

CSR in the Pandemic Era Based Values State-Defense: Content Analysis on the Official Website of Five State-Owned Enterprises

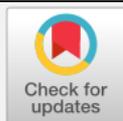
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ABSTRACT

The urgency of the COVID-19 pandemic in Indonesia continues to increase. Companies in Indonesia are now focusing on CSR programs to assist the government in accelerating the handling of COVID-19. This study aims to examine the form of social support by implementing CSR on the official website pages of 5 State-Owned Enterprises. The type of research used in this research is qualitative using a qualitative content analysis approach. Sampling used non-probability sampling method. The technique used was purposive sampling by taking samples of news content and various CSR activities on the website pages of 5 State-Owned Enterprises. The data analysis technique uses data coding using a deductive approach. The value analysis of CSR activities is implemented and implementing CSR based on the value state of defense. Otherwise, three CSR pillars, namely People, Profit, and Planet, are implemented in various CSR activities covering education, health, environment, infrastructure, community empowerment, disaster management, and special assistance to affected communities. The Result of the seven categories, the three most frequently encountered are community economic empowerment support through Micro, Small, and Medium Enterprises (MSMEs) and health support and educational support.

Keywords: COVID-19; CSR; State Defense; State-Owned Enterprises

1. Introduction

On January 30, 2020, the World Health Organization (WHO) declared COVID-19 an international health emergency (WHO, 2020). Not long after, on March 12, 2020, WHO again announced COVID-19 a pandemic (WHO, 2020). COVID-19 is a disease caused by the Severe Acute Respiratory Syndrome Virus Coronavirus-2 (SARS-CoV-2), first reported in China and spread to more than 190 countries. This virus can be transmitted from human to human. COVID-19 was first reported in Indonesia on March 2, 2020, with two cases (Susilo et al., 2020).

The COVID-19 pandemic, in general, is not just a public health problem. The anxiety caused by this pandemic has caused various economic, political, to social crises globally (Chakraborty & Maity, 2020). Most companies face different problems, such as decreased product demand, shortages of raw materials, transportation disruptions, and others (Shafi et al., 2020), the uncertainty of fate for the tourism and hospitality industry (Hao et al., 2020). Simultaneously, the British Government has also announced that the impact of COVID-19 on the economy has not found clarity, so the government has released several schemes to help businesses and employees (Flynn et al., 2020).

Then, what about Indonesia? In Indonesia, too, COVID-19 has an impact on various sectors of people's lives. Its emergence has had broad pressures and implications for economic and social conditions across the region (Sihaloho et al., 2020). With the weakening of the economy, reduced transportation operating hours, delays in various social activities, disruption of the teaching and learning process, working from home (remote working), the tourism sector is closed, shopping centers empty of visitors (Syafriada, 2020). This condition eventually causes various socio-economic problems, such as scarcity of goods, social dysfunction and disorganization, criminal acts, and increased poverty and unemployment rates (Alifa, 2020).

Government agencies and businesses have taken various ways in fighting the COVID-19 pandemic. In particular for Indonesia, the initial step of the central government was to create a regulation for handling COVID-19, for example, in Presidential Instruction Number 4 of 2020, namely the reallocation of the government budget and procurement of goods and services for handling COVID-19, then forming a COVID-19 Handling Task Force to disseminate credible information, provision of logistics, materials, and health facilities (Djalante et al., 2020).

Meanwhile, business institutions are currently also focusing on tackling COVID-19 in various ways, such as providing logistics, community services, or funding voluntary programs realized through the corporate social responsibility (CSR) program (Marom & Lussier, 2020). CSR is commonly used in discussing the role of organizations in social or community aspects outside the economic framework (Ahmad, 2019). It cannot be denied that COVID-19 has provided an excellent opportunity for corporations to be actively involved in various CSR initiatives during the COVID-19 pandemic. Many corporations are rescheduling their CSR programs to be fully directed at responsibilities following the conditions or needs currently being faced (He & Harris, 2020; Akbar & Humaedi, 2020; Triana et al., 2020).

During the COVID-19 pandemic or the current difficult times, CSR can be a source of protection for anyone. In developing countries, CSR has the power to shape policies, providing benefits for workers and society (Popkova et al., 2020). The dynamics of creativity in packaging CSR programs continue to develop through themes and goals that are increasingly directed towards the wider community's interests and a more significant contribution to the nation and state.

In the current pandemic era, the company's enthusiasm for implementing CSR programs continues to be encouraged to be more concerned with social and economic problems. Attention

to the improvement of the lives of stakeholders through innovative steps to create a program that has noble national values to build an advanced and quality life of the nation.

According to [Wibisono \(2009\)](#), CSR advertising can describe a psychological condition in which a person gives up his loyalty to the nation-state on behalf of a nation ([Wibisono, 2009](#)). Furthermore, [Wahyuni et al. \(2016\)](#) explained that XL Corporate Communication made a program that started from a sense of responsibility to educate the public and overcome nationalism. Researchers assess the process at this stage very well because it is clear, structured, and has involved various parties, especially those related to program targets.

