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## **Corporate Social Responsibility and Services for People with Disabilities**

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### **Abstract**

*Besides making profits, companies have an important duty toward society and the environment. This obligation is manifested in the corporate social responsibility (CSR) program, governed in Indonesia by Law Number 40/2007 on limited liability companies and Law Number 25/2007 on capital investment. By targeting individuals with disabilities, CSR programs can have a significant impact on the lives of those who often face significant challenges. Supporting and empowering individuals with disabilities benefits these individuals and creates a more inclusive and diverse society. By investing in these programs, companies can demonstrate their commitment to social responsibility, improve their reputation, and ultimately contribute to a better world. This article discusses CSR services in Indonesia for people with disabilities using the literature review research. The research found that CSR programs for people with disabilities in Indonesia focus on community services and community empowerment programs. With this program, companies not only provide financial assistance to people with disabilities but also enable people with disabilities through education, training, and empowerment programs. This study found that CSR services for people with disabilities in Indonesia positively impact socioeconomic conditions and contribute to a more inclusive and sustainable development. This study advocates the increasing collaboration with various stakeholders, including the government, NGOs, academics, and the community to ensure the sustainability of the program. The CSR programs are expanded to encompass more rights of people with disabilities.*

**Keywords:** corporate social responsibility, disabilities, empowerment

### **Introduction**

Corporate social responsibility (CSR) is implemented in Indonesia by Law Number 40/2007 about Limited Companies and Law Number 25/2007 about Capital Investment, which emphasizes the obligation of companies to implement CSR. However, the existence of the Limited Company Law in the industrial world has pros and cons. With the implementation of the Limited Company Act Number 40 Year 2007 and Government Regulation Number 47 Year 2012, the CSR concept, which was first a

moral obligation, became a law-based obligation but applies exclusively only to companies operating in the sector related to natural resources.

For other companies, CSR remains merely a moral obligation. The development of the CSR concept was strengthened at the Earth Summit in 1992 in Rio de Janeiro, affirming the sustainable development concept based on biosphere protection and economic and social development as something that must be implemented. Then, during the World Summit on Sustainable Development (WSSD) in 2002 in Johannesburg, South Africa, the social responsibility concept arose following two earlier concepts: economic and environmental sustainability. Furthermore, the implementation plans of the ISO 26000 certificate regarding guidance on social responsibility commenced in 2010. The ISO 26000 final draft was related to labor practices, fair operating practices, consumer issues, the environment, community involvement and development, and human rights. Those issues have made many parties more interested in studying companies' social responsibility toward vulnerable populations and those who experience social injustice, such as the disabled population (Crowther, 2008; Harmoni, 2009; Idowu & Filho, 2009).

Frynas (2009) stated that companies generally undertake CSR activities for the following reasons: (1) to retrieve regulation, law, and rule; (2) as a corporation's social investigation to create a positive image in society; (3) as a part of the business strategy; (4) to obtain a license to operate from the local community; and (5) as part of a corporate's risk management to mitigate and avoid social conflict. These statements show that the implementation of CSR is often based on many reasons and demands, combining internal and external factors of the company.

To understand the implementation of CSR activities, Budimanta et al. (2005) stated that there are several types of implementations of CSR, which are:

1. Community relations

In this category, CSR programs lead to charity or philanthropy from the company to the community or other stakeholders. If CSR activities are directed toward such activities, it will lead to local communities' dependence on the company. CSR activities aimed at reducing turmoil in the community and not to disrupt the relationship between the company and the community. Therefore, CSR activities based on community relations alone must be supported by other, more empowering activities. From this relationship, it is necessary to design a more in-depth relationship strategy to find out the needs and problems in the local community, so that the company can implement a pertinent program.

