It's Time to Give Back :
The role of Corporate Social Responsibility
in Supporting Library Development in Indonesia

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Abstract
In recent years, there has been a wider acceptance among companies for their social obligations. It suggested that a company serves not only for a profit making function but also obligation of a service to the community and to the society as a whole. The same consciousness had also grown among companies in Indonesia. Under "Tanggung Jawab Sosial Perusahaan (Corporate Social Responsibility)" or "Program Kemitraan dan Bina Lingkungan (hereafter shortened to PKBL), they have started to make Corporate Social Responsibility program. Such program had been studied by Zaidi and Abidin, who identified four patterns in CSR practices in Indonesia i.e : direct involvement, corporation's social organization; partnership with other institutions, or by joining a consortium (Saidi and Abidin, 2004). Among the many sectors of the CSR program is education, particularly library development. One of the organization who work hand in hand with the companies in doing CSR, especially in developing libraries in Indonesia is Yayasan Pengembangan Perpustakaan Indonesia (hereafter is called YPPI). The reason why those companies develop such program is because they are concerned with Indonesian human resources quality and community's quality of life. They believed one of the many ways to improve these is by providing bettter education facilities. This is the reason why they want to give access to library services for Indonesian. They hope that through the program, people will have more access to good readings and various informations, thus, leading to human resources development. Their commitment is proved by their support to the improvement of library facilities, library staff training and library activities. Nevertheless, there is only limited number

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of companies who have a CSR on developing library, and the financial contribution is very little compared to the budgets for CSR in other sectors. These should be seen as an opportunity for libraries, since there will be more and more companies are joining the trend of CSR. Furthermore, the constitutional court has decided that CSR is mandatory to firms, thus encouraging more companies to do CSR. How about CSR in library in Indonesia? Do they really do CSR as part of their social obligation? Or is it part or their strategy for a sustainable business? No matter what the main motivation is, as long as, the CSR match library needs and it is a continuing process, we can make use of it to develop our library.

Keywords: *Corporate Social Responsibility role, library development, library needs*

Introduction

In recent years, there has been a wider acceptance among companies for their social obligations, known as Corporate Social Responsibility (CSR). It suggests that a company serves not only a profit-making function but also a service to the community and to the society as a whole. This principle of "responsible business" means that corporations have to take account for all of its activities that may affect other people, the community and the environment (Lawrence, Weber and Post in Riyanto, 2011). Therefore, sustainable business can only be achieved by putting three aspects in balance: profit, people and planet. The principle implies that the corporations should keep its profit-making orientation, so that it can continue to operate and grow. Meanwhile, it must not neglect its employees, the society's welfare and also the environment sustainability.

This view can be understood by industrial ecology framework. In industrial ecology, the industrial system is not viewed in isolation from its surrounding systems; it is seen inherently as part of the same system linked through transactions, activities and impacts (Visser, 2007). Every decision and activity made by a corporation, will affect not only to the environment but to all of it's stakeholders : the employees, the shareholders, the community, the consumers, and the society in general. The ecology balances will be disturbed once the corporation do excessive exploitation to the environment or when they neglect the impact of its operation to the stakeholders. This lead to a common understanding that CSR is generally about "how we get our money, not how we use our money" (Serad in Prajarto, 2012). Thus, it can be understood that CSR is basically about giving back community's right over profits gained by corporations in running their business, as a compensation of impacts that might have come as the result of the business practices.

This principle spread widely among corporations and tend to increase in practice. As Kotler and Lee has observed, the company CSR practices, including the reports, tend to increase. There are also a tendency that "doing good" become company's new social norms and a change in doing CSR from merely paying the obligation, to taking it as a part of a business strategy (Kotler and Lee, 2005).

Corporate Social Responsbilibity in Indonesia

The same trend can also be found in Indonesia. In 2005, Suprapto conducted a survey to 375 companies in Jakarta, the business center of Indonesia. The results showed that 44.27 % or

166 companies said they didn't do CSR while 55.75 % or 209 others claimed that they had CSR activities (Sukarmi, 2010).

Although there's no recent survey on the CSR to update the numbers, it can be convinced that the practice of CSR, which are done under "Tanggung Jawab Sosial Perusahaan" and PKBL", is increasing nowadays. This is due to the government policy to regulate CSR implementation. The government oblige CSR for both private companies and state owned enterprises (SOEs) by the Act No. 40 of 2007 on Limited Liability Companies Article 74 and Law No. 25 of 2007 on Investment. The government has recently issued Government Regulation Number 47 of 2012 on Social and Environmental Responsibility of Limited Liability Company as well.

The practice varied though. The budget allocation may differ from one corporation to another. Some companies allocate the fund from profit, while some others allocate it from operational cost (Riyanto, 2011). We can figure out the corporation's motivation, based on this. Furthermore, a survey showed that the motivation of CSR varied, ranging from paying it's social obligation to business motivation. Most companies do CSR because it has become the company policy, while some others admitted that it is part of the company promotions (Zaidi and Abidin, 2004).