The mix of nationalism or a love for the country has become a program that has begun to be echoed in several CSR programs in Indonesia, especially in the current pandemic era. The company's contribution through CSR is very clear. So that through this research, the researcher wants to analyze how the values of state defense are embodied in the CSR program during the COVID-19 pandemic in Indonesia?

The state-owned companies that are the object of this research are PT Pertamina, Bank Negara Indonesia, PT Bio Farma, PT Telekomunikasi Indonesia, and PT Garuda Indonesia. The selection of the five objects was based on the minister of State-Owned Enterprises of the Republic of Indonesia, Erick Tohir, that the five companies contributed significantly to the prevention of COVID-19 through their CSR activities ([CNBC Indonesia, 2020](#)).

2. Literature Review

2.1. Corporate Social Responsibility during the COVID-19 Pandemic

Natural and non-natural disasters have always been one of the main issues requiring a quick and sustainable response. If not, disasters will create various problems that lead to national economic stability and other social problems. In previous studies, when a disaster occurred, most companies were involved in disaster management, such as providing financial assistance to disaster management ([Kumar, 2017](#)).

Company involvement during a disaster is generally identified with the term Corporate Social Responsibility (CSR). CSR is a voluntary action implemented by companies to fulfill stakeholders' obligations ([Coombs & Holladay, 2011](#)).

Carroll introduced the CSR concept that fits the situation and developments in 1991 by dividing CSR activities into four categories: economic responsibility, ethical responsibility, legal responsibility, and discretionary responsibility. Therefore, the concept of CSR is the platform that is most widely practiced because it can cover CSR activities in corporate responsibility. Thus, companies can generate profit that is oriented, regulatory, ethical while providing benefits that meet community expectations as summarized as CSR as a whole through the Pyramid Model, which shows four very different aspects ([Carroll, 2016](#)).

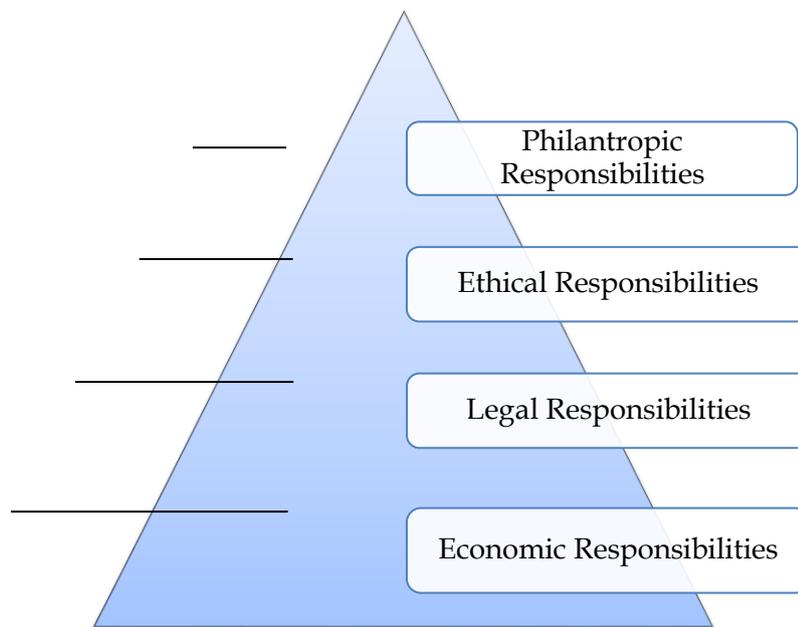


Figure 1. Carroll's CSR Pyramid Model

Figure 1 shows that the Carroll's CSR Pyramid is arranged in order of preference to explain that the most important economic responsibilities are placed at the lowest level. In this context, Carroll pointed out that business responsibility is based on economic profit, which is the company's responsibility. Legal responsibility becomes the second level of priority, and ethical responsibility becomes the third level of priority. These are responsibilities and obligations that are not legally codified but must be done for the greater good. The responsibility of generosity, the responsibility of wisdom towards nature, is placed at the top of the pyramid.

It is based on three parameters: social responsibility, social responsibility, and social response. The first level emphasizes that companies are socially responsible and must grow within national laws' boundaries. At the second level, the company must follow the law and follow leading societal norms to balance needs and wants. Third, the level of accountability and dynamism of dialogue with stakeholders to involve them in the decision-making process. The theory put forward by Carroll becomes the foundation and main principle of CSR actors by adjusting the variety and conditions required by the stakeholders. In this study, CSR implementation is conditioned in helping to solve the COVID-19 pandemic outbreak as part of a contribution to the nation and state based on the ethics of the value of state defense.

Quoted from thelocal.se during the 2014 Ebola outbreak, IKEA Foundations sent the largest donation in history, as much as 45 million Kronors (\$ 6.2 million) aimed at helping the Doctors Without Borders organization (thelocal.se, 2014). CSR has also developed into a new global norm and bridging companies' and stakeholders' patterns with the increasing role of business in society. In general, the industry can choose a CSR program tailored to the company's capabilities but still pay attention to applicable regulations and maintain the quality of programs such as education donations, provision of health facilities, use of environmentally friendly technology, and tree planting. However, in this epidemic situation, CSR practices are carried out based on community needs (Vethirajan et al., 2020).

