


Analysis Of The Success Of *Corporate Social Responsibility* Activities At PT Ecogreen Oleochemicals Batam

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Article Info	ABSTRACT
<p>Keywords: <i>Corporate Social Responsibility</i> (CSR), Stunting, Monitoring, Evaluation, Success.</p>	<p>This study aims to evaluate and analyze the success of the <i>Corporate Social Responsibility</i> (CSR) program "Pelita" Stunting conducted by PT Ecogreen Oleochemicals Batam. Children need adequate nutrition and good health care to grow and develop optimally. If children's nutritional and health needs are not met, they are at risk of stunting. Through a qualitative approach, this research examines the positive and negative impacts that arise during the implementation of the program, both for the Company and the program participants. The results showed that the "Pelita" Stunting program succeeded in reducing the prevalence of stunting in the Batam City area, improving children's health and development, and strengthening the Company's image in the eyes of the community. However, some negative impacts such as high costs, potential dependency of participants on aid, and challenges in long-term measurement were also identified. To overcome this, PT Ecogreen Oleochemicals Batam can take strategic actions such as collaboration with BKKBN and Health Institutions, improving monitoring and evaluation systems, and education to encourage the independence of program participants. Based on the research results, it can be concluded that the "Pelita" Stunting CSR program has a significant impact in overcoming the problem of stunting. The success of this program shows the importance of the role of CSR in improving the welfare of the community while supporting the sustainability of the company.</p>
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INTRODUCTION

To ensure the future of the country, the younger generation must be prepared from an early age so that they are able to compete and get job opportunities when they enter their productive years. This preparation includes developing children's intellectual intelligence, emotional intelligence and spiritual intelligence. This development must be done through good parenting and adequate formal education. The First 1000 Days of Life (HPK) period, starting from pregnancy until the child is two years old, is a crucial period for the growth and development of children. During this period, children need adequate nutrition and good health care in order to grow and develop optimally. If children's nutritional and health needs are not met during this period, they are at risk of *stunting*.

Stunting is the most common form of malnutrition, affecting infants before birth and early after birth, related to maternal size, nutrition during pregnancy, and fetal growth (A Dermawan *et al.*, 2022). Stunting is also defined as a condition of being short or very short based on length or height for age that is less than -2 Standard Deviation (SD) on the WHO growth curve. This occurs due to irreversible conditions due to inadequate nutritional intake and/or recurrent or chronic infections during the first 1000 days of life (HPK). Stunting, or the condition of children who experience stunted growth, often starts with malnutrition (DAP Ramadhan & MJ Ahmad, 2024). One of the main causes is the lack of nutrition in mothers during pregnancy, which has a negative impact on fetal development. Children who are stunted have shorter growth than children their age, characterized by a body length at birth of less than 47 cm and a body weight of less than 2500 grams.

According to the Indonesian Nutrition Status Survey (SSGI), in 2021 the prevalence of stunted children in Batam City reached 17.5% with an estimated 139,005 stunted children. The Indonesian government targets to reduce the stunting rate to 14%, but currently the percentage is still far from the target. To help the government reduce the stunting rate in Batam City, PT Ecogreen Oleochemicals Batam launched the "Pelita" Stunting program. A high prevalence of stunting can cause economic losses for the country as stunted children are usually more vulnerable to disease, have below-average intelligence, low productivity, and poor quality human resources.

One of the steps taken by the company PT Ecogreen Oleochemicals Batam is a triple helix collaboration between universities, government, and industry through the *Corporate Social Responsibility* (CSR) scheme. *Corporate Social Responsibility* (CSR) is the responsibility of the company both inwardly directed to shareholders and employees in the form of profitability and progress of the company, as well as outward responsibilities associated as taxpayers and providers of employment, improving community welfare and competence, and maintaining the environment for future generations (FH Siregar *et al.*, 2022). The cooperation of all parties, including companies through CSR partnership programs, is needed to support the acceleration of stunting reduction.

The success of a program can be measured by comparing the initial plan with the actions taken and seeing if the results obtained are in accordance with the plan. Monitoring can be defined as a process of measuring, recording, collecting, processing and communicating information to assist project management decision making (R Muzawi *et al.*, 2019). The monitoring process ensures the availability of relevant data for management, enabling them to make appropriate and effective decisions in project implementation. Therefore, monitoring is very important for CSR activities because monitoring on a regular basis allows companies to know the extent to which the activities are being carried out effectively and helps in finding problems or obstacles that may arise during the implementation of activities. Success in goals is half determined by the plan that has been set and the other half is a function of supervision or monitoring (Mayel, 2021).

