

# Economic Motives : To Dominate the Corporate Social Responsibility

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**Abstract:- This type of qualitative research is considered an appropriate approach for parts what ulterior motives that exist behind the generosity of the company that bundled in with the term CSR. To parse this motive we borrow Bourdieu epistemology as a method of analysis to observe relations habitus, capital and the realm of CSR practices in the company, in the social reality of the company did its business activities with a dredge of natural resources and utilize a number of existing resources for the benefit of the owners of capital. As a result a lot of damage to nature which is the negative impact of the existence of the company. due to this the community demanded the company responsible for the destruction of the social institution and natural disasters that arise because of the business activities of the company, CSR was born from the existence of peoples demands and pressure from the Government which gave birth to the Social Responsibility law company law No. 40 year 2007 which gave responsibility for the company responsible for the social life on top of the bad impact caused by the operation of the business of the company.**

**Keywords:-** Social, Corporate, Business, Economics, Responsibility.

## I. INTRODUCTION

Corporate Social Responsibility (CSR) is one part of Corporate Responsibility so requested or not and there are rules or is not associated with the implementation of CSR, the company will still do CSR activities to the local communities. The existence of potentially large companies changing the environment of the community, either in the direction of the negative as well as positive. Thus companies need to prevent negative impact, because it could trigger a conflict with society, that can interfere with the operations of the company and community activities.

The reality of implementing CSR during this hasn't completely because of the social responsibility of the company to his stakeholder, but because there are ulterior motives that underlie the implementation of CSR as practiced by the company. This is the motif that has been the basis of significant influence and have become a strong driving force for why companies should melaknakan the social responsibility to stakeholders.

The various impacts of social, economic, and environmental issues arising in consequence of the

establishment of an industrial area, requires companies to be responsible to the public especially the community around the company through real activities so that in the implementation of CSR activities, the company must be careful and be done with the ways that right so as not to reinforce the condition of dependent relationship of the community of the presence of the company.

CSR and then developed into an important strategy of the company to gain legitimacy and a good image of the Government and society so that the company can keep its economic activities exist. CSR'S spearheading companies in order to become more competitive in the midst of global business competition and society. Reporting on Corporate Social Responsibility (CSR) is an attempt to document it against environmental and social life around it. Documenting the social and environmental activities such as health and safety, environmental protection, fighting poverty, and development (Ahmar and Kamayanti, 2011).

The study tried to probe the veiled economic motives behind CSR corporate philanthropy. Because of the ditenggarai that turned out to be a different reality will be presented differently depending on the motif which is owned by the principals of good CSR are hidden or openly.

### B. Problem

CSR is the responsibility of the compliance-oriented social expectations of the public to the existence of a business. CSR company done to gain the legitimacy of the State and society. Some companies are reluctant to run such activities due to consider CSR just a waste of money, but there are also companies who are confused about the concept of CSR in the running pattern.

The existence of the company ideally useful for surrounding communities, so expect the implementation of CSR in addition to empowering the local community as well as an effort in order to be operational in the company run smoothly without interference. But in fact in practice corporate CSR visible that social responsibility of corporate motivation merely fulfill the responsibilities of the Social responsibility of the legislation and the demands of society.

This research tries to uncover the motives of companies doing social responsibility, whether correct his motives for charity and filantrofi or there is another thinly veiled motives underlying them willingly disburse the percent of profit for the company Fund the company's CSR activities

## II. A REVIEW

Of The Literature the Concept of Thought Informing The Implementation of Corporate Social Responsibility.

### A. Stakeholder theory

Disclosure of financial information, social, and environment is a dialogue between companies with its stakeholders and provide information on the activities of companies that can change the perception and expectations (Adam McNicholas and 2007). Disclosure is done in hopes of meeting the needs of information for stakeholders as well as get support from stakeholders for the sake of the survival of a company. The better CSR disclosure made by the company then stakeholders will provide full support to the company for all its activities aimed at improving performance and achieving the expected profits of the company.

The concept of corporate social responsibility has been known since the 1970 's and is generally known by the stakeholder theory. The term stakeholder was introduced first by Stanford Research Institute (SRI) in the year 1963 (Freeman 1984). According to Freeman (1984:46), a stakeholder is defined as an organization, group or individual who can be influenced and affected the Organization's goals. Later, Freeman (2010:32) adds that:

The stakeholder concept was originally defined as "those groups without whose support the organization would cease to exist." The list of stakeholders originally included shareowners, employees, customers, suppliers, lenders and society.