Referring to the research results by the Indian Institute of Corporate Affairs (IICA) on the CSR activities of 100 companies in India during the COVID-19 Pandemic, it consists of six responses to CSR activities carried out (IICA, 2020). The activities are as follows:

Table 1. CSR Activities During the COVID-19 Pandemic in India

No	CSR	Description of CSR Activities
1	Provision of Healthcare Services	Prevention against COVID-19 (sharing information, provision of quarantine facilities, and contact tracing) Screening and diagnostics (identification and testing of potential cases) Treatment, control, and management (provision of quarantine and treatment for individuals who are positive for COVID-19)
2	Health System Strengthening	Community engagement (increasing knowledge about community needs, participation, and care) Service delivery and human health resources (improving existing facilities and health workers to improve access) Health information and technology (builds patient tracking and decision support systems and enables evidence-based decision making and collaboration) Provision of medical products and supplies (supporting increased availability of medical products/supplies and expansion of diagnostic/testing services) Provision of health insurance (advocating for and promoting access to health insurance schemes and equity in response action)
3	Response to Poverty and Livelihood Needs	Provision of economic sustenance through direct transfers Provision of essential items and services Sustaining livelihood initiatives of at-risk communities
4	Response to Education Need of Children	Training on the use of ICT for students Providing quota assistance Other educational programs
5	Response to Food & Hunger Needs	Provision of cooked meals and dry ration Response to at-risk groups Strengthening food security
6	Response to Water & Sanitation Needs	Sanitation of public places Response to at-risk groups Provision of Water & Sanitation Products

Source: (IICA, 2020)

CSR responses or activities during the Pandemic in India form the basis of this study as a first step to determine CSR activities carried out by five State-Owned Enterprises. After knowing the type of CSR program being carried out, the next step for the researcher will be to analyze the CSR program based on state defense, referring to state defense values that the Indonesian National Resilience Council has formulated.

2.2. State Defense Concept

Constitutionally, state defense is the duty and right of every citizen to defend the state. So that state defense is closely related to ensuring the state's existence as stated in the 1945 Constitution of the Republic of Indonesia, every citizen participates in protecting the entire nation, advancing public welfare, educating the nation's life, and participating in implementing world order.

Furthermore, the state defense concept cannot be separated from the understanding of nationalism. Referring to Law No. 3 of 2002 concerning State Defense, Article 9 Paragraph 1, state defense is the attitude and behavior of citizens imbued with a sense of love for the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution to ensure the survival of the nation and state. As for a deeper understanding related to a sense of nationalism, the process of strengthening the power that can affect a person's psychology on the importance of national awareness. According to Bakry (2010), another definition states that nationalism is an understanding that unites various ethnic groups and descendants of other nations in the Unitary State of the Republic of Indonesia. But another meaning of understanding nationalism is the process that a country must go through in increasing the nation's status if the aspects of national autonomy, national unity, and national identity can be fulfilled (Smith, 2003). The development of state defense attitudes is one of the benchmarks in the character of nationalism. This impacts the development of an embedded nationalism character that encourages and fosters enthusiasm to defend the sovereignty of a country (Saksono, 2007).

However, further affirmation in the case of state defense, according to Sukzaya, as cited in Darmawan (2013), state defense is a determination, attitude, and actions of citizens who are orderly, comprehensive, integrated, and continuous, which is based on their love for the homeland, along with awareness of the life of the nation and state.

Meanwhile, according to Indriawan (2020), state defense is not only a concept related only to the military but a concept that uses a human security perspective by using non-conventional problem-solving methods to provide awareness that amid an increasingly limitless world, a sense of nationalism and love for the homeland is very much needed.

Darmawan (2013) also emphasizes that state defense scope is extensive, involving all aspects of state life, be it ideology, defense, security, economy, politics, and socio-culture. Besides, state defense is dynamic, which moves with the times and challenges, and state defense is also present or contemporary, different from the past.

Since 2016, the Ministry of Defense has begun to actively socialize state defense programs aimed at all levels of society, including professionals. The Ministry of Defense has already started piloting trials to guide company managers and employees to implement the values contained in the state defense program. It should be understood that state defense focuses on military activities and has a broader meaning because threats are not only hard power but currently, threats can come from any field, including from within the country. To combat this, the synergy of all groups is needed, such as academics, politicians, business people, and so on.

Based on the above opinion, the concept of state defense in this study is focused on the activities of the obligations of business institutions to fulfill their responsibilities by representing the values of state defense following the curriculum that has been approved by the Ministry of Defense's Education and Training Agency since May 3, 2016. The values contained in the module of the Implementation of State Defense are as follows (Dewan Ketahanan Nasional, 2018):

- 1) Love for the homeland includes understanding and a sense of love for the national territory represented by the attitude of protecting the good name of the state, love for domestic

products, culture, and arts as well as participating in the progress of the nation and state so that they are ready to be prepared for threats or disturbances that endanger the survival of society.

