



## The Dominan Concept of Corporate Social Responsibility Projects Based on Bibliometric Analysis: Improving Quality or Stagnation?

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### ABSTRACT

Corporate Social Responsibility (CSR) has an important role in improving the company's existence. CSR was formed to implement empowerment to society, attract the attention of surrounding society and build the company's image. This paper aims to examine implementation of society empowerment through the CSR program. This study uses the method of study literature and bibliometric analysis by collecting previous research articles that are indexed in Scopus database and have correlation with CSR programs, which are then carried out using bibliometric analysis using the VOS viewer. This analysis makes it easier for the author to make a common thread about dominant concepts studied. This study reveals that society empowerment in an effort to improve economic level and welfare of society through CSR programs is able to increase the responsibility and quality of companies in Indonesia. Besides that, it also has an impact on the quality of the economy and helps society to face the dynamic economy, social and culture in the future. For further research, it is expected to pay attention to dominant concepts contained in CSR programs, especially in implementation of society development around the company as consideration for improvement and refinement of research to be carried out.

## Introduction

Technological developments in era 4.0 or disruption era, there have had an impact on economic conditions that affect



stability and social disparities. This important fact causes people to lose their jobs, declining incomes, and economic instability. The transformation of technology development resulted in workers being replaced by the sophistication of a technological tool or innovation that is considered more effective and efficient (Alam et al., 2019; Industri et al., 2018; Yolanda, 2019). Studies McKinsey & Company says that in Indonesia about 23 million jobs lost due to the irreplaceable role of digital technology in comparison to 10 million jobs that did not previously exist in Indonesia, has come with the packaging digital and utilization of Artificial Intelligence, so as to reduce the use of human labor (McKinsey & Company, 2019). Digital influence has resulted in Termination of Employment in the company's environment reaching 3.5 million employees and almost 2 million employees being replaced by newer workers (Simorangkir, 2021). On the other side, digital technology also has a positive impact on society by seeing the potential of internet users in the world industry is increasing (Roziqin & Fajrina, 2021). From these two sides, the author argues that digital technology should be a new space to create wider job opportunities.

However, because the demographic factors of the population that are adaptive to this technology are still relatively lacking (Hartati, 2020). Study Megawati (2018) mentions that the conditions of local wisdom in Indonesia are different, the social stakeholders in it must be educated and socialized about the industrial revolution 4.0. For this reason, researchers want to develop further, that not only stakeholders, but the urgency of empowering social communities for technology has an important role as the development of empowerment models through Corporate Social Responsibility and as a new trend to foster public interest to be more adaptive to the digital era. So not

only the system and stakeholders are digitized but human capital must also evolve, to minimize human defects. Improvement of hard and soft skills is a new way to increase public awareness in CSR programs, as seen from the evaluation benchmark of the suitability aspect, empowerment activities in CSR programs must be in accordance with community needs and can improve the skills of the community around the company (Pranoto & Yusuf, 2016).

Simultaneously, both national and international scholars as well as internationally respond to this phenomenon so that the author can map it into 3 trends. First, the trend of mapping long-term ideas Corporate Social Responsibility in 2018-2021. The second trend is mapping the dominant concept in articles Corporate Social Responsibility in 2018-2021. The last one is the dominant author trend in articles Corporate Social Responsibility in 2018-2021.

Regarding the first trend, mapping the condition of the long-term idea of CSR, which has been explained by several previous studies, as well as according to, Disemadi & Prananingtyas (2020) explains that the formation of CSR is a form of company contribution to sustainable development, with the hope that the community around the company prosper individually and socially. So that the company's concern for the sustainability of development have a balance in the economic and social environment and improve the trust the public on the company (Nayenggita et al., 2019). Impact their industrial zones covering social, economic, and environmental, so the company should be responsible to the public with real actions or forms of empowerment (Chapple & Moon, 2005). Implementation of CSR is a way specifically for companies to facilitate communities to be empowered independently and in an integrated manner through

