

## **Corporate Social Responsibility: Building Corporate Image of Pt Bank Rakyat Indonesia, Tbk in Sumenep District**

**Istiyatul Mahbubah<sup>1</sup>, Subaida<sup>2</sup>**

<sup>1,2</sup>Accounting Department, University of Bahaudin Mudhary Madura Sumenep, Indonesia

[istyanatulmahbubah@gmail.com](mailto:istyanatulmahbubah@gmail.com)<sup>1</sup>

**Abstract.** The implementation of Corporate Social Responsibility in a company affects the company's image (corporate image). In addition to paying attention to the continuity of shareholders' welfare, it must also consider the sustainability of stakeholders as well. The expectation of a good CSR implementation can provide benefits to the community and the public can know the company because with the implementation of CSR the company will get reciprocity from the community in the form of an image. This study uses a qualitative interpretive research method with 2 key informants who are CSR recipients from PT. Bank Rakyat Indonesia.

**Keywords.** CSR; Corporate Social Responsibility; corporate image

### **1. Introduction**

Corporate social responsibility is a social response or social responsibility to the environment around the company carried out by the company with various activities. The high level of competition encourages banks to work more professionally, this is due to a large number of foreign banks opening branches in Indonesia. Therefore, a bank must have a good corporate image so that people believe and trust the company concerned because bank credibility is very influential on the level of public trust.

CSR is an action taken by the company as a form of corporate responsibility towards the society and environment around the place of operation (Aini, 2015). CSR is also intended to minimize the impact on the company during its business activities (Pradnyani and Sisdyani, 2015). WBSD (The World Business Council for Sustainable Development) defines CSR as a business commitment to behave ethically, operate legally, and contribute to economic development while enhancing the quality of life of employees and their families, as well as local communities and society at large (Rudito in Hastuti, 2014 ). According to Prastowo and Huda in Saraswati (2014), stating that CSR is an effort / natural mechanism of the company to clean up big profits obtained by the company. As is well known that companies in obtaining profits can sometimes cause harm to other parties both on purpose and unintentional activities. It is said as a natural effort CSR is a consequence of the impact caused in carrying out activities carried out by the company can be detrimental to the community.

Therefore, the company is obliged to restore the situation of the people who have experienced the impact caused by the activities carried out by the company for the better. CSR is also a form of concern for business towards the environment, both the environment in business activities and the environment outside of business activities. Examples of forms of social responsibility undertaken by companies can

vary ranging from carrying out activities that can improve the welfare of the community, providing educational scholarships, donations for community facilities that are social and useful for the community at large, especially communities where it operates (Septiana & Fitria, 2014).

Banks that do not have a good corporate image will find it difficult to find and maintain customers because prospective customers will choose banks with high loyalty with a good image in protecting their assets because the company's image is a determinant of a bank in getting customers and investors.

The role of the corporate image greatly influences the success of an institution's activities. One of the achievements of corporate image in Indonesia is that it can be seen from the score of Indonesia's Most Admired Companies (IMAC) which is based on four dimensions, namely quality, performance, responsibility, and attractiveness.

The IMAC survey was conducted in twenty-seven industries including the food and beverage industry, toiletries, cosmetics, cigarettes, retail, national banks, and others. The achievements of the corporate image of PT Bank Rakyat Indonesia, Tbk can be seen in the table below which contains the score of Indonesia's Most Admired Companies in the National Bank Category.

**Table 1.** 2018 survei result corporate image award

Company Name	CII 2018
PT. Bank Central Asia, Tbk	1.416 The Best
PT. Bank Mandiri Indonesia, Tbk	1,058 Excellent
PT. Bank Negara Indonesia; Tbk	0.810
PT. Bank Rakyat Indonesia; Tbk	0.716

**Table 1.** 2019 survei result corporate image award

Company Name	CII 2018
PT. Bank Central Asia, Tbk	1.416 The Best
PT. Bank Mandiri Indonesia, Tbk	0.941
PT. Bank Negara Indonesia; Tbk	0.727
PT. Bank Rakyat Indonesia; Tbk	0.539

MAC results in 2018 and 2019 showed an increase in the corporate image at PT Bank Rakyat Indonesia, Tbk. The priority of PT Bank Rakyat Indonesia, Tbk is the effort to increase public trust in the company so that people are interested and remain loyal customers of PT Bank Rakyat Indonesia, Tbk. Various strategies need to be carried out by PT Bank Rakyat Indonesia, Tbk, one of the tools or ways is to carry out various Corporate Social Responsibility programs in a more professional manner.

The implementation of Corporate Social Responsibility of PT Bank Rakyat Indonesia, Tbk in the Sumenep Regency in the field of education provided computer assistance to several high officials in the Sumenep Regency. The CSR activities are expected to increase public trust in the activities and products of PT Bank Rakyat Indonesia, Tbk, which in turn will affect the increasing intensity of customers in using the services of PT Bank Rakyat Indonesia, Tbk, increasing public sympathy so that their attractiveness to become customers of PT Bank Rakyat Indonesia, Tbk also increased.

The objectives of this study are to find out the application of CSR in PT. Bank Rakyat Indonesia can build a corporate image for the company.

So from the description above the researcher can formulate the title as follows:

"Corporate Social Responsibility: Building a corporate image at PT. Bank Rakyat Indonesia, Tbk in Sumenep Regency".