- 2) Being aware of the nation and state is manifested by the willingness to sacrifice thoughts, energy, and time for the states' progress following applicable regulations, besides contributing to the development of society, nation, and state, and actively providing assistance to citizens who are experiencing difficulties.
- 3) Fidelity to Pancasila as the state ideology, this value is interpreted as loyalty to the nation and state, which includes obedience to the applicable rules or practicing the values of Pancasila in everyday life.
- 4) Willing to sacrifice for the nation and state refers to several aspects: the conception of the soul, fighting spirit and values, ethical, moral, and constitutional responsibility, and prioritizing national interests over personal interests.
- 5) Having the initial ability to defend the state, this value is dynamic and contextual. State defense action contributes to the problems at hand by way of solutions prioritizing self-confidence values, professional values from various aspects such as economy, politics, socio-culture, ideology, geography, demography, technology, natural resources, and the environment to the defense and security aspects.
- 6) The spirit to create a sovereign, just and prosperous country, this 6th value is marked by a national attitude and determination based on a sense of unity and integrity to realize the nation's ideals. This value is effectively used in the spirit of nationalism in unity and oneness by removing the barriers of ethnic, religious, racial, and group differences.

Six values of state defense will be a reference in this study to identify Corporate Social Responsibility (CSR) programs during the pandemic against the five official websites of State-Owned Enterprises.

3. Research Methodology

The type of research used is descriptive qualitative, a research method that seeks to describe or describe the object under study based on the facts in the field. This research uses qualitative content analysis because the qualitative content analysis focuses not only on the content of direct communication (visible or manifest) but can also determine the content of implied communication (hidden or latent messages).

This research is focused on analyzing the content of CSR news content on the websites of five state-owned companies, namely PT Pertamina Tbk, PT Telekomunikasi Tbk, PT Garuda Indonesia Tbk, and PT Bank Negara Indonesia Tbk, with the research analysis unit being the entire content of the CSR news text which is related to forms of CSR delivery that have the values of state defense and are interpreted subjectively by researchers on five official websites of State-Owned Enterprises that were active during the COVID-19 pandemic through displayed CSR news which contains CSR information and text that is suitable for the purpose research.

Table 2. Official Website of 5 State-Owned Enterprises

Company Name	Official Website
PT Telekomunikasi Indonesia, Tbk	https://www.telkom.co.id/sites/about-telkom/id_ID/page/tentang-csr

Company Name	Official Website
PT Bank Negara Indonesia,Tbk	https://www.bni.co.id/id-id/perusahaan/csr/bniberbagi
PT Pertamina,Tbk	https://pertamina.com/id/newsroom/csr-news
PT Garuda Indonesia,Tbk	https://www.garudaindonesia.com/id/en/csr
PT Bio Farma	https://www.biofarma.co.id/

Meanwhile, data collection was carried out from the news presented on the company's official website during the COVID-19 pandemic from April 1 to October 30, 2020. As for the text of the sentences on the website that will be examined starting from that date, the data collection process is carried out by looking per word and per sentence in the news content. The total number of news items that will be analyzed during COVID-19 is 601 CSR news, consisting of:

Table 3. Total Population

No	Company	Number of CSR News
1	PT Telekomunikasi Indonesia, Tbk	18 Programs
2	PT Bank Negara Indonesia, Tbk	52 Programs
3	PT Pertamina, Tbk	513 Programs
4	PT Garuda Indonesia,Tbk	2 Programs
5	PT Bio Farma	16 Programs

Any news that is collected is then transferred and stored on the hard drive and laptop as storage. After the data is collected, the data is then scrutinized and coded according to predetermined categories.

The data analysis technique used is qualitative content analysis techniques. Content analysis is a method of codifying qualitative and quantitative information into various categories (Krippendorff, 2013). Qualitative content analysis techniques are used to find, identify, processing, and analyzing all news containing CSR messages during the COVID-19 pandemic on the official website of State-Owned Enterprises to find out and understand messages that have the values of state defense contained in a manifest message or a hidden message (latent message).

In its application, every state defense text, whether visible (manifest) or hidden message (latent message) contained in the company's official website, is included in the categories that have been assigned to the coding sheet. The data is then analyzed using qualitative content analysis methods to obtain and determine moral messages from each category of the research theme. The results of these categories will later be presented in the main table or table of the results of research on types of CSR during the COVID-19 pandemic, and the values of state defense, aiming to make the data found more detailed and maximal.