Evaluation is an effort to objectively measure and source the value of achieving previously planned results, where the results of the evaluation are intended to be feedback for future planning (V Lumempow *et al.*, 2021). Evaluation is very important in management

and planning. By conducting objective evaluations, organizations can assess the extent to which their goals are being achieved and use the information to improve future planning and program implementation. This ensures that the program continues to evolve and become more effective in achieving its goals.

The "Pelita" Stunting program implemented by PT Ecogreen Oleochemicals Batam is not only a form of donation, but also a form of sustainable assistance. In this program, PT Ecogreen Oleochemicals Batam provides nutrition improvement packages, health check-up services, education about the importance of good nutrition, and preventive measures that the community can take to reduce stunting in children. The implementation of this program is inseparable from the participation of stakeholders. The "Pelita" Stunting Program can run thanks to the support of the well-organized BKKBN and the support of the local government who are also present in its implementation.

PT Ecogreen Oleochemicals Batam has shown a strong commitment to this issue. PT Ecogreen Oleochemicals Batam agreed to implement the "Pelita" Stunting program with the aim of reducing the prevalence of stunting, especially in Batam City. This program aims to increase the role of the private sector, especially PT Ecogreen Oleochemicals Batam in reducing stunting rates in Indonesia, especially in Batam City. Through this program, the company seeks to educate children and families about nutrition, provide access to nutritious food, and provide health services. In addition, the program targets to reduce the stunting rate in Riau Islands from 17.6% in 2022 to 10.20% in 2024.

METHODS

The approach used in this research is a qualitative approach. In this case, researchers obtained research data in the form of primary data and secondary data. Primary data was obtained through observations and interviews with the community and employees of PT Ecogreen Oleochemicals Batam who participated in the "Pelita" Stunting program activities. While secondary data was obtained from the BKKBN proposal in collaboration with PT Ecogreen Oleochemicals Batam related to the researched problem.

The analysis used in an effort to determine the success of CSR activities in the "Pelita" Stunting program at PT Ecogreen Oleochemicals Batam uses analysis at the individual level, namely 2 resource persons who are participants in the "Pelita" Stunting program and 3 resource persons who are employees of PT Ecogreen Oleochemicals Batam who participate in the CSR activities of the 'Pelita' Stunting program.

RESULTS AND DISCUSSION

Research Results

It has been explained in the previous chapter that the research method and approach used is a qualitative method.

Primary Data

To evaluate the success and impact of the CSR program, this primary data was collected through methods such as interviews, surveys, and observations. The analysis of this primary

data is expected to provide a comprehensive picture of how effective the CSR program is in addressing the problem of stunting in the area around the Company.

Interview Data Results of Stunting "Pelita" Program Participants and Employees of PT Ecogreen Oleochemicals Batam

To find out the level of success and impact of the "Pelita" Stunting program at PT Ecogreen Oleochemicals Batam, the researcher conducted interviews with 2 resource persons, namely participants of the "Pelita" Stunting program and also employees of PT Ecogreen Oleochemicals Batam. The results of the interviews showed that the "Pelita" Stunting Program run by PT Ecogreen Oleochemicals Batam has shown significant success in helping stunted children in the company's environmental area. Interviews with parents of the participants showed positive developments, such as improvements in the children's motor skills and weight after they received nutritional assistance. In addition, the program also received positive responses from parents who felt helped and provided input for future improvements to the program.

PT Ecogreen also works closely with key stakeholders, such as BKKBN, Puskesmas, Batam City Government, and sets clear criteria for participants to ensure maximum impact. The success of this program has improved the welfare of the community and the company's reputation as an entity that cares about the problem of stunting in the surrounding environment.

Secondary Data

The researcher found that there was a decrease in the prevalence of stunted children in Batam City during the implementation of the "Pelita" Stunting program by PT Ecogreen Oleochemicals Batam. The following is a graph of the prevalence of stunted children in Batam City in 2021, based on the Indonesian Nutrition Status Survey (SSGI).



Figure 1 Prevalence graph of stunted children in 2021

Based on this data in 2021, the prevalence of stunted children in Batam City is 17.5% with the number of stunted children estimated to reach 139,065 people. The Indonesian government targets a program to reduce stunting to 14%, but the current percentage is far from this target. Therefore, PT Ecogreen Oleochemicals Batam implemented the "Pelita"

Stunting program as one of the efforts to help the government reduce the stunting rate in Batam City.

