

## COMMUNITY SATISFACTION INDEX FOR THE IMPLEMENTATION OF THE KARAWANG BERSERI PROGRAM BY PT. PERTAMINA EP TAMBUN FIELD IN KARAWANG KULON SUB- DISTRICT

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### ABSTRACT

The Karawang community is faced with the problem of poverty so other problems arise such as violence that occurs against women and children. Based on P2TP2A data, it shows that the level of violence against women and children continues to increase every year. To solve existing problems, PT Pertamina EP Tambun Field seeks to improve the quality of life and reduce violence against women and children through the Karawang Berseri CSR program. This study aims to determine the Community Satisfaction Index for the implementation of community empowerment programs in the Karawang Berseri program. The research method used is a descriptive qualitative method with case studies. Primary data was obtained through a survey of 134 respondents using the Saturated Sampling method and in-depth interviews with 12 beneficiary respondents. Secondary data was obtained from program planning documents, implementation reports, and monitoring and evaluation data. This research starts from May to June 2023 and is located in the Karawang Kulon Village. The results showed that of the 10 variables measured, it produced an average Community Satisfaction Index of 88.9, which indicated that the quality value of the Karawang Berseri program was A or Very Good. Some of the positive impacts can be seen from the economic, social, and environmental benefits that have been generated, and show that the company's commitment is very good and carrying out its responsibilities to society. The key to the success of this program lies in the participatory empowerment model both in planning, implementing, as well as monitoring and evaluation.

**Keywords:** *community satisfaction index, corporate social responsibility (CSR), karawang berseri, community empowerment*

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### INTRODUCTION

The company's commitment to act ethically, operate legally, and contribute to economic improvement along with improving the quality of life of employees and their families, local communities, and society as a whole is known as Corporate Social Responsibility (CSR) (Kurniati, 2011; Saputra, 2016). This CSR idea encourages exploration companies not only to focus on making profits but also to pay attention to the social and environmental impacts caused by their operations (Radyati, 2014; Sudirman & Disemadi, 2021).

PT. Pertamina EP Tambun Field is a company engaged in the oil and gas sector and continues to demonstrate its commitment to environmental and community management through CSR programs (Kartikasari et al., 2020). The programs are implemented in the Ring I and Ring II areas, one of which is the Karawang Berseri Program with the target groups for this program being women and children, who are vulnerable groups in the Karawang Kulon Village area, West Karawang District, Karawang Regency, West Java Province (Wahyu Utami et al., 2022).

The problem of domestic violence is a very serious matter in Karawang Regency. The Karawang Regency Regional Development Planning Agency (Bappeda) noted that in 2020,

the poverty rate reached 195,410 people or 8.26% of the total population of Karawang which reached 2.3 million. Meanwhile, the number of cases of violence against women and children also increases every year. Domestic violence is a global problem that has a broad impact on health both mentally and physically, especially for those who are harmed (Carter, 2008). This violence can occur due to a fairly large power gap, within the household sphere women and children are often used as victims because they are perceived as a weak group (Battisti et al., 2022). Domestic violence that often occurs is influenced by several factors, such as individuals, relationships, the economy, and the environment in society (Carroll et al., 2009). The Integrated Service Center for the Empowerment of Women and Children (P2TP2A) of Karawang Regency noted that cases of violence against women and children in Karawang Regency continued to increase, in 2020 there were 92 cases and in 2021 there were 111 cases and in 2022 there were 116 cases. Kelurahan Karawang Kulon is one of the kelurahans that has reported cases of violence against women and children which is quite high and has support from the kelurahan government and community leaders (Abdelhalim & Eldin, 2019). Based on the background above, PT Pertamina EP Tambun Field in collaboration with Rifka Annisa Women's Crisis Center seeks to contribute to overcoming these problems through the Karawang Berseri Program as part of its social responsibility (Brin & Nehme, 2019). Through this program, it is hoped that it can provide social conditions that are more gender-equitable and prevent women and children from various existing forms of violence through the synergy of various efforts to empower women, improve the economy and protect the environment in Karawang (Luthfi et al., 2022).

In implementing the CSR program that has been carried out, it is necessary to examine the Community Satisfaction Index (IKM) of the "Karawang Berseri" program using a qualitative descriptive approach. This aims to see the extent to which the impact has been generated and felt by the people of the Karawang Kulon Village as beneficiaries of the assistance program.

