CSR MODEL OF PT AGINCOURT RESOURCES FOR EMPOWERMENT AND REGIONAL DEVELOPMENT IN BATANGTORU, SOUTH TAPANULI, INDONESIA

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ABSTRACT: *Nowadays, Indonesia government makes a regulation or an obligation to every big companies to share their profit at least 1% for every year to the people who live around the companies. It means that the existence of the company should give a contribution for the society. The company should have responsibility to every little activities created in the society. The contribution of the company is formulated in Corporate Social Responsibility (CSR). CSR has some divisions namely: CSR in education, health, infrastructure, social, etc. PT Agincourt Resources in one of the big company who operates in Batangtoru, South Tapanuli, Medan, Indonesia. The operation of this company focuses on gold mine and has given some contribution to the society (CSR) in education, infrastructure, health, etc.*

KEYWORDS: *CSR; Gold Mine; Education; Society*

INTRODUCTION

Corporate Social Responsibility (CSR) can be defined as an act or draft conducted by the company according to the ability of the company as a form of their responsibility towards the social conditions of the environment around the location of the company (Rachman et al, 2011). CSR is an integral part to the company's survival. If companies want to survive and be accepted in society, it must carry out CSR activities. CSR activities are usually divided into three groups, namely CSR in social fields covering education, health, cultural, religion, and social assistance. Then CSR in economics includes training of economic strengthening families, increasing the family income, SME development, and CSR in job creation, as well as the field of environment, for example, reforestation and maintenance of riverbanks.
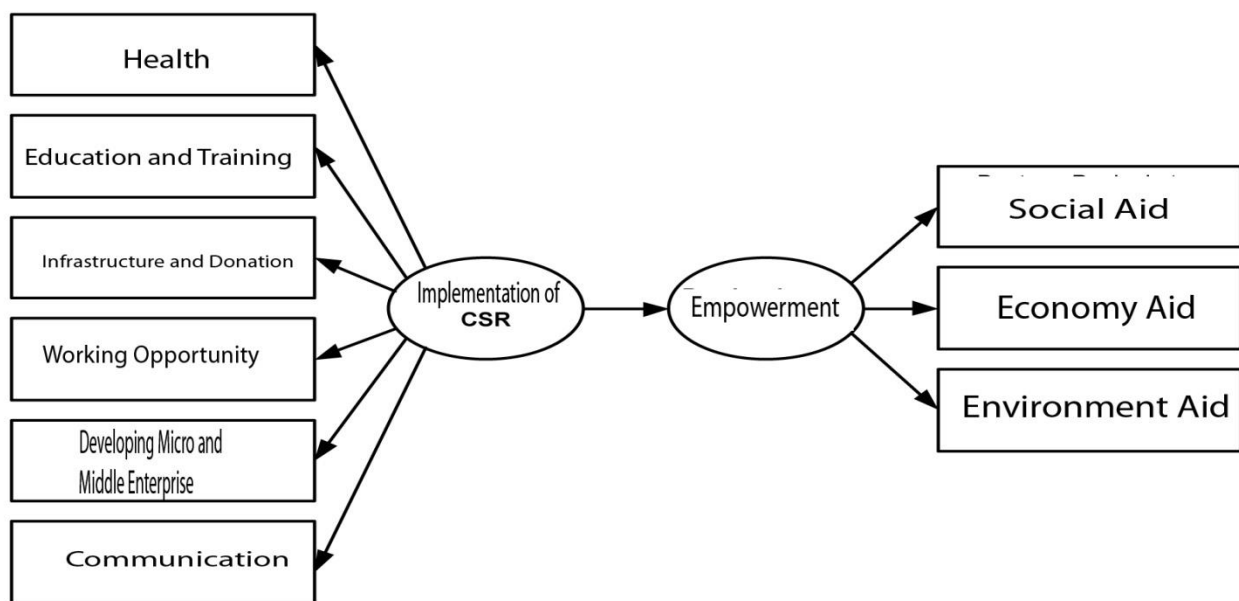
Awareness of the company to carry out CSR activities is more exciting and more diverse. Implementation of CSR in Indonesia increases both in quantity and quality. In addition to the diversity of activities and management become more varied, judging from the amount of financial contribution will also increase. In 2011, the CSR funds in Indonesia reaches more than Rp115 billion, or approximately US$ 115 million of the 180 companies. The funds were spent on 279 social activities (Suharto, 2009),

