

## **Corporate Social Responsibility Program Implementation of PT. Tunggal Perkasa Plantation in Indragiri Hulu District**

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### **ABSTRACT**

PT. Tunggal Perkasa has four CSR programs but one program is not running, namely the program in the field of Economics (Community Empowerment and Training Center). The research objective was to determine the implementation of PT. Tunggal Perkasa Plantation's CSR program in the economic field. Employing qualitative methods, the data were collected using interview techniques, observation, and the latest documentation. The findings of this study are that the implementation of CSR in the economic field provided by PT Tunggal Perkasa Plantation in the community has mostly not been realized according to the target. The novelty of this research is that the implementation of CSR programs needs to be supported by transparency and government intervention in providing CSR funds to the community.

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## **INTRODUCTION**

According to Law Number 40 of 2007, a limited liability company (Company) is a legal entity that is a capital partnership consisting of an agreement between companies and the law. The law states that the company's business activities are in the form of capital in the form of shares. And with the development of companies in an area will affect the progress of the national economy. The company's activities themselves have a positive impact on the community because the company's development will provide jobs, produce products in the form of goods or services needed for people's lives, improve the regional economy, and prosper the community with a competitive economic system (Budiarti, 2014).

Corporate Social Responsibility (CSR) has been used and recognized by Indonesia in the 1980s. However, it is increasingly popular and is still a hot topic. According to (Wedayanti, 2019) Corporate Social Responsibility (CSR) is a company's moral responsibility towards the communities or communities around its work area or operations. Furthermore, Hariyanti (2017)

explained that CSR is one of the obligations that must be carried out by companies following Article 74 of Law No. 40 of 2007 concerning Limited Liability Companies (UUPT).

The success of the CSR program will make the company show the identity of good repatriation to the views of the community, which means that the company's concern for the development and empowerment of the community or the surrounding environment is visible (Lubis, 2017). The real proof is that the community will feel the positive impact of the company's presence in their area. Good cooperation between the company and the community will create a harmonious situation between the two elements (Salinding, 2017). The company's activities, namely Corporate Social Responsibility, will have a positive and negative impact on what certain companies do (Wedayanti, 2021).

The positive impact of implementing CSR is increasing the welfare of the community around the company. Second, improving the company's image. The negative impact of implementing CSR is first, it is prone to be misused and damaged by irresponsible people. Second, it creates a conflict of interest in society (Wedayanti, 2019).

According to the regional regulation of Riau province no. 6 of 2012 concerning Corporate Social Responsibility, CSR is provided by the company to create a harmonious, balanced, and harmonious relationship with the surrounding environment in which there are moral values and community culture. The CSR programs are in the form of partnership and environmental development programs, plantation business partnerships, empowerment of forest village communities, and the like which is also known as community development. This program aims to improve the standard of living of fostered partners in the community within the company's environment, it also aims to create jobs and reduce social disparities between fostered partners and the community around the company. A company is a business entity that is engaged in a field, based on laws and regulations or an agreement to carry out business activities using capital and to make a profit. CSR issued by the company is a form of appreciation, convenience, and or relief given by the local government to companies that implement CSR (Wedayanti, 2018).

PT. Tunggal was founded in 1911 and consists of three companies engaged in plantations with an area of 28,000 ha located in the Air Molek area, Riau. The company consists of Swiss-owned NV Culture Maatachappij Indragiri, Indragiri Rubber Limited (IRL), and Klawat Syndicate, a joint venture between a British company and a Malaysian strut company. Later, the three companies were nationalized by the Government of the Republic of Indonesia (RI) in 1963. However, from there, the government of the Republic of Indonesia gave full management to PT. The Indragiri plantation (TT.PI) was later liquidated by the Indonesian government and then handed over to PT.Kulit Aceh Raya Captain Markam (PT.KARKAM). in 1964 PT. Karkam was handed over to the local government for certain reasons. However, in 1966-1968 the plantation was handed over to PT Aslam Karkam II (PT ASKAR II) and in 1968-1969 the plantation was handed over to PT Perkebunan Indragiri (Zsa et. al., 2019).

The purpose of the study was to determine and analyze the implementation of the CSR program of PT.Tunggal Perkasa Pelantation in the Economic Sector of Indragiri Hulu Regency.

Several CSR programs at PT. Tunggal Perkasa Plantation consists of 4 pillars, namely: First, in the field of Health. Second, in the field of education. Third, in the field of social and religious affairs, and fourth, in the field of economy. The CSR activity program can be seen in table 1.

