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Social Review of Public Perception of PT. BEL's Corporate Social Responsibility (CSR) Policy in Seunagan District

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ABSTRACT

This study aims to describe the community's perception of the implementation of PT. BEL's Corporate Social Responsibility (CSR) program in Seunagan District, Nagan Raya Regency. This study uses a qualitative method with a phenomenological approach, in which researchers seek to understand the experiences and views of the Ring 1 community regarding the implementation of the company's CSR program. Data were obtained through in-depth interviews with community leaders, village officials, and program beneficiaries. The results of the study indicate that the community has a positive perception of PT. BEL's CSR program it is considered to provide a real contribution to improving welfare, especially in the fields of education, health, social, and economics. However, the implementation of CSR is considered uneven and unsustainable because it still relies on proposals from the village government and there is a lack of transparency and coordination between the company and the local government. The implementation of PT. BEL's CSR program is also still short-term and does not have clear continuity, so its benefits have not been felt comprehensively by the community. Therefore, improved coordination, strategic planning, and periodic evaluation are needed so that CSR implementation can be more effective, inclusive, and sustainable in supporting the social and economic development of the communities around the company's operational areas.

Keywords: CSR, Public Perception, Social Welfare.

I. Introduction

Corporate Social Responsibility (CSR) is defined as a company or organization's ongoing commitment to act ethically, operate legally, and contribute to economic growth, while improving the quality of life for employees and their families, as well as for local communities and society at large. CSR is a form of corporate sustainability that takes responsibility for the social, economic, and environmental consequences of its operations. Through the implementation of CSR, it is hoped that it will have a positive impact on the company's economy, society and environment. (Pratiwi et al., 2020). Based on the 2021 annual report entitled "Facing Challenges Together, Achieving Sustainable Growth" issued by PT Bara Energi Lestari, which contains a



performance overview, company data, business review, and environmental responsibility. PT Bara Energi Lestari is a coal mining company located in Seunagan District, Nagan Raya Regency, Aceh Province. PT. BEL's mining activities have obtained a Production Operation Mining Business Permit (IUP-OP) based on the Decree of the Governor of Aceh No. 545/DPMPSTP/1355/IUPOP./2017 dated June 9, 2017 concerning the Granting of the First Extension of the Production Operation Mining Business Permit. First Extension of the Mining Business Permit for Coal Commodity Production Operations of PT Bara Energi Lestari covering an area of 1,495 HA for a period of 10 (ten) years.

The presence of PT. BEL in Seunagan District, Nagan Raya Regency, has brought various positive impacts from coal mining activities. Besides being a source of local revenue, it also plays a role in regional development, such as opening roads in areas isolated by mining activities. Furthermore, mining activities will create jobs for the local community. In addition to positive impacts, coal mining activities can also have negative impacts. Long-term coal mining activities, using large-scale mining equipment and technology, require extensive excavation, which negatively impacts the environment. Mining can cause environmental damage due to extensive land clearing, deep excavation, and the removal of large amounts of soil. Furthermore, coal mining activities can lead to health problems in the surrounding community, including respiratory problems caused by dust (Fachlevi, 2015).

Based on the results of initial interviews with one of the residents in the Ring 1 area, data obtained regarding the provision of aid that is not on target occurs because it is not conducted concrete data on community needs so that the assistance provided does not meet community expectations. Furthermore, based on the results of interviews and initial observations with the community, it was discovered that community access to information on the company's CSR funds is very limited. Limited community access is caused by information only being conveyed to village officials who have positions while ordinary residents do not have access to such information. This is due to the lack of integration of development planning policies with the community, resulting in the implementation of CSR is not on target. A number of programs such as poverty alleviation, reforestation, and strengthening the local economy carried out by the Company's CSR Team often conflict with local village plans and programs. The program of a company is also outlined in Law Number 40 of 2007 concerning Limited Liability Companies, Article 1 paragraph (3) states that Social and Environmental Responsibility is the Company's commitment to participate in sustainable economic development in order to improve the quality of life and the environment which is beneficial, both for the Company itself, the local community, and society in general.

In the context of public administration, the theory of strategic planning in Corporate Social Responsibility (CSR) refers to how organizations, particularly public agencies or companies collaborating with the public sector, design and implement CSR programs that align with social development goals and public policy. According to the modern public administration model, strategic CSR planning can follow stages such as focusing on efficiency, effectiveness, and results (output-oriented). It emphasizes collaboration between the government, the private sector, and civil society. CSR must consider the interests of all parties affected by the company's operations (local communities, government, and employees). Strategic planning considers social and environmental needs in decision-making. Furthermore, there must also be an evaluation based on predetermined success indicators. Reporting results to the public to maintain accountability and transparency.

