STRENGTHENING ACADEMIC BUSINESS GOVERMENT (ABG) COOPERATION IN EMPOWERING WOMEN THROUGH CORPORATE SOCIAL RESPONSIBILITY (CSR)

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Abstract

This study aims to analyze the implementation of Corporate Social Responsibility CSR) in the perspective of academic, business, and government (government) cooperation by PT. Telkom, Indonesia Tbk in District Kiaracondong Bandung. The research used qualitative descriptive method. The informants were chosen purposively which included representatives of companies, recipient communities, and local government apparatus. Data collection techniques were conducted through a series of in-depth interviews, field observations and documentary studies. The study found that CSR implementation through the empowerment of women in the process involves elements of academia and local government, so that the implementation shows the success and impact on the benefits felt by the community as reflected in the empowerment index. Based on the results of the study recommended that the company establish cooperation also with the district level government.

Keywords: Corporate Social Responsibility, empowerment, cooperation, Academics Business Government (ABG).

1. Introduction

Data on the number of poor people in Indonesia shows an increase from year to year. in 2014 reached 27.73 million people (10.96%) of the total population. The number grew to 28.59 million people (11.22%) of the total population by 2015. (BPS, 2015). In order not to increase in number, this increase in the number of poor people requires handling, because if not handled will be a problem of social welfare.

Handling poverty and other social welfare issues in addition to being the responsibility of the government is also a shared responsibility, in this case the need for good participation from the community - including the academic community and the business world. It is reflected that the government in efforts to reduce poverty and improve social welfare, also involves the business world.

The Company as one of the actors in the implementation of social welfare implement it through CSR, which is also mandated in Law No. 40/2007 on Limited Liability Company Article 74 (1) that a company that carries out its business activities in the field and/or related to natural resources is obliged to implement social and environmental responsibility. The business world is a company in the form of a limited liability company either State-Owned Enterprises (BUMN), Regional Owned Enterprises (BUMD), private companies, and multinational companies. This is stated in Law number 11/2009 on Social Welfare article 40, which states that the role of business entity in the implementation of social welfare is done as a social responsibility, especially in handling social welfare issues, such as poverty.

This is also supported by various efforts of Provincial, District and City

Governments to issue regulations related to the implementation of CSR. One of them is West Java Provincial Government by issuing West Java Governor Regulation No. 30 of 2011 on Facilitation of Social and Environmental Responsibility in West Java in order to facilitate synergy and coordination of CSR implementation in supporting development to improve people's welfare. Such facilitation is in the appointment of a suggested company to provide assistance to the community.

The Governor of West Java also asked the BUMD to expand the scope and CSR in order to improve the health sector, education and community empowerment so as to improve the welfare of the people in West Java (Pikiran Rakyat, 27 June 2015: 7). Currently the contribution of the business world through CSR in the implementation of social welfare in Indonesia is quite large, it can be seen from the high awareness of the business world, especially BUMN to efforts to improve social welfare for people with social welfare problems. both in the form of charity and community development (CSRKESOS, April 2014). The Company is a State-Owned Enterprise (BUMN) has been implementing it since the enactment of Law no. 19/2003 on State-Owned Enterprises, followed by Minister of SOE Decree No. Kep-226 / MBU / 2003 on Partnership Program of State-Owned Enterprises with Small Business and Community Development Program.

One company that has implemented CSR is PT. Telekomunikasi Indonesia, Tbk which is one of the State-Owned Enterprises (SOEs) committed to implement good corporate governance consistently in order to always provide the best service and keep the trust of the community. CSR activities implemented are expected to have long-term impact (sustainable) both for the community and for the company.

One of the beneficiaries in the environmental development program in Bandung is the community in Sukapura Village, Kiaracondong Sub-District, Bandung City. Where the socio-economic conditions of many people still in poor condition. Kelurahan Sukapura District Kiaracondong attention to PT. Telkom to be given assistance in the form of women empowerment activities in Community Development Program (PBL) as community development.

For the successful implementation of Corporate Social Responsibility (CSR) in improving the welfare of the community, in addition to the role of government is also required the participation of academics, so that the three elements can work together in the implementation of Corporate Social Responsibility (CSR). Based on that, the research question (research questions) proposed is "How cooperation between Academic Business and Government (hereinafter referred to ABG) in the implementation of Corporate Social Responsibility (CSR) by PT. Telkom in District Kiaracondong Bandung?