No	Sector	Program	Information
1	Health	a. The existence of posiandu development,	Implemented
		b. Provision of temogen tools to schools and institutions that need them,	Implemented
		c. Distribution of groceries to underprivileged families	Implemented
		d. Provision of ambulances to health centres located around the Company	Implemented
2	Field of education	a. The existence of committee training for teachers who are seconded by the Company and also the employees/employees,	Implemented
		b. Giving salaries to teachers who teach in schools around the Company	Implemented
		c. Awarding outstanding scholarships at the Company's target schools	Implemented
		d. Development and provision of hand washing equipment,	Implemented
3	Social and Religious Affairs	a. Contributions to the Regional Government in the form of RTH Development located within the Company	Implemented
		b. Construction of a bus stop right in front of the SMAN 1 Pasir Turtle school,	Implemented
		c. Spraying disinfectant on places of worship which are close to the Company.	Implemented
4	Economics (Community Empowerment and Training Center)	a. Implement cooperation with local youth To do catfish cultivation around the Company such as in the Sungai Sagu area, Tanah Merah, and also in the village of Jatirejo	Not Implemented

Table 1: PT. Tunggal Perkasa Plantation CSR Information

Based on table 1, the CSR Program Information of PT. Tunggal Perkasa Plantation has met the target of providing CSR in the community. However, from the 4 fields, there is still 1 field that has not met the target of PT.Tunggal Perkasa Plantation's CSR provision in the community, namely in the economic sector. As for the program provided by PT. Tunggal to the community, it still has not met the target of providing CSR. So this research only focuses on discussing the

implementation of the Corporate Social Responsibility Program in the economic field which has not been implemented through the Community Empowerment and Training Center

The problems found were in the economic field, namely the implementation of catfish farming in Kongsu Empat Village, Pasir Turtle District. However, apart from Kongsu Empat Village, and Pasir Turtle District, two villages received assistance from the CSR program from PT.Tunggal, namely Sungai Sagu Village and also Jati Rejo Village. Headed by Mr Hendra the youth leader of Tanah Merah Village, Mr. Yulias as the youth leader of Sungai Sagu Village, and Mr Setiawan as the youth leader of Jati Rejo Village. However, based on initial interviews, information was obtained that the lack of public education or knowledge about the importance of implementing catfish farming aimed at the welfare of the community was the impact of the CSR program not running at PT.Tunggal Perkasa Plantation.

Furthermore, based on information obtained from the leadership of the company PT. Tunggal Perkasa Plantation for CSR in the economic field still has not met the target of providing CSR in the community, due to the lack of participation from the local community. It can be seen from the abandoned catfish farming program that occurred in Kongsu Empat Village, Pasir Turtle District, and the two villages mentioned above. For the economic sector, PT. Tunggal facilitates people who want to be involved in the cultivation.

This research is important to study because the benefits of CSR in the economic field itself are to create jobs for people outside of oil palm and aim to reduce the reduction and minimize the theft of oil palm fruit, especially in Ring 1. The company PT. Tunggal provides village assistance - villages located in the company's territory, especially Kongsu Empat Village, Turtle Sand Sub-district, which is in the Ring 1 area. While the benefit for the company is to give a good image to the company because it has implemented CSR in the economic field.

## METHODS

This study uses a descriptive research method with a qualitative analysis approach, which from the results of this study uses the concept of the respondent as the main source of information.

The location of this research was chosen by the author through the object of research at Pt. Tunggal Perkasa Plantation, Indragiri Hulu Regency. The reason found by the author is that there is still a lack of awareness of the company in channelling their social responsibility, this can be seen from the unfulfilled target of PT. Tunggal's CSR provision in the community, especially in the economic field.

No	informant	Total	description
1	CDO PT.Tunggal Perkasa Plantation	1	Key Informant
2	Village Youth Leader Kongsu Empat Pasir Penyu, Districts.	1	Informant
3	Village Youth Leader Sungai Sagu, Lirik Districts.	1	Informant

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4	Villagers Kongsu Empat, Pasir Penyu Districts.	4	Informant
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Table 2: Informants and Key Informants  
Processed Data 2021 [source]

To provide more valid information, researchers used data collection techniques, namely First, Interviews with key informants and informants, Observation, and Documentation. After the data or information has been obtained, it is then grouped and analyzed using qualitative analysis which is then presented descriptively.

The steps that must be passed in analyzing the data in the study are first, data reduction, and second, data presentation. Third, Drawing Conclusions and Variables.

The points and indicators used in the interview are Measures and Objectives of Policy Objectives, Resources, Characteristics of Execution Agent, Attitude or Tendency (Disposition) of the Implementers, Communication Between Organizations And Implementing Activities, and Social, Economic, and Political Environment.