training, education, implementation of assistance, including integrated and sustainable activities to support the social and economic aspects of the community (Antule et al., 2016). Behind this goal, CSR is also to launch a win-win solution that benefits private companies and related stakeholders (Frederiksen, 2018). Since the 1980s until now, companies in Indonesia have participated in maximizing the implementation of CSR, to the surrounding community in the company's environment (Chapple & Moon, 2005). Judging from the Regulation of the Minister of SOEs number 4 In 2007, CSR program not only for state-owned companies, but CSR should also be made private company, so the company is not only focused on profit and the company's interests or stakeholders, but also able to pay attention to the social environment and the local economy (Disemadi & Prananingtyas, 2020). Disadvantages of this trend lie in the lack of exploration of the sustainability of the social impact felt by the community with the CSR program. So that in this study, researchers provide a new exploration related to social impacts for the community with the CSR program, the community is able to face conditions of social and cultural change in the future that can affect the economic condition of the community.

The second trend is related to the dominant concept in CSR articles, which was analyzed through Bibliometric Analysis to get results if, from 258 journal articles that have been analyzed with VOSViewer, the dominant concept is the concept of change. CSR management must be adjusted to the design or concept and condition of each company (Sanclemente-Téllez, 2017). From the point of view of Anwar et al., n.d., implementation of CSR has an independent purpose that is owned by the government as a regulator and the private sector as an implementer, so it is considered targeting several government parties or political

actors who have relations with the private sector, or have shares in company. According to Sanclemente-Téllez, (2017) the existence of CSR is a form of corporate marketing strategy that is mutually beneficial between the community and the private sector. However, the shortcoming in this trend lies in the explanation of the intended changes in the CSR program. So that the researcher gives a new colour in the research by analysing the dominant concept, so that the researcher analyses the various conditions of change referred to in the concept and draws a common thread from the collection of journal articles that have been analysed. So that the changes that occur in the implementation of the CSR program in various companies can be seen from the dynamics of the implementation of CSR in each company which has changed over time.

The third trend is related to the dominant author in the previous collection of journal articles related to CSR programs. In previous journal articles there were various names of authors, Balanovic, J., Abrahamse, W., Macdonald, e.a., Greenaway, A., Nayenggita et al., Nurjanah & Nurnisya, Rettig et al., Dwiyantoro. From the analysis conducted by researchers through VOS Viewer with Bibliometric analysis, it resulted in the absence of a more dominant author, both in single authorship and co-author. So that this trend reveals that previous researchers have the same portion in writing previous journal articles related to CSR programs. However, the drawback of this trend is that it is still rare to find authors or researchers who use the Bibliometric Analysis method. So to find references from Bibliometric analysis with the theme of CSR can be categorized as quite difficult. Therefore, the novelty of this research is through the use of Bibliometric analysis methods, so the authors want to know the development of the concept from 2018 to 2021 regarding the dominant concept of

Corporate Social Responsibility, will the quality increase or will it stagnate.

### **Corporate Social Responsibility: A Note for New Term in the Community Development Projects**

According to Panjaitan et al. (2020) explained the conditions of the growth and development of the business world that occurred in Indonesia, classified in the category of conditions of very slow growth, both from the industrial sector, to MSME businesses which also experienced various setbacks. This is due to the ecological conditions in Indonesia, such as the lack of affordability, lack of practice, to the lack of embodiment and legitimacy of participation.

Moreover, these problems cause the growth of the business world in Indonesia to be very slow and have an impact on the community's economy (Lejano et al., 2020). One of the experts has described a solution to solve these problems, namely, there is a need for structured empowerment, approaches and programs that can become legitimacy and strength for the community poor, so that later they will be able to create economic stability (Boone et al., 2019). In this problem, the workers who feel the impact significantly are the workers, or workers who need welfare. Workers' anxiety about the sluggish growth of the business world must be addressed immediately. Mogaji et al (2021) emphasized that from these problems, the Corporate Social Responsibility program was born. For this reason, the Corporate Social Responsibility or CSR program, was created with the aim of empowering the community through corporate responsibility related parties, elected representatives, to local authorities who are responsible for the company's responsibility (Mehahad & Bounar, 2020).