2. Theoretical Framework

The company's commitment to improve the welfare of communities through good business practices and contribute some of the company's resources. A similar statement was also made by (Rudito et.al 2004), Sri Pambudi (2005) and Suharto (2009). In line with that Suharto (2009). reveals Schemerson's view that Corporate social responsibility (CSR) is a concern of business organizations to act in their own ways in serving the interests of the organization and the interests of the external public. Conceptually CSR is an approach where companies integrate social concerns into their business operations and in their interactions with stakeholders based on volunteer and partnership principles.

John Elkington (1998) in his book Canibals with Forks: The Triple Bottom Line in 21st Century Business quoted by Wahyudi & Azheri (2008) and Suharto (2010), suggests that conceptually CSR is corporate concerns based on three basic principles known as Triple Bottom Lines (3P): Profit, People, Planet. These three things constitute a unity of corporate activities that can be done simultaneously in accordance with the socio-economic conditions that develop. This theory asserts that the orientation of the company not only to seek profit (profit), but also the company sought sustainability and environmental management (the planet) as well as the company strives for the welfare of the people (people). This can be interpreted that besides the main purpose of seeking economic profit, the company also aims to seek social benefits by showing concern for the social environment with regard to efforts to increase the positive impact of the company and improve the quality of life of the community with community development.

Community development activities are directed to empowerment processes, enhancement of powers or capacity building of beneficiaries. This reinforces Dubois's opinion in Shera (1999) and Zastrow (2010) that empowerment implies two things, namely process and goal. Empowerment as a process to increase the capacity of individuals, families and communities, so they can engage in their environment. While empowerment as a goal is an end result of activities, namely the acquisition of certain strengths.

Community empowerment is basically a planned and collective activity in improving people's lives through increasing the capacity of people, especially disadvantage groups, so that they have the ability to fulfill their basic needs, to propose ideas, to make life choices, to carry out economic activities, reach out and mobilize resources, and participate in social activities. Similarly,

the community groups as recipients of aid in this study are as suggested by Suharto (2007) ie groups of people who are considered weak or powerless in the financial aspect; ie people who have no job, income, capital constraints and assets that can sustain his life.

Aimed at disadvantaged people, empowerment can be interpreted as a process to empower or process to obtain power / strength / ability, and or process of power from party that have power to party which less or not yet powerless, that is society which experiencing of poverty or poor society. Anwas (2014) argues about empowerment according to Djohani (2003) as a process that gives power / power to powerless parties, and reduces power (disempowered) to powerful parties so that there is equilibrium. According to Rappaport (1984) in Anwas (2014), empowerment is a way by which people, organizations and communities are directed to be able to control or rule over their lives.

Suggests another notion of empowerment, according to Parson (1994) in empowering that people gain sufficient knowledge and power to influence their lives and the lives of others concerned. According to Ife (1995); empowerment is to prepare the community in the form of resources, opportunities, knowledge and expertise to increase people's self-capacity in determining their future, and to participate and influence life in the community itself.

Thus empowerment is both process and outcome as the goal of empowerment. This is stated also by Ife (2006) that empowerment is the granting of power to individuals and groups to have or use the opportunity to gain power into their hands, redistributing power from people to unbeliever. Similarly, according to Barker and Zastrow (2010) that empowerment is a process of relief to individuals, groups or communities of personal and interpersonal relations and

political, social and economic power, and is aimed at increasing the influence on their environment. Similarly, according to Dubois in Shera (1992) that empowerment implies on process and outcome. As a process of empowerment to increase the power of individual and inter personal, so that individuals, families, and communities can be involved in their environment. As a goal, empowerment is a final expression, that is, the acquisition of certain abilities.

Based on the dimension of empowerment can be reviewed from the process of implementation activities, and the impact of CSR.
1. As the process of implementing the activities;
2. As a result of activities;
   As stated by Ghana, Lord Holme and Richard Watts cited by Nor Hadi (2010) that CSR is about continuous capacity building, which respects cultural differences and business opportunities in building employee, community and government skills.

Concerning this as the impact of the activities put forward by Schuler, Hashemi and Riley in Suharto (2010) that relate to the principle of empowerment, that social sustainability can be reviewed from the empowerment index called the empowerment index, which includes:
1. Reduced dependence and growing independence
2. Utility and consumption are not reduced all the time (non declining consumption).
3. Able to achieve equality and achieve the provision of social services such as health and education.
4. Have freedom of mobility; is the ability of an individual to go out of his home or residence.
5. The ability to buy small commodities and / or large commodities.
6. Engage in household decision making.
7. Increasing interaction between groups.

