

Creating Shared Value Through National Dental Health Month as a Corporate Social Responsibility

Annastasya Meisa Putri, Andreo Wahyudi Atmoko

Universitas Indonesia, Indonesia

Email: tasyameisa@gmail.com, atmokowahyudi@gmail.com

ABSTRACT

This study analyzes PT Unilever Indonesia's corporate social responsibility (CSR) strategy, specifically focusing on Pepsodent's involvement in the National Dental Health Month (BKGN) activity. The objective is to evaluate the impact of Pepsodent's CSR program on societal and business outcomes. A literature study was employed as the research method, analyzing previous journal articles and company reports. The findings reveal that Pepsodent's CSR initiative during National Dental Health Month fosters shared value by improving relationships with stakeholders, enhancing the company's reputation, and delivering long-term benefits to the business. Additionally, the program raises public awareness about oral and dental health, encouraging better dental hygiene practices. However, the scope of this program is limited, and expanding it to more cities and remote areas in Indonesia could increase its effectiveness. Expanding the reach would enable the CSR program to benefit a broader segment of the population, further strengthening the partnership between the company and the community.

Keywords: Social Responsibility, BKGN, Creating Shared Value

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INTRODUCTION

Corporate Social Responsibility (CSR) practice is defined as a company's commitment to improving people's welfare through business practices and wise contributions from corporate resources (Gautam & Singh, 2010; Hatipoglu et al., 2019; Ismail et al., 2015; Tai & Chuang, 2014). CSR is a form of business participation in sustainable development to develop corporate concern programs for the surrounding community through the creation and maintenance of a balance between making profits, social functions, and preserving the environment (Amran et al., 2013; Bidari et al., 2024; Huda et al., 2018; McLennan & Banks, 2019). In other words, CSR is developed with the *Tri Bottom Line* corridor, which includes social, economic, and environmental aspects (Anatan, 2010). For companies, CSR programs are intended to indirectly have a positive impact on the company's image and foster positive public perception, particularly for productivity, and especially for obtaining security in the company environment, which comes from the local community and is related to company activities that are non-material in nature and not disturbed by the wishes of the community (Lawrence & Weber, 2017).

Currently, the implementation of CSR programs varies in type. Generally, companies adapt their programs to the needs of the local community based on a needs assessment

(Creswell & Creswell, 2018). The activities carried out include the construction of education and health facilities, providing capital loans for MSMEs, organizing training and skills development for the community, providing scholarships for outstanding individuals, as well as socialization and counseling. In addition, CSR programs also include strengthening local wisdom, developing community-based social protection schemes, introducing and preserving the environment, and so on. This CSR program not only aims to *do good to look good*, but also *to make good*, namely creating goodness and improving the welfare and empowerment of the community (Situmeang, 2016).

Generally, every company has CSR activities, ranging from private sector companies to public companies. On average, companies have a CSR program that is tailored to the type of activities and the results of products and services produced by the company (Nugroho et al., 2021). CSR activities are also adjusted to the surrounding environmental problems caused by company activities or companies can provide appropriate empowerment and education programs for the community. One of the problems that exists in the community and is a concern for companies is health problems. Awareness of maintaining health is still relatively low in the community, especially in dental and oral health issues (Riskesdas, 2018).

The low awareness of the Indonesian population regarding dental and oral health from an early age is one of the issues discussed in *Riskesdas* (Basic Health Research) (Utomo et al., 2021). *Riskesdas* is a national-scale community-based study conducted regularly by the Health Research and Development Agency of the Ministry of Health of the Republic of Indonesia. The results are useful for planning, monitoring, and evaluating health development programs at the national, provincial, and district/city levels. Its implementation has been carried out periodically in 2007, 2010, 2013, and most recently in 2018. According to the results obtained, *Riskesdas* can help optimize health development plans throughout Indonesia (Ridho, 2018; Susilowati, 2018b; Tjokrosaputro, 2021).

The implementation of *Riskesdas* is not carried out every year, but rather once every 3-5 years. The first *Riskesdas* was held in 2007, and the last was in 2018, before it was renamed the Indonesian Health Survey (*SKI*) in 2023. The 2023 Indonesian Health Survey is an integrated survey from Basic Health Research (*Riskesdas*). The target *SKI 2023* sample is 34,500 Census Blocks, consisting of 345,000 ordinary households for the implementation of *Riskesdas* and 345,000 households under five for the implementation of *SSGI*. Of the 34,500 *SKI* Census Blocks, there are 2,500 Census Blocks for Biomedical and Oral Dental Examination samples.

Based on the *Riskesdas* research in 2018 before it changed to *SKI* in 2023, the results showed that 57.6% of the population from 34 provinces in Indonesia had dental and oral health issues, with only about 10.2% having received medical treatment. The rate of cavity problems in early childhood is very high, reaching 93%, and only 7% of children have healthy teeth that are cavity-free (Susilowati, 2018a).