## **METHOD**

### **Research Methods**

This research is quantitative and descriptive. The survey method used is interviews with beneficiaries of the Karawang Berseri program. The tool used for this survey is a questionnaire.

### **State Variables**

The indicators used in this Community Satisfaction Index survey use 10 aspects of evaluating company performance in community development, namely as follows: corporate responsibility to the community, program relevance to community needs, program scope, adequacy of assistance provided, responsibilities of company field officers, community acceptance of field officers, equality in running the program, synergy with stakeholders, program benefits and program sustainability (Koseoglu et al., 2021).

### **Data Collection Methods**

In this study, data were obtained from primary data and secondary data. Primary data was collected through questionnaires as a data collection technique in which respondents were presented with a series of questions or written statements to answer, using a closed question format and using a Likert scale. In-depth interviews with informants were also used as primary

data collection techniques. Interviews were conducted by researchers to gain an understanding of the opinions of beneficiary subjects about their own experiences, social situations, or lives that were relevant to this study (Elkington, 1998).

Furthermore, secondary data is obtained from planning documents, implementation reports, evaluation and supervision, or other documents. This secondary data can be in the form of information that can support data obtained from interviews and observations (Gul et al., 2020; Mares, 2010).

### **Sampling Method**

The population in this study were all beneficiaries of the Karawang Berseri program in Karawang Kulon Village, West Karawang District, Karawang Regency. The sample in this study are beneficiaries of the Karawang Berseri Program. Determination of the sample in this study using a saturated sampling method (saturated sampling). This sampling method is used when all members of the population are available to be taken as research samples. The number samples in this study were all beneficiaries of 134 respondents and 12 informants for In-depth Interviews consisting of representatives of the Village Government, the Puspa Karawang Foundation, the Karawang Berseri Task Force, and independent women beneficiaries of economic development.

### **Data Analysis Method**

The IKM score is based on the weighted average of each service identification. To calculate the IKM for the 10 variables studied, each variable is given the same weight using the following formula (Fahamsyah, 2018):

$$\text{Adviory value} = \frac{\text{Total Weight}}{\text{Number of Indicators}} = \frac{1}{4} = 0,071$$

To obtain the value of the service unit IKM, the weighted average value method is used, and the formula is as follows:

$$\text{IKM} = \frac{\text{Total Perceived Value Per Indicator}}{\text{Total Indicator Filled in}} = x \text{ Advisory Value}$$

In order to interpret the SMI rating, which is between 25 and 100, easier, the evaluation results mentioned above should be converted to a base value of 25, using the following formula:

$$\text{Convert IKM} = \text{Service IKM} \times 25$$

Once the index value of each question is known, then all the index values are added up, so that the success index value of the Karawang Berseri Program can be found. Data category. The indices of the several assessments are then categorized into four categories. The explanation is presented in Table 1.

Table 1. Performance Quality Measurement Interval

Perceived Value	IKM Interval Value	IKM Conversion Interval Value	Service Quality	Unit Performance
1	1,00 - < 1,75	25,00 - < 43,75	D	Not good
2	1,75 - < 2,50	43,75 - < 62,50	C	Less good
3	2,50 - < 3,25	62,50 - < 81,25	B	Good
4	3,25 - 4,00	81,25 - < 100,00	A	Very good

(Source: Decree of the Minister of PAN No: KEP/25/M.PAN/2/2004)

## RESULTS AND DISCUSSION

As a research source with 134 respondents as beneficiaries, the attached research results obtained regarding the characteristics of the respondents surveyed:

Table 2. Gender & Status of Respondents

Gender	Frekuensi (f)	Percentage (%)
Male	59	44
Female	74	56
<b>Total</b>	<b>133</b>	<b>100</b>

  

Respondent Status	Frekuensi (f)	Percentage (%)
Marry	45	34
Not married yet	89	66
<b>Total</b>	<b>134</b>	<b>100</b>

Based on Table 2, it can be seen that 44% of the respondents were male and 56% were female. While the status of respondents 34% are married and 66% are not married.