4. Results and Discussion

4.1. Corporate Social Responsibility Solutions during the Covid-19 Pandemic

To improve service to stakeholders, the website is also a communication medium for the company's Corporate Social Responsibility (CSR) program. In the conditions of the COVID-19

pandemic, government agencies and businesses work together to control the spread of COVID-19 and help alleviate the socio-economic problems of the community through CSR activities. CSR has played an important role in various sectors of community life (Ngoepe-Ntsoane, 2018). Especially in the current pandemic, companies are competing to raise awareness of the problems at hand. In line with what was conveyed by Kumar (2017), the disaster has increased the company's involvement in contributing to society. Several companies have previously implemented it a lot, namely collaborating with the government in controlling the spread of COVID-19 through the implementation of CSR during this pandemic. This is part of the state defense action, which is now increasingly dynamic and moves with the times and challenges. It is in line with Darmawan (2013) that state defense is also contemporary or contemporary.

After conducting a website analysis of five State-Owned Enterprises related to CSR activities during the pandemic that is relevant to the values of state defense: (1) love for the country, (2) awareness of the nation and state, (3) belief that Pancasila is an ideology the state (4) is willing to sacrifice for the nation and state, and (5) has the initial ability to defend the state. This study identifies as many as 48 CSR activities following the state defense indicators, consisting of 22 CSR activities from Bank Negara Indonesia (BNI), 17 CSR activities from PT Pertamina, 5 CSR activities from PT Telekomunikasi Indonesia, 3 CSR activities from PT Bio Farma and 1 CSR activity from PT Garuda Indonesia. All of these CSR activities are voluntary actions implemented by the company to fulfill the obligations of stakeholders (Coombs & Holladay, 2011). Below are CSR programs during the COVID-19 pandemic based on the values of state defense.

Table 4. Description of the CSR Program during the Covid-19 Pandemic

No	CSR Program During Pandemic	Type of Activity
PT Pertamina, Tbk		
1	Cegah dan Tanggulangi COVID-19, Pertamina EP Libatkan Mitra Binaan Salurkan Bantuan	Health System Strengthening
2	Pertamina Bagikan Bantuan untuk Warga dan Relawan Penangan COVID-19	Response to Food & Hunger Needs
3	Cara UKM Binaan Pertamina Bertahan di Tengah Pandemi Corona	Response to Poverty and Livelihood Needs
4	Serikat Pekerja Pertamina RU IV Cilacap Serahkan Bantuan Wi-Fi Gratis	Response to Education Need of Children
5	Pertamina Salurkan Bantuan Pencegahan COVID-19 di Manokwari	Health System Strengthening
6	Kertajaya Otopreneur, Upaya Pertamina Bantu Korban PHK	Response to Poverty and Livelihood Needs
7	PTGN Salurkan Bantuan bagi Masyarakat Muara Enim	Response to Poverty and Livelihood Needs
8	SIPTER, Penjaga Kesehatan Balita di Tasikmalaya	Health System Strengthening
9	Pertamina EP Lirik Field Salurkan Bantuan COVID-19 untuk Kecamatan Ukui	Health System Strengthening
10	Pertamina Foundation Hibahkan Peti Jenazah ke	Health System Strengthening

No	CSR Program During Pandemic	Type of Activity
	Beberapa Rumah Sakit di Jakarta	
11	Dukung Kebersihan Lingkungan, Perta Arun Gas Berikan Bantuan ke Pantai Ujong Blang	Response to Water & Sanitation Needs
12	PT Pertamina Lubricants Dukung Sistem Belajar Online untuk Guru dan Siswa SLB	Response to Education Need of Children
13	PT Pertamina Lubricants Fasilitasi Panti Asuhan untuk Belajar Online	Response to Education Need of Children
14	Pertamina Sumbang 1.000 Masker untuk Jaga Provinsi Babel Zona Hijau	Health System Strengthening
15	Kini Tanpa Keluar Rumah Produk Omset Bisa Diantar	Response to Poverty and Livelihood Needs
16	Pertamina Bagikan 1.000 Masker di Kota Samarinda	Health System Strengthening
17	Pertamina Beri Rp300 juta, Tri Rismaharini: Saya Matur Nuwun	Response to Education Need of Children
PT Bank Negara Indonesia, Tbk		
18	Percepat Penanganan Covid-19, BNI Persembahkan Mobile Laboratory	Provision of Healthcare Services
19	BNI Salurkan APD Kesehatan ke 7 Rumah Sakit Pendidikan & Laboratorium Rujukan di Universitas	Health System Strengthening
20	BUMN Perangi Covid, Ini Gambaran Terbaru Bantuan BNI	Health System Strengthening
21	Adaptasi Kebiasaan Baru, IKA Universitas Brawijaya Ajak Masyarakat Tak Takut Donor Darah di Masa Pandemi	Health System Strengthening
22	Covid Masih Mewabah, BNI Gencar Salurkan Bantuan Sosial	Response to Poverty and Livelihood Needs
23	BNI Lanjutkan 30.000 Swab Test di Pulau Kalimantan	Provision of Healthcare Services
24	BNI Lanjutkan Swab Test Gratis Hingga ke Denpasar dan Bandung	Provision of Healthcare Services
25	Pemulihan Ekonomi Nasional, BNI Siap Gelontorkan Kredit kepada UMKM	Response to Poverty and Livelihood Needs
26	HUT BNI, Pegawai dan Serikat Pekerja BNI Membagikan 146.000 Paket Sembako	Response to Poverty and Livelihood Needs
27	BNI Lanjutkan Program 30.000 Swab Test Gratis di Yogyakarta	Provision of Healthcare Services
28	BNI Berbagi 4.000 Paket Pangan Untuk Warga Bali Terdampak Covid-19	Response to Poverty and Livelihood Needs
29	BNI Lanjutkan Program 30.000 Swab Test Gratis ke Sumatera Selatan	Provision of Healthcare Services
30	Kontribusi Penuh Agen46 di Tengah Pandemi	Response to Poverty and Livelihood