In the Ring 1 Coal Mining community in Seunagan District, Nagan Raya Regency, there is no uniformity or similarity in perception and views regarding CSR programs. Community perceptions of coal mining companies' CSR programs vary greatly depending on the impacts directly felt by the Ring 1 community, such as one of the main criticisms of the community towards the CSR program is its uneven or non-transparent distribution. Furthermore, people who feel they are not involved in CSR program decision-making feel that the assistance provided does not match their real needs. This can be caused by the low level of community knowledge regarding CSR fund policies, CSR corporate social responsibility programs where people complain about assistance that is not realized properly, or the need for increased company awareness in implementing CSR activities.

Relevant research related to CSR was also conducted by Kurniawan (2023), who stated that a company's success cannot be separated from a harmonious, dynamic, and mutually beneficial relationship with the surrounding community. Companies have legal, social, moral, and ethical obligations and responsibilities towards the welfare of the surrounding community. For companies, the continuity and sustainable growth of their business is not only based on financial strength, but also on the social and environmental dimensions in which the company operates. As more companies grow, social inequality and environmental damage can occur in their surroundings. Therefore, awareness has emerged to reduce these negative impacts, with many companies developing a concept called Corporate Social Responsibility (CSR).

Furthermore, research by Afifah et al. (2021) states that CSR is a focus for attracting local communities. People tend to feel proud if a company also cares about the surrounding environment. The company is perceived as also paying attention to social and environmental aspects. CSR activities can be used to address customers' social concerns about a company because they can create a brand image for the company and develop positive relationships with stakeholders. Companies not only operate for the benefit of shareholders but also for the benefit of stakeholders in business practices through the implementation of corporate social responsibility (CSR). Furthermore, research by Juhaidi (2012) stated that coal mining companies have CSR programs that are distributed to communities surrounding the company's operational areas, including funds for education. Corporate social responsibility, or CSR, is a form of responsibility for the impact of a company's operations on society. CSR relates to the obligation of businessmen to make policies, decisions, and actions that align with the goals and are of value to society. Based on the description above, the modern approach, as stated by Kurniadi (2010), is highly suitable for use in this research because it emphasizes that CSR must strengthen local capacity, not simply provide assistance. Therefore, the perception of the Ring 1 community is an important benchmark for assessing the success and relevance of the CSR program.

II. Literature Review and Hypothesis Development

This research is based on several theories related to Corporate Social Responsibility (CSR) and public perception as a framework for analyzing the problems that arise. These theories are:

2.1. Corporate Social Responsibility (CSR)

According to Juhaidi (2012:107), corporate social responsibility (CSR) is a relationship between a corporation and its stakeholders, as well as society in general. CSR is a concept that is essentially a voluntary decision by companies to contribute to a better society and a cleaner environment. CSR is a form of corporate responsibility for the impact of their business on society and the environment that goes beyond the demands of regulations and responsibilities (Rochmaniah & Sinduwiatmoto, 2020). Therefore, CSR is also interpreted as a form of corporate ethics and morals. Furthermore, CSR is driven by a need to integrate social and environmental concerns into business decisions and operations, and improve relationships with stakeholders. According to Abdullah (2024:181), CSR programs are an alternative form of accountability generally carried out by companies, particularly in the coal sector, towards their surrounding environment. CSR programs must be able to provide tangible benefits to all parties, especially communities negatively impacted by company activities. These benefits must contribute to minimizing or eliminating negative impacts on the environment and society. The success of CSR programs in providing contributions can be measured by the public response to the activities carried out by the company. Public perception is closely related to the success of a program or activity.

According to the Global Reporting Initiative, CSR has six categories: economic performance, environmental performance, employment, human rights, social community, and product responsibility. Each category has items, with a total of 65-78 items in CSR disclosure. First, to obtain CSR data, an analysis of the company's annual report is necessary. CSR items disclosed in the company's annual report are given a score of 1, and CSR items not disclosed in the company's financial report are given a score of 0. Second, the collected

items are calculated to obtain the CSR Index value by using the formula of the total items obtained divided by the total number of items (Ningtyas & Munawir Makmur, 2022).