## RESULTS AND DISCUSSION

To realize the welfare of the community around PT. Tunggal Perkasa Plantation in Indragiri Hulu Regency, PT. Tunggal Perkasa Plantation is obliged to implement CSR programs. Based on the Regional Government Regulation of Riau Province No. 6 of 2012 which discusses the responsibilities given by the company to create a balanced relationship, and also a better relationship with the surrounding environment in which there are moral values. and also the culture of the people.

Various forms of CSR activities are carried out by PT. Tunggal Perkasa Plantation is Economic Improvement (Center for Training and Community Empowerment) in the health, education, and socio-religious fields. All forms of program activities carried out by PT. Tunggal Perkasa Plantation has a positive image among the surrounding community, especially in the community around the company. And here the author focuses more on the field of Economics, namely Economic Improvement for one village in ring 1.

In this discussion, the author describes the results of research on "Implementation of Corporate Social Responsibility (CSR) through the Program in the Plantation Economics of PT. Tunggal Perkasa Perkebunan in Indragiri Hulu Regency". The results of this study were obtained from the results of observations, interviews, and also documentation. And from the results of this study were obtained from the results of interviews that have been selected by criteria that can be considered to represent the results of the research adopted by the author. This interview contains questions that will be closely related to each indicator that has been provided by the author. That is using indicators according to Van Meter and Van Hon in Agustino (139:2012), Measures and Objectives of Policy Objectives, Resources, Characteristics of Execution Agent, Attitude or Tendency (Disposition) of the Implementers, Communication Between Organizations And Implementing Activities, Social, Economic, and Political Environment.

### **Measures and Objectives of Policy Objectives**

Measures and Objectives of Policy Objectives here are intended, among others, to create a policy that is needed in every decision, it is very necessary to have a basic measure in making goals that are right on target so that the policies of a program can be realized properly and correctly (Wedayanti, 2019).

Based on the indicators of Policy Size and Objectives in this study, two sub-indicators will be used as benchmarks in their implementation by looking at policies, facilities, and infrastructure, and also at socialization received by the local community. The following is based on the results of interviews with key informants and research informants.

From the results obtained from the author's interview, the interviewees said that the policies issued by the company related to CSR programs in the community were still many who did not know about catfish farming. And for socialization related to other activities, the company also rarely does socialization

Based on the results of interviews conducted with the company and also the local community related to the implementation of policies carried out by the Company towards the community, there are still many obstacles in the process, one example of which can be seen from the lack of provision of facilities and infrastructure in the community. the company currently only provides one pond, while fish farming requires a maximum of three ponds. This can be proven by the statement conveyed directly by the head of public relations and also followed by a statement conveyed by the chairman of the four village youth kongsi.

Based on observations that occur in the field related to the sub-indicators in the size and objectives of the policy in the implementation of CSR policies in the field, there are still many obstacles in the process. One of them is the lack of education for the community and the lack of programs provided to the community, and for now, the biggest obstacle is the COVID-19 pandemic, which was conveyed directly by the head of public relations at PT. Tunggal Perkasa Plantation.

The conclusion from the results of interviews and observations on the Indicators of Size and Target Policy Objectives, for the first sub-indicator, namely the policy has been planned according to the planning formulation, currently, for the first sub-indicator, this is not implemented due to covid 19, therefore for each CSR program not working. As for the second sub-indicator, the activities of the CSR program have an appropriate end goal, for what happens in the field, the activities of this CSR program are still not implemented, because what is happening in the field is still not following what was planned by the company. One example is related to catfish farming, there is still a lack of role from companies related to the provision of facilities and infrastructure in the community.

### **Resource**

Resources here are meant as the availability of implementing personnel and in addition to these resources, it is also meant the availability of funds to uphold the success of an implementation that has been agreed upon within the organization (Wedayanti, 2019).

From the results of a joint interview with Mrs Tika a resident of Kongsu Empat Village, Pasir Turtle District who lives near the Company, she said that there is no initiative to solve problems from the Company, whether it is related to pollution caused or related to infrastructure improvements. As for catfish cultivation, PT. Tunggal Perkasa Plantation has not yet conducted socialization with the surrounding community, because the company is still doing small-scale cultivation first.

Based on the results of interviews related to resources, namely the availability of implementing personnel, they have provided infrastructure and human resources to be involved in the program, this can be seen from the statements from the PT and also the youth leaders.

