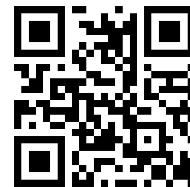# University's Role as Social Responbility (Csr)

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ABSTRACT: Corporate Social Responsibility (CSR) that has occurred so far has received recognition within the company in the broad sense of the organization, it is possible that the implementation of CSR can also be carried out at universities where universities are also seen as organizations that need to also provide social responsibility to the community. Community and environment. The impression they have is reflected in CSR activities in the form of community service aimed at having an impact on the community's desire to continue education at the intended university, so that through social responsibility activities these universities will show their commitment when realizing quality human resources and having high concern for the surrounding environment. .The implementation of CSR is a statement of commitment formed by universities in showing support for the development of the quality of people's lives. The responsibility of universities for the world of education as well as holding social responsibilities that are equated with the implementation of the Tridharma of Higher Education, then an integrated unit can be formed for the welfare of the community.

KEYWORDS: CSR, University, MSME, Dedication service.

I. INTRODUCTION

The phenomenon of the implementation of Corporate Social Responsibility (CSR) that has occurred so far has received recognition within the company in the broad sense of the organization, it is possible that the implementation of CSR can also be carried out at universities where universities are also seen as organizations that need to also provide social responsibility to the community. Community and environment. [1] Revealed that profit-oriented corporate CSR when compared to universities is not an organization that tends to have a profit-oriented desire but is also able to contribute in creating quality human resources, where the organization also has responsibility for the social and natural environment. . Which is then continued When organizations that have responsibility for the social and natural environment are profit-oriented, semi-profit-oriented and social-oriented organizations are legal entities that are able to delegate several human groups in carrying out internal and external actions.

According to [2] it was revealed that every person, group of people and organizations have social and environmental responsibilities which are expressed by ethics and the ability to be kind to the social environment on the basis of regulations, values and community needs. It is stated that the university is a legal entity that also has social and environmental responsibilities. The social responsibility of higher education is reflected in the Tridharma of Higher Education, namely Community Service.

The implementation of higher education social responsibility is reflected in the environment, society, the world of business/industry practices, local governments. [3]reveal that the obligation to implement social responsibility for community service, which is formed through the impression of a university can also be formed in carrying out useful activities which will ultimately get an impression from the surrounding environment, namely the community. The activity is able to have an orientation of benefits that have been given or received by the intended community, namely the provision of good and impressive quality services. [4]. A good impression is shown on the ability of the company/college, pride, value of trust, honesty and can be understood by the community. A good impression can be seen on the assessment and response of the community on various activities, empathy, achievements and reputation of universities in carrying out activities.

The impression they have is reflected in CSR activities in the form of community service aimed at having an impact on the community's desire to continue education at the intended university, so that through social responsibility activities these universities will show their commitment when realizing quality human resources and having high concern for the surrounding environment. .

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In order to assess Corporate Social Responsibility, universities see that one of the measures used to assess universities is to see how much universities contribute patterns of social, economic and environmental life to the surrounding population/community.

In recognizing the problem, the initial steps of this research were carried out by covering: (1) How is the Campus Social Responsibility policy in service activities in universities? (2) What is the form of implementing Campus Social Responsibility in higher education? (3) Analysis of the influence of university policies on the implementation of Campus Social Responsibility in service activities in universities.

The purpose of this study is to understand and analyze the Campus Social Responsibility (CSR) policy of universities for the realization of the implementation of Corporate Social Responsibility and the influence of university policies on the management of social responsibility actions on service activities as a form of the tri dharma of an educator, as a form of social responsibility. . The object of this research is a private university in Surabaya.

II. THEORITICAL REVIEW

2.1. Social Accounting

Social Accounting (social accounting) is the process of communicating the social and environmental impacts of an organization's economic actions for the benefit of certain groups in society and for society at large [5]. Social Accounting is also related to environmental accounting, corporate social responsibility reporting, and non-financial reporting of an organization. Social accounting is generally used in the context of business, or corporate social responsibility (CSR), which refers to any organization, including NGOs, foundations, and government agencies involved in social accounting.

