

Research Article

The Effect of Corporate Social Responsibility Program on Increasing Community Empowerment

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Academic Editor: Nguyen Ngoc Anh

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Abstract: In the business world, companies cannot only think about themselves but also need to guarantee the sustainability of life around the company's operations, including the surrounding community. This research will be carried out to see the implications provided by Corporate Social Responsibility for the increase in community empowerment around the company area of PT. Kimia Farma, Kesamben Village, Jombok District, Jombang Regency. This research will be carried out using a descriptive quantitative approach. The research data was obtained through the results of filling out questionnaires by respondents with a total sampling of 97 samples using the Simple Random Sampling technique. The results of this study then found a significant influence that occurred simultaneously and partially between the social, economic, and environmental variables and the community empowerment variable. The researcher can say that the three independent variables significantly influence community empowerment.

Keywords: *Community Empowerment. Corporate Social Responsibility, PT. Kima Farma.*

A. INTRODUCTION

CSR is crucial to guaranteeing the sustainability of the business world in the present day. The business world would not be able to flourish without addressing the situation and condition of the social environment in which the firm operates; therefore, the implementation of CSR is a must for enterprises to support their business activities. Not just carrying out responsibilities but becoming an obligation for the business world (Barauskaite & Streimikiene, 2021). Implementation of CSR must be a part of the business role and incorporated into the company's business policy so that the business world is not only a profit-driven organization, but also a learning organization in which every individual has social awareness and a sense of belonging not only to the organizational environment, but also to the social environment in which the company is located (Abugre & Anlesinya, 2020).

CSR is not just social responsibility for the company itself but will greatly impact its self-image. Ambadar outlined some of the motivations and projected benefits of corporations engaging in corporate social responsibility, such as avoiding the unfavorable reputation of environmental destructors that chase solely short-term profits regardless of the repercussions of their unethical actions; A comprehensive ethical framework can assist managers and employees in addressing challenges such as employment demand in the business environment; respect is accorded to the company by the core group of people who depend on its existence, particularly in terms of job creation; and the company's ethical behavior is safe from environmental disturbances so that it can operate smoothly. In other words, CSR is part of the company's campaign to gain sympathy from the public, which is its potential market (Hong et al., 2022).

Development is the process of change that is deliberate, planned, and sustainable. The development of a nation is not solely the responsibility of the government, but also of the

business sector and of society as a whole. As a form of checks and balances for the government, community participation is required in this instance to oversee the abuse of government social authority and influence government policy (Mensah, 2019).

Companies no longer have duties based solely on economic profit, i.e., the worth of the company, which is reflected in its financial position, but must also consider social and environmental factors, or what is generally referred to as the Three Bottom Line. The key to sustainable development is the interaction of these three aspects (Donthu & Gustafsson, 2020).

According to The World Commission on Environment and Development (WCED), the definition of sustainable development suggests that “Sustainable development is the development that meets present needs without compromising the ability of future generations to meet their own needs”. Regulations that oblige every company engaged in the field of both natural resources and the environment to carry out social responsibility are regulated in Law Number 40 of 2007 concerning Limited Liability Companies (Hummels & Argyrou, 2021).

PT Kimia Farma strives to always create shared value with stakeholders, not only as a corporation but also to enable the company to provide added value for social development and environmental sustainability, which at the same time ensures long-term success for the company’s business and at the same time supports the company’s contribution to achieving the Sustainable Development Goals (SDGs) (Ardillah, 2021).

As a state-owned pharmaceutical company, history records that Kimia Farma has undergone many changes from time to time. Now in its 50th year, the collaboration between Kimia Farma and the company’s subsidiaries has produced innovations that have a real impact on the company’s achievements not only in terms of business but also socially and environmentally. Carrying out a social mission in 2021, Kimia Farma again presents Floating Clinic health services that sail in archipelago areas and areas with minimal health facilities. The Inspiring Midwife program also contributes to public health, especially by saving mothers and toddlers in preventing stunting.

PT. As a related company, Kimia Farma cooperates with the local community to carry out its Corporate Social Responsibility programs, hoping to increase community empowerment through education, health, and the environment. Based on the description above, the three variables, namely the economy, health, and environment, are thought to have a relationship with increasing community empowerment simultaneously and partially.