2.2. Community Participation

Community participation is defined as the involvement of a group of community members in the development of themselves, their lives, and their environment. Community participation involves community involvement in the process of identifying problems and potential within the community, selecting and making decisions about alternative solutions to address the problems, implementing efforts to address the problems, and community involvement in the process of evaluating the changes that occur (L. Hakim, 2011; Putri & Malau, 2021; Basri et al., 2022). Furthermore, participation is defined as community involvement, particularly those viewed as beneficiaries of development, in consultations or decision-making at all stages of the development project cycle, from needs assessment and planning to implementation, to program monitoring and evaluation. One requirement for social order in the public policy-making process, involving the political participation of the community, is the strengthening of civil society (Sutrisna, 2020). Public participation in various aspects faces certain obstacles. Barriers that hinder public participation in the public policy-making process encompass several important aspects. First, the problem of limited access to information related to public policy, where some members of the public may not have adequate access to the data and information necessary to participate effectively. Second, existing social and economic disparities within society also pose obstacles, as those with limited resources may have limited opportunities to participate in the policy process (Nelly, 2024).

2.3. Understanding Perception

The study of perception is crucial for understanding public opinion regarding satisfaction with the implementation of certain policies. Numerous definitions of perception have been proposed by experts. Each expert explains perception based on their scientific background. As a psychological factor, public perception is based on their needs, desires, and expectations of a particular institution or agency, which ultimately influences their behavior (Galib Lahada, 2017). According to Nisa et al., (2023:215), perception is something that influences attitudes, and attitudes will determine behavior. In other words, it can be concluded that perception influences a person's behavior or that behavior is a reflection of their perception. Perception is a direct response or image of a person's absorption in knowing several things through the five senses. In this sense, it is clear that perception is the impression, image, or response that a person has after that person absorbs to know several things (objects) through the five senses.

Perception is a cognitive process experienced by everyone in understanding information about their environment, whether through sight, hearing, appreciation, feeling, or smell. The key to understanding perception lies in recognizing that perception is a unique interpretation of a situation, rather than a precise recording of it. As stated by Hakim et al. (2021:156), perception is a process preceded by sensing, namely a stimulus received by an individual through receptors, namely the senses. The senses are the link between the individual and the outside world. Perception is a stimulus that is sensed by an individual, organized and then interpreted so that the individual is aware of and understands what is sensed.

2.4. Coal Mining

Coal is a vital natural resource for energy production, particularly in power plants and industry, both domestically and for export. Furthermore, coal is used in industries such as steel and cement production. Coal in Indonesia is a vital asset for the country's economy. Indonesia has one of the world's largest coal reserves, and coal has long been a key export commodity, contributing significantly to the country's foreign exchange earnings (Ministry of Energy and Mineral Resources, 2021).

Law Number 40 of 2007 concerning Limited Liability Companies, in Article 1 paragraph (1) states that a Limited Liability Company, hereinafter referred to as a company, is a legal entity which is a capital association, established based on an agreement, carries out business activities with authorized capital which is entirely divided into shares and meets the requirements stipulated in this law and its implementing regulations. Article 1 paragraph (3) states that Social and Environmental Responsibility is the Company's commitment to participate in sustainable economic development in order to improve the quality of life and the environment which is beneficial, both for the Company itself, the local community, and society in general. Law Number 4 of 2009 concerning Mineral and Coal Mining Article 1 paragraph (6) states that Mining Business is an activity in the context of mineral or coal exploitation which includes the stages of general investigation, exploration, feasibility studies, construction, mining, processing and refining, transportation and sales, and post-mining. Government Regulation Number 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies, Article 2 states that this provision confirms that basically every Company as a form of human activity in the business sector, morally has a commitment to be responsible for maintaining a harmonious and balanced relationship between the Company and the environment and the local community in accordance with the values, norms and culture of the community.

This research has been reviewed and analyzed in conjunction with other previous research. Therefore, the researcher presents the following:

Table 1. Previous Research

No.	Researcher & Year	Research Location	Research Focus	Research methods	Key Findings
1	Abdullah, (2024)	PT. Anugerah Bara Kaltim in Purwajaya Village, Loa Janan District	Public Perception of CSR Program Implementation	Qualitative	The Purwajaya Village community has a positive perception of PT. ABK's CSR programs. The programs implemented by the company
2	Mustari et al. (2023)	PT. Berau Coal is located in Berau Coal Regency	Implementation of CSR for Coal Mining at PT. Berau Coal	Qualitative and Quantitative	Implementing Social Responsibility (CSR), PT. Berau Coal has a vision and mission to develop community welfare.
3	Anggraini, (2018)	PT. Energasindo, PT. Sharp, PT. Pertamina Drilling Indonesia, PT. Hongkong and Shanghai Banking Corporation (HSBC), PT Perusahaan Gas Negara (PGN)	Analysis of CSR programs as a communication tool or media by the Public Relations division in building a positive company image	Quantitative	CSR plays a significant role as a public relations communication tool. Public opinion on the benefits of CSR tends to be positive. CSR enhances a company's image and reputation.