Regardless of the motivation behind each CSR, it is becoming more obvious that government regulation has made the potency of CSR funds in Indonesia increasing in numbers. According to the Corporate Forum for Community Development (CFCD), a consortium of 250 private companies in Indonesia, it is estimated that Indonesia's CSR budget in 2011 reached Rp 3,5 trillion. (Maskur, 2011). This is a significant growth, compared to CSR funds in 2001 with total of Rp. 115,3 billion.

The CSR fund itself is then distributed to various sectors. A research conducted by Zaidi and Abidin in 2001 revealed that 66.8 billion or 57.9 % of the total sum was spent for education and research sectors; 4.4 billion or 3.8 % goes to the health sector; 395 million or 0.3 % goes to the environmental sector; 1 billion or 0.9 % goes to the art, sport and tourism sector; 38 billion or 33 % goes to social services sector; 640 million or 0.6 % goes to productive economy sector; 2.9 billion or 2.5 % goes to emergency sector; 1.3 billion or 1 % goes to the construction of infrastructure and housing sectors. These made a total sum of 115,3 billion, all in Indonesia currency nomination (Zaidi and Abidin, 2004).

CSR for Libraries

From the above detail, we can see that CSR funds for the education improvement are enormous, covering 57.9 % of the total sum. The CSR fund is used in a variety of activities, such as scholarships, school constructions, as well as improvement of education facilities such as libraries. Library development becomes an interesting issue because library is an education facility which is important in supporting the development of society in general. And yet, libraries is facing many problems, such as lack of collection, lack of facilities and poor human resources. For the corporations themselves, supporting library development are strategic move, because library is a public service area which often visited by many people, thus making it easier for companies to do corporation's promotion at the same time (Komariah, 2009).

Private sector's attention on library development is worth for appreciation. It brings new hope for many libraries, including the community libraries that has been growing in Indonesia especially since 1998. Now we know that there are other stakeholders that would work hand in

hand to make the vision of providing better and equal information access for better indonesian human resources.

To work on this shared vision, corporations give donations in various ways : directly, through corporate foundations, or partnering with institutions. Bank Mandiri, Bank BNI, Bank Niaga and PT. Indofood are among the many corporations who gave donations directly to many libraries without intermediary party. While Coca-cola Foundations and Sampoerna Foundations are among the prominent company's foundations, through which corporations have made contributions in library development in Indonesia, including library donations and trainings.

CSR partnerships among corporations and institutions can be seen from the collaboration between corporations and government or non-government organizations. 1001 buku (1001 books) and Yayasan Pengembangan Perpustakaan Indonesia (YPPI- Indonesian Library Development Foundation) are among the few organizations that has been working with corporations in developing libraries. Such partnership based on selective donation to non-profit organizations which conduct activities in accordance with the donor's policies (Zaidi dan Abidin, 2004). Such approach needs proactive actions from both institutions, so that they can design programs that meet the community needs. In library development, it means that the library is designed according to local community characteristics. Therefore CSR is not done merely by giving whatever the corporations wish to give, but it also have to consider library needs.

YPPI As CSR fund Manager

YPPI was established in 2007. It is a non-profit organization that seeks to provide services and assistance for the community through reading habbit and library management improvement. The vision is for community enhancement through library empowerment. This vision is then translated into its missions to accomplish sustainable library development, community social change through library empowerment, other stakeholders' participation in community development and library development. They work nationwide, and there were currently several libraries and community learning centers are being supported in Musi Banyuasin (South Sumatra), Bogor (West Java), Surabaya (East Java), Pasuruan (East Java), Malang (East Java), Palembang (South Sumatra), Bandung (West Java), Yogyakarta (Special Region of Yogyakarta) and Semarang (Central Java).

YPPI's efforts to achieve the vision and mission is supported by the private sector. YPPI is entrusted to manage CSR funds by several companies such as ExxonMobil, BP Migas, Pertamina, Talisman Energy. YPPI also build a partnership with the National Library of Indonesia, Bank of Indonesia, MCL Bojonegoro, Sampoerna, JOB Pertamina (Hess) Taliman, SMA 1 Bangka Alumni Association, SMA NI Apex, Indonesia Power, Pertamina Semarang and Conoco Phillips.

With such partnership, the CSR program can be developed to suit communities' particular needs. The jointly program by corporations' CSR and YPPI is done in many activities. In general, those activities can be divided into three types:

(1.) Philanthropy
YPPI develops libraries and channelled donations directly to libraries or community learning centers, in the form of book collections, library facilities and library management training. The donation is aimed to four types of libraries : mobile, community, college and school libraries.