Kasali (2005) classifies the stakeholders into several types, namely; Internal stakeholders are the stakeholders who are in a neighborhood organization, such as employees, managers and shareholders (shareholders) while the dealer or supplier, the customer or customers, society and the Government are included in the external stakeholders because stakeholders inberada outside the environment of the organization. Primary stakeholders is stakeholders that must be considered by the company and stakeholders secondary stakeholders is less important, while marginal stakeholders that is often overlooked by companies (Hadi 2011: 110).

In addition Certo and Certo (2006) in Lesmana and Tarigan (2014:108) divide stakeholders in the company, along with the satisfaction criteria were met by the company as follows. In the theory of Stakeholder, the company is not the only entity that operates to its own interests as well as just sheer profit oriented, but should provide benefits to its stakeholders in this case consists of the shareholders, creditors, consumers, suppliers, Governments, the public, analysts and others. So, it can be said that the existence and sustainability of a firm is strongly influenced by the support given by the company to its stakeholders (Ghozali and Chariri 2007).

### B. Legitimacy theory

Theory of Legitimacy is another theory informing CSR as well as closely connected with the theory of stakeholders. Legitimacy will experience a shift in line with changes in the environment and the communities where the company is located (Dowling and Pfeffer 1975:122).

"Legitimacy is a condition or a status which exists when an entity's value system is congruent with the value system of the larger social system of which the entity is a part."

Changes in social norms and values in society as a consequence of the development of human civilization is one example of the background behind the shifting of legitimacy (Lindblom 1994:13-16).

"Legitimation may involve bringing the Organization's output, methods, and goals into conformity with popular views of what is appropriate. The corporation may decide that no adjustment in the organization of output, methods, and goals is appropriate. Legitimation may proceed by identifying organizational outputs, methods, and goals with the popular perception of what is appropriate without any attempt at actual conformity. Legitimation efforts may result in a strategy wherein the organization attempts to bring popular views into conformity with organizational outputs, methods, and goals ".

According to Deegan, et al. (2002:319-320) in the perspective of theory of legitimacy, an enterprise will voluntarily report on activities if the management considers that the matter is expected by the community as expressed in the following.

"Legitimacy theory relies upon the notion of a social and maintained on the assumption that managers will adopt strategies, inclusive of disclosure strategies, that show the society that the organization is attempting to comply with society's expectations (USA incorporated within the social contract) ". Moreover, the "Community expectations are not considered static, but rather, change across time thereby requiring organisations to be responsive to the environment in which they operate. An organisation could, accepting this view, lose its legitimacy even if it has not changed its activities from activities which were previously deemed acceptable (legitimate).

The company will continue to strive to ensure that the company operates in the existing norms in a society or environment from where the company is located (Deegan 2004). In addition, the legitimacy of the organization can be viewed as something that was given to the company and society something desired or sought the company of the community which will be a benefit or a potential resource for the company to survive life (O'Donovan 2002:344) is expressed as follows.

"Legitimacy theory is based on the idea that in order to continue operating successfully, cooperation must act within the bound of what society identifies the US socially acceptable behavior"

The difference between the value of the company to the value of community is often translated as "legitimacy gap" that would affect the company's ability in continuing his business activities (Lesmana and Tarigan 2014:108). If the operation of the company (corporate activities) in accordance with the hope of society (society's expectations), then it will happen the suitability of including conformity to social norms and values and vice versa.

"A potential problem arises if one is to test which tactics are used to maintain legitimacy. A distinction needs to be made between corporations with different levels of legitimacy to maintain. If a corporation is accepted as a good corporate citizen, acts responsibly or even in a proactive manner in regard to social issues, the public will have certain expectations in relation to the Organization's social and environmental activities. The less the "legitimacy" of an existing organization has to begin with, the less it needs to maintain "(O'Donovan 2002:350).

