

Implementation of the Basic Concept of Corporate Social Responsibility as a Branding Strategy at Amboina Restaurant

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ABSTRACT

Companies carry out their social responsibility in various forms and each company implements CSR in several ways. This restaurant produces heavy food such as mixed rice, soto, rawon, and egg petis. The uniqueness of this restaurant is that when producing food, it has a unique taste image, namely with the typical spices of Bangkalan Regency which is rich in spices, besides that it is no less interesting with large pieces of fish compared to the others, with its uniqueness this Amboina restaurant applies one of the following: One CSR triple bottom line is people, so the researcher proposes to apply all triple bottom lines with the aim of obtaining a positive image in the hope of having a long product life cycle. This research is a qualitative type with an interview method that obtains the results of this study, namely the proposal of triple bottom line people in the form of social action, performance innovation, and employee rewards. Planet with training in reducing household waste that is used as fertilizer and liquid soap. Profit in the form of CSR regarding financial science to be more specific in processing finances.

Keywords: CSR; Tripple Bottom Line; Amboina; Life Cycle Product; Implementation

INTRODUCTION

Companies carry out their social responsibility in various forms and each company implements CSR in several ways. This is because business activities are completely dependent on society because it can only thrive in a society where individuals cannot produce all their own needs and wants. A stable and well-organized society is an important factor that enables one to engage in business. Building a good business community, with the aim of showing concern for the community that sustains an ideal environment for companies to conduct business and earn profits. Therefore, if the company's business wants to survive in the long term, the business must be in accordance with the needs and demands of the community (Ahmad Very Fadli 2022).

Amboina restaurant is a restaurant located in Bangkalan Regency. This restaurant produces heavy food such as mixed rice, soto, rawon, and

egg petis. The uniqueness of this restaurant is that when producing food, it has a unique taste, namely with the typical spices of Bangkalan Regency which is rich in spices, besides that it is no less interesting with large pieces of fish compared to the others, with its uniqueness this amboina restaurant has a profit and customer loyalty. This is not only because it has a unique taste image but also applies corporate social responsibility.

Corporate social responsibility is an approach where companies integrate social concerns in their business operations and in their interactions with stakeholders based on the principles of volunteerism and partnership by directing and controlling the company in order to achieve a balance between the power and authority of the company (Handayani Marpaung 2018). Corporate social responsibility (CSR) implemented by Amboina Restaurant is social awareness. This form of social care is carried out every Friday or Islamic holiday, the Amboina stall

distributes packaged rice, besides that during the fasting month, the Amboina stall does not produce with the aim of focusing on worship. Even though this restaurant has implemented social awareness and also does not produce during fasting, this has not caused a decrease in production even though it had experienced the effects of the COVID-19 pandemic.

The research with the title "Implementation of the Basic Concepts of Corporate Social Responsibility as a Branding Strategy at Amboina Restaurant" based on the existing background only applies one basic concept of corporate social responsibility, namely people (social care), the authors propose to implement the implementation of the basic concepts of CSR, namely planet (earth) which means to have a good and sustainable impact on the environment, and profit (profit) is related to the financial side of the amboina restaurant. This research was conducted by means of a qualitative method. Collecting data by interviewing the owner of the amboina restaurant, which will later be analyzed by the author to formulate the proposed implementation of the basic concept of CSR for the amboina restaurant

METHOD

The type of research used in the article with the title "Implementation of Basic Concepts of Corporate Social Responsibility as a Business Strategy at Amboina Restaurant" is qualitative research. Qualitative research is research on data collected and expressed in the form of words and pictures, sentences composed of the results of interviews. The method used in this study is to use interviews that are useful for digging up information about the implementation of corporate social responsibility (CSR) as a branding strategy for Amboina restaurants. With the aim of analysis that can produce a proposal for implementing CSR for Amboina restaurants as a branding strategy.

RESULT and DISCUSSION

Implementation of the Basic Concept of Corporate Social Responsibility at Amboina Restaurant

Implementation of the basic concept of corporate social responsibility (CSR), which consists of two words that have different meanings, the first word is implementation from English, which means to control. Action is to give means to do something related or related to something. Brown and Wildowski define implementation as a series of activities that are compatible with each other (Partnership 2022). The basic concept of CSR is a basic concept consisting of a triple bottom line between Palin Palanet, profit, and people. So that the implementation of CSR can be interpreted as the action of a business related to the basic concept of CSR. The implementation applied by the amboina restaurant is

