
AN ANALYSIS ON CSR REPORTING PRACTICES OF PLN (PERUSAHAAN LISTRIK NEGARA)

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INTRODUCTION

Corporate social responsibility (CSR) has evolved into a crucial aspect of business operations, reflecting voluntary efforts by companies to address social and environmental issues (Dimitropoulos, 2022). Notes that CSR not only serves as a response to societal challenges but also influences consumer behavior, albeit occasionally diverting attention from the negative consequences of core business activities. The concept of "Corporate Social Responsibility" emerged in the 1950s, expanding over time to encompass economic, social, and environmental dimensions. The global landscape has witnessed an increasing relevance of CSR, driven by the urgency to tackle pressing issues such as climate change and economic

ABSTRACT

This article examines the Corporate Social Responsibility (CSR) reporting practices of PLN (Perusahaan Listrik Negara). The objective of this study is to analyze the allocation of CSR funds and the amount spent on various CSR activities by PLN. Using a descriptive research design and content analysis method, this research reveals insights into PLN's CSR initiatives. The results indicate that in the observed financial years of 2021 and 2022, PLN showed variations in the allocation and utilization of CSR funds. The results indicate that in the observed financial years of 2021 and 2022. Moreover, the analysis highlights the concentration of CSR spending in areas such as PLN Edu library, informal schools, and the PLN Cares for Education program.

ABSTRAK

Artikel ini mengkaji praktik pelaporan Tanggung Jawab Sosial Perusahaan (CSR) PLN (Perusahaan Listrik Negara). Tujuan dari penelitian ini adalah untuk menganalisis alokasi dana CSR dan jumlah yang dikeluarkan untuk berbagai kegiatan CSR yang dilakukan PLN. Dengan menggunakan desain penelitian deskriptif dan metode analisis konten, penelitian ini mengungkap wawasan inisiatif CSR PLN. Hasilnya menunjukkan bahwa pada tahun buku observasi 2021 dan 2022, PLN menunjukkan variasi dalam pengalokasian dan pemanfaatan dana CSR. Hasilnya menunjukkan bahwa pada tahun anggaran observasi 2021 dan 2022. Analisis juga menyoroti konsentrasi belanja CSR di bidang-bidang seperti perpustakaan PLN Edu, sekolah informal, dan program PLN Peduli Pendidikan.

inequality. Scholars like (Parikh, 2023) emphasize the collaborative nature of CSR in addressing these challenges, positioning it as a vital element in the corporate world. However, despite its growing importance, CSR is met with diverse perceptions. Anwar et al., (2019) highlight a spectrum of views, with some considering CSR an encumbrance, while others harbor feelings of guilt or skepticism towards corporations. This diversity underscores the complex nature of CSR engagement and its varied effects on stakeholders

PLN has played a central role in meeting electrical energy needs in Indonesia. Founded in 1945, PLN has become one of Indonesia's largest energy companies. PLN, as a State-Owned Enterprise (BUMN), occupies an essential position in providing electrical energy for the Indonesian people. One of its primary missions is to provide universal access to electrical energy throughout the country, ensuring that as many Indonesians as possible can access reliable energy services. PLN's role is limited to providing energy for the community and extends to the industrial and business sectors, becoming the backbone supporting Indonesia's economic growth. PLN is also a driving force in developing electricity infrastructure throughout the country, ensuring sufficient electricity supply for large projects and daily needs. PLN's impact is visible in economic growth and the income provided to the government, which can be used for various development projects and public services. Overall, the PLN has a significant role in maintaining social and economic balance in Indonesia. PLN's impact on the Indonesian economy is also very significant. This company drives economic growth by providing reliable electrical power that supports the industrial sector, including manufacturing, hotels, and various other sectors. Apart from that, PLN also supports national infrastructure development by ensuring the availability of electrical power for strategic projects such as airports, ports, and shopping centers that support economic development and community mobility.

PLN has implemented several diverse CSR programs that support various aspects of society and the environment throughout Indonesia. One of their flagship programs is the Rural Electrification Program (PELITA), which aims to bring electric light to remote villages that previously did not have access to electricity. It is about providing light and improving the quality of life and economic opportunities for rural communities supported by PLN. PLN is also investing in renewable energy projects, such as solar panels and wind power, to reduce carbon emissions and support energy sustainability. In addition, they are involved in public health programs by building health centers, providing free medical services, and supporting health campaigns such as immunizations and free health checks. These programs not only focus on social aspects but also the local economy. PLN provides skills training and capital assistance to support small and medium entrepreneurs in the areas they operate. Apart from that, PLN also has environmental protection programs such as reforestation and sustainable waste management. Through these various CSR programs, PLN seeks to fulfill its social responsibilities and create a significant positive impact on society and the environment. They are committed to playing an active role in sustainable development and continuing to improve the quality of life for communities throughout Indonesia.

