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RESEARCH ARTICLE

The CSR program of PT Kalbe Farma Tbk in Providing Clean Water in Wonogiri, Central Java

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Abstract: The CSR program of PT Kalbe Farma Tbk, which provides clean water to Wonogiri in Central Java, has been running since 2013. Clean water is a basic human need and crucial for health and community welfare, daily activities, and productivity. Therefore, efforts are needed to meet the clean water needs of the community in Wonogiri, Central Java. This CSR program focuses on the sustainability of the health sector by considering economic, environmental, and health aspects, as well as social and administrative aspects (ESG). This research aims to understand how the CSR program of PT Kalbe Farma Tbk is implemented to provide clean water in Wonogiri, Central Java. In this study, the researcher used a qualitative approach and a case study as a research method to explain the implementation of the program. The provision of clean water by PT Kalbe Farma Tbk has proven to improve the surrounding community's welfare, health, and economic development. PT Kalbe Farma Tbk implements CSR programs as a sustainability initiative in the health sector, considering economic, environmental, social, and governance aspects (ESG).

Keywords: CSR, Program, Clean, Water, Providing.

1. Introduction

As an archipelagic country with a tropical climate, Indonesia still faces significant hydro-meteorological risks. One is drought, where the lack of rainfall in a certain region over time can result in reduced soil moisture and crop damage (Adiyoso, 2018). Based on data from the National Disaster Management Agency (BNPB) cited in the Islami (2022), Indonesia has experienced various types of natural disasters, including hydro-meteorological disasters, over the past 20 years. Hydro-meteorological disasters in Indonesia tend to increase yearly (Wibawana, 2022).

Several areas in Central Java (Jateng) have been hit by drought and are experiencing a drinking water crisis even though the dry season has not yet peaked. "Drought has begun to affect some areas in Central Java," quoting a press release from the National Disaster Management Agency (BNPB) on Friday (June 23), "several districts have started reporting a drinking water shortage crisis." Previously, the Meteorology, Climatology, and Geophysics Agency (BMKG) revealed that 51% of Indonesia's territory had entered the dry season. On the other hand, the acting Director of BMKG's Public Meteorology Center, Andri Ramdhani, added that the peak of the dry season would occur in the next 2 to 3 months. "Overall, the peak of the 2023 dry season in most parts of Indonesia is estimated to occur in July to August, with the highest dry season occurring in August," he said (Indonesia, 2023)



Meanwhile, dozens of villages in Wonogiri are threatened by drought this dry season. The Wonogiri District Government has mapped areas that are potentially affected by drought. Trias Budiono said, "Dozens of villages in Wonogiri are at risk of being affected by drought this dry season. The Wonogiri District Government has mapped areas that are potentially affected by drought. "According to BMKG forecasts, the dry season will begin in May. One sign is that people have begun to feel the cold. "If it's cold at night, it's hot and humid during the day," said the Head of the Regional Disaster Management Agency (BPBD) Wonogiri (Munandar, 2023).

Several sub-districts in Wonogiri are listed as areas affected by a lack of drinking water. One is Boto Village, which has suffered from a lack of drinking water for decades. On average, the water sources in Boto Village are far from residential areas, and these water sources can likely not meet the community's needs (Triawati, 2023). Consequently, the community is forced to consume rainwater collected in tanks. This occurs because the southern landscape of the Kingdom of Wonogiri is part of the Thousand Hills or Gunung Sewu. The morphology of the limestone hills has high porosity, making it unable to store surface water effectively, but it has underground flows that are difficult to detect.

Therefore, special attention is needed from parties involved in the drought crisis in Wonogiri, not only from the government but also from private companies, including PT Kalbe Farma, to provide access to clean water in Wonogiri, especially in Boto Village, Baturetno district. This is Kalbe's commitment to supporting the Sustainable Development Goals (SDGs) through CSR programs as part of the Access to Healthcare pillar of the healthcare company. Kalbe always upholds sustainability in every business decision. The impact of a company on the environment, society, and all stakeholders will always be given equal attention to the company's business performance.