A legitimacy can be obtained when there is conformity between the existence of companies which do not interfere with or in accordance with existing value system in existence in the community and the environment so that, when there is a shift towards the discrepancy, it would threaten the legitimacy of the company (Deegan, et.al. 2002). With the existence of a social contract that is implicit between the company and the public, disclosure of CSR can be a medium of communication between the two are expected to improve the legitimacy of the company, increasing the company's profits in the who will come and make sure going concern of the company.

### III. RESEARCH METHODS

#### A. Qualitative research: further explore social reality

Information or data in qualitative research according to the presumption some people are soft, intangible, and immaterial (Neuman, 145:2000), so many views that consider it is not empirical (Alvesson, 2002:2). They contended that such data is data that is vague (not real) and hard to find, it is therefore not easy to tilt in the form of numbers, for example the data behavior, attitude to life, ideology or motivation, so that makes it difficult researchers to capture and reveal the data. For example, a study by Triyuwono (1995), Sukoharsono (1995), Irianto (2004), and more. Nevertheless, further Neuman (2000, 146) argue that this is not a problem, because qualitative data is empirical. According to him, the qualitative data involves the documentation up real events, noting what is said by the person (whether through words, body language and intonation), observe and analyze the behavior of specific behaviors, studied documents written, or observe anything that can be captured by the sight of which represents the real aspect of the description of the social reality of the Damayanti (2010).

#### B. Research methods: bourdieu constructivist epistemology structuralism

Pierre Bourdieu is a sociologist, anthropologist, philosopher and French researchers. Why do thoughts Pierre Bourdieu (1930-2002) important and interesting in either the

social sciences? At least, there are two things that make a unique and significant Bourdieu's mind, related to his efforts to address the problem of the dichotomy of individual societies, social structure, and freedom-determinism, which is then called as genetic structuralism, constructivist, constructivism or strukturalis (Harker et.al 1990).

Key concepts, namely habitus, capital, and the field could be used to uncover the dominance assumed to always exist in society, by tracking the ownership or possession of the accumulation of capital each Member of the community. At this point, the Marxian tradition out of Bourdieu by defining a domination models not only prolific economy as Marx, but also cultural dominance, political, gender, art, etc. in various domains. Bourdieu also develops his theory of symbolic domination (in the context of the symbolic power of practice) to differentiate his analysis with classical Marxian analysis, including the delightful concept of symbolic capital, cultural capital, social capital, and economic capital. In Bourdieu's glasses, relationship or mapping of power in society is not shaped like a pyramid or ladder, but more proprietary based configuration and composition of capital-capital owned.

One of the great contributions Bourdieu is an attempt to construct a method which takes into account the structure nor the agency called Habitus. Habitus is the process the agency liaison (practice) and structure (through capital and field).

This approach was formulated by Bourdieu (1989:101) as follows:

(Habitus) (Capital) + Field = Practice

Epistemology is what will be used to look at the reality of implementing CSR companies and their colleagues with a habitus, capital and the realm in the social life.

### IV. DISCUSSION

#### Matearilitas Characteristic Of The Capitalist Clan In The Implementation Of CSR

The term CSR first flourished in the writings of the Social Responsibility of the music entrepreneur of the year 1953. the concept was conceived by Howard Rothmann Brown this answers the cares of the world business. Later CSR immediately adopted, because it could be the antidote to the company's already bad impression in the minds of the public and beyond that entrepreneurs in cap money as hunters who do not care about the impact of poverty and environmental degradation. Although simple, the term CSR is very marketable through CSR entrepreneur need not be disturbed feelings of guilt.

The concept of corporate social responsibility has been known since the beginning of 1970, which is generally defined as a collection of policies and practices that relate to the value of stakeholder value, the fulfillment of the provisions of the law, the award of the community, the environment, as well as the commitment of the business community to contribute in sustainable development (Corporate Social Responsibility) CSR is not only a creative

activity of the company and is not limited to just the fulfillment of the law solely.

The application of corporate social responsibility activities based on many reasons and demands, as a combination of internal and external factors. As explained further by Frynas (2009) who noticed that the consideration of the company to conduct CSR activities, among others, generally because of the following reasons: 1) to meet the regulations, laws and rules 2) As corporate social investment to get a positive image 3) part of the business strategy of the company 4) to obtain a licence to operate from the local community 5) part of the risk management firm to dampen and avoiding social conflict.