While existing research has shed light on the evolution and diverse perceptions of Corporate Social

Responsibility (CSR), an evident gap needs to be in comprehending the subtle application of CSR in the context of energy companies, especially internationally. Previous studies, albeit comprehensive in their exploration of CSR dynamics, frequently require more specificity concerning the challenges and conquests encountered by energy corporations like PLN. The international scope of CSR implementation within such entities demands more scrutiny, and this study aims to bridge this gap by providing a focused analysis of CSR practices at PLN. The assistance of this research fibs in its devoted exploration of how PLN, as a significant participant in the energy sector, combines and guides CSR principles. By rocketing in on PLN's initiatives, we aim to provide insights into energy companies' extraordinary challenges and prospects in their CSR initiatives. In accomplishing this, we aim to grant a subtle sense of the elements influencing CSR success in the energy sector, contributing practical implications for PLN and similar entities globally. This research contributes by contextualizing CSR within the unique landscape of energy corporations and elevating the discussion to contain the holistic consequence of CSR initiatives and identifies and analyzes factors contributing to the relationship between Corporate Social Responsibility (CSR) budget allocation and company market growth. By investigating these factors, it is hoped that we can provide a deeper understanding of how CSR budget allocation affects a company's market growth. By managing this gap, this research provides valuable insights on an international scale for academics, practitioners, and policymakers involved in CSR research and implementation in the research An Analysis on CSR Reporting Practices of PLN (State Electric Company)

THEORETICAL REVIEW

Corporate Responsibility (CSR) has become a significant highlight in scientific literature. This is evidenced by the proliferation of articles published over the previous 18 years. This proliferation shows the critical role that CSR plays in driving sustainable growth and development in supply chain operations. Corporate Responsibility (CSR) covers the economic, legal, and ethical demands that society has on an organization. CSR plays an essential role in effectively managing internal and external stakeholders, as well as encouraging ethical behavior and improved economic performance, reduced capital-related costs, which stem from compliance with ethical principles (Akbari & McClelland, 2020). CSR is an abbreviation of Corporate Social Responsibility, which denotes the idea that companies should be responsible for the impact of their efforts on society and the environment (Pinheiro et al., 2023). According to Chakroun et al. (2022), Corporate Social Responsibility (CSR) is an idea that covers various aspects and efforts related to corporate governance, human rights, employment practices, environmental issues, fair operational procedures, consumer issues, and involvement in public. This shows the company's dedication to carrying out its operations in an ethical and accountable manner while considering the impact of its activities on society and the environment. The significance of CSR reporting can be seen from its capacity to influence how stakeholders and consumers view corporate social responsibility. As a result, this can affect the company's reputation (Laskin, 2018). This opinion is also agreed with by Zhang et al., (2020) who state that companies can use corporate social responsibility (CSR) disclosure as a means to build perceptions, make

social contributions to community welfare, and increase the level of corporate transparency.

Chakroun et al. (2022) assert that CSR spans various dimensions, including corporate governance, human rights, employment practices, environmental concerns, fair operational procedures, consumer issues, and public involvement. This underscores a company's commitment to conducting operations in an ethical and accountable manner, considering the broader impact of its activities on society and the environment. The importance of CSR reporting is evident in its capacity to shape stakeholder and consumer perceptions of corporate social responsibility, subsequently influencing the company's reputation (Laskin, 2018). This viewpoint is aligned with Zhang et al. (2020), who posit that companies leverage CSR disclosure to shape perceptions, contribute to community welfare, and enhance corporate transparency. According to (Admantyasyahri et al., 2023), CSR performance has a positive but insignificant effect on stock returns and a negative but not significant effect on the company's market performance. However, according to the (Syam et al., 2020) CSR, alignment and communication significantly impact financial and employee performance. The findings from this study provide empirical evidence about CSR practices in the manufacturing industry, especially in developing countries. Other research indicates that CSR can facilitate the positive value of a company from a marketing, innovation, management and ownership perspective, so CSR needs to be integrated into practical business operations and become a critical corporate growth strategy as the company grows in size (Memon et al., 2019). The positive impact provided by CSR disclosure compliance is also supported by Sharabati, (2018) who revealed that CSR disclosure has a significant impact on business performance, and environmental disclosure has the highest effect, followed by economic responsibility and social responsibility. Apart from affecting company performance, other findings state that CSR disclosure can increase worker participation in environmental contributions, increase the company's capacity to overcome environmental crises and increase the company's commitment to implementing environmental policies (El-Mallah et al., 2019).