8. Increase social cohesion, cooperation, sense of intimacy, cohesiveness, and mutual support among community groups.

3. Methodology

The method used in this study is a qualitative method, namely the form of research that seeks to build meaning about a phenomenon based on the views of the participants (Creswell, 2010), with a descriptive study that aims to provide a description of a phenomenon in detail (to describe what happens), that is expressing the phenomenon about the implementation of CSR through community empowerment.

The qualitative approach undertaken seeks to reveal and provide a comprehensive overview of the results obtained from interviews and data collection to understand the implementation of CSR by positioning the company as the main research subject and implementer in the overall process.

The first step to determine informants is to find key informant (key person) which is used as a guide to get the necessary data and information, namely Manager of Regional Regional Development III West Java PT. Telkom Indonesia, Tbk. From the key informants obtained accurate information about the implementation of CSR PT. Telkom, so as to identify some characteristics of informants to obtain data in accordance with the needs of research.

Informants are determined purposively, which is aligned with the object of study include:
1. Corporate Development Manager of PT. Telkom Indonesia, Tbk Regional West Java
2. Community in District Kiaracondong Bandung which became the target of environmental development program.

Data collection using:
1. In-depth interview (indepth interview)
2. Observation;
3. Documentation Study

The research instrument is the researcher himself, where the researcher functions to determine the focus of the research, selecting the informant as the data source, assessing the quality of the data, analyzing the data, interpreting the data, and making conclusions on the findings.

4. Result and Discussion

4.1 Empowerment of Women in CSR

This aspect relates to activities that support the field of community, especially community development. CSR Activities PT. Telkom held in District Kiaracondong Bandung City in the realization of Community Development Program is the development of society in the form of empowerment of women.

4.1.1 Implementation Process of Women Empowerment Activities.

1. On going Program Continuously
The implementation process of environmental development program of PT. Telkom in general through the process of proactive distribution. Whereas the distribution of assistance to the community development program is provided after obtaining a request from the community either through a proposal proposal or proposed by a particular party. After the submission or proposed, the company followed up by conducting survey and mapping to the applicant's location for intensive interviews, both with the local community and local government / kelurahan, to then be signed as evidence of the survey.

Data from the survey is required as a consideration of the applicant / proposed eligibility to receive assistance. After going through the

study at the company, the people of Kelurahan Sukapura are designated as beneficiaries of the BUMN Build Village program, implemented in 2013 along with other villages throughout Indonesia. Beneficiaries in Kiaracondong Sub-district are represented by LPM Rumah Iqro as the organizer of women's empowerment activities.

The use of the aid is well run by the community together with the board with the training activities of culinary and dressing, so that the participants get skills according to their respective interests. In order for this program to impact sustainably, the company provides the opportunity for trainees who already have the skills to get a revolving loan from the company to be used as initial capital if the participant intends to open the business from his skills.

2. There is a planned program design argues that the reality in society or poor families is usually the source of family income rely on husbands?(Anwas 2014). The wife's role is limited to taking care of the child or household at home. Though the less fortunate families are generally low-educated and low-skilled. Such conditions cause the more helpless because they do not have the business capital let alone network (networking) to develop business family economy. To assist such families is necessary for women's participation. Wives from poor families need to be empowered to assist their husbands in earning their family's living.

When only relying on husbands in the search for income that has ketraranasan in capital, ability, experience and also networking difficult to be able to improve the family economy. When a wife and a husband are united in earning a living means to unite the two forces. The two

forces united between husband and wife will be a powerful impetus to improve the economy and family welfare. It is said to be the empowerment of women.

Women Empowerment in Kiaracondong Sub-district is part of BUMN Membangun Desa Program which is a series of skill training activities for women community in the form of culinary training, dressing and skill development for girls and children dropping out.

The people of Kecamatan Kiaracondong especially Sukapura Village are the people in weak socioeconomic status. Therefore, reinforcement is needed to have empowerment through a series of women empowerment activities through women's skill training; clothing and catering arrangements to be productive activities, and supplement family income. The program is designed in a planned manner with a planned mentoring done in the activities of the utilization of assistance so that the program can be rolled out to run optimally.

3. Termonitoring and Evaluation
Monitoring on women's empowerment activities is the participation of local government, especially Sukapura Village Head, and the community, mainly done by PKK Chairman. Although not routinely executed through a specific agenda, the local government facilitated LPM "Rumah Iqra" to communicate about the activities undertaken as well as monitoring activities. So that women empowerment activities can be done smoothly by utilizing the aid of equipment received from PT. Telkom. Matters of concern in monitoring are focused on the sustainability of both clothing and culinary activities.