No	CSR Program During Pandemic	Type of Activity
	Covid -19	Needs
31	BNI Siapkan APD bagi Petugas Pos Penyalur Bantuan Sosial Tunai	Health System Strengthening
32	Bangga Buatan Indonesia di era New Normal, BNI Dorong Mitra UMKM Go Online	Response to Poverty and Livelihood Needs
33	Wujudkan Covid Safe BUMN, BNI Hi-Movers Sisihkan THR Rp 130,2 Miliar untuk Tangkal Virus	Health System Strengthening
35	Bendung Sebaran COVID-19, BNI Gelar 30.000 Tes Swab Gratis	Provision of Healthcare Services
36	Di Tengah Pandemi, BNI Tetap Salurkan Bansos	Response to Poverty and Livelihood Needs
37	UKM Binaan BNI Turut Produksi APD	Response to Poverty and Livelihood Needs
38	BNI Hi Movers Ajak Masyarakat Antarkan Semangat	Response to Poverty and Livelihood Needs
39	BNI Bantu Sterilkan Permukiman	Health System Strengthening
40	Percepat Penanganan Covid-19, BNI Persembahkan Mobile Laboratory	Provision of Healthcare Services
PT Bio Farma		
41	Cegah Penyebaran Covid 19 di wilayah Jawa Barat, Bio Farma Berikan Bantuan Masker dan Hand Sanitizer Kepada Satgas Covid-19 Jabar Bergerak	Health System Strengthening
42	Cegah Penyebaran Covid-19, Bio Farma Salurkan Bantuan Masker & Hand Sanitizer	Health System Strengthening
43	Duta Baca Jawa Barat Gandeng Bio Farma Dalam Edukasi Vaksin	Health System Strengthening
PT Telekomunikasi Indonesia, Tbk		
44	Menteri BUMN Bagikan 100.000 Paket Bantuan TelkomGroup Bagi Masyarakat Terdampak COVID-19 melalui Pemberdayaan 1.300 UMKM	Response to Poverty and Livelihood Needs
45	IndiHome Serahkan 3.000 Paket Sembako Senilai Rp537 Juta kepada Masyarakat Terdampak COVID-19 melalui Program Donasi Berbagi Berkah	Response to Food & Hunger Needs
46	Cegah Penyebaran Virus Corona, UMeetMe Bagikan 10.000 Masker Melalui Gerakan #TetapBerbagi	Health System Strengthening
47	Dukung Penanganan Covid-19, TelkomGroup Serahkan 44 Ventilator kepada Yayasan BUMN Untuk Indonesia	Health System Strengthening

No	CSR Program During Pandemic	Type of Activity
48	TelkomGroup Sediakan Akses Internet di Rumah Sakit Darurat Corona Kemayoran	Health System Strengthening

PT Garuda Indonesia, Tbk

49	Garuda Indonesia Berikan Layanan “Priority Access” Bagi Tenaga Medis Indonesia Yang Akan Bertugas	Health System Strengthening
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Source: Official Website of State-Owned Enterprises

The CSR program in the table above is an activity that represents the values of state defense. Based on this table, the form of CSR activities during the pandemic that represents the values of state defense is mostly or 44% of the assistance to health system strengthening, such as the provision of medical products and supplies. While 32% is a response to poverty and livelihood needs, for example providing direct cash assistance or providing essential items needed by the community, the rest is a response to the needs of school children by providing free quotas, providing health services, water, and sanitation needs and responses against food security and hunger. Not only that, these programs are aimed at several stakeholders, especially the community. In CSR activities based on the values of state defense during a pandemic, 85% is intended for stakeholders and communities, such as providing medical equipment, screening tests, and diagnosing COVID-19, direct cash assistance to assist with data packages for students. Apart from the community, employees are also one of the goals of CSR activities. Several companies, such as PT Pertamina, PT Bank Negara Indonesia, and PT Telekomunikasi Indonesia, have budgeted for activities aimed at their employees, such as providing basic foodstuffs to 146,000 employees and the PT Bank Negara Indonesia workers union.

This clearly shows the implementation of CSR activities carried out by five state-owned companies using a human security perspective with non-conventional problem-solving methods by health system strengthening, responding to poverty, and responding to food security. [Indriawan \(2020\)](#) stated that state defense is not a concept that is only related to the military. In line with this expression, long beforehand, [Darmawan \(2013\)](#) has emphasized that defense scope is extensive, involving all aspects of state life, be it ideology, defense, security, economy, politics, and socio-culture. Besides, state defense is dynamic, which moves with the times and challenges. State defense is also present or contemporary, different from the past.