METHOD

The research method used in this article is the content analysis method, where analyzing and evaluating the content of the PLN company's annual report is used as the research object (Zuchdi, 1993). Data for the analysis was received from PLN's annual report for a certain period. The population in this study is all available PLN annual reports, while the sample used consists of PLN annual reports from 2021 to 2022. Content analysis is a research technique used to construct objective and systematic descriptions of the content contained in communication media. It is also represented as a systematic technique for analyzing the substance of a statement and the form in which it is expressed. This research aims to provide insight into the distinctive challenges and opportunities PLNs encounter in their Corporate Social Responsibility (CSR) initiatives. This research primarily describes the expenditure grant data allocated by PLN for their CSR initiatives. Employing a descriptive research design, the study utilizes a method to describe or illustrate the spending funding data allocated by PLN for its CSR initiatives. This study embraces a sampling method that encourages the selection of a sample representative of the energy sector. Primary data

was acquired from annual and sustainability reports on PLN's official website. The limitations of this research are as follows: (1) This research is based on secondary data sources; (2) This research only examines financial reports and sustainability reports from 2021 and 2022; (3) This research only focuses on disclosure and the amount of CSR spent on various CSR activities. The data analysis process involves cleaning and preprocessing the dataset for accuracy. Descriptive statistics provide an initial overview, and Exploratory Data Analysis (EDA) offers visual insights. Clustering and factor analysis identify groupings and underlying factors, respectively. The interpretation of results is crucial for drawing conclusions aligned with research objectives.

RESULT

In 2021, PLN executed a diverse array of CSR (Corporate Social Responsibility) endeavors, allocating substantial financial resources toward four fundamental pillars: Social, Environmental, Economic, Legal, and Governance.

Table 1. Showing CSR Amount Spent in CSR Activities of PLN for Financial Year 2021

No	CSR Activities	CSR Amount Spent (In Million)
1	Social Pillar	543,9
2	Environmental Pillar	69,09
3	Economic Pillar	185,7
4	Law and Governance Pillar	36,9

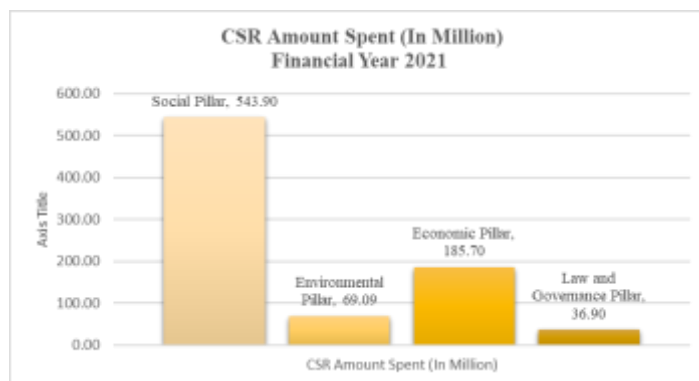


Figure 1 Showing CSR Amount Spent in CSR Activities of PLN for Financial Year 2021

PLN, the state-owned electricity company in Indonesia, dedicated a large amount of money to corporate social responsibility (CSR) initiatives in the social sector, totaling 543.9 million rupiah. These CSR efforts include a variety of businesses, including the PLN Ambassador scholarship program, Smart Internet, the establishment of the PLN Edu library, organizing informal schools, and the PLN Cares for Education program. The vast financial resources allocated to this sector exemplify PLN's unwavering dedication to fostering education, facilitating access to information, and promoting community development. The extensive allocation of funds to social initiatives underscores the company's unwavering commitment to the welfare of society. Initiatives such as the PLN Ambassador scholarship program and the establishment of the PLN Edu library serve as efforts to increase individual access to education and knowledge. From an academic point of view, this initiative is a long-term investment in human capital. Providing scholarships has the potential to foster a more skilled workforce in the future, while libraries facilitate ongoing learning. Concerning companies, improving the quality of human resources can result in increased efficiency and productivity in the work environment.