PT Ecogreen Oleochemicals Batam has run the "Pelita" Stunting program for 6 months, from October 2022 to March 2023. The "Pelita" Stunting program is one of the assistance activities for children under five who are stunted in Batam City. The assistance provided includes nutritious food such as fruits, vegetables, milk, and others. During the implementation of this program, there was a decrease in the prevalence of stunted children in Batam City. The following is a graph of the prevalence of stunted children in Batam City in 2022, based on the Indonesian Nutrition Status Survey (SSGI).



Figure 2 Prevalence of stunted children in 2022

Based on these data, in 2022 the prevalence of stunted children in Batam City is 15.2%, which shows a decrease of 2.3% compared to the prevalence in 2021. When compared to the Indonesian government's target, this percentage in 2022 is almost close to the set target.

During the implementation of the "Pelita" Stunting program by PT Ecogreen Oleochemicals Batam, there was a decrease in the prevalence of stunted children in Batam City. This shows that the "Pelita" Stunting program by PT Ecogreen Oleochemicals Batam has successfully achieved its goals and has a significant positive impact on the stunting participants and the company. This program also helps the government in its efforts to reduce the prevalence of stunting in accordance with the targets set.

Discussion

Impact of the Implementation of the Stunting "Pelita" Program for Companies

Corporate Social Responsibility (CSR) is a corporate commitment to improve the welfare of the surrounding community through business practice policies and the contribution of corporate resources (Rochmaniah & Sinduwiatmo, 2020). The company must also consider the impact of its actions on employees, society, and the environment, and ensure their welfare.

Based on the results of interviews with stunting participants and employees of PT Ecogreen Oleochemicals Batam, and supported by data analysis, revealed that CSR activities

in the "Pelita" Stunting program run by PT Ecogreen Oleochemicals Batam have been successful and have a significant positive impact on the Company. Not only does it have an impact on the company, but it also helps the government in its efforts to reduce the prevalence of stunting, especially in Batam City. The following is the positive impact generated by PT Ecogreen Oleochemicals Batam related to the "Pelita" Stunting program in accordance with the results of the research above.

1. Established a good relationship with the community

The "Pelita" Stunting program has successfully built a positive relationship between the Company and the Community. Active involvement in addressing stunting issues demonstrates the Company's commitment to the welfare of the Community, which makes the Company more trusted and supported by the Community.

2. Satisfaction for Management

When the "Pelita" stunting program is successful and has a positive impact on the community, the management will be satisfied with it. This success will encourage management to continue other CSR programs, thus creating a good working environment and oriented towards social benefits.

3. Company Image Enhancement

This "Pelita" Stunting Program creates an image of PT Ecogreen Oleochemicals Batam as a company that cares about social issues and public health. This positive image is very beneficial for the Company's reputation in the eyes of the public and *stakeholders*, and can increase customer loyalty.

4. Government and Community Relations

PT Ecogreen Oleochemicals Batam will get closer to the government and surrounding communities by working with various parties such as BKKBN, Batam City Government, and Puskesmas. This relationship is very important to help the Company run smoothly and get support in various aspects.

5. Increased Employee Engagement

The existence of this program will provide an opportunity for employees of PT Ecogreen Oleochemicals Batam to be involved in social activities, which will increase their sense of attachment to the Company and the surrounding community. This is in accordance with an effective CSR program that can improve employee morale and job satisfaction.

The implementation of the "Pelita" Stunting program also has a negative impact on PT Ecogreen Oleochemicals Batam, namely:

1. High Cost

PT Ecogreen Oleochemicals Batam urgently needs resources to run the "Pelita" Stunting program. This includes the cost of nutritious food, coordination with outside parties, and implementation of activities. High costs can be a burden to the company, especially if there is not enough budget or if the program requires ongoing investment.

2. Conflict of Interest

If PT Ecogreen Oleochemicals Batam does not manage the "Pelita" Stunting program well, it may cause conflicts of interest. In addition, internal parties who have different

priorities may cause conflicts, due to decisions about how resources are allocated for CSR.

3. Lack of Impact Measurement

PT Ecogreen Oleochemicals Batam cannot be sure whether the program is actually delivering the expected benefits if there is no effective mechanism to evaluate the results of the program, including its impact. In addition, this lack of measurement may obscure the true value of the program.