The existence of CSR must pay attention to the conditions and situations that occur, such as pre- or post-construction in the company. In addition, it must also pay more attention to the company's relationship with the state, which can have implications for the development of company projects as well as the participation and acceptance of the surrounding community (Lebel et al., 2019). The implementation of CSR programs requires extraordinary labour freedom from setting manual structures and hyper-parameters (Lu & Lyu, 2021).

Through this CSR program, there is great hope to increase the practical value for the company with the aim of facilitating its workers to be more reflexive in their work and more responsive to each task they have (Lebel et al., 2019). Al-Qahtani (2020) recommends that a country wants its economic status to improve or tends to increase, it is necessary to have political policies aimed at accelerating the economic improvement. Efforts must be made in building one's capacity through empowerment, it can be done by making learning based on group dynamics in increasing their competence in the entrepreneurial and social aspects of their own (Akhyadi et al., 2019). Every company requires increased responsibility, especially companies that are members of SOEs (Mehahad & Bounar, 2020). In practice, companies that claim to be state-owned companies get a bad status, namely blurring the line between corporate responsibility and the government so that it results in less than optimal development in the area concerned, or the area where the company lives. The disadvantaged socio-economic situation as written by Mehadad, it can be concluded that all forms of programs made by a company or company are considered to have more dependence on public policies in the development of the social environment of the community around the company. So that the existence of CSR has the potential

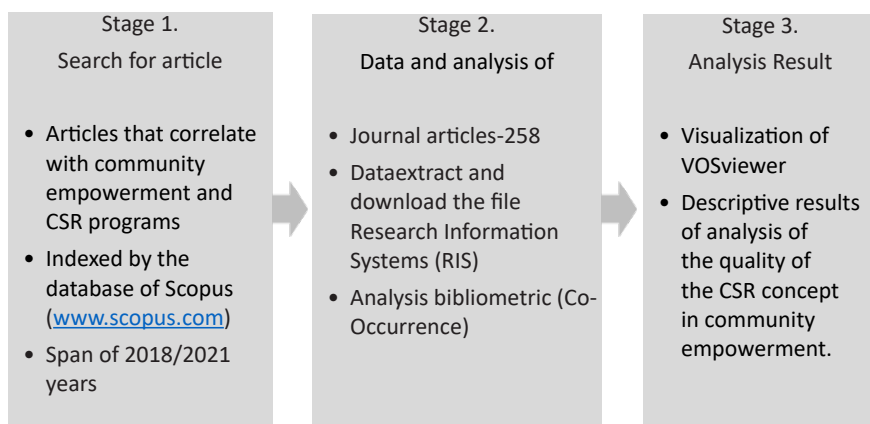
to contribute to sustainable community development and empowerment in order to face the times.

From these various theoretical studies, the author wants to provide a new method or pattern of analysis in writing articles related to Corporate Social Responsibility, namely by using bibliometric analysis methods which are still very rare. So that later the author can provide new views by analyzing trends that have been categorized into 3 trends, namely the trend of mapping long-term Corporate Social Responsibility ideas in 2018-2021, the dominant concept trend in Corporate Social Responsibility articles in 2018-2021, and the dominant author trend in the article. Corporate Social Responsibility in 2018-2021. In addition, this research also contributes to the concept mapping of articles on Corporate Social Responsibility in 2018-2021 which can later be used as a reference for future research.