PLN has also allocated numerous financial resources for corporate social responsibility (CSR) initiatives in environmental preservation, totaling 69.09 million rupiah. This action includes maintaining uncontaminated water resources, as well as structures for bathing, washing, and outdoor activities (MCK). In addition, the company concentrates on conserving flora and fauna, conversion of waste management initiatives into sustainable energy sources, and undertaking the PLN Environmental Services program. These actions demonstrate the organization's commitment to sustainability. This assignment of financial resources establishes the company's commitment to preserving natural resources and cultivating a healthier environment. Activities in this pillar include preserving flora and fauna, converting waste management into sustainable energy, and implementing the PLN Environmental Services program. PLN also allocated 185.7 million rupiahs to support economic pillars. The activities contained in this pillar relate to providing hygienic and affordable energy, creating honorable work opportunities, encouraging economic growth, and enabling infrastructure development and innovation. This exemplifies PLN's essential role in advancing the economic well-being of society and encouraging sustainable economic possibilities. From an academic perspective, this fits with the idea of "shared value," where companies can reach long-term success by conceiving value for the surrounding community. PLN, through its allocation of 36.9 million rupiahs for CSR efforts in law and governance, is effectively realizing its unwavering commitment to promoting stability, fairness, and resilient institutions. Actions in this pillar contain steps to support legal aspects, provide equality, and enhance corporate governance. Promising governance approaches are intrinsically linked to organizational efficiency and integrity. By sustaining heightened legal compliance standards, companies can reduce risks and strengthen their reputation.

Table 2 Showing CSR Amount Spent in CSR Activities of PLN for Financial Year 2022

No	CSR Activities	CSR Amount Spent (In Billion)
1	Social Pillar	81.02
2	Environmental Pillar	47.01
3	Economic Pillar	76.26
4	Law and Governance Pillar	35.17

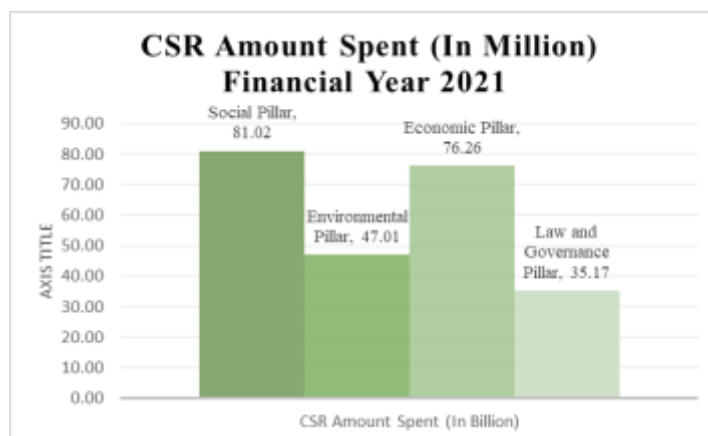


Figure 2 Showing CSR Amount Spent in CSR Activities of PLN for Financial Year 2022

The distribution of 81.02 billion rupiah for corporate social responsibility (CSR) actions in the social sector increased significantly compared to the prior year. This growth indicates that there is a sustainable program for the interest of the general public. This enormous allocation provides an influential boost to social enterprises, which contains various initiatives such as PLN ambassador scholarships, the Smart Internet program, the establishment of the PLN Edu library, informal schools, and the PLN Cares for Education program. This suggests that PLN continues to support education, encouraging access to information and acquiring communal relations as an essential element of its social responsibilities. This ethical approach, which prioritizes social responsibility, can encourage relationships between companies and communities, enhancing the company's reputation in the public.

The allocation of 47.01 billion rupiah for the environmental pillar indicates a commitment to preserving natural resources and a more suitable environment. Activities in this pillar include conserving flora and fauna, managing waste into energy, and the PLN Cares for the Environment program. This extensive funding allocation echoes the company's consideration for sustainable practices and endeavors to protect nature. Furthermore, there is a fund allocation of 76.26 billion rupiah for the economic pillar, and PLN remains concentrated on supporting inclusive economic growth. Activities in this pillar contain actions to deliver hygienic and affordable energy, form honorable jobs, and support infrastructure and innovation.

This echoes the company's responsibility to recreate a functioning role in growing the community's economy and creating sustainable economic opportunities. With the allocation of 35.17 billion rupiah for the legal and governance pillars, PLN continues to support the legal and corporate governance elements. This contains actions to provide stability, fairness, and decisive institutions. In academic analysis, this indicates an awareness of the essence of good governance and legal compliance in conducting a business.