Source: Results of Previous Researcher Studies

III. Research Method

This study uses a qualitative research type. The qualitative research chosen by the researcher is in accordance with the theory of phenomenology, namely this approach aims to understand the meaning of human experience and interaction in certain situations. Researchers try to understand the conditions that

occur from the perspective of others, such as understanding what a person experiences in a particular situation. Qualitative research aims to describe and illustrate existing phenomena, both natural and human-engineered, which pays more attention to the characteristics, quality and interrelationships between activities. In addition, qualitative descriptive research does not provide treatment, manipulation or changes to the variables studied, but rather describes a condition as it is (Subandi, 2011). This study aims to describe the public's perception of PT. BEL's CSR program. The perception category includes perceptions of objects (physical environment) and also perceptions of humans or social. The focus of this study examines perceptions of humans or social, specifically PT. BEL's CSR program in Seunagan District, Nagan Raya Regency.

IV. Result and Discussion

4.1. The perception of the Ring 1 community regarding the CSR program of PT. BEL

Indicators of public perception of Corporate Social Responsibility (CSR) are essentially derived from several main foundations. First, Stakeholder Theory, which emphasizes that companies must pay attention to the interests of the surrounding community (external stakeholders) because they are the parties directly affected by the company's activities. Second, academic literature and previous research covering program transparency, community participation, tangible benefits, equal distribution of recipients, and program sustainability. Third, local context, indicators can also emerge from the values, culture, and specific needs of the local community, because their perceptions are often influenced by direct experience and social norms.

a. Education and Health Guarantee Indicators

Based on the findings of research interviews with the community, the aspects of education and health guarantee indicators reflect the community's positive view of the implementation of Corporate Social Responsibility (CSR) programs run by PT. BEL, especially in the fields of education and health. Although still limited to the local community, programs such as assistance with decent housing, blood donations, and other health initiatives have had a real impact and the benefits are directly felt by residents. This shows that PT. BEL's CSR has touched two of the three main pillars in the Triple Bottom Line concept, namely People and Planet, by focusing on improving the quality of life of the community and aspects of environmental health. The positive response from the community also indicates good social acceptance of the company, which has the potential to strengthen the relationship between the company and the surrounding community. However, limiting the program's target to the local community also indicates room for development, so that CSR benefits can reach a wider community inclusively and sustainably.

Interviews with community leaders illustrate PT. BEL's contribution to education, health, and social, economic, and community development through its Corporate Social Responsibility (CSR) program. The company has provided undergraduate scholarships for two years, with applications submitted by the community through the Regional Development Planning Agency (Bappeda). In addition, PT. BEL also distributes various forms of assistance such as decent housing, electricity installations, toilet facilities, business and livestock assistance, skills training, and assistance for orphans. However, Ms. Rosna Dewi stated that although the assistance was quite beneficial, these programs only lasted for two years and have not been continued or continued to date, indicating limitations in the sustainability of the CSR program.

The implementation of PT. BEL's CSR program still faces several shortcomings related to equal access to assistance. Underprivileged communities are not specifically nominated to receive assistance, and assistance for orphans is only provided annually with the requirement of submitting a proposal in advance. Furthermore, infrastructure assistance in the form of road gradient improvements is also limited, not covering comprehensive road construction or improvements. This indicates that despite PT. BEL's commitment to CSR programs, their implementation still relies heavily on community initiatives or village officials to submit proposals, meaning the program is not yet fully equitable or well-structured.