PT Kalbe is committed to developing its business responsibly, especially through sustainable development programs. PT Kalbe is committed to integrating its philosophy and sustainability goals into its business operations. Therefore, Kalbe's commitment to helping improve community welfare, environmental protection, and business ecosystem sustainability is evident in its products and services and how the company manages its business activities.

Kalbe's sustainability is communicated through the slogan "Together to Make the Nation Healthy," supported by Sustainable Governance covering organizational structure, policies, frameworks, and strategies encompassing nine main areas, outlined in the internal (ERAT) and external (SEHAT) pillars as follows: the internal pillars include ethos, body, hope, and action, while the external pillars include science, technology, and health, ecosystem and environmental sustainability, healthy living and health education, access to healthcare services, and a total sustainable business ecosystem (Kalbe.co.id, 2023).

The preparation of this research refers to previous research on corporate social responsibility entitled "Implementation of CSR Programs and Their Effects on Company Image (Case Study of PT Vale Indonesia, Tbk CSR program on clean water provision projects)," which shows that in general, the community benefits from PT Vale's CSR program, the Public Facility PTPM, in providing clean water facilities in the Nuha, Towuti, and Wasuponda districts. The Benefit variable in PT Vale's CSR program, the Public Facilities PTPM, and the clean water provision program in Nuha, Towuti, and Wasuponda have significantly improved the company's image (Anasrul et al., 2018).

2. Literature Review

2.1. Corporate Social Responsibility

Corporate Social Responsibility (CSR) is defined as "the responsibility of a company to its stakeholders to act ethically, minimize negative impacts, and maximize positive impacts,



including social, economic, and environmental aspects (triple bottom line) to achieve sustainable development goals"(Wibisono, 2007).

Wibisono adds, "An organization or company that grows sustainably must consider the 3Ps: Profit or profit. Certainly, every company will strive to increase productivity and achieve profits. In addition, society (People) is an important player in the business world because community support is crucial for the existence, continuity, and development of the business world. To strengthen their commitment to social responsibility, companies must view CSR as an investment in the future. Through harmonious relationships and a good image, society also contributes to the sustainability of the company. Additionally, the planet (environment) is something that relates to all aspects of our lives. Our relationship with the environment is based on cause and effect. This means that if we take care of the environment, we will also benefit from it. The sustainability of a company will only be guaranteed if the company considers social and ecological aspects"(Wibisono, 2007)

2.2. Provision of Clean Water

Providing clean water to communities is crucial, and its presence is necessary in dry and rainy seasons. Clean water needed by the community every day must meet various requirements, including quality, quantity, and continuity. The impact of drinking water resources affects household needs and has implications for the social, economic, and public sectors and population growth rates. With the increasing population and diverse activities, water needs are also increasing. It is very important to realize the role and function of drinking water in improving community welfare (Rismawanto et al., 2017).

According to the Regulation of the Minister of Health of the Republic of Indonesia Number 416/MENKES/IX/1990, clean water is water used for household needs with quality that meets welfare requirements and is drinkable. Clean water is a source of life for everyone; therefore, we must preserve this water source in terms of quantity and quality (Peraturan Menteri Kesehatan No. 416 Tahun 1990 Tentang: Syarat-Syarat Dan Pengawasan Kualitas Air, 1990). Here are the functions, benefits, and important roles of water for living beings:

- a. Functions/Benefits and Roles of Water for Humans. The usefulness of water for the human body includes supporting the digestion process, regulating body metabolism, transporting nutrients in the body, maintaining body balance, and preventing dehydration. According to doctors and medical experts, the body's water consumption is 2.5 liters or 8 glasses daily. In addition, water is also needed to maintain body hygiene, and one must bathe twice a day. With bathing twice a day, it is hoped that the body remains clean and free from germs.
- b. Functions/Benefits and Roles of Water for Animals. Not much different from humans, animals also need water to support digestion, regulate body temperature, and maintain metabolism. Water is the main source of life for aquatic animals, especially. Without water, aquatic animals such as fish, marine mammals, and amphibians will not be able to survive.