In North Sumatra, CSR also receives special attention and becomes a topic of interest to be discussed. When there is Council Development Plan (Musrenbang) of North Sumatra Province on April 2014, it is revealed that the activities proposed development plan for the North Sumatra in 2015 uses funds sourced from CSR. It is given the limitations of the state budget funds which is disbursed to North Sumatra while North Sumatra Province has

17

limited budget, as well as budget regencies/cities in North Sumatra to implement various development programs needed by society. So CSR funds of various companies in North Sumatra is very expected. Some sectors of development are expected to get help are infrastructure, regional development and environmental, social, cultural, spatial, agricultural, marine and fisheries, plantation, animal husbandry, cooperatives and SMEs (Hutahaean, 2014).

Some companies in North Sumatra, both public and private, have been carrying out CSR, such as PT Bank of North Sumatra, PTPN II, PTPN III, PT. Toba Pulp Lestari (TPL), and PT. Agincourt Resources (PT, AR). Activities undertaken are quite diverse, eg scholarships, aid the construction of houses of worship, strengthening the domestic economy, development of Small and Medium Enterprises, helping victims of natural disasters. Gold mining company, PT. Agincourt Resources managing Martabe Gold Mine in District Batangtoru, North Sumatra Province, has been implementing CSR.CSR of PT. Agincourt Resources in Batangtoru, South Tapanuli, North Sumatra Province, is divided into three areas, namely aid in increasing social life, aid in the economic field and assistance in the field of environmental preservation.

Figure 1.
CSR Model of PT Agincourt Resources in Batangtoru

Source: Saleh and Lutfi, 2011

METHODOLOGY

This study takes place in the District of Batangtoru, South Tapanuli, North Sumatra Province. It is as a location of a gold mining of PT. Agincourt Resources (AR). This study focuses on 15 villages around the mine (villages directly affected by mining). The fifteen villages are Hapesong Baru, Perkebunan Batangtoru, Telo, Wek I, Wek II, Wek III, Wek IV, Napa, Aek Pining, Sumuran, Batu Hula, Sipenggeng, Bandar Hapinis, Hutaraja, dan Muara

Hutaraja. This study is conducted from February 2015 till May 2016. This study uses a mix of quantitative and qualitative approaches. According to Creswell (2012), research is commonly known as joint research with the dominant design approach is less dominant. This approach uses a combination of procedures and research analysis, but one method is more dominant over the other methods. In this study, a quantitative approach is more dominant than qualitative. This study will put forward the analysis and the result is quantitative rather than qualitative.

Quantitative data will be obtained from a questionnaire distributed to the study sample. While the qualitative data obtained from observations and interviews with informants. In the quantitative approach, this research is the study of causal relationships (causal effect), where research is conducted on the facts to prove empirically that the factors of education, health, social assistance, strengthening the family economy, and infrastructure are a predictor for the implementation of CSR from PT. AR. Factors human resources, infrastructure, relocation of residence is a predictor for the development of the region Batangtoru South Tapanuli, and also to levels of education, quality health facilities, availability of employment, the emergence of economic centers, availability of infrastructure, improvement of family assets, increased income, ability to cooperate, and the ability to obtain the information and communication, is a predictor for community empowerment Batangtoru South Tapanuli.

The research is also conducted to prove that the implementation of CSR affecting the development of the District of Batangtoru, South Tapanuli and it also affects the community empowerment in Batangtoru, South Tapanuli either directly or indirectly. Qualitatively, this research is descriptive-analytic study by way of describing it in detail, systematic, and comprehensive information regarding all matters related to corporate social responsibility towards regional development and community empowerment.

CSR and Theory of Triple Bottom Line

As we know that, CSR concept develops rapidly, so there are many theories appeared regarding to *CSR*. One of the famous concept is *Triple Bottom Line* developed by John Elkington in 1997 from his book *"Cannibals with Forks, the Triple Bottom Line of Twentieth Century Bussiness"*. Elkington develops *triple bottom line* with three terms: *ecomoic prosperity, environmental quality* dan *social justice*.