B. LITERATURE REVIEW

1. Development Administration

The administration implements decisions taken and organized by two or more people to achieve predetermined goals. The Liang gie defines administration as a series of activities towards work by a group of people cooperating to achieve certain goals. Pasalong argues that administration is a series of activities carried out by a group of people working together to achieve goals effectively, efficiently, and rationally (Globocnik et al., 2020). Furthermore, he stated that administration has two dimensions: the characteristic dimension and the dimensions of the elements. The characteristic dimensions attached to administration are efficient, effective, and rational, while the dimensions of administrative elements are:

- a. Some goals or objectives are determined before carrying out a job
- b. There is a cooperation between a group of people or government agencies and private institutions
- c. There are facilities used by a group or institution to carry out the goals to be achieved (Luo et al., 2021).

Then, development is described by Siagian as a set of nation-building efforts undertaken by a nation-state to actualize growth and change in a planned and deliberate manner in the

direction of modernity. Moreover, he contends that at least seven key concepts emerge from the definition of development, including efforts that are consciously determined as something to be executed; long-term, medium-term, and short-term development; and development that is carried out in a planned fashion (Rustan et al., 2022). The development plan comprises the meanings of growth and change, and development leads to modernity. Modernity, which is to be accomplished through diverse development activities, is, by definition, multidimensional, and all of the aforementioned items are geared toward nation-building endeavors (Geels, 2020).

Siagian describes development administration as all efforts made by a nation-state to grow, develop, and change purposefully and systematically in all parts of the nation-life state's and livelihood in order to attain its ultimate goals. Mostopadidjaya stated that development administration is the science and art of developing an administrative system capable of carrying out various functions of government and development effectively and efficiently (De Cesari, 2020).

From the understanding of development administration above, it can be understood that it is very important for the progress of a country through the efforts made by the government. Development administration has the function of formulating policies and development programs that are carried out effectively for the welfare of the people (Wandasari et al., 2019).

2. Good Corporate Governance (GCG)

Good corporate governance is a form of effective company management that safeguards the interests of (public) shareholders as company owners and creditors as external funders. A solid corporate governance structure will safeguard shareholders and creditors effectively to receive returns on investment that are as fair, accurate, and efficient as possible and ensuring that management acts in the best interest of the company (Pernamasari & Wahyudi, 2019).

The Organization for Economic Cooperation and Development (OECD) defines Good Corporate Governance as a set of relationships between company management, boards, shareholders, and other parties with an interest in the company in order to achieve goals that are in the company's best interests, and shareholders must facilitate effective oversight to encourage companies to use resources more efficiently (Al-Ahdal et al., 2020).

Various benefits and advantages obtained by implementing GCG, among others:

- a. With GCG, the decision-making process will take place better to produce optimal decisions.
- b. GCG will minimize acts of abuse of authority by the directors in managing the company.
- c. The company's value in the eyes of investors will increase due to their increasing trust in the management of the company where they invest.
- d. For shareholders, the increase in performance, as referred to in the first point, will automatically increase the value of their shares and the value of the dividends they will receive.
- e. The level of stakeholder trust in the company will increase so that the company's positive image will increase (Mukoffi et al., 2022).

3. Corporate Social Responsibility (CSR)

CSR is not a novel concept at this moment. Responsibility for the environment and surrounding communities is now a prerequisite for all businesses. According to Suharto, CSR is a commercial activity committed not only to the holistic, institutionalized, and sustained socioeconomic development of the region but also to the financial growth of the enterprise (Hidayat & Sutarjo, 2021).

CSR is defined by the World Business Council for Sustainable Development as a

business's commitment to contribute to sustainable economic development, working with corporate employees, their families, the local community (local), and society to improve the quality of life. In another meaning, corporate social responsibility is the obligation of a business to develop policies, make choices, and carry out acts that benefit society (Yang et al., 2019).

Carroll put forward a more comprehensive view of Corporate Social Responsibility (CSR) in the paradigm theory of corporate social responsibility. According to him, corporate responsibility can be seen based on four levels (economic, legal, ethical, and philanthropic), one unit. To fulfill economic responsibilities, a company must generate profits to maintain its existence and development. This economic responsibility is the desire and primitive of the company as a business organization to fulfill profit (Zafar & Sulaiman, 2019).