YPPI developed Mobile library called "Mobil Pustaka Bersama", and "Layanan Mobil Informasi" offering thousands of books and multi media collections to its users even for those in the remote areas. YPPI also develops community learning centers called "Taman Belajar Masyarakat" (TBM). Another program they have is "Rumah Pintar", a concept of adding room function in such a way, so that has a house has a room that serve as a library, healthcare, children playground, etc. The similar concept is developed in 7 university libraries with the support of PT. HM. Sampoerna in the form of "Sampoerna Corner". All of these becomes community learning center with a variety of reading material. School library also becomes YPPI's concern because it the is most important means to improve the community's intelligence through the formal sector.

YPPI's efforts in library development in Indonesia is not only in the forms of technical assistance, but also in library management. YPPI provides various services and assistance in facilitating library and library management training, not limited to librarians only, but also for any community members, and other groups. These trainings includes library services management and library design. They also provide consultation as well as book processing services.

(2.) Social Marketing

YPPI supports the social changes in society, especially in the improvement of reading habit and community empowerment through reading activities. This was done, among others, by facilitating training for library volunteers in Surabaya. It was hoped that through this activitiy, they can promote reading habit among community members to achieve functional literacy.

Another program to support social change is by sponsoring reading habit-promotional events and book fairs in Indonesia. One of these was "Pemilihan Duta Anak dan Membaca" (junior reading ambassador), an event held in the national library of Indonesia, with participants ranges from children to teenagers. The activity was held to find reading ambassador among children and teenagers who has good reading habit. The goal is to increase public awareness in reading habit development.

But the efforts to encourage the reading culture doesn't end in solely on the reading habit. YPPI encourages writing culture among Indonesians. YPPI facilitate community media, including newsletters and web sites as a medium of communication among the community members and to develop their writing skills. The media include bulletins and websites (www.pustakaindonesia.org, and www.perpustakaanindonesia.blogspot.com.) These media serves to support YPPI goals, i.e. the improvement of social-cultural condition of information-literate society for a better live.

YPPI also tried to make the most benefits from a network of various stakeholders : librarians, librarian organizations and other institutions to engage in the development of reading habit and library development in Indonesia.

3. Community Empowerment

YPPI encourage community development through many learning activities, by which community members not only gain information from their reading but also applicable knowledge that is useful for their welfare. Functional literacy training facilitated by YPPI includes cooking, craft making, healthcare discussion, and other topics by community

member's request. By holding such activities, YPPI gives assistance for the community to develop all the their potency to have a better life and livelihood.

Conclusion and Recommendations

By observing the patterns and forms of assistance provided by the company in the development of libraries, we can conclude that the role of CSR in the development of libraries in Indonesia are as:

(1.) Provider

CSR provide technical assistance to libraries, such as collection development, library facilities and infrastructure development. Such technical assistance is very helpful for libraries who have limited funds.

(2.) Facilitator

CSR is used to give non-technical assistance for libraries, such as consultation and guidance in developing the capacity of the libraries. Not only that, CSR also had helped in publishing a manual for library management. Non-technical assistance is very useful for the improvement of library management and library services quality.

(3.) Motivator

The many activities to promote reading habit and library development done through CSR has motivated more people to get involved in library development and to improve individual's reading habit. Traning for library volunteers becomes the evidence that more community members are getting more concerned with the provision of community learning centers. Libraries also gained more confidence and made improvement on the image in among its users and the society in general (Komariah, 2009).

(4.) Enabler

CSR has helped many libraries in overcoming the barriers for library development, such as funding and the managerial aspect, thus helping the communities in providing alternatives for them in accessing information sources. By supporting community learning centers and mobile library, people who previously had limited access, can get the sources of the information they need.

(5.) Empowerment agent

CSR in library development in Indonesia also has a role as an empowerment agent of both for the community members and the libraries. Providing materials and facilities means supporting the community members to optimize the potency of the library staff, library as an organization, and the library users. CSR has a stake in developing the technical skills and managerial staff in the library in order for them to better manage the library. Other than that, CSR also play a role in enhancing the capacity of the library, not only as an institution providing reading material alone, but also as an institution to encourage people to apply what he has read through functional literacy. As such, CSR has also been instrumental in the channel and the empowerment of library users.

The strategic CSR will enable these programs as a social investment to empower the communities to be independent in terms of social and economic life, gradually, sustainably and continously. Another important factor is how to develop CSR action instruments to be able to sinergize between government policy and CSR activities as developed by corporations (Komariah, 2009).

Another effort that can be done to encourage the development of CSR in the field of library development in Indonesia, is through the National Library of Indonesia on:
(1.) Providing stimulus for the company's involvement in the development of the library, through the provision of awards to companies that have contributed to the development of libraries.
(2.) Providing inputs for the corporations for more design programs that have a sustainable impact.
(3.) collaboration with a CSR consortium to coordinate the CSR activities, for the sake of effectiveness and efficiency of the CSR programs.

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