## Method

This research and study of various sources or references in this paper is intended by the author to examine various scientific articles that have been indexed in Scopus with a scope of discussion that has a relationship between Community Empowerment through the Program Corporate Social Responsibility. In conducting analysis or assessment in research, the authors use the method Bibliometric to find out the general concept description contained in various data regarding the Program *Corporate Social Responsibility*. Bibliometrics can be used by the author to get a general picture of a collection of various documents, or scientific articles (Sajovic et al., 2018). Therefore, the author describes the research process on a graph as follows:





GRAPH I: Article Research Stage

In addition, in compiling the results of the study, it was then directed to the conceptualization of the CSR program, which was explained through several forms of the following questions, including: (1) How is the relationship and clustering of themes in the study of the long-term dominant concept of community empowerment community through the program Corporate Social Responsibility? (2) What are the dominant points in the study of the long-term concept of community empowerment through the program Corporate Social Responsibility? (3) What are the topics that are related to the study of the long-term concept of community empowerment through the program Corporate Social Responsibility? (4) What type of mapping is used in the study of empowerment through the program Corporate Social Responsibility? (5) What concept is used in the study of community empowerment through the program Corporate Social Responsibility? These various questions will be explained in detail based on the topic of the study, framework, and findings or results of previous research indexed in the Scopus database. The articles reviewed in this study went through the stages of article searching and topic mapping.



GRAPH 2: Article Review Process

In the process of searching for previous research documents or journal articles, it is carried out through several stages. The first is the process for identifying articles. Then after the article is identified, it will be taken from the publications of various publishers using a database from SCOPUS. Then the third step is to enter the keyword “Concept” in the long-term Community Empowerment through CSR Programs” and is given a limitation on the year of publication only for the last one year or the same as from 2018 to 2021. From the search results, it has resulted in a display of 258 journal articles that have relevance to the topic sought by the author. This figure is obtained and known by using a file in the form (RIS) which is then exported into *software* Mendeley for further analysis and remapping.

## Result

In this results section, the authors present important findings by mapping the concept of CSR programs. The first is the mapping of long-term CSR ideas. Second, the dominant concept of community empowerment in CSR programs. Third, the author is dominant in the issue of community empowerment in CSR programs.

### Mapping the Long-Term Concept of Community Empowerment through the CSR Program

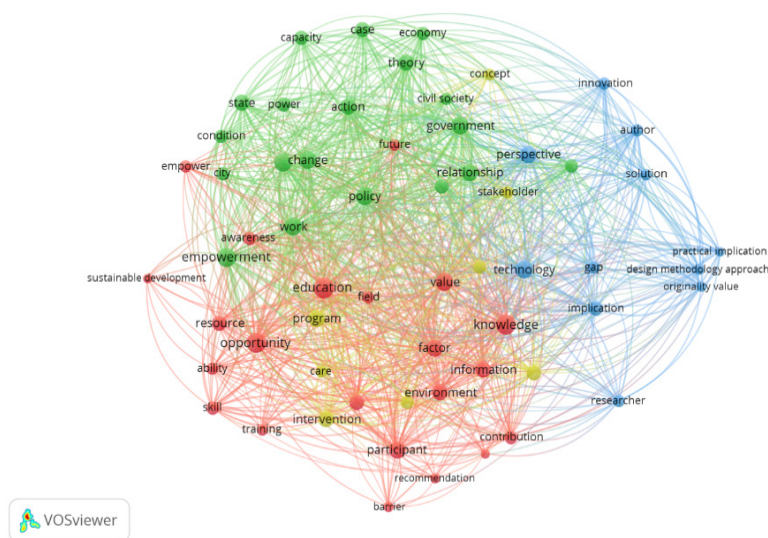
This section will discuss sustainable concepts with a study that includes a discussion of the concept of long-term Community

Empowerment through CSR Program. Of the 258 journal articles indexed in *the* database Scopus, they were analysed and concept mapping was carried out, which resulted in 4 cluster concepts with a total of 60 concepts. Then in Figure 1 also shows the form of an image review from the results of cluster visualization that has been made by the author through the VOSviewer application which is distinguished by several types of colours, so that the same color code is a description of one cluster. Then, in table 1 is an overview of the list of clusters that have been identified, which also includes part of the concepts included in each cluster. The making of this categories has the aim of facilitating the analysis of what concepts are often discussed in previous studies and have the possibility to be continued and reused in further studies. Furthermore, a detailed description of the concepts that have been identified will be given.