PT. BEL's CSR program provides various forms of assistance that benefit the community. Scholarships of Rp 3,000,000 are awarded to undergraduate students for a three-month period, while social assistance includes decent housing, sewing machines, toilet facilities, catfish and fish cages, and worship facilities such as ablution facilities. All of this assistance is provided based on proposals from village governments, demonstrating the involvement of local governments in the aid distribution process. Thus, PT. BEL's CSR program not only focuses on education, but also supports improving the quality of life of the community through diverse assistance tailored to local needs.

b. Social, Economic and Community Assistance Indicators

Various facilities and infrastructure have been provided through PT. BEL's CSR program, such as assistance with affordable housing, the construction of Jamboe Stunting, the construction of drilled wells, the provision of sacrificial animals, and the distribution of basic food packages. However, respondents emphasized that these assistance did not occur during his leadership. PT. BEL's CSR program generally begins with the initiative of the village head or village officials who submit proposals according to the needs of the local community. Furthermore, there are no definite provisions or schedules regarding the frequency of CSR program implementation, so that proposals from the community are merely requests that are not guaranteed to be realized. This indicates that PT. BEL's CSR program still depends on local initiatives and does not have a structured or consistent mechanism for its implementation.

c. CSR Implementation Frequency Perception Indicator

Based on the research findings above, it can be seen that there is unequal access to information regarding PT. BEL's CSR program, where only the Keuchik and certain colleagues have complete information about the program. Respondents revealed that the CSR funds provided have not fully met the needs of the community as a whole, which indicates a mismatch between the program being implemented and local needs. Therefore, Hasbullah suggests that in the future, more in-depth analysis and more mature planning in the implementation of the CSR program, so that it can be more targeted and effective in realizing the goal of increasing community welfare evenly. Information regarding PT. BEL's CSR program funds is still limited and not evenly distributed throughout the community, which causes inequality in the receipt of benefits. Respondents stated that existing assistance tends to be distributed more to certain parties who are close to the program administrators, so that many residents cannot benefit. Furthermore, assistance for vulnerable groups such as orphans is also felt to be inadequate. Respondents hope that the management of CSR funds in the future can be more transparent and open, so that all residents in the Ring 1 area can access and benefit from the program fairly and equitably, without discrimination or inequality in its distribution.

4.2. Implementation of PT. BEL's CSR Program Policy for the Ring 1 Community

a. Profit Indicator

Based on the interview results in the research findings above, it was discovered that regarding information regarding the company's profits or financial aspects, the parties who submitted the information were unable to provide detailed explanations because it was not part of their duties. However, they hoped that PT. BEL could improve the transparency and effectiveness of its CSR program implementation in the future. Furthermore, the company is expected to expand the scope of target beneficiaries and establish more open communication with the community. Thus, it is hoped that the benefits of the CSR program can be felt fairly and evenly by all levels of the surrounding community, not just by certain groups or individuals.

b. Planetary Indicator (Environment)

PT. BEL has taken preventive measures to protect the environment by reducing pollution. This process is supervised by experienced experts to ensure the results comply with established environmental standards. In addition to preventive measures, the company is also actively implementing a reclamation

program to rehabilitate and preserve the environment. This reclamation program not only aims to improve the condition of the affected environment but also demonstrates PT. BEL's concern for the sustainability of natural resources around its operational areas, with a commitment to maintaining ecosystem balance.

c. People Indicator (Society)

The implementation of sustainable empowerment programs by PT. BEL's CSR has not yet achieved its desired targets, with only about 40% of the 100% target achieved. Examples of programs that have not been optimally implemented include cake-making and catfish cultivation training, which were not implemented in a planned and sustainable manner. As a result, these programs only yielded one-time benefits, such as catfish harvests that could not be continued. Therefore, collaboration between the village-level Musrenbang (Musrenbang), the government, and the company is needed to design more structured programs that can provide long-term benefits to the community and ensure the sustainability of the results of each program implemented.

V. Conclusion

The perception of the Ring 1 community towards PT. BEL's CSR program policy in Seunagan District, Nagan Raya Regency, is generally positive because it is perceived to provide real benefits for improving welfare, particularly through educational, housing, and social assistance. However, the community also believes that its implementation is not yet equitable and sustainable, due to its reliance on proposals from village officials and a lack of information transparency. Therefore, the community hopes that PT. BEL's CSR program in the future will be more open, planned, and consistent so that its benefits can be felt fairly by all Ring 1 residents. The implementation of PT. BEL's CSR in Nagan Raya has had a real positive impact on the local community. Although most CSR programs are running well, there are several obstacles related to coordination between the company and the local government. In addition, the implementation of several programs is still short-term and lacks clear continuity, so the benefits have not been fully felt evenly by the entire community. Therefore, improved coordination, strategic planning, and regular evaluation are needed so that the implementation of PT. BEL's CSR can be more effective, sustainable, and on target.

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