In the environmental development program, after the implementation of assistance, formally PT. Telkom does not conduct monitoring (monitoring) on the implementation of the utilization of equipment assistance for women's empowerment. Even beneficiaries are not required to carry out reporting. But informally there are officers with their own initiative to monitor the location of beneficiaries. After triangulation of data to informants from PT. Telkom, the company gives full trust to the beneficiary community and local government for monitoring and evaluation.

PT. Telkom believes, with the characteristics of the local community, they will use the assistance with full responsibility. And since the funds used are grants, no accountability is required for the utilization of the aid. The beneficiaries, however, provide reports on the utilization and development of activities as accountable for the assistance it receives. So from the accountability report that PT. Telkom can evaluate the utilization of female empowerment equipment provided to the community of Kiaracondong sub-district.

The importance of monitoring is put forward by Marjuki and Suharto (2010) which is a continuous monitoring of the planning and implementation process of the activity, by directly following the activities or reading the results of the reports of the implementation of the activities. Monitoring is the process of gathering information about what really happened during the implementation process or program implementation. The purpose is:
1. Know how the inputs (sources) in the plan are used.
2. How activities in implementation are implemented.
3. Whether the implementation timeframe is met properly or not.
4. Are every aspect of planning and implementation running as expected.

Evaluation is the final stage of the process of implementation of activities in social work, carried out to determine the extent of the program achieve goals, and as accountability of funds that have been issued by the company in activities that have been done.

The evaluation stage is used to test the efficacy and appropriateness of alternative interventions implemented, as well as to monitor the factors that lead to success and which lead to failure. Delgado (2000) points out, evaluation should never be seen as the final phase. the result gathered through evaluation will support the development of efficient and sustainable enhancement projects. Evaluation must highlights the successes and failures and provide sufficient data to allow for corrections in future endeavors. The results collected through the evaluation will prove diverse assistance in helping social workers and communities develop more efficient and sustainable improvement projects. Evaluations should highlight successes and failures and provide sufficient data to enable future business correction.

The importance of the evaluation stage is implemented to know how far the community development program reaches the objectives, and as accountability of funds that have been issued by the company in the activities that have been done. Evaluation is an important element in the relief process, as it allows for the executor of activities to provide responses and accountability to both the company and beneficiary. This stage is also used to test the efficacy and appropriateness of alternative interventions implemented, as well as to monitor the factors that lead to success and which lead to failure. Even Cummins (2011) suggests 3 (three) types of evaluation that is:

1. Evaluation process/formative; Related to the process of developing, implementing, and delivering social welfare program services. Formative evaluation is generally done with the aim of improving the implementation of policies and programs so that policy objectives can be achieved.

2. Summative or results evaluation; Concerning the outcomes that can be achieved by a policy and program. This type of evaluation can focus on the extent to which the policy objectives have been achieved, the extent to which social problems have been reduced, or the number and quality of services provided.

3. Evaluation of cost / benefit; Usually used to assess the effectiveness of the program. This type deals with the cost of implementing the policy, and providing services to the target population, compared to the benefits derived from its policies and programs. Thus it can be said that evaluation is not only done when an activity is completed, but evaluation is done since the beginning of the implementation of the activity. Indeed, the monitoring stage is included in one type of evaluation, namely the evaluation of the process / formative.

4.1.2 Impact of the Implementation of Women Empowerment Activities.

The results of CSR implementation can be seen from the results obtained by the community for the assistance of women empowerment equipment. With the acquisition of skills, the women in Sukapura Village become empowered, in the sense that the community becomes skilled and then developed to be used productively to supplement the family's income. The skills acquired by the community from women's empowerment activities are:

1. Having culinary skills;
   With the help of PT. Telkom in the form of cake making equipment, namely high capacity micro-gas and gas-fired oven, the potential or interest of the community in the skills to make the cake more facilitated and excavated. This high-capacity,

modern equipment can produce large quantities of cake production, so that when the participants get a lot of orders from outside it can be done in a much faster time compared to regular mixers and ovens. Usually the number of orders occur at the time of the holiday and when the celebration season. Culinary training participants, with their skills can make cakes for sale, either alone or voluntarily.

2. Have the skill of fashion;
The acquisition of assistance makes the residents have sewing skills, both for sewing their own clothing and can even be used productively, that is by trying to accept orders sewing clothes from others, so gradually with the development of these skills informants get wages sewing and can help supplement family income. With modern high-speed sewing equipment, the productivity of tailoring becomes faster and more numerous. Sewing training participants have started taking stitch orders even though they do not have sewing machines at home, but are done at Rumah Iqro.