People

Amboina restaurant is one of the most famous restaurants in Bangkalan Regency. The image has been embedded in the minds of the community, this is about the unique taste image, the size of cutting side dishes in the portion of food which is very large compared to other restaurants, and has also implemented one of the basic concepts of CSR, namely people. The implementation of the basic concept of people is related to social activities in the form of giving packaged rice to other people on Fridays and on other Islamic holidays, in addition to providing compensation for orphans and social assistance, and no less interestingly, this Amboina restaurant does not produce when in the month of Ramadan for the purpose of worship. This is what causes the Amboina restaurant to have a positive image for the community so that it has customers who are always increasing. However, based on the results of the interview, it can be seen that the CSR applied is only limited to social action, therefore the researcher proposes for social action in implementing CSR not only in the form of social activities in the form of giving rice to the community, this is because it is only temporary and not sustainable, according to (Wicaksono et al. 2021) This CSR activity is recommended to

balance its business operations with social activities and environmental conservation activities in order to maintain business sustainability and the interests of its stakeholders so that researchers provide suggestions in the form of innovative activities in processing healthy and nutritious heavy food, this is used for restaurants amboina provides training in healthy and nutritious food processing in accordance with the nutritional rules for food that should be consumed by consumers.

Another activity is in the form of scholarships for generations who have the ability but are less able in terms of financing, this aims to provide opportunities for underprivileged communities to study as high as possible which later when they are out of college will be expected to contribute to the Amboina restaurant. This social activity is not only felt by the community but also to employees in the form of giving rewards to employees who have achievements so that employees have high work motivation so that it is very influential on the performance of Amboina Restaurant.

Planets

Planet is the basic concept of the triple bottom line of corporate social responsibility (CSR) that needs to be implemented. This is because according to (Adil 2021), companies must be balanced and must implement all three of the triple bottom line CSR, not only pursuing profit and social service but also being encouraged to be sustainable and not damaging the environment. In the research in this article, it is clear that the Amboina restaurant only implements social actions but does not pay attention to the environmental side. So the researcher proposes to implement the implementation of the basic concept of CSR regarding the environment so as not to damage the environment. Amboina restaurants have household waste products, for example, waste in the form of water from washing dishes, waste in the form of residual oil and organic materials produced from wet waste. Therefore, restaurant waste efficiency is needed with MBRR. This was stated by (Subagyo, Arifin, and Kadaria 2022) stating that restaurant wastewater contains high

organic matter so that it can cause an increase in pollutant content in water bodies. One of the treatments that can be used is the Moving Bed Biofilm Reactor (MBBR) method. This research was conducted with a variation of the media caldness K1, K3 and K5 as much as 20% of the treated waste and given aeration for 8 hours. The purpose of this study was to determine the quality of wastewater before and after treatment, as well as the comparison of treatment efficiency with TSS and Ammonia parameters. Based on the research that has been done, Kaldness K1 is able to reduce TSS parameters by 95.53% and Ammonia from 0.14 mg/l to 2.74 mg/l. Kaldness K3 was able to reduce TSS parameters by 97.51% and Ammonia from 0.14 mg/l to 1.4 mg/l. Kaldness K5 was able to reduce TSS parameters by 98.08% and Ammonia from 0.14 mg/l to 2.27 mg/l

CSR activities in the environmental field in terms of reducing household waste can be carried out by means of liquid waste from fast food restaurants containing levels of BOD and TSS which can have an impact on the environment, especially on water quality if it has passed the quality standard level. This study aims to determine the effectiveness of filters using coconut fiber and coconut fiber powder in processing liquid waste from fast food restaurants to reduce BOD and TSS parameters. Based on the results of the preliminary test, the concentration of BOD was 1,050.84 mg/L and TSS was 13,782 mg/L. This value is above the quality standard based on the Regulation of the Minister of the Environment of the Republic of Indonesia Number 5 of 2014 concerning the quality standard of wastewater for domestic businesses and/or activities, the highest permissible levels of BOD and TSS are 100 mg/L each. The wastewater treatment of fast food restaurants uses filter media consisting of activated carbon, sand, coconut fiber or coconut fiber powder, and gravel with a contact time of 15 minutes, 17 minutes, and 19 minutes. The effectiveness of the filter using coconut fiber can reduce TSS by 91.25%, coconut fiber powder can reduce TSS by 99.73%. The effectiveness of the use of coconut fiber can also reduce BOD by 30.95% of the concentration, coconut fiber

powder can reduce BOD by 44.737%. The results of this study indicate that the highest effectiveness of TSS reduction occurs in the use of filter media using coconut fiber powder, which is 99.73% at a contact time of 19 minutes. Coconut fiber filter media and coconut fiber powder are better at processing TSS parameters than BOD parameters (ENVIRONMENT 2020).