Figure. 2
Triple Bottom Line Model by Elkington, 1997

The population in this study is all households or families in 15 villages around the mine. From the data obtained, the number of families in 15 villages as many as 5,086 families (Source: Statistics Coordinator Batangtoru District of South Tapanuli, 2015). The sample is part of the population. Samples must be really depict or represent the

characteristics of the actual population. Metode used to determine the number of sample in this research is based on the Slovin's pattern (Sevilla, 2007), yakni:

$$n = \frac{N}{1 + N \times e^2}$$ .... (4.1)

Where:

n: number of samples
N: Number of population
e: Maximum fault tolerance (error tolerance)

Referring to the formula, with n = 5086 and e = 5%, the number of samples in this study are:

$$n = \frac{5.086}{1 + 5.086 \times 0.05^2} = 370.4349 \approx 370$$

Thus, the number of samples in this study are as 370 families dispersed representative in 15 villages around the mine. They will serve as a sample to answer a series of questions in the questionnaire. Of the 370 families are then determined the amount of each sample according to the level that is in each of the urban/rural basis proportionate random sampling, using the formula:

$$n_i = \frac{N_i}{N} \times n$$ .... (4.2)

Where:
ni: Number of samples of the urban/rural to -i; i = 1, 2, ..., 15
Ni: The population of the urban / rural to –i
n: number of samples
N: Number of population

Appropriate formula sample distribution can be seen in Figure 3 below:

Table1: Research sample per village/district

No	Village/District	Number of Families	Sample
1	Hapesong Baru	645	47
2	Kel. Perk. Batangtoru	329	24
3	Telo	141	11
4	Kelurahan Wek III	210	15
5	Kelurahan Wek II	354	26
6	KelurahanWek I	305	22
7	Kelurahan Wek IV	306	22
8	Napa	389	28
9	Kelurahan Aek Pining	665	48
10	Sumuran	357	26
11	Batu Hula	171	12
12	Sipenggeng	236	17
13	Bandar Hapinis	262	20
14	Kelurahan Hutaraja	527	38
15	Desa Muara Hutaraja	189	14
	Total	5.086	370

Source: Statistic Coordinator of Batangtoru dan Muara Batangtoru, Tapanuli Selatan, 2015 and has been modified, 2015.

Based on the operational definitions theories derived from the literature and empirical evidence the results of previous research, it was determined indicators formative latent variable implementation of CSR which is divided into five factors: (1) education, (2) health, (3) assistance social, (4) strengthening the family economy, and (5) infrastructure. There are 35 items in the questionnaire used to measure the implementation of CSR. Respondents are asked to indicate the level of agreement on a 5-point Likert scale, extending from a scale of 1 = strongly disagree; 2 = a little disagree; 3 = disagree; 4 = agree; and 5 = strongly agree. Each statement is detailed in Figure 4 below.

Table 2: Sub-Variables and Indicator Variables implementation of implementation CSR (X)

Sub-variable	Indicator
Education (X1)	1. Implementation of CSR in education is in accordance with the needs of the community.
	2. CSR in education providing scholarships and the establishment of the Regional Library.
	3. Implementation of CSR in education must be communicated to the public.
	4. CSR in education must be implemented unit or a specific area in the company or in the community.
	5. Implementation of CSR in education must receive supervision from the public or other parties.
	6. CSR in education can change attitudes or behavior.
	7. CSR programs in education is regarded to be lacking or not maximized

Table 3: *CSR* Budget of PT. *AR* in Education

No	Year	Budget (Rp)
1	2011	404,994,800
2	2012	673,936,040
3	2013	1,666,454,670
4	2014	2,161,382,500
5	s/d Mei 2015	1,491,507,500