The current implementation of CSR is set firmly in the Constitution no. 74 year 2007 which stated that States the limited liability company engaged in business/kegiatan his efforts with regard to natural resources social responsibility and implement the MANDATORY environment (TJSL) and estimated costs of the company. The inception of the ACT raises PT disquiet among the business world because of the CSR activities conducted during this activity based on the willingness of the Florentine and open the "coercion" (Lako, 3:2011).

It said i. Triyuwono in our interview in FEB Ub Malang as an informant stated the following:

"That so far the CSR by companies as long as this is considered a sideline only and not as the main thing as part of the company's existence. So the cost of implementation of CSR is then considered as a burden and burden the company in the implementation. Whereas CSR should not sideline activities but the main part of the presence of perusahaan due to the legitimacy of the State and society will be the company's presence in an area. "

The informant's statement is in line with research suggesting that indeed the CSR that is considered a load of companies (Lako, 3:2011, Dervish; 2011 Anggraini, 2006, Patten, 2002, Belkaoui and, 1989 karpik).

Based on the above informants statements and the results of previous research, that the reality of CSR held firm during this is far from the spirit of sharing and empowering local communities. What is practiced for this in my reflections reflect habitus or fundamental habits CSR activities of the company. Companies carry out CSR just execute because there is an obligation or pressure from the Government and local communities. During this CSR is always identified with social assistance from the company that its shape can be shaped in the form of direct assistance to social fund activities that are incidental to which sometimes cannot be on the search for cost in the financial statements.

Then from the side of the sphere or field implementation of CSR, CSR domain looks that this only as on social assistance and is not sustainable as it is supposed to be done in the implementation of CSR. A domain in the CSR arena home to say as only in lip service (Imaging) is desired by the company.

The capital used for perceived any CSR during this capitalist capital is accumulated and used as social capital social capital which is considered as a company to gain sympathy and good image of stakeholders.

Practice run is finally the accumulation of habitus, field, motif and capital are intertwined and relate to each other and form a single unity of practice as long as it is visible in the field.

#### *CSR is still as Lip Service Company*

Basically this is an ongoing commitment to CSR from a company to a responsibility in economic development, legal and ethical impacts of against the actions of its economy towards the community and environment as well as proactively do ongoing efforts to prevent the potential negative impact for the community and environment as well as improving the social and environmental quality (Lako: 2010).

In other words, corporate responsibility is not only limited to economic responsibility (Economic Responsibility), namely how to maximize profits to enhance the value of shareholders ' equity, but must also be socially responsible (social responsibility), and environment (environmental responsibility) are integral. The reason, society and the environment is the main pillar of the cantilever is the performance and sustainability of the business of a company either directly or indirectly. Therefore, companies need to balance the social responsibility and lingkungan (green profit) and can grow flowers in a sustainable way (sustainable corporation) (Lako, 2011:212).

CSR is increasingly evident and applied the company's meteoric rise in various parts of the world. Rise of exposure to the principles of good corporate governance CSR has prompted increasingly touched the "heart" of the business world. In Indonesia, the CSR now stated more emphatically again in UU PT No. 40 Year 2007 which has recently been passed in the house of representatives.

Milton Friedman's opinion which States that the main purpose of the Corporation is to acquire profit, increasingly abandoned. On the contrary, the concept of triple bottom line (people, planet, profit) that is initiated by John Elkington increasingly go into mainstream business ethics (Suharto, 2007a).

The issue is, is still a lot of companies just handing out instant noodle when natural disasters or donate money to the Coral Midshipman for the celebration of August 17, already feel doing CSR. Therefore, seminars and discussions to enrich the understanding of CSR are always significant.

This has been felt by our informant Mr. Andi Baso indigenous Sorowako as citizens who frequently come into contact with the corporate CSR comdev we interviewed said:

"What is done during this time by the company only as a sheath for interest and empathy from the public and the

Government. They (companies) are not serious in sharing contributions and assistance to the local community "

What is delivered by our informant expresses what our findings in previous studies such as that done by peneltian (Ahmar and Kamayanti, 2011). That what was done by the company during the time of the nature of capitalism due to implement CSR in the hope it will get the reciprocal of the society and the Government. The community there is acceptance and appreciation because the company funneling funds and share au her to them. Whereas that aid only incentives and not followed by a follow-up which empower the economy continuously. From the side of the Government of the existence of PROPER recognition and ranking on that be an indicator that perusahaan obey the rules and laws of the Hawk which had been made by the Government and Parliament.