2.2. Corporate Social Responsibility (CSR)

The concept of Corporate Social Responsibility (CSR) is a modern approach in business that gives a task for companies that want to create sustainability must take advantage of social relationships and the surrounding environment. This CSR concept has been popularized by Elkington with the concept of "Triple P", whose goals are labeled as People (people), Planet (Earth), and Profit (profit) respectively [6]. While the definition of CSR according to several stakeholder networks, CSR as those who can influence or be influenced by the realization of company goals, and companies are challenged to take a balanced approach to doing business [7]. Similar to this definition, [8] state that CSR is the company's obligation to create wealth using non-hazardous means to enhance social and environmental assets.

2.3. CSR-University

In the context of universities, previous research has shown that higher education institutions can have "significant impacts on the environment" [9]). It is therefore concluded that universities must be responsible to the community and their stakeholders. Stakeholders provide organizations with various resources such as capital, customers, employees, materials and legitimacy [10]. A recent study by [11]), examined how a cohort of presidents and vice presidents at Canadian universities conceived the concept of sustainable development for universities and the role of these colleges in achieving a sustainable future, particularly on issues facing universities, and barriers to implementing campus sustainability initiatives. In another effort, [1]examined the issue of environmental sustainability in universities by examining the contents of the Top 10 World's Best Universities website. The behavior of caring for the environment that is most often practiced among these 10 universities is in the form of minimizing the environmental impact due to their daily activities.

III. RESEARCH METHOD

Case studies are used in research with a qualitative research approach. A qualitative approach is an approach that explores all social events and phenomena that occur in detail and accurately and includes a detailed discussion analysis in an institution. Entities and organizations. According to [12]the qualitative approach in general has several main points, including: observing. Look for problems and make a detailed list related to the object of research. The stages of the main points of qualitative research are described in detail as follows:

1. The observation stage is to explore how a problem can be used as a benchmark for the main source of information.

2. The stage of looking for problems is a stage that explains how an information can be said to be legit and its validity scientifically justified.

University's Role as Social Responbility (Csr)

3. The stage of making a detailed list is to make a schedule on how problems are categorized with the information extracted and a research report can be prepared.

3.1. Place and Time of Research

This research was conducted using a sample of one of the private universities in Surabaya by encouraging the implementation of MSMEs in cooperating with state universities in Surabaya so that it can be seen how the supporters of the relationship with the CSR program carried out by the university. This qualitative observation was carried out over a period of 4-5 months considering that there were so many research informants who were explored in taking and testing a research proposition.

3.2. Research Objects and Research Subjects

This research uses the research object of private universities in Surabaya. The scope of data mining in this study is as follows: (1) Photographing how CSR and its impact and its application in state universities; (2) Photographing the implications of CSR in state universities; (3) Is the CSR policy in higher education fully supported by adequate sources with a going concern. The subjects in this study (informants, resource persons, and participants) were the Head of Quality Assurance, and the Head of LPPM Private Universities in Surabaya, and several MSME participants who received empowerment assistance from service activities on the campus, related to how research development and community service were developed. Academics in accordance with the response of social responsibility (CSR) with MSMEs.

IV. DISCUSSIONS

CSR is a promise and commitment of companies in the business world to contribute in an effort to create sustainable economic development by paying attention to corporate social responsibility and focusing on balance on social, economic and environmental aspects where the company is located [13]. In practice, the implementation in corporate social responsibility, there are three motives behind the company's involvement in corporate social responsibility programs. The three motives are the motive for maintaining the security of production facilities, the motive for complying with work contract agreements, and the moral motive for providing social services to local communities. Responsibility is motivated by a moral motive as a social responsibility that must be given by the company to the community where the company is located.

Corporate social responsibility can also be understood as a form of participation from companies or the business world to create sustainable development by developing corporate awareness programs for the surrounding community around the company through creating and maintaining a balance between profit, social functions, and environmental protection. This means that corporate social responsibility is developed through the principle of the Tri Bottom Line, where this principle emphasizes the balance of social, economic, and environmental aspects.

Another opinion regarding corporate social responsibility was reiterated by [14]he argued that corporate social responsibility/CSR is a business commitment made by a company or business entity to act ethically, operate legally and contribute to improving the quality of life of employees and their families, and the company also has an obligation to contribute to the improvement of the local community/local community.