2. Community Services

This type of social service is offered by the company to fulfill the interests of the community or other public interests. In this category, the activities or programs usually involve physical development in health, religion, education, transportation, and other sectors, such as health centers, schools, houses of worship, roads, drinking water sources, and many more. The primary purpose of this category is to address the community's needs and solve the problems faced by the community. Ideally, the community should implement these activities, with the company only acting as a facilitator of problem-solving. In the framework of the facilitator's role, the community development officers analyze the community's needs, and then an activity plan is made. However, the problem is that not all companies have sufficient human resources, both in quality and quantity, to support CSR activities within the community

3. Community Empowerment

This entity includes activities and programs that give the community more comprehensive avenues to increase their independence. Fundamentally, this activity involves conducting community relations at first, which then develops into community services with all data collection methodologies, and then deepens through the availability of social institutions that have sprung in the community through this program. To support the independence of the community, in every stage of community-empowering activities, the community must be involved in following the principles of community development (Ife, 2006).

In Indonesia, the CSR program addresses social issues, such as education, public health, environmental sustainability, etc. These programs have had a significant impact on tackling societal problems in the society as well as increasing the welfare of the people around the company. Research conducted by Sakti & Wahyanti (2021) state that an organization's CSR in Indonesia will have a positive impact on the welfare of the community surrounding the company. This improvement is shown in economic and human resource development through job and entrepreneurship opportunities.

Nowadays, some companies have broadened their target to address social injustice by creating CSR programs for people with disabilities. People with disabilities face several issues in their lives; they encounter barriers to accessing basic needs and rights, such as education and job opportunities. Although people with disabilities have the same rights to develop themselves and participate in society, they tend to be underestimated by the general public due to their condition (Ramadhani et al., 2020). The company's support for people with disabilities through the CSR program has certainly provided

more opportunities for them to develop their potential. Unfortunately, the implementation of CSR programs, including CSR programs for people with disabilities, is mostly still at the stage of profit sharing.

CSR programs often fall short when they focus solely on profit sharing, addressing only the perceived needs of communities rather than their actual needs. This misconception is often due to companies' lack of understanding of the importance of identifying and meeting the true needs of communities through a comprehensive CSR strategy. Charity-based approaches, while well-intentioned, represent the lowest level of generosity in CSR.

To foster a more meaningful impact, companies should adopt a "grow ginger together" approach in their CSR initiatives. This approach creates mutual development between the company and the local community, aiming to enhance the overall quality of life. Such an approach not only reduces community dependency on CSR programs but also promotes self-reliance among community members.

This article aims to identify the CSR programs specifically designed for people with disabilities in Indonesia. The study aims to explore the implementation of various CSR activities for people with disabilities conducted by corporations in Indonesia using the statement of Budimanta et al. (2005). Thus, this research will give deeper insights into the impact of CSR programs on the reliance and development of people with disabilities.

## **Methodology**

The research method used in this article involves a literature review in Google Scholar, ProQuest, and Semantic Scholar between 2014 and 2024. In this article, the literature review summarizes the research published on CSR activities related to people with disabilities. Literature relevant to the Indonesian context is prioritized, while literature from abroad is collected to compare and analyze the findings of domestically sourced literature. The literature focused on scholarly articles related to the phenomenon of CSR in Indonesia and people with disabilities. In addition, local and international laws and regulations on CSR and disability are also referenced in this paper.

The selection of articles was based on inclusion and exclusion criteria. In this manuscript, the inclusion criteria applied were as follows:

1. Original research conducted in Indonesia;
2. Research involves CSR services/programs/activities conducted by corporations in Indonesia that already exist for people with disabilities;
3. Full-text access is available;
4. The publication period is between 2014 and 2024;
5. Is a research article.

Meanwhile, the exclusion criteria applied were as follows:

1. Search results in the form of theses, dissertations, books, reports, and free writings;
2. Research title that does not focus on CSR services/programs/activities of Indonesian companies for people with disabilities;

The process of gathering literature is carried out first by collecting research that has been published in scientific journals related to CSR services/programs/activities of Indonesian companies for people with disabilities using the keywords CSR services/programs/activities/people with disabilities through Google Scholar with a publication period between 2014 and 2024. Based on the keywords CSR services/programs/activities for people with disabilities, exact phrases "people with disabilities" and "CSR programs," 18 publications were found covering a diversity of publications (theses, dissertations, journal articles, reports, etc.). After applying the inclusion and exclusion criteria, 15 articles were retrieved. The next step was to analyze each study following the context, and then the final step was to write the article manuscript.