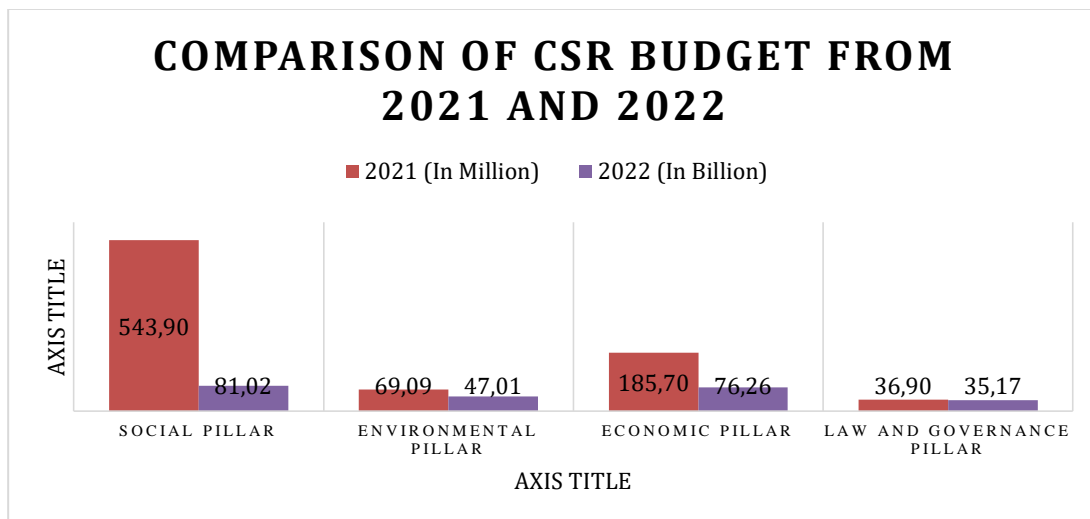


Figure 3 Comparison Of CSR Budget From 2021 And 2022

The PLN CSR budget diagram for 2021 and 2022 shows a significant increase from IDR 543.90 million to IDR 81.02 billion, reflecting PLN's commitment to sustainability. Under the social pillar, the largest allocation in 2021 (Rp. 369.00 million) is dedicated to education, health and community empowerment, with programs such as "PLN Enlighten" and "PLN Cares for Health" providing free educational assistance and health services. In 2022, even though the budget decreases to IDR 35.17 billion, social programs remain active with an expanded focus, including the "Rumah BUMN" initiative, which provides business space for MSMEs. Under the economic pillar, the allocation in 2021 (Rp. 81.02 million) is used for MSME training and business development, including the "Shining Millennial" program, which provides entrepreneurial training. In 2022, the budget increase to IDR 185.70 billion marks a renewed focus on the "PLN Cares for MSMEs" program, which provides capital and business assistance.

In the environmental pillar allocation, the allocation in 2021 (Rp. 69.09 million) is used for nature conservation and energy conservation programs, including the "Green PLN" and "Electricity Saving Gebyar" programs. In 2022, the budget reduction to IDR 76.26 billion indicates a potential shift in focus to other aspects, such as waste management or renewable energy. Meanwhile, in the legal and governance pillar, the allocation in 2021 (Rp. 47.01 million) is used for education on business legality and socialization of regulations related to CSR. The increase in 2022 to IDR 36.90 billion shows PLN's awareness of complying with laws and governance, with a focus on socialization programs for transparent and accountable CSR reporting.

The allocation has increased significantly. The Social Pillar acquired the most extensive allocation in both years, amounting to IDR 543.9 million in 2021 and growing dramatically to IDR 81.02 billion in 2022. This increase in allocation for the Social Pillar is enormous compared to the other three pillars. Meanwhile, the Environmental Pillar shared the lowest insignificant increase, although, in percentage terms, it still experienced a considerable increase from IDR69.09 million to IDR47.01 billion. Overall, the Economic Pillar recorded the highest percentage increase in budget from year to year at around 310%, followed by the Social Pillar at 148%. The Law and Governance Pillar received an increase of approximately 95%. This shows the government's increasing attention to economic and social issues. In nominal terms, the total budget allocation for these four pillars jumped from around IDR835.6 million in 2021 to almost IDR240