What looks here when viewed from the device could be described as Bourdieu teoritik follows that of the habitus look that Imaging is the first and foremost of all the company's CSR activities. From the realm of the visible that the CSR implementation areas were detected for this new entertainment area and a mere pecitraan company because it is the interest of the company to legitimize the existence of the company at the center of the community.

Then when the ditelidik of the capital side spin and back again to the company because as long as it's basically the company was not sincere to the CSR funds released her debut the Fund can be made from the erode Shareholder or owner's capital the company. However, as the pattern is done in record keeping and disclosure in the financial statements to see that the costs associated with middle-aged CSR activities it will be reported as a burden or cost the company which means that CSR is basically not derived of the voluntary company but will actually be a burden to the society and the Government. Said to be a burden on society because the CSR costs charged to income statement will ultimately be the burden of the community in the form of high product prices resulting from the accumulation of costs of CSR in the price of staple products. Kkemudian from the side of the Government to see that the CSR it will be a tax deduction which means that the company does not bear the losses because it has issued so many costs to stakeholders be it in the form of donations, as well as a variety of other forms of help because in the end all will be transferred to the Government,

#### The Motivation Of The Csr And Community Development

Various research results prove that the company's commitment to execute, presenting, and disclose information CSRnya in the reporting company turned out to bring the many benefits of economic development for the company.

These benefits are: first, the company could avoid ata reduces impact-negative impact on the financial performance that comes from the event or negative events or from externalities issues beyond the control of the company. Second, the company can create the goodwill or assets other intangible assets (intangible assets) that positively impact or

be a value creator for financial or corporate profit performance. Third, companies can get efficiency, reduce costs and improve financial performance.

Unfortunately, most companies still see Corporate Social Responsibility as part of the cost of reactive action to mengatisipasi or rejection of society and the environment. Some companies are indeed capable of elevating the status of Corporate Social Responsibility to a higher level by making it as part of the efforts of brand building and improving corporate image. The efforts of the CSR efforts are still rarely used as part of the strategic planning of the company (2008: Professorpinch 25-27).

In channeling assistance to stakeholders the concept of CSR is the most popularly used by the company is with the method of community development (Community Development) which lately many companies with the term applied by ComDev. Community development community development activities are conducted in a systematic, planned and directed to increase the access of the community to achieve social, economic conditions and a better quality of life when compared with the previous development activities. The concept of community development which emphasises on social development (community capacity building), in which corporations can benefit, either in the short or long term. In addition to creating opportunities for economic social communities, absorb the workforce with the qualifications that are desirable, they can also build corporate image as a friendly and caring environment.

This includes sections that worry by our informant pa hasan basri as citizens of Sorowako to ever receive funds Comdev (Comunity Development) as relief fund directly disbursed by Government-style company.

"Company that distributed funds to the communities affected company operations with not seeing the potential and the characteristics of an area assisted or potential which is owned by the community and the area so sometimes that ComDev fund distribution only spend funds but no results are plasticity to repair communities that receive these funds. "

This means that what has been dilakukan by the company is not pure because it wanted to help and empower the community, however, because there is a ulterior motive i.e. the company wanted to build its image as a company that cares for the community and the eco-friendly.

When funneled sometimes not right on target and far from reality yan expected by the community recipient, that with the help they get empowered economically. Because of the help that dusalurkan sometimes divided equally the one affected area around the company without looking at the specifications required by the local community. For example by Comdev one village program can fund 300 million rupiah (three hundred million). This is what divided equally to the citizens, and the citizens are likely only use it for the consumer because it is used if you want to start a business or finance his business funds are not enough.