Based on the results of observations in the field, namely those obtained from several sources with question indicators that have been compiled by the author, it can be concluded that for Resource Indicators, namely about the implementation of CSR programs and the duties and functions of the implementation of the CSR program are still not running properly. Due to the lack of implementation related to assistance from the CSR Fund of PT. Tunggal Perkasa Plantation in Indragiri Hulu Regency, and the lack of awareness of the Company regarding the conditions in the local community resulting from the company's production, for example, the lack of awareness of the Company related to the pollution caused, be it pollution air, noise pollution and so on. And also related to the field of Economics which is still lacking in the number of pools.

The conclusion from the results of interviews and observations on the Resource indicator related to its sub-indicators, namely providing facilities and infrastructure and the human resources involved can be said to be going well because of the provision of facilities and infrastructure the Company has implemented following its SOP. Likewise with the sub-indicator on formulating the division of tasks and functions in the implementation of activities, for related to the division of tasks and functions the Company has also carried out its duties by standard operating procedures, only the drawback is that there are still many people who are not aware of the existence of activities in the form of CSR programs that carried out by the company in the community.

### **Characteristics of Execution Agent**

The characteristics of the Executing Agent here are a work procedure which is contained in the work standard (Standard Operating Procedure) in an agreed implementation (Wedayanti, 2021).

From the results of the interview with Mr Julius, who is the Youth Leader related to the implementation of the CSR program in the economic field, there are still many shortcomings and it cannot be said to be transparent because what is seen is not what is expected.

Based on the results of interviews related to the function of each implementing agent, it can be said that it is under standard operating procedures. This can be seen from the statement of the head of the Company's public relations.

Based on the results of interviews and observations in the field with the indicators of questions that already exist, it can be concluded that the characteristics of this implementation agent have not run optimally, because from the results of interviews obtained from the community, especially

the youth leaders from Kongsu Empat village, Pasir Turtle sub-district. there are still many shortcomings in the provision of PT. Tunggal CSR Funds. However, apart from Kongsu Empat Village, there is also Sungai Sagu Village, Lyric Sub-district, which has experienced something similar to Kongsu Empat Village.

The conclusion from the results of interviews and observations on the indicators of the Characteristics of Implementing Agents, namely the first sub-indicator has a transparent task implementation in the implementation of the program for the first sub-indicator is not implemented because every program that is given by the Company to the community, especially catfish farming is still not transparent, it can be seen from the provision of infrastructure is still lacking. While for the second sub-indicator, there are responsibilities and functions of each implementing agent, for the second sub-indicator it can be said to be implemented because for this catfish farming the Company shows the responsibility of the function of each agent from the supervision in the field for each CSR program issued.

#### **Attitude or Tendency (Disposition) of the Implementers**

The attitude or tendency of the implementers here is meant the tendency that occurs in the program that will be given by the implementers of the policy (Wedayanti, 2018).

From the results of interviews with residents, namely Mr Joko and Mr Torus Silabaan, they were very enthusiastic about the participation provided by the company. And so did Mr Julius the Youth Leader from Kongsu Empat Village, Pasir Turtle District, who said that the attitude and tendencies of the implementers had said to have been running according to the company's standard operating procedures. Apart from the company, the community has also carried out their duties, namely, they have also responded well to what has been given by the company

Based on the results of the interviews above related to the attitudes or tendencies of the implementers in participating in the implementation of policies, it can be said to have a good response between the Company and the community, this can be seen from interviews conducted with the Company and the community.

Based on the results of observations in the field related to the attitudes and tendencies of the implementers, it can be said that they are run by the company's operational standards. This can be said from the good public response related to the company's presence with the policy program issued.

The conclusion from the results of interviews and observations on the Attitude/Tendency indicator (Disposition) of the Implementers, namely for the first sub-indicator, namely the existence of cooperation between implementers and the community to support each other, can be said that it has been implemented as well as the second sub-indicator, namely the implementation of community participation in the supervision of program implementation. It can also be said that it has been implemented, especially in the economic field, regarding the cooperation between the community and the company, it has been seen from the programs provided, as well as the participation from the community, the community is very enthusiastic about every program provided by the company.

### **Communication Between Organizations and Implementing Activities**

Communication between Organizations and Implementing Activities is meant by a communication tool or delivery of policy information provided by the program implementing team and the implementing team of the policy program (Wedayanti, 2019).

From the results of the interview with Mr Hadi Sukoco, the PR of PT. Tunggal Perkasa Plantation, he and the Company have made every effort to issue CSR programs in the community to boost the local economy. And want to change the mindset of the local community that not only by planting oil palm their economy increases. But also by carrying out other activities, for example by doing cultivation that has been provided by the Company. But this did not last long. So that the company's public relations will provide further guidance related to this cultivation again.