## **Results and Discussion**

### ***CSR and Disabilities***

The various types of disabilities recognized in Indonesia, as stated in Law Number 8/2016, are physical, intellectual, mental, and sensorics. This variety of people with disabilities may be experienced singularly, dual, or multiply over a long period of time, determined by medical personnel following provisions of laws and regulations. In everyday life, people with disabilities are part of a minority group and are marginalized in society because of their condition. They are also included in vulnerable groups, one of which is vulnerable to falling into poverty (Mauliyansyah et al., 2022). This is because of the discrimination people with disabilities face, which hinders their chances of finding decent work, as stated by Simatupang et al. (2020).

In Indonesia, according to Law Number 8/2016, Article 53, of the total workforce, state-owned companies are obligated to employ at least 2% of people with disabilities, whereas it is 1% for private

companies. Still, people with disabilities have limited access to employment. According to the data from Statistic Indonesia (BPS) in 2022, the number of people with disabilities who are working is 0.53% of the total working population in Indonesia, and the largest proportion of them are self-employed (Badan Pusat Statistik, 2022).

The insufficient access to employment experienced by people with disabilities is primarily due to their lack of skills, educational background, as well as discrimination and stigma against them. As further explained by Suwandi et al. (2022), society tends to view people with disabilities as an incapable group that always has to be helped, and they are considered a burden. This stigma, therefore, made the lives of people with disabilities more difficult.

Priadi et al. (2023) stated that the experiences of people with disabilities in terms of limited access to employment and skills development, rejection, stigma from society, and discrimination from the wider community enhanced the feelings of inferiority and low self-esteem felt by people with disabilities. In addition, people with disabilities also face significant barriers that prevent them from fully participating in and contributing to the national development effort. Beyond just employment challenges, their exclusion from development opportunities undermines their individual potential and the broader goals of sustainable development. This is further supported by the research conducted by Paramitasari et al. (2023) which highlights the heightened risk of exclusion from development for persons with disabilities. It encompasses both challenges in accessing development benefits and the opportunities to engage in the development process actively. Conversely, embracing inclusive development principles, which involve all individuals and leave no one behind, is essential for fostering sustainable development.

In Indonesia, social welfare development is integral to the national agenda, promoting social equity and justice. As highlighted by Abdi et al. (2020), the foundational principle of social welfare development is to enhance the community's capabilities to meet basic human needs in a dignified manner, including those of people with disabilities. By prioritizing inclusive development, people with disabilities can be empowered to participate actively and benefit from the development process, thus contributing to a more equitable and sustainable society. Embracing inclusive development principles that prioritize the involvement of all individuals and ensure that no one is left behind becomes imperative.

In order to ensure that no one is left behind in the context of development, collaboration and synergy within every part of society, including the companies, are needed. As a form of company concern to contribute to improving the welfare of society, companies are obliged to carry out CSR (Nurwulan & Nadila, 2023). The CSR is a form of corporate citizenship based on three fundamental principles known as the Triple Bottom Lines: profit, people, and planet. Paola Ellaine D. Luzon et al. (2022) explained that the framework recognizes that the measure of progress of companies and businesses is not only based on profit and loss but also on initiatives to build relationships with the environment, society, and the economy, so that the measure of success includes contributions to social welfare and development in three categories, namely, people, planet, and prosperity. This would mean that the business ethics practiced by companies are not based on a single bottom line or thinking about business profits alone (Wahyudi & Nurwulan, 2023). This statement insists that a CSR program should not only benefit the company and build a good reputation, but it must also benefit the environment and society.