The total percentage of dental and oral problems in 2018, when viewed by age group, is dominated by the 5-9 year age group, which constitutes 67.3%. This indicates that children from kindergarten to elementary school are the biggest contributors to dental and oral health problems. Therefore, it is crucial to start cavity prevention measures and develop habits for maintaining dental and oral health from an early age (He & Harris, 2020).

The latest Indonesian Health Survey (SKI) in 2023 regarding the proportion of dental and oral problems in the last year for those aged ≥ 3 years who received treatment from health workers showed that the 65-year-old age group had the highest percentage of dental and oral problems at 67.4%, while the percentage of dental and oral problems in the 5-9 year age group decreased to 62.6%, down from 67.3% in the *Riskesdas* results in 2018.

As a dental and oral healthcare brand that has been in Indonesia for over 75 years, Unilever, as the largest consumer goods company in Indonesia, through one of its flagship products, Pepsodent, continues to fulfill its goal of helping in education and dental and oral care, one of which is through their CSR activities. Pepsodent's research, "*Dental and Oral Health Attitudes, Behaviors, and Experiences During the Covid-19 Pandemic*" in 2021, showed an increase in dental and oral problems in the community during the pandemic, such as the emergence of new cavities in 25% of respondents due to a lack of dental and oral care. From this survey, it can be seen that the habit of parents brushing their teeth in the morning after breakfast and at night before bed decreased by 5% during the pandemic. Even in children, the decrease was twice as great, at 11%. Even during the pandemic, 60% of people who experienced toothache were still reluctant to visit the dentist.

In the context of CSR and health awareness, several studies have explored the impact of corporate programs on community welfare. For instance, a study by Situmeang (2016) discussed the role of CSR in empowering local communities through health initiatives, highlighting that CSR programs can improve the welfare of communities by addressing social and environmental issues. Similarly, Anatan (2010) emphasized the significance of CSR in promoting corporate responsibility toward sustainable development, underscoring the importance of balancing economic, social, and environmental objectives. However, both studies lack a specific focus on the healthcare sector, particularly dental and oral health issues, which are a significant concern in Indonesia, as evidenced by the *Riskesdas* 2018 findings. This study fills this gap by focusing on Pepsodent's CSR program, which aims to improve public awareness of dental and oral health.

The objective of this study is to evaluate the effectiveness of Pepsodent's CSR strategy in improving public awareness of dental and oral health during National Dental Health Month (BKGN). By assessing how this program contributes to both business and social outcomes, the findings are expected to benefit Unilever by refining their CSR strategy, expanding the program's reach, and ultimately improving public perception of their brand. Furthermore, this research will contribute to the growing body of knowledge on CSR's role in promoting public health, offering valuable implications for other companies looking to engage in similar initiatives.

METHOD

In this study, the literature review method (*literature study*) was used. Snyder (2019) stated that a literature review is a research methodology that aims to collect and extract the essence of previous research as well as analyze several overviews of experts written in the text or, in other words, analyze existing secondary data in the form of scientific articles, books, and other relevant sources. The review must be able to describe, summarize, evaluate objectively, and clarify a theory. In addition, a literature study must also provide a theoretical foundation (Snyder, 2019).

The sample in this study is the Pepsodent brand, which is one of the brands owned by one of the largest multinational companies in Indonesia, namely Unilever Indonesia. The data sources obtained in this study are journal articles, books, and company reports. The journal articles and books reviewed were searched online with the keywords *CSR*, *Corporate Social Responsibility*, *Unilever*, *Pepsodent*, and other related keywords. Meanwhile, Unilever's company report is taken from the company's official website. Furthermore, data analysis was carried out by describing the results of previous research associated with theories and CSR activities carried out by Pepsodent in an effort to create shared value through *BKGN* activities.

RESULTH AND DISCUSSION

National Dental Health Month or *BKGN* is a program initiated by PT Unilever Indonesia Tbk. Through the Pepsodent brand. This campaign is held once a year which has started from 2010 until now, the last *BKGN* activity was held in September 2024. The purpose of this activity is to increase public awareness about dental health. *BKGN* is usually commemorated every September through various elements, ranging from the government, the Indonesian Dentists Association (PDGI), the Association of Indonesian Dental Academies (AFDOKGI) and the Indonesian Association of Dental and Education Hospitals (ARSGMPI). For a whole month, *BKGN*'s activities were filled with programs such as teledentistry, free dental checkups, and education to the community through school health programs. All to encourage people to care more about their dental health. This spirit is also maintained, and is also the goal of *BKGN* 2024 (Pepsodent official website, 2024).

