessary people who are given the program.
			Maximizing the services and the fund of CST to be benefited by the participants.
		Considering available Resources	PT.SLF decided the project of empowerment by reviewing the capacity of human resources as well as social, physical infrastructures.
			Strategy used in this review is field survey on the society regarding the problems, the capacity on solving the problem and the available resource there.
2	Empowerment	Enabling	The company's strategy is to cooperate with Philanthropy institutions such as the Dompot Dhuafa
			The long term strategy is to provide scholarships and health assistances, while the short term strategy is to help the community who victims of natural disasters
			Providing a good education to the public about how to be a good person and become a quality human resource

		Empowering	Conducting educational seminars for people who need guidance to improve their quality of life as good human resources
			Carrying out messages such as motivation to people who need help
		Protecting	In particular, the company does not protect public privacy, because in general it is protected by the laws
			The company only protects people's personal data because it is protected by the laws
	3	Economy	The company helps Babakan people by providing funds to assist educational services to better future
			Providing various funding assistences to people who really need it
		Education	The company provides scholarships to the students who cannot pay the tuition fee to the school, so the company's role is a sponsor for the continuity of formal education.
			The company guarantees the public education by providing scholarships to needy people surrounding its office.
		Social	The company as a stakeholder also helps the community to enhance community cohesiveness
			Organizing social activities such as gymnastics and hosting the seminars
		Spiritual	Hosting the hajj and umrah programs that contain education so that the community remains enthusiastic about worship and other worship
			Company educates the community about worship and motivate them to perform the ibadah

4.2 Discussion

CSR Empowerment Strategy at PT. Sun Life Sharia Financial Tangcity in Improving the well-being of Babakan People

The process of empowering people aims to make them to be more independent, so that they can improve their quality of life by means of using and accessing local resources to its best potential. The main target of PT. Sun Life Financial Tangcity in empowering people is the poor groups. On its process, women will be involved actively. Process of empowering people will be supervised by a facilitator team that is multi-disciplinary. It is better for the team of people empowerment to have both men and women in it. The main role of this team is to accompany the people in empowerment process. The team will be actively involved in the beginning of empowering process. However, they will be less involved once the people have already capable of continuing the activities independently. People empowerment is conducted in several stages as follows:

a. Location Selection

The selection of the location is determined by following some criteria agreed by institutions, related parties, and the people. Determination of this criteria is crucial, so that the institution's goals in empowering people can be fulfilled and the location selection can be well-executed. In selecting location, PT. Sun Life Financial has done a survey on distribution location only without socialization to the people, because the interview result that comes from researcher stated that the people do not know when the CSR distribution survey happened.

b. Socialization to Minimize the Risk

People empowerment socialization is an important activity to create communication and dialogue with people to minimize the risk of long-term errors and short-term CSR empowerment. Empowerment socialization to the people helps to improve the people and related party's understanding about the program. Socialization process is truly determined people's interest to take part and be involved in the program.

c. Estimation of Success Keys

A successful program must be expected by every Company. Therefore, a review is truly necessary to guarantee the success of Company's mission or duty. The review is conducted based on Company's ability in ensuring its success.

d. Resource Consideration

Resource consideration means PT. Sun Life Tangcity sees how big the potential of developing people empowerment, before doing the program in Babakan district.

e. Strategy Determination

In every activity, visualization tools and techniques are often utilized to support discussion between people and to make the empowerment process easier. It is expected that by having these techniques, review process, activity plan arrangement, implementation, monitoring, and evaluation would be completed systematically. The technique applied by PT. Sun Life Tangcity is by engaging several social institutions, such as Dompot Dhuafa, to get the information on the grass root family in Babakan district.

In measuring Babakan people's well-being in CSR distribution, this research determined 4 indicators regarding quality of CSR social activity conducted by PT Sun. Life Financial Tangcity for people of Babakan. These programs include the development of economy, education, social, and spiritual of Babakan people after the CSR program has been

completed. The people expectation on this CSR program is to have a better support and aid distribution in the future and to keep the program for a long-term period. Hopefully, PT. Sun Life Tangcity will innovate more, since this CSR program is truly helpful for the people in improving their economy, education, and health conditions. Also, it helps the people to develop their potential in quality development as a qualified Human Resources.

Generally speaking, in determining the welfare of Babakan people, some factors below are considered as the indicators:

- a. Economic aspect. Babakan people received a very helpful support for their economic improvement after receiving support from CSR empowerment program for the long and short-term period.
- b. Educational aspect. Babakan people also received a huge help in Education sector, starting from scholarship for students, seminars that can improve people's knowledge at work, and also education regarding health issues and other important topics, even though there are some programs that did not run well as expected.
- c. Social aspect. By having seminars and other social activities, the people are assisted to be cohesive with other people which may improve sociality of Babakan people.
- d. Spiritual aspect. Other than having hajj and umrah programs, PT. Sun Life also encourage people to pray more diligently, pay the zakat, and shadaqah. Therefore, some people also being more motivated in their amaliyah.

A good Empowerment strategy may give welfare for people who received the help, it can be seen from the indicators: first, economic indicator, the people are feeling supported by financial support from PT. Sun Life Financial Tangcity. Second, education indicator, the people feeling satisfied enough for the help in education sector. Third, the people can have a closer and good relationship with other individuals. Fourth, the people improve their prayer quality.

5. Conclusion

The distribution of CSR support to Babakan people is in accordance with research result. Researcher can conclude that the distribution is well-executed and very helpful for the people, even though there are several things that did not run as planned. Therefore, the impact caused by CSR program of PT. Sun Life is truly help the people who received the empowerment assistance program.

It is expected for the Company to improve the quality of CSR support, since it is very helpful for the people especially those from low-income families.

To improve its social program, PT. Sun Life shall be better in doing social activity, such as seminar, health gymnastics, and other programs, that aim to upgrade people cohesiveness.

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