Filtration media is a material which at the operating conditions of a filter has the property of being able to flow to a certain fluid and also has an inability to flow to certain impurities. Deep-bed filtration type filters have filtration media in the form of granular solids such as sand or in the form of layers of natural fibers, synthetic fibers or compressed metal fibers. Fibers used as filtration media Deep-bed filtration works on the principle that when fluid flows through the filter, impurity particulates are retained and collected between the pore cavities formed between a collection of filtration media fibers. The number of fibers used per unit volume or density of the filtration media determines the value of the flow resistance or permeability of a filtration medium. This research is focused on looking at the permeability characteristics of the coconut fiber filtration media based on the amount of fiber density used. The permeability characteristics of the filtration media greatly affect the efficiency of fluid flow in oil well sand filter applications. The permeability characteristics of coco fiber were measured by making the core of the test specimen with a diameter of 3.8 cm, a length of 7 cm and a variation of the mass of coco fiber for a test specimen of 7.5; 10; 15; 17.5 and 20 grams. Then each core test specimen measured its permeability value using Permeability Meter AFS200. The results showed that the permeability value of coco fiber decreased with increasing mass of coco fiber which was used to make the core of the test specimen. The lowest permeability value of 8508 milliDarcy was obtained from a test specimen with a mass of 20 grams of coir and the highest permeability value of 19,790 milliDarcy was obtained from a test specimen with a mass of 7.5 grams of coir (Wahyudi, Rochardjo, and Waluyo 2022).

This amboina restaurant is certain to use cooking oil in producing food so that it always gets leftover oil. To reduce waste, dish soap is made, this is stated by (Widyawati and Hidayah 2022). In addition, training on making compost from household waste is held, this can be justified because according to (et al. 2022), compost derived from household waste is in the form of rice washing water, stale rice and vegetable residue and or fruit peels, and added EM4 fertilizer as a catalyst in the manufacture of compost. Household waste that has no economic value will have a useful value when it can be reprocessed into something useful, one of which is compost. The compost produced from this activity is dark brown to black in color similar to the color of the soil, insoluble in water and odorless so it can be concluded that the quality of the compost produced is quite good, and finally the wastewater treatment by means of gray water is discharged into the environment without processed first so that it often causes problems in terms of aesthetics, health and exceeds the specified parameter limits. The purpose of this study was to determine the effectiveness of the Ecotech garden as a method that can be used to treat gray water waste utilizing aquatic ornamental plants. This type of research is a quasi-experimental design with one group pre-post test. The research sample is gray water waste from the inlet and outlet to be tested in the laboratory. Analysis using One Way Anova test with p-value 0.05 and water quality

waste before and after processing will be calculated using the effectiveness formula. Based on the results of the analysis, it was found that the p-value of the three plants was 0.368. The results of the analysis of the existing p-values showed that there was no significant difference between the three plants so that one of the three types of plants could be chosen. In addition, based on the effectiveness value, ecotech garden is considered very effective in reducing the concentration of gray water parameters, namely BOD, COD and TSS with effectiveness values of 99% and 97% while the concentration of Ammonia (NH₃) and pH both before and after processing are still below the threshold. quality standards. The most effective plants to use are

cattail and water hyacinth plants. It is recommended that this ecotech garden be maximized if it is made on a communal scale such as housing and boarding houses/dormitory and by using several types of plants to be more effective in treating gray water waste (Costa, S.Junias, and Sahdan 2022). So based on the literature study, CSR in environmental activities can be done by reducing household waste in the following ways:

1. Training on the manufacture of used cooking oil which is used as dish soap.
2. Training on making compost from household waste.
3. Reducing dishwashing water waste produced by Amboina restaurants by means of filtration.

This is done to preserve the environment and benefit the environment in the future **Profit**

This profit is the last of the 3 basic concepts of corporate social responsibility besides planet and people. Profit is always applied by every company. However, the implementation of CSR in terms of profit is recommended to conduct training in bookkeeping and calculations in terms of financial science. This is aimed at the restaurant not experiencing losses and is more specific in terms of handling finances.

The implementation of the basic concept of CSR triple bottom line, including people, planet, and profit, is designated as a branding strategy by Amboina Restaurant. It aims to get a positive image from the community. With a positive image from the community, this Amboina restaurant will experience a positive impact because it can have a long product life cycle even though many competitors will appear in the future.

CONCLUSION

The conclusion in the article with the title "Implementation of the Basic Concepts of Corporate Social Responsibility as a Branding Strategy at Amboina Restaurant" can be concluded that the triple bottom line of the basic

concepts of CSR must be implemented in terms of social action, environmental conservation and also regarding profits from restaurants. Triple bottom line is recommended to be applied continuously without missing anything. This was suggested by the researchers for the amboina restaurant as a branding strategy with the aim of getting a positive image in the hope of having a long product life cycle despite the many emerging competitors. Suggestions for further research are recommended to be more specific in terms of profit because it is related to finance.

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