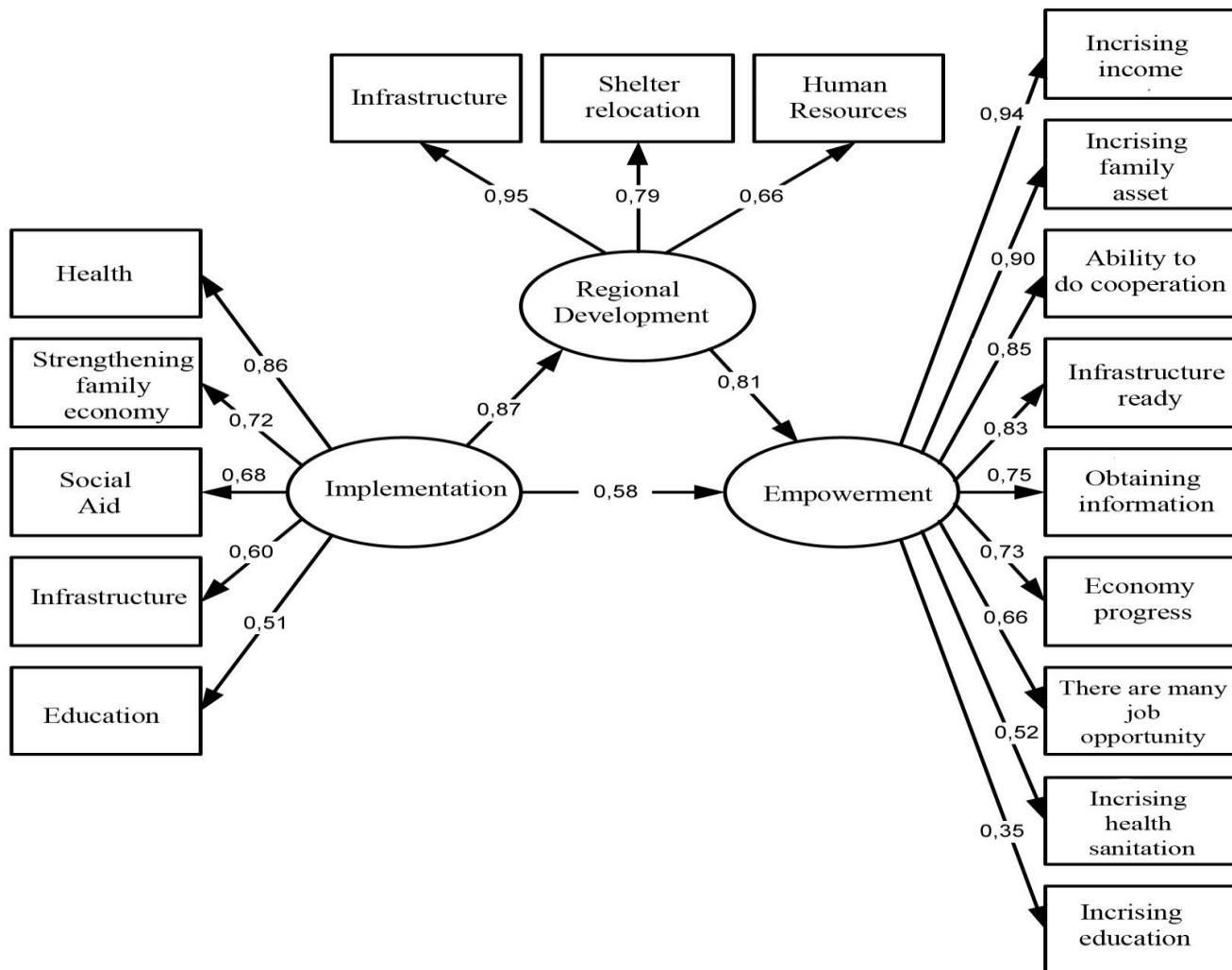**Source: Processed from ComDev information PT. AR, 2015**

Implementation of CSR programs in education includes the provision of scholarships, construction of new classrooms for some schools, the development of vocational high school of mines, the establishment of TBs Children (TBA) and a car library, training, welding, basic computer, mechanical and electrical, internship programs for pupils and students. Next, visiting schools, renovation of 22 schools, procurement of 500 seats for 18 school desks.

DISCUSSION

CSR Model of PT Agincourt Resources for Empowerment

Referring to the research and discussion that has been carried over, then the appropriate model for PT. AR in implementing CSR programs for community empowerment in Batangtoru is as presented in Figure. 6 From the figure, it is seen that CSR program PT. AR in community empowerment Batangtoru done through the development of the region. Implementation of CSR programs involves education, health, social assistance, strengthening the family economy, and infrastructure. Implementing CSR program must involve the cooperation of three parties: the company, the community, and government.

Furthermore, the CSR program is directed to the development of the region in this regard include human resource development, infrastructure development, and the relocation of residences. With the development of the region, the empowerment of the people expected to be realized.