The results of the interview with Mr Julius, who is the Head of Youth in Kongsu Empat Village, Pasir Turtle District, he said that good communication between the community with the Company has not worked as it should, because getting a good response from the Company is sometimes very difficult and takes a long time to respond. So sometimes for certain things such as infrastructure improvements or air pollution that arises as a result of those caused by the company, it is the community's initiative to fix it.

Based on the results of interviews related to inter-organizational communication and peksana activities, this is a communication tool between the company and the community so that there is no confusion in the implementation of policies. However, in terms of communication itself, it is still difficult for the community to obtain related activities that should be needed by the community. This can be seen from the results of interviews conducted with the community.

Based on the results of field observations, it is very difficult to get a good response from the communication made by the community with the Company.

The conclusion from the results of interviews and observations on the indicators of Communication between Related Organizations and Implementation Activities, for the sub-indicators, is the coordination of subordinate relations in implementing policies and also dissemination of CSR programs by providing information to the community and agencies involved, from the sub-indicators above, it can be concluded conclude that this indicator has not been implemented optimally, because it can be seen from the CSR program that is provided, especially in this catfish cultivation, for coordination with the community is still lacking, and for the provision of this program it is only given to the youth leaders.

### **Social, Economic and Political Environment**

The Social, Economic and Public Environment of this last indicator which is meant by the social, economic and public environment itself is one of the conditions in which in its implementation there are policies from the program, which can be seen from the implementation of the program that has been made. and agreed upon, and can also be seen from the environment that is not conducive so it will become a source of problems in the implementation of the policy (Wedayanti, 2019).

The results of interviews obtained from the leadership or PR of PT Tunggal Perkasa Plantation that in the relationship between the community and the existence of companies around the community, it is said that there has been a good relationship between the company and the local community. Meanwhile, public relations with the government are said to be non-existent because the community has a direct relationship with the company, not through the government.

From the results of interviews with Mrs Wartini, information was obtained that for responsiveness from the community regarding the company's existence in society, the community did not mind even though many shortcomings came from the company. For example, in the economic field, there is still a lack of attention from the government or even pollution caused by companies.

Based on the results of the interview above, the good relationship between the company and the local community has been said to be going well, due to the good response from the local community to the establishment of the company amid the community. This can be seen from the results of interviews obtained from the head of public relations PT. Single Mighty Plantation.

Based on the results of observations in the field, the authors can conclude that for all indicators and sub-indicators in the CSR program provided by the company, it can still be said that it has not been fully implemented per its main functions. Because there are still many CSR programs that are only halfway through assisting. And also the lack of attention from the company, namely PT. Tunggal Perkasa Plantation in Indragiri Hulu Regency is related to pollution that occurs in the community.

The conclusion from the results of interviews and observations on the indicators of the Social, Economic and Political Environment, which consists of two sub-indicators, namely the first establishment of good relations in the government and the community, from the first sub-indicator the relationship between the government and the community has not been realized because for each program provided by The Company to the community is not determined by the local government or central government, this is said directly by the leadership of PT. Tunggal directly to the author. And for the second sub-indicator, namely the responsiveness or good response of the community regarding the implementation of the program, for the explanation of this second sub-indicator, it can be seen in the field for the good response of the community to the company is very good because so far the community does not question the existence of the company in society.

## **CONCLUSION**

Based on research on the Implementation of Corporate Social Responsibility (CSR) through Programs in the Economic Sector PT. Tunggal Perkasa Plantation in Indragiri Hulu Regency, using the Van Meter and Van Hon concepts which have six variables, namely: Policy Size and Objectives, Data Sources, Agent Characteristics Implementation, Attitudes or Dispositions of Implementers, Communication between Related Organizations and Implementation Activities, and finally the Socio-Economic and Political Environment. From these six indicators, the writer concludes that for programs in the field of Economics (Community Empowerment and Training Center) related to Implementing collaboration with local youths Doing catfish cultivation around the Company such as in the Sago River area, Tanah Merah, and also in Jatirejo village, there are

still many people who do not know about this CSR program because there is no socialization, there is still a lack of infrastructure for catfish cultivation provided to the community so that it requires additional funds beyond the funds provided by the company and the lack of transparency of catfish farming program activities and the slow response of the community when people contact the company.

The strength of this research is that the research focuses on the implementation of only one program so that it can describe in detail one program in the economic field. The weakness of this study is that this study has limited sources so the information obtained is also minimal. Improvement for similar research in the future is to add resource persons from the government, CSR forums, and traditional Malay institutions. The application or practical implication that the company must do is to supervise and evaluate CSR activity programs in the economic field by adding a budget so that no activities are neglected due to a lack of infrastructure in the implementation of catfish farming by the community.

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