	Name of Cluster	Numb of Concepts
Cluster 1	ability, awareness, barrier, contribution, education, empower, environment, factor, field, future, implementation, information, knowledge, lack, opportunity, participant, recommendation, resource, skill, sustainable development, training, value	22 Concept
Cluster 2	action, capacity, case, change, citizen, city, civil society, condition, economy, effect, empowerment, government, organization, policy, power, relationship, state, theory, work	19 Concept
Cluster 3	author, design methodology, gap,implication, innovation, originality value, perspective, practical implication, researcher, solution, technology	11 Concept
Cluster 4	care, concept, effort, intervention, problem, program, risk, stakeholder	8 Concept

**TABLE 1.** Cluster of long-term concepts of Community Empowerment through CSR Programs

After being mapped into several clusters that produce several concept descriptions, there is a visualization of the articles indexed in the database Scopus, which the author has made through VOSviewer in the form of mapping (Figure 1). The visualization can help every researcher, especially for researchers who are new or lay, the visualization is intended to see the position of his research from previous research or previous research, as a form of initial step in research. At this stage, it can be interpreted as a researcher's step in conducting a search to find a concept that has an attractiveness or suitability for study, by grouping it into several clusters with a different number of concepts, so that researchers can refer to other concepts in the same cluster if needed. another concept. Based on the clustering in Table 1, Cluster 1 relates to capacity, empowerment, implementation, resources, sustainable development, and community training. Then in Cluster 2, more emphasis is placed on actions, capacities, citizens, civil society, economy, government, organizations, which are related to one's work. Cluster 3 discusses concepts related to design methodology, implications, innovations, and perspectives. And the last one is Cluster 4, which focuses on concepts, interventions, programs, risks, and stakeholders. From the four clusters, researchers will then use it as a reference material in a series of further studies in analysing the long-term concept of community empowerment through CSR programs.



**FIGURE 1.** Network Visualization Cluster analysis based on VOSviewer co-occurrence from 258 empowerment publications through CSR programs.

From the visualization of images made through VOSviewer above, it shows that there is a relationship between one concept and another. If it is correlated with the explanations contained in table 1, then the greater the environment contained in a concept, the more often the concept will be included in previous articles or research. As if there are new researchers who want to conduct studies or research using the theme of empowerment through CSR programs, and choose the concepts listed in Cluster 4, the concepts that can be used as reference materials related to community empowerment through CSR programs from the role of stakeholders, program implementation , as well as the risks that can occur, one of the references that can be used is (Mogaji et al., 2021), which in this study explains the reasons for the formation of the program Corporate Social Responsibility, and the urgency of the establishment of the program as an effort to

build community empowerment, and was formed with the aim of overcoming various problems. Economy that occurs within the company and among workers, with an example of a case study in Nigeria. The next section regarding the implementation of empowerment, which is carried out as an effort to minimize or reduce risk and skills and responsiveness for women, in dealing with declining situations and conditions, you can refer to (Ruszczyk et al., 2020). Meanwhile, in the results of research from (Hölscher et al., 2019) discuss more on concepts and actors in implementing the transition to civil society empowerment, which is found in urban areas.

Meanwhile, in cluster 2, the researchers should pay more attention to the important concepts of economic conditions, empowerment, as well as the organizations and governments involved in it. There are several studies that examine and relate to this concept. As in the research (Kariono et al., 2020) which provides an overview of the potential and empowerment of the community that can be used as an effort in building a village and area (Seo et al., 2018), and in the research conducted by also discusses empowerment but in certain fields such as the field of sports employment, while the research conducted by (Adams & Harder, 2019) emphasizes empowerment that occurs in the field of health, And in research (Diaz-Garolera et al., 2019) also has its own focus, namely empowerment that emphasizes more on social skills by doing training. and e-voting (Zhu et al., 2020). Meanwhile, research that discusses the concept of quality of services includes Prasetyo et al. (2019).