Figure 3: CSR Model of PT. Agincourt Resources for Empowerment

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Community Response on the Implementation CSR of PT. Agincourt Resources

The response is often interpreted by the views, comments, or perception. Public response to the implementation of CSR PT. AR can be seen from the tables presented in this subchapter. Description of the frequency and percentage of South Tapanuli Batangtoru public response to the implementation of CSR gold mining company field of education is presented in Table 6. The table shows that most respondents or as much as 56.5% stated their agreement related to CSR program in education.
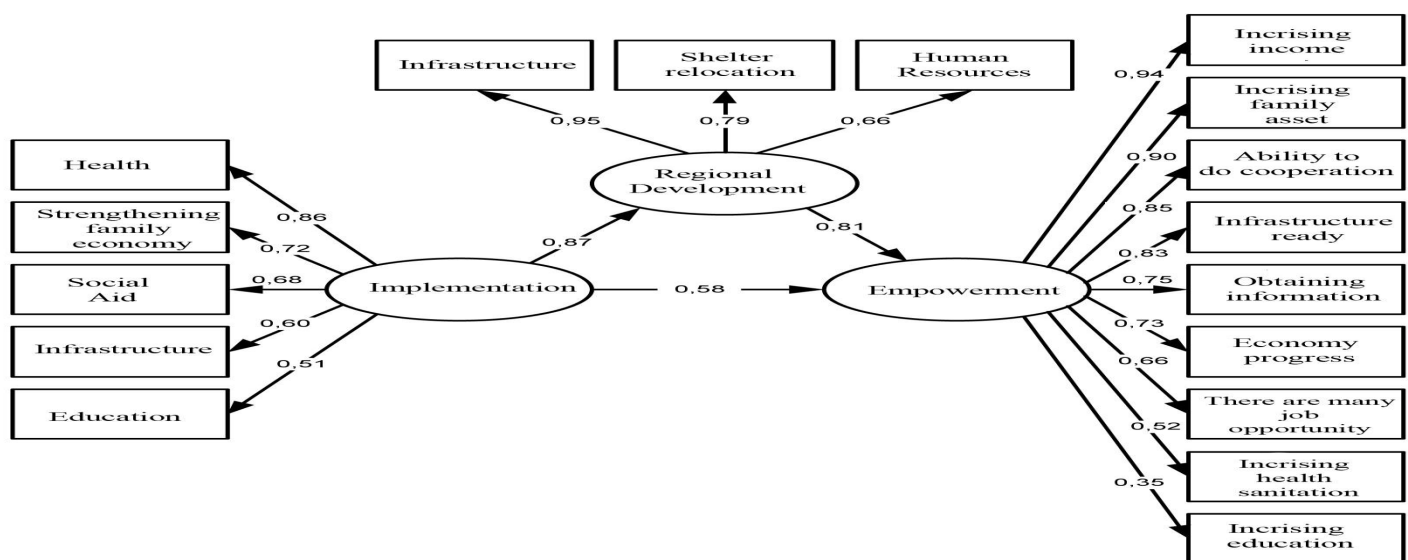
Table 4: Community Response to CSR Implementation of the Education Sector

Item	Strongly disagree		disagree		Less agree		agree		Strongly agree	
	f	(%)	*f*	(%)	*f*	(%)	*f*	(%)	*f*	(%)
CSR programs in education is deemed to be lacking or not maximized	0	(0.0)	5	(1.4)	17	(4.6)	209	(56.5)	139	(37.6)

Source: Processed, 2016
Description: f - frequency;   % - Percentage

Some respondents said CSR in education has helped people but still less than the maximum because there are many other educational areas that need help from the company. A housewife who became respondents said children in his village has a lot of assistance in the field of education. But he said that such assistance should continue until the children finish their studies at least until the senior high school. Hamzah Siregar, community leader of Wek II Village becoming one of the speakers in the study admitted that CSR education of PT. AR is already benefiting. However, CSR education programs still needs to be improved.

Figure 4: CSR of PT Agincourt in Education

CONCLUSIONS

Based on the analysis of quantitative and qualitative results of hypothesis testing in the previous section, the conclusions of this study are as follows: Implementation of CSR program PT. Agincourt Resources (AR) towards community empowerment Batangtoru District of South Tapanuli, North Sumatra Province, implemented in several areas, namely health, education and training, infrastructure, and local business development. Implementation of CSR program PT. AR is still carried out by the company, in terms of budgeting and implementation of the company through division community and community development.

Batangtoru community is already known CSR program by PT. AR and already feels the direct benefits of the CSR program. But people assess program CSR PT. AR is not maximized and should be improved in community empowerment. In carrying out CSR programs, the mining company should involves the community or community groups. It is intended that the programs implemented really beneficial for the community and the community also feels regarded as the subject of the perpetrator, not the objects that accepts and be targeted by CSR activities.