Functions/Benefits and Roles of Water for Plants. The survival of plants depends heavily on the amount of available water. The usefulness of water for plants includes maintaining growth and preventing plants from drying out. If plants lack water, they will experience dehydration and die. (Asmadi, Khayan, 2011).

3. Research Method and Materials

This research method utilizes a qualitative approach combined with a case study method. "The case study method is a research method that uses various data sources to

comprehensively describe and explain various aspects of a group, program, or organization, both individual and systematic events." (Kriyantono, 2006)

Pawito (2008) states, "In qualitative research, the results presented are generally not for generalization but as interpretative descriptions of the reality or phenomena studied within a specific context. This means that every result produced is essentially limited to the observed conditions. The inductive thinking principle is more important in drawing conclusions in qualitative communication research."

According to Bogdan and Taylor, qualitative methods "aim to create a deep understanding of speech, writing, and behavior that can be observed in a number of individuals, community groups, and organizations in different contexts to produce research objects from a global and holistic perspective." (Ruslan, 2010).

As noted by Moleong (2021), one characteristic of qualitative research is its descriptive nature. In this regard, the collected data consist of words and images, not numbers. This is done through the use of qualitative methods. Additionally, anything collected can be very important for the investigation. This way, the research report contains data excerpts to help readers understand its presentation.

Observation comes from "observation," which means "observing." The observation method involves observing the behavior, events, or actions of individuals or groups being studied. Then, the results of these observations are recorded to determine what encompasses a checklist, sociometric graphs, field notes, diaries, electronic recording devices, and identification marks (Djaelani, 2013).

Documentation refers to information from important documents, whether from authorities, organizations, or individuals. Documentation is intended to obtain data from the research site, such as books, regulations, related activity reports, photos, documentaries, and research-related data (Riduwan, 2011).

4. Results and Discussion

Water is one of the most essential elements on Earth and is an integral part of all living beings. Living organisms cannot survive without water, making it vital for their existence. Clean water is crucial for human health and the well-being of living organisms. Therefore, PT Kalbe Farma Tbk (Kalbe) implements its commitment to sustainable development in the health sector, considering integrated economic, environmental, social, and governance aspects in various activities.

When implementing the CSR program of PT Kalbe Farma Tbk in providing clean water to Wonogiri, Central Java, to address the issue of water scarcity, PT Kalbe created two sources of drinking water in Desa Boto and Desa Watuagung, Baturetno Subdistrict, Wonogiri, Central Java. There are 8 subdistricts in Wonogiri, but only two clean water sources can be optimally utilized in the Baturetno district, namely Desa Boto and Desa Watuagung. Exploring groundwater naturally requires considerable costs, but a long-term solution is the best effort that must be made. The long-term solution is to provide clean water that can be utilized by the community, which is far more effective than providing support through depleted clean water tanks.

Wonogiri Regent Joko Sutopo stated that one of the subdistricts included in the list of areas affected by the lack of clean water in Wonogiri Regency is Baturetno. He said that the social programs implemented by the company have reduced the number of people affected by the lack of clean water. Furthermore, Wonogiri Regent Joko Sutopo realizes that the social programs implemented by Kalbe have reduced the number of people affected by the lack of clean water.

As conveyed by Wonogiri Vice Regent Setyo Sukarno, "We together see that Kalbe's interest in moving in the health sector has had its own impact on the entire community, especially in Desa Boto and Watuagung, and other villages." He explained, "Therefore, we

hope that other areas in Wonogiri will also receive assistance from Kalbe because of limited funds, the need for a clean water source in the Wonogiri area has not yet been fulfilled."

Access to clean water by PT Kalbe began in 2013 in the village of Watu Agung with a budget of 50 million Rupiah. According to the chairman of the Tirta Asli Watu Agung Association, Matheus Dwi Pramono, approximately 80 households in the village now have access to clean water. The construction of the drinking water supply system will be continued traditionally in September 2022 in Desa Boto, Wonogiri Regency. A total of 8,520 Kalbe employees were mobilized to seek donations, and eventually, a total of Rp 211,657,966 was collected from various companies.