CSR programs have become one of the company's main instruments for contributing significantly to society. Companies have an essential role in contributing to the community's social life by cooperating with various parties. The direct involvement of companies in CSR programs leads to the creation of various initiatives to address community problems and provide for the social needs of the community. This is more than just the ethics of "doing good" or "doing right," but rather the concept of "doing better" (Putro et al., 2023). Nowadays, companies have begun to focus on disability issues as part of their CSR programs. As corporations are mandated by law to contribute to society, some of the companies' CSR has included a CSR program for disabilities as an effort to embody an inclusive society that includes everyone and leaves no one behind. In Indonesia, the companies are implementing CSR programs to support people with disabilities by providing skills training, facilitating education, and creating inclusive employment opportunities. These initiatives are making a significant positive impact on the socioeconomic well-being of people with disabilities. Moreover, by empowering individuals with disabilities, these CSR programs are actively combating the stigma associated with disability. These initiatives have also become a way to promote a more inclusive society and increase job opportunities, as stated by Paramitasari et al. (2023).



## **CSR Program for Disabilities in Indonesia**

As mentioned earlier, Budimanta et al. (2005) classified the implementation of CSR programs into three types. Based on the literature review, CSR services for people with disabilities in Indonesia include various programs that provide tools, education, skills training, and empowerment. Based on this review, CSR programs for people with disabilities aim to improve skills and knowledge, increase independence, and provide opportunities to gain more comprehensive access, especially for employment. The beneficiaries of CSR programs for people with disabilities in Indonesia are not only people with physical disabilities but also people with mental disabilities. In this section, the author will explore types of CSR program implementation for people with disabilities in Indonesia based on the literature review conducted by the author.

### **1. Community Relations**

Based on the literature review, some of the companies still conduct charity programs providing assistive devices that can be useful in the daily lives of people with disabilities. However, this is not the main program; it is only a subsidiary program. Research conducted by Wahyudi & Nurwulan (2023) found that the companies provide mobility aids for people with disabilities, vision aids for the blind, and hearing aids for the deaf. Along with that, a study conducted by Siswati et al. (2024) found that a hotel in Surabaya provided several assistive devices for people with disabilities, such as walkers and canes, as part of their CSR initiatives. Providing these aids focus on tools that people with disabilities can utilize to live their daily lives. Some companies also provide tools to empower people with disabilities, as PT JNE did in collaboration with the West Java Human Initiative by providing agricultural equipment (Nurwulan & Nadila, 2023). PT Indonesia Power Kamojang PMU also provides tools that support the empowerment of people with disabilities by providing infrastructure assistance in mushroom making, production tools, product packaging, and halal licensing (Paramitasari et al., 2023).

This previous research highlights that providing assistance for people with disabilities helps them to live their daily lives comfortably. However, these studies do not further explain how the charity increases the self-resilience of people with disabilities.

### **2. Community Services**

The second type is community services. Most companies conduct an education and skill training program for people with disabilities. The form of education varies depending on the program provided by the company. Most training programs aim to provide new skills and improve those already possessed by persons with disabilities. In this case, the company usually provides skills training as a facilitator or companion. Some companies collaborate with other stakeholders to assist as facilitators and assistants in providing training to people with disabilities.

Education and skills training programs that companies in Indonesia have carried out include providing education on financial literacy, marketing, banking, and motivation (Arifin et al., 2020; Arvian & Budiana, 2022; Wahyudi & Nurwulan, 2023). On the other hand, some companies provide literacy education to the target group of this program based on the low level of education for people with disabilities in the fostered place (Arifin et al., 2022). In addition to providing education for people with disabilities, sign language education is also aimed at the hearing community. This aims to make more hearing people able to speak sign language, which makes it the first step toward realizing an inclusive environment (Arifin et al., 2022). There is also mental health education for people with mental disabilities through art and historical education (Aji & Utami, 2022).

Another education and skills training provided by the company for people with disabilities through the CSR program is mechanical training. These training initiatives aim to achieve independence in terms of skills, knowledge, and economics for people with disabilities (Putro et al., 2023), and this training is called "Pijar Kertas". This mechanical training program, which the PT Pertamina EP Rantau Field initiates, also allows people with disabilities to be instructors in this program; the program member imparts automotive knowledge to the public, especially becoming the facilitators for vocational students. This training certainly gives a chance to people with disabilities to show the public their skills with the hope of decreasing the stigma they receive.