Meanwhile, according to the results of research from Kamil et al. (2019), it also explains about social training, but based on entrepreneurship which focuses more on the local potential of an area, so that the community can empower optimally. Then



empowerment is increasing and always developing new concepts. As research on this topic is also increasing with the strengthening of the foundation, namely government regulations, such as Law Number 40 of 2007 which explains and regulates that every Limited Liability Company (PT) in Indonesia is obliged to carry out Corporate Social Responsibility programs in which there are references to carry out development or empowerment in the surrounding community.

### **Dominant Concepts in Community Empowerment through CSR Programs**

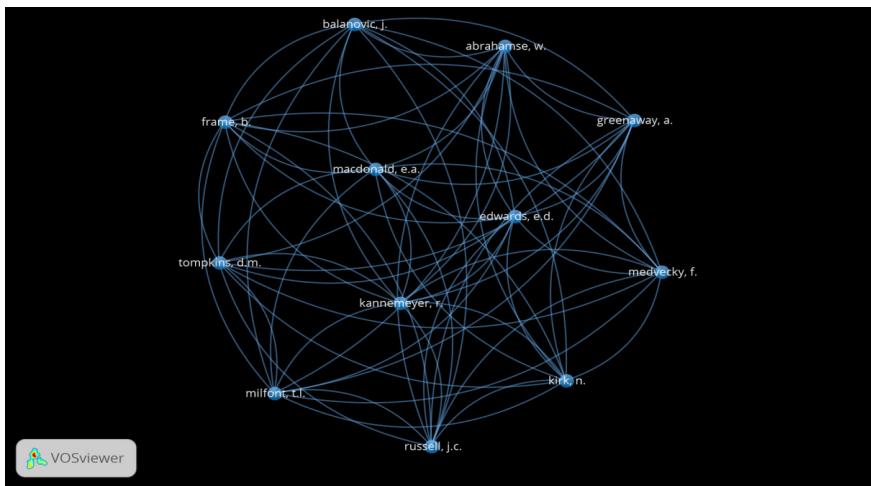
From the mapping of previous research concepts that are closely related to community empowerment through CSR programs, after further analysis, several concepts are dominant or more dominating than other concepts. From several concepts that have the same meaning or are considered to have something in common, they will be categorized in one group. So that the themes or concepts that are more dominant than previous studies include: Case, economy, capacity, theory, concept, civil society, action, power, state, condition, change, future, government, perspective, relationship, stakeholder, future, policy, condition, empower, program, education, knowledge, and so on.





## Dominant Authors in Community Empowerment through CSR Programs

The publication of articles related to community empowerment through CSR programs in 2019, has involved many authors with different backgrounds and studies of writing concepts. From the various authors who have conducted research and correlated on community empowerment through the CSR program, it can be seen that there are several authors who collaborate with one another, which is better known as co-authorship analysis. After mapping and analysis using network visualization, it will produce a visualization display that describes the correlation of each author.



**FIGURE 4.** Network Visualization collaboration between one author and another

In this visualization of Figure 4 above, it can be interpreted that there are 12 authors who collaborate with each other and are joined in one cluster. Like Balanovic, J. who collaborated with Abrahamse, W. and Macdonald, et all, and Greenaway, A. because all of the writers who have collaborated with only one cluster, the colour of

the visualization network also has only 1 colour, namely blue, which describes the network of every author who has collaborated with other authors in research that has a correlation with community empowerment through CSR programs.