Impact of the Stunting "Pelita" Program Implementation on Stunting Participants

Based on the results of interviews with parents of stunting participants, it can be concluded that the "Pelita" Stunting program is very useful and also provides welfare for them. In addition, it also shows a real improvement in the health and nutritional conditions of their children. Therefore, the "Pelita" Stunting program has a positive impact on program participants, especially children under five who are stunted and their families. The following are some of the positive impacts of the "Pelita" Stunting program for program participants based on the research above.

1. Improvement in Child Nutrition

The "Pelita" Stunting Program provides nutritious food assistance such as meat, fish, eggs, milk, fruits, nuts, vegetables, vitamins and others. This assistance shows that the nutritional status of stunted children has improved. This improvement in nutritional status is very important to overcome the problem of stunting, because children who grow up with adequate nutrition have a greater chance of achieving optimal physical and cognitive growth potential.

2. Improvement of Health Condition in Children

The "Pelita" Stunting program improves the health conditions of stunted children, in addition to improving child nutrition. For example, after receiving nutritional assistance from the "Pelita" Stunting program, some children who were initially difficult to move began to develop better. This shows that the nutrition assistance is successful in improving the health conditions of stunted children.

3. Educating parents about stunting prevention

The program teaches parents about healthy eating, the importance of balanced nutrition, and ways to prevent and manage stunting in their children. With better knowledge, parents can take appropriate actions to ensure their children grow up healthy and avoid stunting.

4. Family Welfare

This "Pelita Stunting" program, which provides nutritional assistance to children, makes their families feel more helped and appreciated by the Company. Parents also feel more at ease and helped in fulfilling their children's nutritional needs, which previously may have been difficult to fulfill due to economic limitations.

Based on the interviews conducted, there are several negative impacts of the implementation of the "Pelita" Stunting program felt by program participants, as follows:

1. Unfulfilled Expectations

Parents of participants have high expectations from the "Pelita" Stunting program. For example, if the child's development is not as fast as expected or the assistance received is deemed insufficient, this can lead to disappointment in the parents of stunting participants. Unmet expectations can reduce their trust in the "Pelita" Stunting program and the company that runs it.

2. Stigmatization

This stigmatization comes from the surrounding community who perceive that the participants' children come from underprivileged families or have nutritional problems. This can have a negative impact on the self-esteem and psychological well-being of the children and their families.

3. Addiction

The "Pelita" Stunting Program has the potential to cause participants to become dependent. Program participants may become overly dependent on the assistance provided by PT Ecogreen Oleochemicals Batam, thus not making any effort to improve their economic or health conditions independently. If the program is discontinued or assistance is reduced in the future, this dependency could become a long-term problem.

Company Actions to Address the Negative Impact of Stunting "Pelita" Implementation

Negative impacts on the "Pelita" Stunting program cause activities to be less effective and hinder the achievement of program objectives. Therefore, PT Ecogreen Oleochemicals Batam can take action to overcome negative impacts with the aim of minimizing risks and ensuring program sustainability and effectiveness.

To reduce high costs, the company collaborates with BKKBN and Puskesmas to manage the budget well and conduct regular evaluations. PT Ecogreen Oleochemicals Batam addresses conflicts of interest by establishing a dedicated team to differentiate core business responsibilities and CSR programs. Furthermore, the Company uses a structured and data-driven measurement system through monthly visits and impact evaluations involving third parties to ensure program success. In addition, clear communication is necessary to keep Community expectations realistic and on track. PT Ecogreen Oleochemicals Batam also conducts education to reduce stigmatization of program participants, as well as provides training to encourage Community self-reliance, so that they are not fully dependent on assistance. With these actions, PT Ecogreen Oleochemicals Batam strives to reduce negative impacts and provide long-term benefits for the Company and the Community.

CONCLUSION

Based on the results of the research, it can be concluded that PT Ecogreen Oleochemicals Batam has successfully achieved its goals and has a significant impact on the stunting participants and the company. This program also helps the government in its efforts to reduce the prevalence of stunting in accordance with the targets set. The "Pelita" Stunting Program also succeeded in building good relationships with the community, improving the company's image, and also strengthening relationships with important parties and the government. The researcher recommends that PT Ecogreen Oleochemicals Batam continue to run the program consistently and continuously, increase the quota and expand the scope of assistance, involve

more parties in the implementation of the program, and conduct regular monitoring and evaluation, so that it is hoped that PT Ecogreen Oleochemicals Batam can further increase the success of the program and make a greater contribution in overcoming stunting problems, especially in Batam City.

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