National Dental Health Month was first initiated by PT Unilever Indonesia Tbk. Through the Pepsodent brand. This initiative was born after seeing that the Indonesian people still do not care about their dental health. PT Unilever Indonesia Tbk sees this phenomenon. As a corporate social responsibility activity, the *BKGN* program aims to increase the awareness of the Indonesian people on the importance of maintaining dental health. *BKGN* is an annual program organized by Pepsodent and all its partners since September 12, 2010 – then designated as National Dental Health Day by the Ministry of Health of the Republic of Indonesia in 2011. After being carried out virtually fully through teledental services for the last two years, namely 2020 and 2021, 2022 will be the first year that *BKGN* will be held offline again after the Covid-19 pandemic. *BKGN* activities are present face-to-face by providing free dental services at 28 FKG and RSGM throughout Indonesia until December 2022, and will be held offline again until December 2024 (Website resmi Pepsodent, 2024).

Together with PDGI, AFDOKGI and ARSGMPI, Pepsodent proposes various programs to continue to maintain the health of the community's teeth and mouth while supporting the government in transforming the Indonesian health system. One of its biggest innovations is the use of digital technology through the teledentistry service "Pepsodent Ask a Dentist" which has served more than 41,000 people since 2020. This service equipped with video calls is supported by dentists from 28 faculties of dentistry and 107 PDGI branches. In 2024, it is recorded that as many as 143,756 Indonesians have used the online dental consultation service "Ask Dentists by Pepsodent" (Pepsodent's official website, 2020-2024).

BKGN 2024 invites the public to be stronger and free from cavities by regularly brushing their teeth morning and night as well as regular consultations with dentists. *BKGN* 2024 is the right time to return to community service and provide dental and oral health counseling. In

addition to providing free dental care directly, BKGN 2024 will continue to optimize school education and dental and oral health consultations through the teledental service "Pepsodent Ask a Dentist" which you can easily access through the QR code listed on the Pepsodent Cavity Prevention Bag.

Based on the analysis carried out in this study, it was found that creating shared value from Pepsodent's Corporate Social Responsibility program through the National Dental Activity Month activities has the following benefits:

1) Improving Stakeholder Relations

Pepsodent's CSR program through National Dental Activity Month can improve relationships with a variety of stakeholders, including:

- a. Community: By raising awareness about dental and oral health, Pepsodent can build trust and increase public awareness of its brand.
- b. Business Partners: Through the CSR program, Pepsodent can strengthen relationships with business partners and increase cooperation in achieving common goals.
- c. Government: By participating in public health activities, Pepsodent can build a good relationship with the government and raise awareness about the importance of dental and oral health.

2) Promoting Long-Term Profits for Businesses

Pepsodent's CSR program can promote long-term benefits for businesses by:

- a. Increase Brand Awareness: By raising public awareness about dental and oral health, Pepsodent can increase brand awareness and increase sales of its products.
- b. Building Trust: Through its CSR program, Pepsodent can build public trust and increase customer loyalty.
- c. Improving Competencies: By participating in public health activities, Pepsodent can improve its competencies and business capabilities in the face of future challenges.

3) Improve Business Reputation

Pepsodent's CSR program can improve a business's reputation by:

- a. Improve Brand Image: By participating in public health activities, Pepsodent can improve its brand image and raise public awareness about the importance of dental and oral health.
- b. Building Trust: Through CSR programs, Pepsodent can build public trust and improve its business reputation.
- c. Increase Recognition: By increasing public awareness of dental and oral health, Pepsodent can increase recognition and appreciation from the public and industry.

CONCLUSION

The implementation of the National Dental Activity Month (*BKGN*) as a form of social responsibility by Pepsodent is expected to help restore the habit of taking care of teeth and mouth, so that the Indonesian people can live healthier, stronger, and free from tooth decay. The event is expected not only to be a corporate social responsibility initiative but also to help Indonesia in realizing a healthy society that cares about dental and oral health, which can also continue to improve the company's reputation. Pepsodent's CSR program through National Dental Activity Month can thus create shared value (*CSV*) for society and businesses by improving stakeholder relationships, promoting long-term benefits for businesses, and

enhancing business reputation. Thus, Pepsodent can increase public awareness of dental and oral health while boosting its brand awareness and business reputation.

However, the reach of the National Dental Health Month (*BKGN*) area is still limited to big cities that have universities with dental faculties, such as in the cities of Jakarta, Bandung, Semarang, Yogyakarta, and Medan. In the future, this program is expected to be held in other cities and not limited to big cities in Indonesia so that the *BKGN* initiative can be implemented in all provinces in Indonesia. This would allow PT Unilever to maximize the shared value from CSR activities through the implementation of this *BKGN*. It would be better if this project could reach remote or underserved areas in Papua, Kalimantan, and other regions.

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