According to Sen and Bhattacharya, there are six main things included in CSR, namely:

- a. Community support, including support for educational, health, arts, and other programs;
- b. Diversity is the company's policy not to differentiate consumers and prospective workers in terms of gender (gender), physique (disability), or certain races;
- c. Employee support, in the form of protection for workers, incentives, and awards, as well as work safety guarantees;
- d. Environment, creating a healthy and safe environment, managing waste properly, creating environmentally friendly products, and so on;
- e. Non-U.S. operations, the company is responsible for providing equal rights for the people of the world to have the opportunity to work, among others, by opening factories abroad;
- f. Product the company is obliged to make products that are safe for health, do not cheat, sustainably conduct research and product development, and use packaging that can be recycled (Nurunnabi et al., 2020).

4. Community Empowerment

According to Widjaja, community empowerment is giving authority, delegating authority, or granting autonomy to the lower ranks, which essentially empowers efforts to awaken all existing capabilities to achieve goals, and empowerment is held so that the regions are more capable and self-reliant. It means providing opportunities for the community to show characteristics as a community and build the welfare of the community itself (Sharma, 2020).

According to Suharto, community empowerment is an effort to empower the community and its potential capabilities. As for community empowerment, it always involves two groups that are often related: the community as the empowered party and those who care as the empowered party. Community empowerment is the attempt to strengthen the community's capability and potential so that the community can realize their identity and raise their dignity to the greatest extent possible in order to live and flourish independently in the economic, social, religious, and cultural spheres (Apandi & Wasliman, 2022).

According to Eko, empowerment is a movement and a continuous process to generate potential, strengthen participation, and build civilization and self-reliance. According to Law No. 6 of 2014, "village community empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, and community awareness". Government Regulation No. 72 of 2005 concerning villages states that "community empowerment means that the implementation of government and implementation of development in the village is aimed at increasing the standard of living and welfare of the community through the establishment of policies and programs, and activities that are following the essence and priority needs of the community" (Marlina et al., 2020).

From the preceding definitions, it can be stated that community empowerment is the process of enhancing the community's capacities and competencies such that it is empowered

and empowered. Community empowerment is the process of fulfilling the potential capabilities possessed by a community in order to make it self-sufficient (Coy et al., 2021). Thus, every effort to empower the community carried out by the government must be seen as a trigger to move the community's economic activities. Community empowerment aims to increase community capacity in all aspects to create an independent society free from poverty and underdevelopment so that it can develop people's lives (Blackie, 2019).

C. METHOD

From some of the definitions above, it can be concluded that community empowerment is an effort to increase the capabilities and competencies possessed by the community so that the community is empowered and empowered. Community empowerment is an effort to make the community self-sufficient by realizing the potential capabilities possessed by the community. Thus, every effort to empower the community carried out by the government must be seen as a trigger to move the community's economic activities. Community empowerment aims to increase community capacity in all aspects to create an independent society free from poverty and underdevelopment so that it can develop people's lives (Burhan et al., 2022).

D. RESULT AND DISCUSSION

The respondent's description is used to identify the various types of identities held by the respondents. With this knowledge of identity, it is hoped that a deeper understanding of the research results will be found. Below is a table containing information on the sex characteristics of the respondents.

Table 1. Characteristics of Respondents by Gender

No	Gender	Total Respondents
1	Male	53
2	Female	44
Total		97

The data in table 1 shows that there were 53 male respondents and 44 female respondents. Furthermore, the table below will identify respondents based on their age category.

Table 2. Characteristics of Respondents by Age

No	Age (Years)	Total Respondents
1	18-20	6
2	21-30	36
3	31-40	25
4	41-50	22
5	51-60	8
Total		97

Based on table 2, it can be seen that most respondents are people aged 21 to 30 years, with a total of 36 people. Meanwhile, the least number of respondents were with an age range of 18-20 years, with only six people. Furthermore, the table below will identify respondents based on their education.

Table 3. Characteristics of Respondents by Education Level

No	Level of Education	Total Respondents
1	Elementary School	49
2	Junior High School	7
3	Senior High school	38
4	Bachelor degree	4

Total	97
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Based on table 3 above, it can be found that most of the respondents' education is in elementary school, with a total of 49 people. Then the number of respondents with the least education was bachelor's degree, with only four respondents. Next, the table below will identify the respondents based on their work.