The impact of women empowerment is social sustainability in the form of benefits gained by the community for the utilization of the assistance it receives, which includes:

1. Reduced dependence and growing independence; namely the reduced dependence of the community to other parties financially, because it has been able to develop skills productively through culinary and clothing business, and can manage its business independently.

2. The community's utility does not decrease over time and consumption does not decrease over time (non-declining consumption); the benefits of equipment aid received by the community are felt in the long term, as well as beneficiaries increase so that people use it continuously to have business activities and can meet consumption needs both in quantity and quality.

3. Able to achieve equality and achieve the provision of social services such as health and education. Society in this case the women community can develop the potential and skills through culinary and clothing business so as to be able to achieve economic and social equality with others. In addition, community development can reach social services, both health services and educational services for children and support their children to study hard.

4. Freedom of mobility; is the ability of an individual to go outside his home or residence; people can do mobility in connection with the acquisition of income, so that the constraints in the form of transportation costs can be overcome, whether mobolitas for business interests in the form of purchasing business materials, delivering orders, as well as in personal interests.

5. The ability to buy small commodities and / or large commodities;
People can earn extra income and have the ability to buy small commodities on a regular basis to meet the basic needs of the family in the form of food and other routine needs. The ability to buy large commodities as the ability to buy goods beyond basic needs as a secondary need. At least people can buy large commodities by installments.

6. Engage in household decision making;
By having income, housewives become more confident and can be involved in decision making in the family, including in the problem solving that occurs within the family.

7. Increasing interaction among community groups
Increased social interaction as a social impact of CSR implementation. According to Walgito (2003) social interaction is the relationship between individuals with each other,

individual one can affect other individuals or vice versa, so there is a mutual relationship.

8. Improve social cohesion, cooperation, sense of familiarity, cohesiveness, mutual trust and mutual support among community groups.

The community can interact with fellow citizens well, either individually or between community groups. Personally can communicate between the individual in daily activities, especially in neighboring relationships, as well as activities in the group activities. Community groups can participate in activities among community groups, ie follow or attend PKK activities in the local area and activities in other villages in the District Kiaracondong. Where previously the community was not much involved in various community activities.

Some of the results disclosed above are the condition of increasing the capacity of the community as an indicator of empowerment of the poor participants in skills training in women empowerment in Kecamatan Kiaracondong. Thus in terms of empowerment index assistance provided within the framework of CSR PT. Telkom in Kiaracondong sub-district of Bandung give impact to society.

4.1.3 Discussion: Cooperation A B G In CSR

PT. Telkom in implementing CSR BUMN program Build Village in the implementation process in cooperation with several universities. PT Telkom Indonesia took a number of universities in optimizing the BUMN Build Village program in 124 poor villages throughout Indonesia. State-Owned Enterprise Program to Build a Village held by Telkom in 2013 as many as 124 lagging categories villages in some provinces in Indonesia, 24 villages in WestJava. (http://www.jabarprov.go.id/index.php/news/6281/Telkom_Gandeng_Kampus_Bangun_Desa)

Synergy with universities is to optimize the village community empowerment program by doing cultural approach and potential of each region. In the area of Priangan, West Java, Telkom took STIE Equity, Unpad and ITB in the development of BUMN Build Village program. Teaching teams from universities are involved to make surveys and mappings in poor villages, but have the potential to develop.

The government involved in this activity is the local village administration, with participation in the process of implementation of activities, since the survey stage, mapping, implementation of assistance, monitoring, and evaluation.

Based on the result of the research, the cooperation between the company and the new government is limited to the urban village level government, while the sub-district level government is not cooperated, even there is no notice from the company. In fact, the government has an interest in CSR issues, as Steeran (2009) argues about the reasons why the government has an interest in CSR issues. Firstly it is in line with the concept of sustainable development (sustainable development).

This first motivation is related to foreign policy such as human development program. The second reason is that CSR policy is regarded as an attractive complement to other legislation eg in Indonesia under Limited Liability Company law, in which case the government can show its concern on social and environmental issues even though this regulation on CSR only gets very small portion in the law the invite. Third is, the implementation of CSR is still limited to the voluntary basis (voluntary basis) so that the government needs to give emphasis for the implementation of CSR gets the focus of attention from the company. The fourth reason is that many approaches in the implementation of CSR use the concept of partnership program (partnership

program) that will open the potential for widespread community involvement in sustainable development. This is closely related to managing relationships and roles with broad stakeholders such as business, government and civil society.