Based on the above opinion, in general, corporate social responsibility can be understood as a form of activity that aims to improve the welfare and quality of life of the community through increasing human capabilities as individuals to be able to develop their abilities and increase their capacity to achieve independence and a better quality of life. , as previously described. In addition, the implementation of corporate social responsibility can also be understood as a form or effort to establish a harmonious and dynamic relationship between the community around the company and companies located in the midst of society through programs in corporate social responsibility.

In the implementation of corporate social responsibility, there are three levels of activities that can be carried out in corporate social responsibility programs. The three levels of the program are, first, charity, charity is a form of corporate social responsibility program that emphasizes activities that are charity/direct assistance. The second is philanthropy, this second type carries out corporate social responsibility activities based on resolving and partially helping problems, meaning that this type carries out corporate social responsibility activities based on the problems faced by the community around the company. The third type is citizenship, the level of activity of this corporate social responsibility program is oriented to building community competitiveness, with the meaning that program implementation seeks to increase community capacity so that they can be independent and get solutions to problems faced by the community itself.

Judging from the type of implementation or implementation of corporate social responsibility activities, there are three types of implementation of corporate social responsibility. [15]explain three types of implementation of corporate social responsibility activities. The first type is Community relations, community relations is a type of implementation of corporate social responsibility through activities involving the development of understanding between the community and the company through communication, relations and information between the community, companies and related parties. In this type of

implementation, the implementation of corporate social responsibility tends to lead to forms of giving goods that are direct (charity)

Second, community services, community services, is a type of implementation of corporate social responsibility that prioritizes community services for the community around the company. This type of implementation of corporate social responsibility seeks to meet the interests of the community or the interests of the community. Types of this category usually carry out physical development in certain sectors such as health, religion, education. So that in the implementation of this type the company seeks to provide the needs that are really needed by the community, so that the problems faced by the community or society can be overcome through company programs. Thus, the implementation of corporate social responsibility activities in this type of community empowering focuses on community involvement in the implementation of activities so that the achievements to be achieved in the community empowering program can be achieved properly and in accordance with the needs of the community/community.

Third, community empowering, this type of implementation of corporate social responsibility activities provides wider access to the community in order to increase the standard of living and a better quality of life for the community or society. The existence of wider access provided by this company is able to support the independence of the community. The community is empowered so that the community can increase their capacity in overcoming the problems they face and increase and develop their potential, which can improve the quality of life of the community for the better.

In accordance with the role of the tri dharma of research that a university has an obligation to provide community service practices in the form of CSR which can have various implications. As a leading State campus that has the support of a source of livelihood from the State, the University has an extraordinary role in carrying out a CSR. One of the real things is the form of CSR in determining the direction of development of service by establishing cooperation with regional, national and MSME entrepreneurs who become economic pillars through service activities. All forms of these activities are nothing but a tangible manifestation of improving welfare for the community in general in accordance with the purpose of the tri dharma which provides a service function for universities. The results of the contribution of the interview excerpts in the research above explain that the CSR carried out by the University has been very well developed and has tangible evidence because all forms of its activities have been directly reflected by the community around the university which is based on the development of MSMEs.

In fact, the implications of CSR carried out by the University provide tangible forms related to how UNESA makes a real contribution to the surrounding community, among others, by providing developing technology assistance, providing principles related to entrepreneurship strategy seminars, coaching and mentoring the MSME community in collaboration with other agencies. Related agencies in promoting all kinds of local production of love for the homeland and the region.

The activities carried out by the University related to increasing CSR in the surrounding community, especially in the MSME community, are making efforts to localize MSMEs in carrying out marketing activities by preparing containers and supporting facilities. So far, the main problem related to MSMEs is how the availability of regions and regions that can support marketing activities, therefore UNAIR by having a network of cooperation with supporting parties can provide relocation solutions, as well as assistance in entrepreneurship development.

The role given to the University for CSR in MSMEs is to provide opportunities for them related to land to sell at certain times, for example on Sunday car free days, or when religious events and other big day events occur so that the MSME community feels very concerned and given treatment that highly respects the development of the MSME business.

V. CONLUSIONS

CSR is a social responsibility policy that is carried out by every entity that is not spared from universities. The CSR policies carried out by each university have a different climate and social influence depending on the location of the culture carried out by each university. CSR in this study is more focused on the role of universities in the development of the MSME community which is the most important economic pillar in Indonesia. The results of the study explain that the University is actually a pioneer in the development of MSME service activities in promoting all its activities.

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