Table 4. Characteristics of Respondents Based on Livelihoods

No	Profession	Total Respondents
1	Farmer	34
2	Merchant	20
3	Private Sector Worker	24
4	Civil Servant	5
5	Student	5
6	Housewife	9
Total		97

From the table above, it can be found that most of the respondents' jobs are farmers. Meanwhile, the respondents with the fewest jobs were civil servants and students, with a large number of 5 people each.

Furthermore, researchers will look at the results of calculations from various choices made by respondents to various variables that can affect community empowerment. Below is the result of calculating the respondents' choices regarding social variables.

Table 5. Distribution of Respondents' Answers on Social Variables (X1)

No	Indicator	Strongly Agree	Agree	Simply Agree	Disagree
1	X1.1	35	28	34	0
2	X1.2	39	27	31	0
3	X1.3	28	30	39	0
4	X1.4	25	28	44	0
5	X1.5	17	27	47	6

Table 5 shows that in the first item, namely the learning house, the majority of respondents answered strongly agree, as many as 35 people. For the second item, tutoring, most respondents answered strongly agree, as many as 39. For the third item, paving the way, most respondents agreed with as many as 39 people. For the fourth item, namely the construction of bridges, most respondents agreed with 44 people. And for the fifth item is the provision of health training, where the majority of respondents answered quite agree about 47 people. This indicates that the benefits of providing health training to the people of Kesamben Village are not evenly distributed. Providing health training to improve healthy living behavior and a clean environment in Kesamben Village consists of free training on proper and healthy use of MCK.

Table 6. Distribution of Respondents' Answers to Economic Variables (X2)

No	Indicator	Strongly Agree	Agree	Simply Agree
1	X2.1	41	24	32
2	X2.2	22	36	39

Based on table 6, it can be seen that the first item is the provision of scholarships to students and students of Kesamben Village who excel and are less fortunate, with the majority of respondents responding strongly to as many as 41 people. This indicates that PT grants a scholarship. Kimia Farma has value benefits for parents of students. This scholarship has been awarded since 2012.

The second item is the item of clean water supply assistance, with the majority of respondents agreeing about 39 people. This indicates that the surrounding community quite

agrees and benefits from the funds used to provide clean water for residents. Communities can use clean water provided by PT. Kimia Farma for free.

Table 7. Distribution of Respondents' Answers to Environmental Variables (X3)

No	Indicator	Strongly Agree	Agree	Simply Agree
1	X3.1	20	33	44
2	X3.2	12	21	64

Based on table 7, it can be seen that the first item is the greening item carried out along the river, with 20 respondents who answered strongly agree (21%), respondents who answered agreed about 33 people (34%), while respondents who answered quite agreed were 44 people (45%). This indicates that PT carries out reforestation by planting trees. Kimia Farma is quite beneficial for the preservation of the surrounding environment. This reforestation is carried out along the river to strengthen the condition of the river banks which are starting to become bare, bear in mind the importance of the river for the surrounding community in their daily life. For the second item is waste management from PT. Kimia Farma, with 12 respondents (12%) responding strongly in agreement, 21 respondents (22%) responding in agreement, and 64 respondents (66%) answering quite agree. It can be concluded that most of the people of Kesamben Village agree that solid and liquid factory waste does not damage the surrounding environment. Management of factory solid waste in the form of bottles and plastics that are not suitable for production can be reused by residents as goods with higher selling value. As for the factory liquid waste, PT. Kimia Farma for fish ponds in the company area. Based on laboratory tests, it is known that the factory's liquid waste does not contain harmful elements.

Table 8. Distribution of Respondents' Answers to Variable Changes in Community Behavior

No	Indicator	Strongly Agree	Agree	Simply Agree
1	Y1.1	37	36	24
2	Y1.2	21	34	42

Based on table 8, it can be seen that for the first item, namely the level of community education, the majority of respondents answered strongly agree, as many as 37 people. This indicates that assistance in the form of physical and non-physical in the field of education affects the level of community education. For the second item, the public health level item, most respondents agreed with around 42 people. This indicates that the community feels that PT assists in the health sector. Kimia Farma is quite useful.

In testing the research instrument, the results of the validity and reliability tests were obtained in table 9 and table 10. Table 9 shows that the value of the r count of questions is smaller than the r table, which means that each variable indicator is valid. Table 10 shows that the value of Cronbach's alpha for all variables is greater than 0.6. From the provisions previously mentioned, all variables used for research are reliable.