The World Bank has given the government role category in supporting CSR into five categories of public sector roles that can be adopted by the government on CSR issues: mandatory (legislation role), facilitating (eg, guidance on CSR reporting content), partnering (multi-stakeholder strengthening process), and endorsing (publications and awards). O'Rouke (2004) provides a more detailed explanation of the role categories of the government above. First, the mandating role is when the government legally mandates by law or government regulation. So the government can conduct supervision in terms of CSR reporting both evaluation report and cross check the contents of the report.

Second is facilitating when the government provides a reference or guidelines in the implementation and reporting of CSR and dissemination of CSR information. The third is partnering in which the government is involved in the promotion of multi-stakeholder cooperation initiatives or cooperation with each company. In other words, the government can become a facilitator of dialogue among stakeholders. Fourth is the role of endorsing in reporting CSR programs through positive efforts within the framework of transparency.

The Government of Indonesia through the Law of Limited Liability Company Law No. 40 of 2007 requires that explicitly the role of the government is in the role of mandating. The government's mandating role is also reflected in the regulation of State Minister for State Owned Enterprises (SOE) No. 05 / MBU / 2007 on Partnership Program of SOEs with Small and Medium Enterprises

(SME) and Community Development Program (BL).

The role of government in CSR issues is very necessary through its policies that can be set forth in the law as an effort to give a serious impetus and attention to the business world in order to have a strong motivation in the consistency of the implementation of good CSR programs. The role of the Indonesian government is still limited to the role that mandates through legislation that is only a small part of the Limited Liability Law (UU PT) but furthermore the government should be able to play a more role in CSR issues such as how to play a facilitating role such as facilitating technical reporting of CSR with all stakeholders.

In the supervision system for CSR implementation in Indonesia, the role of the government is still far from ideal, the government is expected to be able to play a more role with the transparency of CSR reporting through CSR audit mechanism. Some of the things that governments can do to achieve CSR that can be in line with sustainable development issues are through the roles set forth in the World Bank guidelines such as facilitating, encouraging and partnering roles that can be incorporated into government policies either through CSR legislation, government regulations or the presence of authorized institutions in all issues related to CSR.

Public service focuses on the relationship between policy makers and public organizations. Good governance focuses on the dissemination of normative social models, politics, and administrative governance by supranational organizations such as the World Bank. New public governance focuses on five principles including: (a) social-political governance, (b) public policy governance, (c) administrative governance, (d) contract governance, (e) network governance. First, social-political governance focuses on institutional relationships with the

community. relationships and interactions must be understood to understand the implementation of public policy. Second, public policy governance, focuses on how elite policy-makers and network interactions to create and decide public policy processes. Third, administrative governance focuses on the effectiveness of public administration applications to solve the problems of 21st century public policy implementation. Fourth, contract governance focuses on contracts in the delivery of public services as an effort to take responsibility for public services.

Fifth, network governance focuses on organizing themselves on interorganizational networks. Function whereby with or without the government to provide public services. All of these theoretical governance perspectives are an important contribution to our understanding of the implementation of public policy and the delivery of public services.

The principle of network governance, in which government, society and the business world have synergic networks and interactions to implement the policy, it is necessary to have innovative leadership and have clear vision, to observe the value system prevailing in Bandung society, trust, commitment, resources, rules, public interest as well as equal opportunity.

5. Conclusion

PT. Telkom has a commitment to show its concern to the community with the implementation of CSR in Kiaracondong Sub-district of Bandung through BUMN Build Village Program with the aim to improve the welfare of the community, which refers to the concept of empowerment index with the activities implemented is the provision of assistance to empower women as empowerment of the poor.

Empowerment activities are seen as processes and as a result of the implementation of activities. The process of program implementation is pursued by continuous programs and planned program design. Monitoring and evaluation is conducted on the participation of local communities and governments, so that the provision of assistance has a positive impact on the community in the form of some of the benefits obtained as reflected in the fulfillment of the empowerment index. Findings from the field that the implementation process of CSR PT. Telkom in Kiaracondong District is done thanks to the cooperation with academic and administrative village. However, there are weaknesses in cooperation with sub-district level government.

The company to cooperate with the sub-district government in the implementation process, so that the program is implemented well and can reach all the communities that need equally and proportionally, so that the assistance provided as CSR can be felt by the benefit of all the people in need.

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