Table 3. Age of respondents & number of dependents

Age of Respondents	Frekuensi (f)	Percentage (%)
< 25 years old	75	57
26 – 45 years old	36	28
>45 years old	20	15
<b>Total</b>	<b>131</b>	<b>100</b>

  

The number of dependents	Frekuensi (f)	Presentage (%)
0	77	58
1 – 2	39	29
3 – 4	15	11
> 4	3	2
<b>Total</b>	<b>134</b>	<b>100</b>

Based on Table 3 it can be seen that 57% of respondents were aged <25 years, 28% of respondents were aged 26-45 years, and 15% were aged over 45 years. While the number of

dependents owned by respondents 58% did not have dependents, 29% had 1-2 people, 11% had 3-4 people and 2% had more than 4 dependents.

Table 4. Last Education & Type of Work

<b>Respondent Age</b>	<b>Frekuensi (f)</b>	<b>Percentage (%)</b>
SD or equivalent	3	2
Graduated from high school or equivalent	17	13
Graduated from high school or equivalent	41	31
Graduated S1	64	68
Other	11	8
<b>Amount</b>	<b>133</b>	<b>100</b>

  

<b>Field of work</b>	<b>Frekuensi (f)</b>	<b>Presentage (%)</b>
ASN	4	3
TNI/Polri	3	2
Farmers / Farmers	0	0
Self-employed	16	12
Other	111	84
<b>Amount</b>	<b>133</b>	<b>100</b>

Based on Table 4, it can be seen that 68% of respondents graduated with a bachelor's degree, 31% graduated from high school or equivalent, 13% graduated from junior high school or equivalent, 8% graduated from other schools and 2% graduated from elementary school or equivalent. Meanwhile, 84% of other fields of work were occupied, 12% were self-employed, 3% were civil servants, 2% were TNI/POLRI and none worked as farmers or fish farmers.

Table 5. Length of Joining the Program & Position in the Group

<b>Length of time joining the program</b>	<b>Frekuensi (f)</b>	<b>Percentage (%)</b>
1 year	83	64
2 years	16	12
>2 years	31	24
<b>Amount</b>	<b>133</b>	<b>100</b>

<b>Position in the Group</b>	<b>Frekuensi (f)</b>	<b>Percentage (%)</b>
Chairman	1	1
Secretary	1	1
Treasurer	0	0
Task force member	20	15
Peer Counselor Member	59	44
Food security	9	7
Assistance economy	3	2
Other	42	32
<b>Total</b>	<b>133</b>	<b>100</b>

Based on Table 5, it can be seen that 64% of respondents had just joined the program for 1 year, 24% > 2 years, and 12% for 2 years. Meanwhile, in the group of respondents, 44% were peer counselors, 32% were others, 15% were task force members, 7% were in food security programs, and 1% were chairmen or secretaries.

Table 6. Results of Community Satisfaction Index Assessment

<b>No</b>	<b>Aspect Evaluation</b>	<b>Mark</b>	<b>%</b>	<b>Category</b>
<b>Company Commitment</b>				
1	Commitment Company	3.626866	90.67164	Very Good
2	Responsive helps solve the problem	3.559701	88.99254	Very Good
		<b>3.5932835</b>	<b>89.83209</b>	<b>89.83209 Very Good</b>
<b>Program Relevance</b>				
3	Program relevance as needed public	3.58209	89.55224	Very Good
4	The program according to Skills public	3.548872	88.7218	Very Good
		<b>3.565481</b>	<b>89.13702</b>	<b>Very Good</b>
<b>Program Scope</b>				
5	The scope of the program has an impact positive on the field of social	3.69403	92.35075	Very Good
6	The scope of the program has an impact positive on the field economy	3.522388	88.0597	Very Good