Table 9. Validity Test Results

No	Indicator	r _{count}	r _{table}	Sig.	Explanation
1	X1.1	0.696	0.170	0.000	Valid
2	X1.2	0.681	0.170	0.000	Valid
3	X1.3	0.610	0.170	0.000	Valid
4	X1.4	0.794	0.170	0.000	Valid
5	X1.5	0.550	0.170	0.000	Valid
6	X2.1	0.740	0.170	0.000	Valid
7	X2.2	0.784	0.170	0.000	Valid
8	X3.1	0.857	0.170	0.000	Valid
9	X3.2	0.763	0.170	0.000	Valid

10	Y1.1	0.859	0.170	0.000	Valid
11	Y1.2	0.857	0.170	0.000	Valid

Table 10. Reliability Test Results

No	Indicator	Validity Coefficient	Explanation
1	X1.1	0.848	Valid
2	X1.2	0.850	Valid
3	X1.3	0.828	Valid
4	X1.4	0.825	Valid
5	X1.5	0.853	Valid
6	X2.1	0.867	Valid
7	X2.2	0.777	Valid
8	X3.1	0.778	Valid
9	X3.2	0.708	Valid
10	Y1.1	0.786	Valid
11	Y1.2	0.780	Valid

Furthermore, a test of the coefficient of determination will be carried out on the results of the calculation of the respondent's choice. Below is a table containing the results of the coefficient of determination test.

Table 11. Test Results for the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.938	.881	.887	.472	2.039

Furthermore, below will be described a table containing the results of the simultaneous test of this study.

Table 12. Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	152.634	3	50.878	228.517	.000
Residual	20.706	93	.223		
Total	173.340	96			

Dependent variable: y Based on the results of the F test in table 12, a sig probability value of 0.00 is obtained, where the value is smaller than the confidence level of 0.05 or ($\alpha=5\%$), so it can be concluded that there is an influence between Corporate Social Responsibility simultaneously on Community Empowerment.

Table 13. Partial Test Results

No	Hypothesis	t Test Value	Probability
1	Ho: there is an effect of variable x1 on variable Y Ha: there is no effect of variable x1 on variable Y	2,703	0.000
2	Ho: there is an effect of variable x2 on variable Y Ha: there is no effect of variable x2 on variable Y	5,244	0.000
3	Ho: there is an effect of variable x3 on variable Y Ha: there is no effect of variable x3 on variable Y	5,388	0.000

Based on table 13, it is known that there is an influence between x1, x2, and x3 on community empowerment partially. This can be seen from the probability value of the t-test, which is smaller than the confidence level of 0.05 or ($\alpha = 5\%$).

Based on the results of distributing the research questionnaire, it can be seen that the concept of Corporate Social Responsibility which consists of social variables (x1), economic variables (x2), and environmental variables (x3), has a significant influence on community empowerment in terms of education level and community health level. According to Hegley,

quoted by Sugandy, sustainable development theory is oriented towards growth that supports concrete environmental, social, and economic goals. In addition, sustainable development pays attention to environmental limits in material consumption and strengthens qualitative development at the community and individual levels with fair distribution, as well as the need for government intervention, support, and cooperation from the business world in efforts to conserve and use resources based on resources.

The three aspects in the theory of sustainable development must be reflected together to meet current needs without compromising future needs. Therefore, the synergy of these three aspects is the key to sustainable development. Based on the description above, it has answered the formulation of the problem and the study's hypothesis that Corporate Social Responsibility influences Community Empowerment both partially and simultaneously if other variables are constant.

E. CONCLUSION

The Corporate Social Responsibility Program includes social, economic, and social variables run by PT. Kimia Farma has a significant influence on one another, with a correlation level between 0.60-0.799 which has a significant relationship level, and 0.80-1.000, which is a very significant relationship level. This can be seen from each variable's correlation coefficient, which is calculated based on validity testing and is correlated through the interpretation of the correlation coefficient. The CSR program has a simultaneous or partial influence on Community Empowerment. This can be seen from each variable's correlation value and probability value, which is smaller than the confidence level of 0.05. Simultaneously a probability value of 0.000, less than 0.05, and partially has a probability value of 0.008, less than 0.05. Based on the multiple regression analysis, the Adjusted R Square value is 0.938, meaning that 0.938 community empowerment will be influenced by the independent variables, namely social, economic, and environmental. At the same time, the remaining 0.062 community empowerment is influenced by other variables not discussed in this study.

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