Implementation of CSR gold mining company PT. AR significantly gives positive effect on the development of the District of South Tapanuli Batangtoru. Means Hypothesis 1 in this study may be accepted. This is evidenced by regression weights for 0761 can be seen that the covariance between CSR Implementation gold mining company PT. AR and the development of the District of South Tapanuli Batangtoru can be understood as an expectation for development of the District of South Tapanuli Batangtoru which will increase at an average of 0.761 units for each increase of 1 unit on the implementation of CSR gold mining company PT. AR. Standardized regression weights for 0872 on the path of implementing CSR gold mining company PT. AR to the development of the District of South Tapanuli Batangtoru was statistically significant (p <0.001), which means that if the implementation of CSR gold mining company PT. AR increased by one standard deviation, the development of the District of Batang Toru Tapanuli Selatan rise by 0872 the standard deviation.

Implementation of CSR gold mining company PT. AR significantly gives positive effect on the community empowerment Batangtoru District of South Tapanuli. Means Hypothesis 2 in this study may be accepted. It was proven that the path of implementation of CSR gold mining company PT. AR to community empowerment Batangtoru District of South Tapanuli which has a weight of regression for 0511 can be understood as an expectation which the development of the District of South Tapanuli Batangtoru will increase at an average of 0.761 units for each increase of 1 unit on the implementation of CSR gold mining company PT. AR from the average by holding the development of the District of South Tapanuli Batangtoru currently on average. Standardized regression weights for 0584 on the path of implementing CSR gold mining company PT. AR to community empowerment Batangtoru District of South Tapanuli was statistically significant (p <0.001), which means that if the implementation of CSR gold mining company PT. AR increased by 1 standard deviation by holding the development of the District of South Tapanuli Batangtoru constant, the community empowerment District of Batang Toru Tapanuli Selatan rise by 0584 the standard deviation.

Development of the District of South Tapanuli Batangtoru significantly gives positive effect on the community empowerment Batangtoru South Tapanuli. It means the third hypothesis in this study may be accepted. It is shown from the regression weights for 0703 on the path of development of the District of South Tapanuli Batangtoru to community empowerment Batangtoru District of South Tapanuli.

It is seen from the magnitude of the indirect effect of the implementation of CSR gold mining company PT. AR community empowerment Batangtoru District of South Tapanuli through the intermediary of the development of the District of South Tapanuli Batangtoru is the product of standardized regression weights on the path of implementing CSR gold mining company PT. AR to the development of the District of South Tapanuli Batangtoru with standardized regression weights on the path of development of the District of South Tapanuli Batangtoru to community empowerment Batangtoru District of South Tapanuli, ie $0872 \times 0813 = 0709$. This value is greater than the standardized regression weights for 0542 on the path of implementing CSR gold mining company PT. AR to community empowerment Batangtoru District of South Tapanuli, which indicates that the development of the District of South Tapanuli Batangtoru significantly mediates the effect of the implementation of CSR gold mining company PT. AR to community empowerment Batangtoru District of South Tapanuli. Furthermore, the total effect of the implementation of CSR gold mining company PT. AR community empowerment Batangtoru District of South Tapanuli is the sum of the amount of the indirect effect of the implementation of CSR gold mining company PT. AR community empowerment Batangtoru District of South Tapanuli through the intermediary of the development of the District of South Tapanuli Batangtoru and standardized regression weights on the path of implementing CSR gold mining company PT. AR to community empowerment Batangtoru District of South Tapanuli, ie $0709 + 0584 = 1292$. The total amount of this effect indicates that if the implementation of CSR gold mining company PT. AR increased by 1 standard deviation by allowing the development of the District of South Tapanuli Batangtoru varies (does not hold constant) the empowerment of communities Batangtoru District of South Tapanuli Regency will increase by 1.292 standard deviations.

CSR models are suitable for PT. AR in community empowerment is to track the development of the region, including increased infrastructure construction, relocation of residences, and the improvement of human resources. CSR program managers must involve an element of society, government, and the company itself. This model is feasible because so far, the model CSR PT. AR, still apply directly targeted to community empowerment. So, with this model PT. AR advance a program of regional development. Hopefully, with the regional development program, the empowerment of the community will be more effective or more quickly achieved.

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