MARKET SHARE GROWTH FROM 2021 AND 2022

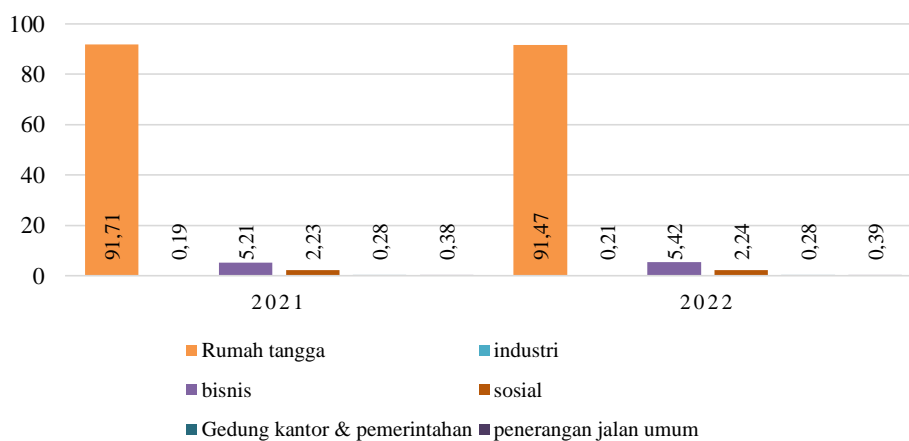


Figure 4 Market Share Growth From 2021 And 2022

billion in 2022.

From the data above, the growth in the social pillar's CSR budget affects the elevation of household market share. Market share data indicates that PLN is still dominated by household customers, reaching over 91%. This illustrates that the general public enjoys the majority of PLN's electricity. Therefore, PLN's CSR program needs to pay great attention to the social and economic pillars to improve the welfare of household customers. Therefore, PLN's strategy to increase the social pillar budget has an insignificant effect on increasing household market share. This contradicts the research conducted by (Ali & Mohamed, 2023a), which states that CSR performance significantly affects expanding market share. Meanwhile, significant increases in the Environment Pillar, Economy Pillar, and Law and Governance Pillar affect the industry segment, which initially had the smallest market share, which amounted to 0.19% in 2021 and rose slightly to 0.21% in 2022. This share is tiniest and reflects the limited electricity consumption by the industrial sector. In addition to households and industry, this data also shows that PLN's market share in the business segment is 5.21% (2021) and 5.42% (2022), the office & government buildings segment is 2.23% (2021) and 2.24% (2022), and the public street lighting segment is 0.28% (2021) and 0.28% (2022) which

is moderately stable. In conclusion, a significant increase in allocation to CSR has no substantial effect on increasing market share. This result is also inconsistent with research conducted by Ali & Mohamed (2023); Fredrick Onyango Ogola (2012) ; Kim & Lee, (2021), which states that an increase in CSR performance affects market share growth.

CONCLUSION

Based on the research, this company has taken significant actions to complete its social responsibilities towards society and the environment. The ever-increasing distribution of CSR funds in diverse pillars shows a substantial commitment to social, environmental, economic, and legal aspects and governance. Initiatives such as scholarship programs, environmental conservation, support for economic growth, and enhanced corporate governance retain a positive consequence that can be felt in the community and surrounding environment. Based on the findings of this research, several suggestions can be given. First, companies must enhance more in-depth impact dimensions of CSR programs to measure success and assess continuing programs. Second, transparency in reporting CSR activities must be increased, ensuring the public can efficiently access information about CSR programs, fund allocation, and impacts. Third, collaboration with external parties such as NGOs, local communities, and government institutions must be increased to generate optimistic impacts and ensure these programs are appropriate to community needs. Finally, companies must continue to evolve innovation in CSR programs regarding more ingenious and sustainable solutions to existing social and environmental challenges. By implementing these suggestions, PLN can persist in increasing its assistance to sustainable development and the sustainability of its own business. While this research provides valuable insights into PLN's CSR initiatives, it has certain limitations. One scope for improvement is the reliance on data from a specific timeframe (presumably 2021-2022), which may not capture long-term trends or transformations in CSR strategies over a more extended period. Additionally, the study mainly employs secondary data from official reports, and the availability and comprehensiveness of this data may constrain the depth of analysis. For further research, PLN's CSR practices should be compared with those of other energy companies in the motherland and abroad. This comparison will provide deeper insight into the advantages, challenges and innovations PLN can implement in their CSR programs. In addition, research on the long-term impact of PLN's CSR program on society, the environment and the company's image.

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