## 2. Research Methods

### A. Data Type

This type of research is qualitative research that is research on data collected and expressed in the form of words and images, words arranged in sentences, while the approach uses the Interpretive approach. According to Newman (1997: 62) there are three approaches in skin research, namely positivism, interpretive, and critical.

### B. Research sites

This study discusses and examines CSR carried out by PT. Bank Rakyat Indonesia in Sumenep Regency and the results of interviews and observations with the community or customers as objects that receive CSR, observation or literature review will be analyzed and compared between CSR implemented by the company and the impact felt by the community.

### *C. Research focus*

The focus of this research is to explore the perspective of the community or customers related to the existence of CSR PT. Bank Rakyat Indonesia, Tbk whether CSR can build a corporate image in BRI.

### *D. Data Source*

Data sources in this study are subjects from which data can be obtained, in this study the data sources used are:

1. Primary data sources, while the primary data sources in this study are the results of interviews with the Customer.
2. Secondary data sources, secondary data used are scientific articles published online that are related to the results of interviews so that the data can be a primary source of data support.

### *E. Selection of Informants*

The informants used in this study are 2 key informants so that their perspectives can be understood regarding the implementation of CSR at PT. Bank Rakyat Indonesia. The two informants used were 1 as a Customer at PT. Bank Rakyat Indonesia, Tbk, and 1 other is a community that is not a customer at the bank.

### *F. Data collection technique*

In qualitative research, data analysis is carried out from the beginning of the study and throughout the research process. Data is obtained, then collected to be processed systematically. Starting from interviews, observations, editing, classifying, reducing, then the activity of presenting data and concluding data. The data analysis technique in this study uses an interactive analysis model (Miles and Huberman 1984; 15-21)

## **3. DISCUSSION**

The extent of the CSR impact of PT. Bank Rakyat Indonesia, Tbk for CSR recipients?

Responses from the University as Recipients of CSR from Bank Rakyat Indonesia :

"In the provision of a number of computers as CSR it is very helpful for our campus, in completing the facilities at the university, especially we are new who really need it to facilitate students" (Uniba Staff) Responses from Bank Rakyat Indonesia CSR recipients by students, in granting scholarships, it is hoped that the giver is helped to feel helped, can reduce spending on college time, and is expected to encourage students to excel. Following are the results of interviews with Bank Rakyat Indonesia CSR recipients:

"... it is very helpful for students as can ease the burden for students who do not have laptops, so they can use a computer from BRI, especially since the campus does provide for students, I am very grateful to BRI." (UNIBA students) Is the CSR of PT Bank Rakyat Indonesia, Tbk a form of CSR Washing?

"... Apart from the actual purpose of providing CSR to us, what is it, but if asked whether this forms a positive image for BRI for us? clearly yes, because indeed the CSR given to us is right on target, moreover we really need it, and in the future, we hope to work with BRI." (Uniba Staff)

## **4. CONCLUSION**

The implementation of CSR affects the image of a company itself. Good CSR implementation is expected to provide benefits to the community and the company itself. The benefits to the company are in the form of a positive image among the people. Corporate social responsibility or CSR has become

an obligation for companies to maintain and develop the company's existence. In this case, the company must look at three main things that need to be considered, namely the company, social and environment.

## References

- [1] A. Hanan, "Triple Bottom Line and Sustainability: A Literature Review," *Bus. Manag. Stud.*, vol. 1, no. No.2, pp. 6–10, 2015.
- [2] A. Achmad and B. Dyah, "Pengaruh Corporate Social Responsibility terhadap Purchase Intention dengan Corporate Image sebagai Variabel Moderator ( Studi Kasus: PT. Phapros, Tbk)," pp. 1–14, 2012.
- [3] B. Waseem and W. Omar, "Corporate Social Responsibility for a Sustainable Business," *J. Sustain. Soc.*, vol. 2, no. No.4, pp. 92–97, 2013.
- [4] I. Heri, D. Achmad Fauzi, and I. Suyadi, "Pengaruh Kegiatan Corporate Social Responsibility terhadap Citra Perusahaan (Survei pada Warga RW 2, Kelurahan Panjang Jiwo, Kecamatan Tenggilis Mejoyo, Kota Surabaya yang tinggal di Sekitar PT Vitapham)," *J. Adm. Bisnis*, vol. 13, no. No.1, pp. 1–7, 2014.
- [5] Muhadjir and Q. Gita Fitri, "Pengaruh Penerapan Corporate Social Responsibility terhadap Persepsi Nasabah Bank dan Dampaknya terhadap Corporate Image," *J. Winners*, vol. 12, no. No.2, pp. 180–195, 2011.
- [6] M. Sipiwe P, M. Christine, and M. Victoria S, "Effectiveness of Corporate Social Responsibility in Enchancing Company Image," *Eur. J. Bus. Manag.*, vol. 6, no. No.5, pp. 46–61, 2014.
- [7] N. Amos, *Metode Penelitian dan Statistik*. Bandung: PT. Remaja Rosdakarya, 2014.
- [8] U. Bahrul, Ar. Zainul, and F. Dahlan, "Pengaruh Corporate Social Responsibility terhadap Citra (Survei warga sekitar PT. Sasa Inti Gending-Probolinggo)," *J. Adm. Bisnis*, vol. 8, no. No.1, pp. 1–8, 2014.
- [9] U. Budi, *CSR dalam Dunia Bisnis*. Yogyakarta: Penerbita Andi Offset, 2014.