4.2. Corporate Social Responsibility Based on State Defense Values

The whole community is eagerly awaiting the rapid response in fulfilling their needs during the COVID-19 pandemic. Through a release published on the company website, it informs the efforts or contributions in the management of assistance to be distributed to those in need. Based on the researcher's analysis results, the programs or activities for handling COVID-19 are under the control of the Corporate Social Responsibility (CSR) division of the five companies that are the subjects of this study.

Table 5. Types of CSR Activities in the Pandemic Period Based on the Value of State Defense

No	Types of CSR Activities during the Pandemic	Pertamina	BNI	Bio Farma	Telkom	Garuda Indonesia	Total	%
1	Health System Strengthening	7	7	3	3	1	21	44%
2	Provision of Healthcare Services	0	6	0	0	0	6	13%
3	Response to Food & Hunger Needs	1	0	0	0	0	1	1%
4	Response to Poverty and Livelihood Needs	4	9	0	2	0	15	32%
5	Response to Education Need of Children	4	0	0	0	0	4	9%
6	Response to Water & Sanitation Needs	1	1	0	0	0	1	1%

CSR is indeed a panacea when a disaster occurs, especially during the COVID-19 pandemic. The contribution of business institutions continues to be realized to meet the needs of the community. This condition certainly not only occurs in Indonesia but throughout the world, such as CSR from the tobacco industry and various public and business sectors in India (Changeux et al., 2020).

The COVID-19 pandemic has provided space for the Indonesian people, especially professionals or business people, to show their love for Indonesia. COVID-19 not only causes health problems but also threatens various aspects of human life. It seems that it has implications for social, economic, and social welfare aspects, of course. It is the government's responsibility but requires synergy from all groups to combat the spread and its impacts.

Increasing the readiness of businesspeople in fighting the COVID-19 pandemic can be interpreted as a manifestation of their love for their homeland because love for the country is closely related to heart or feelings, behavior attitudes to protect the nation and state from all threats, disturbances, obstacles, and challenges as an ethical and moral responsibility. Currently, the Indonesian people are faced with the disruption of the spread of COVID-19, which impacts the lines of people's lives. Armed with love, finally, he gave rise to the spirit to create programs that suit the needs of today's society. According to Saksono (2007), this is the development of state defense attitudes, which will become one of the benchmarks in the character of nationalism that is embedded, encouraging, and fostering the spirit of state defense's sovereignty.

Hashtag #antarkanseangat is one of the CSR programs of Bank Negara Indonesia (BNI). According to the researcher, it is a program that can foster community enthusiasm during a pandemic. The hashtag is a marker message distributed on social media, where it asks the public to invite at least two friends to contribute to the action of bringing enthusiasm for those in need through BNI Hi-Movers. This program aims to help the online taxi and motorcycle taxi driver community to continue earning income. Not only the #antarkanseangat program, but BNI also embodies a sense of love for the country through the "bangga buatan Indonesia di era New Normal, BNI Dorong Mitra UMKM Go Online" (pride made in Indonesia in the New Normal era, BNI Encourages MSME Partners to Go Online). Bank BNI's sense of concern arose along with sluggish sales during a pandemic. To increase the capacity and capability of MSME businesses by going Modern. Based on the theme carried out, BNI seeks to reduce

unemployment amid the sluggish economy during the pandemic by optimizing the UMKM fostered community.

An important point in implementing this CSR is that the love of the homeland is manifested by the fighting power possessed by business people, which is not only interpreted as a fighting power to survive invaders attacks or is in a state of conflict with other countries, but fighting power can be manifested in several ways. Factors such as increasing productivity, motivating to increase the competitiveness of local products, and reducing unemployment are the implementation of state defense in the form of nationalism that is right now. It is a process of strengthening strength that can influence a person's psychology on the importance of national awareness.

The urgency of loving the country is a fundamental asset that must be owned, including professionals. Love for the homeland is closely related to fighting spirit. In this case, it is no longer in the context of fighting colonialism or military threats. Still, there has been a shift in fighting spirit to fight forms of Threats, Disturbances, Obstacles, and Challenges (*Ancaman, Gangguan, Hambatan, Tantangan*, or AGHT) such as AGHT demography, the environment, natural resources, ideology, politics, and economics. Love for the homeland will raise awareness of state defense, assuming that everyone who has love will contribute to the country as a form of nationalism. In this case, it is very relevant to Bakry (2010) opinion, which explains that nationalism is an understanding that unites various ethnic groups and descendants of other nations in the container of the Unitary State of the Republic of Indonesia.