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No	Aspect Evaluation	Mark	%	Category
7	The scope of the program has an impact positive on the field environment	3.533835	88.34586	Very Good
		<b>3.583417667</b>	<b>89.58543667</b>	<b>Very Good</b>
<b>Adequacy of Assistance</b>				
8	Adequacy of assistance as needed public	3.604478	90.11194	Very Good
9	The assistance provided complied needs public	3.529851	88.24627	Very Good
		<b>3.5671645</b>	<b>89.179105</b>	<b>Very Good</b>
<b>Responsibilities of Field Officers</b>				
10	Presence officer Field	3.507463	87.68657	Very Good
11	Evaluation and monitoring by officers' field	3.567164	89.1791	Very Good
12	Response of field officers to the group	3.544776	88.6194	Very Good
		<b>3.539801</b>	<b>88.49502333</b>	<b>Very Good</b>
<b>Reception Public Against Field Officers</b>				
13	Reception Public to field officers	3.492537	87.31343	Very Good
14	Field officers can facilitate public	3.559701	88.99254	Very Good
		<b>3.526119</b>	<b>88.152985</b>	<b>Very Good</b>
<b>Equality in Implementing Programs</b>				
15	Chance Convey Opinion	3.589552	89.73881	Very Good
16	Will Opinion	3.58209	89.55224	Very Good
17	Equality in delivery opinion	3.619403	90.48507	Very Good
		<b>3.597015</b>	<b>89.92537333</b>	<b>Very Good</b>
<b>Synergy with Stakeholders</b>				
18	Involvement stakeholders element of government	3.574627	89.36567	Very Good
19	Elemental stakeholder engagement service And Institution public	3.567164	89.1791	Very Good
		<b>3.5708955</b>	<b>89.272385</b>	<b>Very Good</b>
<b>Program Benefits</b>				
20	Add Knowledge	3.626866	90.67164	Very Good
21	Increase Skills	3.626866	90.67164	Very Good
22	Subtraction domestic violence	3.544776	88.6194	Very Good
23	Services/Education Mass about domestic violence	3.597015	89.92537	Very Good
24	Enhancement trust public	3.586466	89.66165	Very Good
		<b>3.5963978</b>	<b>89.90994</b>	<b>Very Good</b>

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No	Aspect Evaluation	Mark	%	Category
<b>Continuity Program</b>				
25	Administrative skills and reporting	3.492537	87.31343	Very Good
26	Skilled in accompaniment pad	3.552239	88.80597	Very Good
27	Ability to work with other stakeholders	3.5	87.5	Very Good
28	Partners cooperation	3.402985	85.07463	Very Good
29	Program Continuation Without Company	3.365672	84.14179	Very Good
30	Dissemination Knowledge	3.559701	88.99254	Very Good
		<b>3.478855667</b>	<b>86.97139333</b>	<b>Very Good</b>
<b>Amount Respondents</b>		<b>134</b>		
<b>Mark Index</b>		<b>3.555390367</b>		
<b>Mark Index After converted (%)</b>		<b>88.8847577</b>		
<b>Mark Quality</b>		<b>A</b>		
<b>Category</b>		<b>Very Good</b>		

With Index results Satisfaction Society 88.9, this thing indicates that mark program quality of Karawang Glow is A or Very Good. Based on the data obtained in the field, the results of the analysis after the Indeeph Interview were conducted can be seen in Table 7.

Table 7. Indeeph Interview analysis results

Source person	Question	Information
Source 1	Secretary village chief	The program carried out is good and useful for the people of Karawang Kulon, can reduce domestic violence and the number of early marriages, and has a positive impact on empowering women, especially suggestion, to continue to be accompanied by the company
Source 2	Head of PUSPA Karawang Regency	The Karawang Berseri program often synergizes with the PUSPA Karawang program because they both focus on empowering women. The program is running very well and a good exit strategy should be prepared to build program independence. The impact of the program can already be felt by the community and is beneficial for the Karawang Kulon Village in particular and the Karawang Regency. Handling the network is breakthrough coordination with all stakeholders in Karawang Suggestion, Create an

<b>Source person</b>	<b>Question</b>	<b>Information</b>
		institution in the form of a foundation to be able to develop programs and be sustainable and strengthen economic support through empowering MSMEs.
Source 3	Head of Task Force	The Karawang Berseri program, which was initiated by PT. Pertamina EP Tambun Field is the only village-based program with and conducting network services. It has a secretarial and village-based counseling center and its program provides a lot of knowledge and improves skills both in handling cases of violence, education and outreach as well as economic and environmental empowerment. As Chairperson, I and all the task forces are committed to continuing the Karawang Berseri program. Suggestions, make a good exit strategy, especially in the economic empowerment program, and increase training to strengthen the marketing of owned MSMEs.
Source 4	Representative Head of Task Force	The women's empowerment program by reducing the rate of violence is very appropriate to be carried out in the Karawang Kulon sub-district, this program has had many benefits. Especially in suppressing domestic violence and providing socialization opportunities to share knowledge with the community and especially teenagers. The task force becomes skilled and has expertise in handling cases. As a representative, the enthusiasm continues to be committed to continuing the program and sharing goodness. Suggestions, increasing economic empowerment programs and CSR companions so that they can continue to assist programs in Karawang Kulon.
Source 5	Member	The Karawang serial program is good and provides many benefits for the mother who is married personally and for her family. By joining the task force, you can increase your knowledge and be part of the goodness. It is hoped that this program will continue. Suggestions, increasing the economic empowerment program as a support for the continuation of the program going forward.