### **3. Community Empowerment**

The last program is empowerment. This empowerment includes a broader program than the previous one. This is because it aims to create independence for people with disabilities. Empowerment is an effort to generate resources, opportunities, knowledge, and skills for the community to increase their capacity and determine their future (Arifin et al., 2022). Empowerment programs that have been carried out by companies for empowering people with disabilities in Indonesia include channeling according to interests and job placement for those who are interested in entering the world of work, providing business capital for those who have an interest in developing or starting entrepreneurship, and providing scholarships for education in college for 1 year (Wahyudi & Nurwulan, 2023).

In addition to the above programs, a CSR program aims to empower people with disabilities and encourage their independence. A study by Suwandi et al. (2022) shows how outcomes of CSR initiatives by PT PJB UP Muara Tawar for people with disabilities add to the resilience of people with disabilities and ensure their sustainability. Similarly, Putro et al. (2023) found that the CSR program exemplified by the Rumah Kreatif Tamian initiative emphasizes sustainability and community empowerment, fostering independence through skill development, education, and employment opportunities. This program not only provides resources but also serves as a platform for community members to voice their concerns and harness their potential, such as mechanical skills, social entrepreneurship, and environmental management (Putro et al., 2023).

The programs carried out by companies through CSR based on community services and community development have significantly impacted the socioeconomic conditions of the community, especially people with disabilities. These programs have helped to reduce poverty in the community. Various corporate initiatives within the CSR framework have helped improve the quality of life of persons with disabilities and their families (Putro et al., 2023; Wahyudi & Nurwulan, 2023). One of the most visible impacts of the CSR program for disabilities based on community services and community development is the increased income of persons with disabilities (Arifin et al., 2020; Nurwulan & Nadila, 2023; Putro et al., 2023). The skills training, education, and empowerment has increased independence and developed the potential of persons with disabilities (Aji & Utami, 2022; Arifin et al., 2022; Putro et al., 2023) and provided access to greater job opportunities (Arifin et al., 2022; Wahyudi & Nurwulan, 2023). A research study conducted by Wahyudi & Nurwulan (2023) found that one of the companies' CSR program in Indonesia provided opportunities for people with disabilities to undertake field work practices (PKL) through the Disable Associate Program for 1.5 months and enroll in the career acceleration program for 6 months. This initiative also serves as a means for the company to fulfill its obligation to employ people with disabilities, constituting 1% of its workforce. Following their educational and skill training, the company provides access to job opportunities, including opportunities within the company itself (Wahyudi & Nurwulan, 2023).

From the social aspect, the CSR programs also provide opportunities for people with disabilities to be actively involved in their surrounding environment. They can participate in various social and economic activities, which positively impact them and improve their social relationships with the surrounding community. This is clarified by the findings of Nurwulan & Nadila (2023), who suggested that it is essential for people with disabilities to build relationships with others, connect socially, and find social support because it can help them build cooperation based on trust in others. Increasing the self-confidence and self-esteem of people with disabilities also has an impact on reducing the stigma from society toward them.

In addition to providing socioeconomic impacts, several disability empowerment programs by companies also impact environmental aspects. One example is the PERTADAYA program conducted by Pertamina in South Kalimantan, which positively impacts the surrounding environment. This program uses an environmentally friendly approach in all production activities and service provision (Srihardian et al., 2022). The same thing happened to PT JNE's CSR program in collaboration with Human Initiative Jabar, a nongovernment organization located in West Java, Indonesia; the CSR program also had an impact on environmental preservation so that the environment became beautiful, well-maintained, and productive (Nurwulan & Nadila, 2023). This is undoubtedly also in line with the principles of CSR, namely, the company's efforts to harmonize and balance economic, social, and environmental interests (Putri et al., 2024). In addition, it is also governed by the concept of three bottom lines.

From various studies on CSR programs for people with disabilities in Indonesia, it can be concluded that these programs have a significant positive impact. CSR programs such as providing assistive devices, education, skills training, and empowerment have improved the quality of life and social, economic, and emotional independence of persons with disabilities. In addition, these programs also contribute to the preservation of the surrounding environment. CSR programs for people with disabilities in Indonesia help create an inclusive social environment for individuals and a more equitable and supportive society for all.