The existence of love for the homeland will foster awareness of the nation and state. This is interpreted as an effort by citizens to exercise their rights and obligations and contribute thoughts, energy, and time to the welfare of society. Some of the company's CSR programs that represent this program, such as PT Pertamina's efforts to maximize the role of MSMEs in producing non-medical masks to meet market demand, as we know when COVID-19 entered Indonesia, the availability of masks is a step at a fantastic price. Besides, several problems also arose, such as in Sidoarjo, where a building was found in which imported masks from Dingcheng, China were found. After exploring, the building is a place for repacking masks and then selling them at a high price (Liputan6.com, 2020).

Another program also illustrates PT Pertamina's efforts to support the implementation of large-scale social restrictions by appreciating the new breakthroughs of the Balongan healthy food processing group (OMSET). PT Pertamina's efforts to regenerate the OMSET group did not operate during the pandemic, even though one of the community's needs is healthy food. So that through this program, PT Pertamina provides support for improving the quality of production, starting from providing production houses, providing equipment and materials for the production of processed food to the licensing process for Home Industry Products and the Food and Drug Supervisory Agency.

Other programs are also focused on efforts to prevent unemployment due to the large number of people affected by layoffs, such as the theme of Pertamina's CSR program "Kertajaya Otopreneur, Pertamina's Efforts to Help Layoff Victims". PT Pertamina embraces the six backbone of the family to rise against economic hardship by providing automotive training, practicing at Otopreneur workshops, preparing the necessary equipment to provide Otopreneur workshops. Meanwhile, PT Telekomunikasi Indonesia (Telkom) continues to empower 13,000 SMEs, hoping that during the pandemic period, SMEs will continue to increase their creativity so that they do not experience a downturn.

The education sector is also prioritized during this pandemic. Various programs are provided to support the smooth teaching and learning process starting from elementary school

to university level. PT Pertamina provides online learning support facilities in eight orphanages around the aid factory in data packages, internet modems, and electronic devices. PT Pertamina also provides educational assistance to support online learning at the Balikpapan City Special School. In addition to the data package, PT Pertamina also provides special fuel vouchers to teachers to support teacher activities during home visits, considering that special school children do not always rely on online learning. Besides, in Cilacap Regency, especially in Ujung Alang Village, PT Pertamina provides accessible Wi-Fi facilities to meet school needs.

However, in contrast to previous education assistance programs and package assistance or internet quota in Surabaya, PT Pertamina has disbursed funds of IDR 1.7 billion to help reduce the cost of education low-income families. Each child will receive the assistance of IDR 250,000 per month for a year to meet their education costs so that each child has the opportunity to get an education during this pandemic.

The field of education has indeed become one of the main issues that has not been resolved during normal conditions today, as stated by Umra (2019) that education is one of the cases that must be taken seriously in the implementation of state defense, lack of opportunities in education or inequality of the educational process in education. Indonesia can diminish the sense of nationalism of its citizens.

Still in education, to break the chain of COVID-19 transmission, PT Bio Farma educated 27 Finalists of Reading Ambassador for West Java Province. As a follow-up to this program, participants will create educational vlogs hoping that through millennials, COVID-19 information will easily be distributed to the public.

The essence of the application of state defense is the obligation of every citizen to defend the state following the contents of the Body of the 1945 Constitution of the Republic of Indonesia Article 27 Paragraph 3 and Article 30 Paragraph 1. The article is interpreted as saying that the obligation to defend the state is the duty of all good groups, government, professionals to civil society participate or contribute to the Indonesian homeland.

Indeed, the threat of COVID-19 impacts every line of human life, especially on health and the economy. The final uncertainty of its spread will gradually create problems. So that in this case, the synergy of all groups is needed, such as handling from the health aspect, what is needed is the role of medical personnel to become the frontline. However, the medical team's efforts will not be optimal if they do not receive support or assistance, both material and non-material, from all parties.

5. Conclusion

Based on the analysis and discussion results, the following conclusions can be drawn: First, the COVID-19 pandemic has hit Indonesia, various institutions, especially business institutions, support each other in contributing to the impacts caused through the CSR program. Second, the form of CSR program activities during a pandemic consists of (1) health system strengthening, such as providing medical products and supplies, (2) responding to poverty and livelihood needs, such as providing direct cash assistance or providing essential items needed by the community, (3) responding to the needs of school children by providing free quotas, (4) providing health services, water, and sanitation needs, (5) responding to food security and hunger.

Third, the form of CSR activities during the pandemic was mainly aimed at the community. Still, there are several programs specifically aimed at employees, CSR during the pandemic that is relevant to the values of state defense (1) love for the country, (2) awareness of the nation and state, (3) belief that Pancasila as the state ideology (4) is willing to sacrifice for the nation and

state, and (5) has the initial ability to defend the state. A total of 48 CSR activities are following the state defense indicators, consisting of 22 CSR activities from Bank Negara Indonesia (BNI), 17 CSR activities from PT Pertamina, 5 CSR activities from PT Telekomunikasi Indonesia, 3 CSR activities from PT Bio Farma, and 1 CSR activity from PT Garuda Indonesia. Fourth, the application of state defense is not only interpreted as a military activity but there has been a shift where each profession has the right and obligation to defend the state.

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7. Declaration of Conflicting Interests

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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