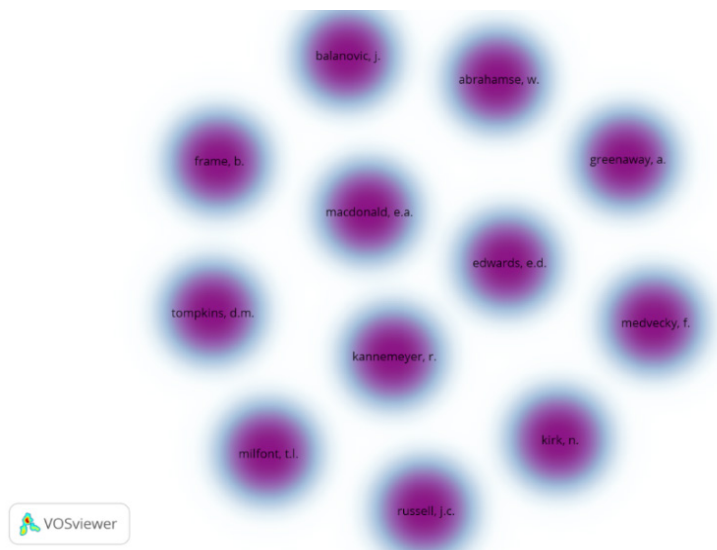


FIGURE 5. Co-authorship seen from density visualization

From Figure 5. which uses density visualization above, it is very clear that the area and colour thickness of each author have the same magnitude between one another. So this can be interpreted that every author between one and another has the same relationship in terms of writing, or has done collaborative writing. So that the visualization above has similarities in the form of circles and colours for each author who conducts research related to community empowerment through CSR programs. So that there is no more dominant collaboration, as the whole has equality and is incorporated in one cluster.

## Discussion

After the researchers mapped the 3 trends that would be explored further. First, the trend of mapping long-term Corporate Social Responsibility ideas in 2018-2021. The second trend is mapping the dominant concept in Corporate Social Responsibility articles in 2018-2021. The last one is the dominant author trend in Corporate Social Responsibility articles in 2018-2021. Then the results of the bibliometric analysis of the article on Corporate Social Responsibility between 2018-2021 were obtained above.

The description of the long-term concept mapping of CSR is divided into 4 clusters with a total of 60 concepts. Among these concepts are related to innovation, economy, government, empowerment, and so on. However, with the help of VOSviewer the author found the dominant concept in CSR articles in 2018-2021 is “Change” or change. This refers to the existence of CSR in each company which has different mechanisms with the impact of rapid changes to the social and economic life of the community around the company by adjusting to the company’s conditions in the future. The changes that occur also have the role of long-term changes, or can also be referred to as investment houses (Kadir, 2018). In reality, these changes lead to an increase in the quality of human resources, both in terms of knowledge and practice, so that the existence of CSR does not stagnate and is still relevant if implemented in the following years. Moreover, the changes provided by this CSR program also focus on social and cultural realities that are able to bring about new changes to the community and can assist the community in dealing with social and economic dynamics in the future. However, the weakness of this trend is that the weakness of this trend lies in the lack of exploration of the sustainability of the social impact felt by

the community with the existence of the CSR program. So that in this study, researchers provide a new exploration related to social impacts for the community with the CSR program, the community is able to face conditions of social and cultural change in the future that can affect the economic condition of the community.

In addition, the dominant author in writing articles on CSR in 2018-2021 is only 12 authors. So it can be concluded that articles related to CSR are still very minimal. Various scholars who discuss articles related to CSR also tend to explore the economic conditions of the community after CSR, knowledge conditions, environmental conditions, to the relationship between companies and society (Akhyadi et al., 2019; Alam et al., 2019; Boone et al., 2019; Mehahad & Bounar, 2020). However, the use of bibliometric analysis methods which are still rarely found makes the writing of this article a significant difference with other articles related to Corporate Social Responsibility.