Collaboration with various stakeholders is essential to ensure the sustainability of CSR programs and prevent them from becoming seasonal programs. Srihardian et al. (2022) reinforced this point by saying that for a program to be sustainable and not just a seasonal program, consistency from all stakeholders is necessary. Abdi et al. (2020) also stated that a good program and collaboration among all stakeholders could create sustainability and independence for people with disabilities. Achieving community independence through a CSR program means that the program should be designed based on the principle of sustainability and actively involve every kind of stakeholder in the target population (Lukman et al., 2023).

Stakeholders are parties involved or affected by the CSR program. Based on the literature review conducted, the author found that the collaboration carried out by the company to achieve the program objectives and ensure its sustainability by involving the government, private sector, nongovernmental organizations (NGOs), and the community is instrumental in achieving CSR objectives and ensuring the longevity of these initiatives. Companies usually collaborate with local government and community who have the same vision and mission as the program. This collaboration and synergy with stakeholders are essential for ensuring that CSR programs effectively address the needs of people with disabilities and ensure their success and sustainability.

Based on research conducted by Aji & Utami (2022); Arvian & Budiana (2022); and Mauliansyah et al. (2022) in implementing CSR programs for persons with disabilities, stakeholders are engaged across different stages, including preparation, implementation, and evaluation. The preparation stage usually starts with coordination, survey, interview, and observation in the surrounding location where the CSR programs will be held. After conducting data gathering, the next process is implementation which involves creative program roadmap and the implementation of the CSR program. The last process is evaluation to identify what works well and what needs to be improved. This process helps in creating improvements to activities. This collaborative approach allows for a comprehensive understanding of the needs and challenges of individuals with disabilities and ensures that the programs are tailored to address these effectively.

## **Conclusion and Suggestions**

### **Conclusion**

CSR programs represent a corporate responsibility in running a profit-oriented business that contributes to the environment and society. Currently, people with disabilities are among the beneficiaries who are the focus of CSR programs carried out by companies in Indonesia. Based on the view expressed by Budimanta et al. (2005), some of the companies in Indonesia still implement a CSR program based on community relations. It is because some of the companies still see CSR initiative as a moral obligation rather than contributing to the development of the society.

On the other hand, the implementation of CSR programs carried out by companies in Indonesia has begun to take the form of community services and community development. This can be seen from the type of activities that not only provide financial assistance (charity) but also strive to provide education, training, and empowerment that can help people with disabilities to know, be more independent, and get wider opportunities to get a job.

The company's CSR program has had an excellent impact on the socioeconomic conditions and environmental impacts of persons with disabilities. Through education, training, and empowerment, people with disabilities gain new knowledge and skills to obtain more comprehensive employment. Some of these programs also contribute to opening new jobs for people with disabilities. Notably, there is also a company that provides opportunities to work within the company for people with disabilities who have undergone training and empowerment through the CSR program. This illustrates how CSR programs can enable companies to fulfill their obligation to employ people with disabilities and enhance their access to job opportunities.

The success of this CSR program for persons with disabilities is inseparable from the cooperation and support of various stakeholders in realizing the ideals of an inclusive environment. The limitation of this article is that it only provides explanation for the CSR program employed by companies for people with disabilities in Indonesia. For further research, it is suggested to investigate long-term impact of CSR program for people with disabilities in Indonesia.

### **Suggestions**

Based on the above conclusions, the researcher has several suggestions for CSR services for people with disabilities in Indonesia, namely:

1. Expansion of CSR programs that cover more aspects of the lives of people with disabilities.
2. Increased skills development that provides skills to work in the informal and formal sectors. This can be done by providing training that aligns with labor market needs, facilitating internships, or working with companies to create more inclusive and diverse employment opportunities for people with disabilities.
3. Increasing collaboration with various stakeholders, including the government, NGOs, academics, and the community. Such partnership is hoped to increase program effectiveness and ensure program sustainability.
4. Further research on how CSR programs for people with disabilities impact their welfare and enhance their well-being as well as independence.

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