"Thanks to the successful development of the clean water access system, 112 families in Desa Boto can now access it," said Antonius Agus from the Manunggal Lestari Association, Boto. Access to the clean water program originated from Kalbe's previous activities, such as free medical treatment and health education, in three locations in Wonogiri. From one of the communities in that area, Arie received information about the need for access to clean water. This information has been developed into an initiative to facilitate access to clean water.

Pharmaceutical company PT Kalbe Farma Tbk (Kalbe) is committed to supporting the Sustainable Development Goals (SDGs) by providing clean water in Wonogiri, Central Java. It represents the strengthening of healthy communities through Corporate Social Responsibility (CSR) programs, which are a commitment to the sustainability of the health sector, considering economic, environmental, social, and administrative aspects (LST).

The CSR program of PT Kalbe Farma Tbk aims to provide clean water to Wonogiri, Central Java, to address water scarcity issues, thereby improving the quality of life and promoting effective economic efforts to enhance community welfare. Deputy Regent Setyo Sukarno attended the inauguration of the drinking water access in Desa Boto, Baturetno Subdistrict.



Figure 1. The Inauguration of Clean Water Access in Desa Boto, Baturetno Subdistrict

"Kalbe Farma is committed to supporting the Sustainable Development Goals (SDGs), and providing clean water is one of them. We are grateful that Kalbe can finally inaugurate clean water access for the people of Desa Boto. "I hope that what we start together can continue to bring benefits to health and progress in improving the economy of the surrounding community," said the Head of Corporate Communications and Sustainability at PT Kalbe Farma Tbk, Melina Karamoy.

Deputy Regent of Wonogiri, Setyo Sukarno, expressed his appreciation to PT Kalbe Farma for making Wonogiri Regency a social program area. Kalbe's concern in the health sector has significantly impacted all levels of society, especially in Desa Boto, Watuagung, and other villages.

Deputy Regent Setyo Sukarno attended the inauguration of the drinking water access in Desa Boto, Baturetno Subdistrict, and was accompanied by the Head of Corporate Communications & Sustainability at PT Kalbe Farma Tbk, Melina Karamoy. Providing clean water to villages is PT. Kalbe Farma Tbk is committed to supporting sustainable development goals (SDGs) through corporate social responsibility (CSR) programs.

Kalbe proves this by creating two clean water sources in Desa Boto and Watuagung in Wonogiri, Batuletno District, Central Java Province. The Wonogiri Regency government also expressed its gratitude to Kalbe for its support.

"On behalf of the Wonogiri Regency Government, I would like to thank Kalbe for implementing the CSR program for water treatment facilities. Clean water in Wonogiri Regency is threatened but not yet optimal due to limited water sources. The development of clean water sources is expected to meet the need for clean water in Desa Boto and Watuagung," said Deputy Regent of Wonogiri, Setyo Sukarno.

Kalbe's priority is the health of individuals and communities in Indonesia. One of the key aspects of this is recognizing the importance of clean water sources to strengthen community health. As a tangible manifestation of this commitment, Kalbe implements Corporate Social Responsibility (CSR) programs as a sustainability initiative in the health sector, considering economic, environmental, social, and governance (ESG) aspects.

5. Conclusion

Water is an essential need for human life. The requirement for clean water is crucial for carrying out daily activities. Clean water sources that serve daily needs generally must ensure quantity and quality standards. Water is one of Earth's primary elements and an inseparable part of every human being. PT Kalbe Farma Tbk's CSR program, which involves supporting clean water, demonstrates Kalbe's commitment to supporting the Sustainable Development Goals (SDGs), which is part of the pillar of Access to Healthcare or Sustainable Development Goals (SDGs) that forms the pillar of Access to Healthcare. With the provision of clean water made possible by PT Kalbe, quality can be improved, and effective economic efforts can be promoted to enhance the welfare, health, and economic progress of the surrounding community and can be achieved sustainably.

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