By using bibliometric analysis, it certainly has more benefits for further research. This is because the results of concept mapping can be used to make it easier for subsequent writers to understand studies related to CSR. Moreover, the prolonged concept concluded by the author from the results of the bibliometric analysis of the dominant concept of community empowerment in CSR, can later be used as research reference material that can be explained further clearly, such as in terms of obstacles and so on. The novelty of using the bibliometric analysis method will be a new innovation in writing articles on Corporate Social Responsibility. In addition, the results of the bibliometric analysis in this article also have a high contribution value for the development of concepts related to CSR in the future, by helping the exploration of new concepts related to CSR

that were not previously encountered. The convenience provided by the bibliometric analysis method by showing what concepts are often used in the previous article, can accelerate the pace of development of new concepts related to CSR in future research.

## Conclusion

The research was conducted through an analysis and assessment process related to the Corporate Social Responsibility (CSR) program using bibliometric analysis, to map the concepts that correlated between CSR and community empowerment from the aspect of long-term implementation, and to find out the collaboration of the author in previous research. An important finding from this research is that the implementation of the Corporate Social Responsibility program is still relevant if it is used in the long term or in the future. This is due to the rapid development of CSR and changes towards a more massive development direction, so that the CSR program does not experience stagnation, and is able to prepare the community to face changes in social and economic dynamics in the future.

By using Bibliometric analysis which is still rarely used and rarely found in other research related to CSR programs, then through this analysis, it will make it easier for authors to classify concepts that have a bigger or more dominant role, so that later conclusions can be drawn or common threads from the subject or concept. Research that is often used in previous research. Thus, the author can consider the use of the concept in his research. From a total of 258 articles, which are indexed in the Scopus database, and have been analysed by the author using VOSviewer, the results of concept mapping are 4 clusters with a total of 60 concepts. In this study, an analysis was also carried out based on mutual collaboration between authors, with the results of the

analysis in the form of equivalence between collaborations that had been carried out by the authors. This can be seen from the number of clusters that are only number one and have the same magnitude from the analysis using density visualization.

Assessment of empowerment is something that has often been discussed in previous studies. However, in the discussion there are various differences in both concepts and fields discussed. As in previous research, it is more dominant in the discussion of women's empowerment. In addition, there are also various classifications of themes that differ from one another. Like there are studies that discuss empowerment in the health sphere, empowerment in the social sphere, to empowerment in the sphere of education. In addition, the case studies used in previous studies also have their own diversity, such as the results of research using case studies in Nigeria, Mexico, Europe, Indonesia, and several other countries.

This research has benefits and contributions to the analysis of the novelty of this research through the use of bibliometric analysis methods, so the authors want to know the development of the concept from 2018 to 2021 regarding the dominant concept of Corporate Social Responsibility, will the quality increase or will it stagnate. Long-term community empowerment in the environment around the company by adapting the implementation of CSR programs. However, in the process of analysis there are obstacles, which in previous studies it is still rare to find research on CSR programs. The CSR program is a program carried out by the government and companies as a form of responsibility that must be fulfilled by the company, to the workforce, workers' families, to the community around the company. In addition, the limitation of references regarding research that examines

community empowerment is also an obstacle in the analysis phase.

So it can be concluded that the results of the researcher's analysis show that CSR programs have sustainable benefits for various companies in Indonesia to be more responsible in improving the quality of the economy and helping the community face the dynamics of the economy in the future. So that the CSR program, not only has an impact on improving the economy, but also has an impact on the quality of the community in terms of soft skills and hard skills, as well as social and cultural aspects of the environment around the company.

The limitation of this research is that there is still a lack of references to journal articles with bibliometric analysis methods, so that researchers are still unable to fully present the kinds of indicators or other measure variables contained in bibliometric analysis through VOSViewer. For this reason, the researcher only limits to 3 main trends that have been classified by researchers as trends that have urgency to be explored further. For further research, it is expected to pay attention to the dominant concepts contained in the CSR program, especially in the implementation of community development around the company as consideration for improvement and refinement of research to be carried out.

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## Author's Declaration

### Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors build this research with methods that are still rarely used. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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### Availability of data and materials

All data are available from the authors.

### Competing interests

The authors declare no competing interest.

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