<b>Source person</b>	<b>Question</b>	<b>Information</b>
Source 6	Task Force member	The Karawang serial program is good and provides many benefits for the mother who is married personally and for her family. By joining the task force, you can increase your knowledge and be part of the goodness. It is hoped that this program will continue. Suggestions, increasing the economic empowerment program as a support for the continuation of the program going forward.
Source 7	Task Force member	Continue to continue the Karawang Program, and feel the benefits, especially when talking to children and families. Share the knowledge and skills you already have with other villages. Suggestions, increasing the economic empowerment program through empowering existing MSMEs as a support for the continuation of future programs and the need to hold revolving loan funds in groups.
Source 8	Task Force member	Lots of knowledge and skills. Got many new friends when actively involved in the task force. Continue to continue the Karawang Program, and feel the benefits. Suggestions, increasing the economic empowerment program through empowering existing MSMEs as a support for the continuation of the program.
Source 9	Task Force member	The right program was carried out in Karawang Kulon. Lots of knowledge and skills. Got many new friends when actively involved in the task force. Continue to continue the Karawang Program, and feel the benefits. Suggestions, increasing local MSME empowerment programs and assisting in developing them and developing a garbage alms program.
Source 10	Task Force member	Thank you to companies that care and carry out empowerment programs in Karawang Kulon. Lots of knowledge and skills. Got many new friends when actively involved in the task force. Continue to continue the Karawang Program, and feel the benefits. Suggestions, increasing local MSME empowerment programs to support the running of the program.

<b>Source person</b>	<b>Question</b>	<b>Information</b>
Source 11	Task Force member	Please continue to provide assistance, and appreciation to companies that care and carry out empowerment programs in Karawang Kulon. Lots of knowledge and skills. Got many new friends when actively involved in the task force. Continue to continue the Karawang Program, and feel the benefits. The hydroponic cultivation program needs to be developed in marketing. Suggestions, increasing local MSME empowerment programs to support the running of the program.
Source 12	Benefit recipient's development economy	The Karawang Berseri program is a good program that supports the empowerment of women and children, reduces domestic violence, and provides support to families who experience economic difficulties after domestic violence or family problems. The task force that was formed was very responsive and quick to help if there were problems related to women and children. Cultivation training conducted and support in marketing MSME products is very good and needs to be continued. Suggestions, other skills training for MSMEs, and preparing business entities to support Karawang Berseri activities in the future.

## **CONCLUSION**

From the results of the analysis of the Consumer Satisfaction Index test that has been carried out, it can be concluded that the company's commitment to society is very good and the company understands and carries out its responsibilities to society. The company conducts programs according to what is needed by the community and by the skills of the community. The community empowerment program carried out can provide positive benefits in the social, economic empowerment, and environmental protection fields. The programs carried out can meet the needs of the community both in terms of time management of program planning and the amount of budget that must be spent in supporting empowerment activities. It is also positive for field officers who provide support and good response in every activity and the presence of company field officers can be well received by the community. In carrying out the program, a network of stakeholders has been formed from various elements in activities both educative, curative, and rehabilitative in nature, and created community commitment to continue the program even without the company's assistance. All measured variables are also supported by the results of the In-depth Interviews that have been conducted. The suggestions

obtained from the results of the In-depth Interview are also by the results of the IKM measurement, namely asking for an increase in the economic empowerment program to build the independence of the task force with empowerment training and selection of the right program. The success of this empowerment program lies in the participatory empowerment model both in planning, implementing, as well as monitoring and evaluation. Dialogue is the key to building awareness in the community and driving the sustainability of the Karawang Berseri program.

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