Should be part of the external the company was funneling funds before of CSR view and observe and see what is needed by the community, know how funds can be given and is not divided equally for granted without want to know after that if the funds the beneficial or not, right on target or not and simply to be trying for the public or not. A follow-up interview excerpts with Mr. Hasan Basri expresses his statement:

"Should the company identify first what the needs of the people affected and entered in the construction company, do not jump to flat without the actual need and know how to use for what, so these funds useless because many people only use it to buy consumer goods and not the utnk grow the business or start a new business. "

The results of this interview in accordance with the results of the research of Porter and Kramer (2014), stated that the economic and social objectives are separate and conflicting views is mistaken. The company does not function separately from the surrounding community. In fact, the company's ability to compete depends very much on the circumstances of the location where the company operates. In the CSR pyramid developed Archie b. Carroll,

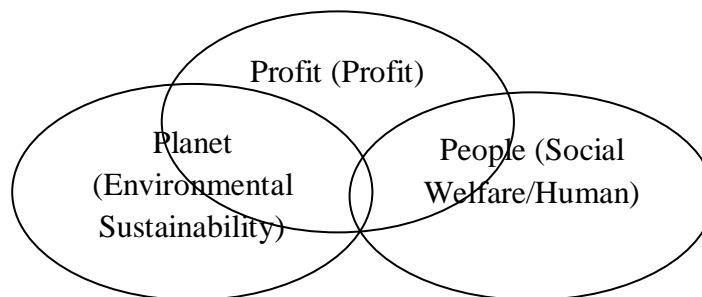


Fig 1:- Triple Bottom Line In CSR

The concept of CSR Pyramid developed Archie b. Carroll giving theoretical and logical justification as to why a company needs to implement a CSR for the community around it (Saidi and Abidin, 2004:59-60). In view of the Carrol, CSR is the apex of the pyramid are closely related and even synonymous with philanthropic, responsibility. According to Carrrol (in Saidi and Abidin, 2006) corporate responsibility level as follows:

1. Economical Responsibility. The key word is: make a profit. The company's main motive was to generate profit. Profit is the Foundation of the company. The company must have a value-added economy as a prerequisite so that the company can continue to live (survive) and growing.
2. Legal Responsibilities. Keywords: obey the law. The company must obey the law. In the process of seeking profits, companies must not violate the laws and policies that have been set by the Government.
3. Ethical Responsibility. The company has an obligation to run a good business practices, right, just and fair. Community norms need to be references for the organizational behaviour of the company. Keywords: be ethical.

i.e. profit, people and planet must be understood as a single entity. The concept was described as follows:

- Profit. The company still must be oriented to seek economic advantage that allows it to continue to operate and develop.
- People. The company must have concern for the welfare of mankind. Some companies develop CSR programs such as the granting of scholarships for students about the company, the establishment of a means of education and health care, strengthening the capacity of the local economy, and there's even a company that designed the various protection schemes social for local citizens.
- The Plannet. Companies care about the environment and sustainability of biodiversity. Some CSR programs that are based on this principle is usually a greening of the environment, the provision of water supply, improvement of the settlement, the development of tourism (ekoturisme).

4. The Responsibility of the philanthropist. In addition the company should earn profits, law abiding and behave ethically, companies are expected to be able to give contributions that can be felt directly by the people. The aim is to improve the quality of life of all.

Keywords: be a good citizen. The owners and employees working in the company has a double responsibility, namely to the company and to the public that is now known as the non-fiduciary responsibility.

As an illustration, ComDev departs from the utilization of grant of development characterized by the presence of some pro active measures and their ability in managing programs in responding to the needs of the community somewhere. Grants development refers to the selective assistance to a non-profit corporation that runs the one activity that aligns with the help giver in this case is the company. Whereas the activities of charitable activities or karitatif-style Santa Claus, more driven by the motivation of karitatif and utilization of social grants. Social grants are assistance to one social institution to run social activities, education, charity, or activities for the benefit of the people

with the right management of grants entirely on the receiver (Saidi and Abidin, 2006).

If examined carefully, actually the main goal of the approach is not merely ComDev help or provide goods to the addressee (charity) but rather strive so that the recipient has the ability or capacity to be able to help himself.

In other words, the main spirit ComDev is community empowerment. Therefore, ComDev events usually directed at the process of the giver of the omnipotence, increased power, or the strengthening of the ability of the recipient of the service. Community empowerment is basically a collective and planned activities in improving the life of the Community

Done through a program of capacity building, particularly weak or disadvantaged groups (disadvantaged groups) so that they have the ability to meet the needs of the essence, posited the idea; do life choices; carry out economic activities; reach out and mobilize resources; participate in social activities. Although community empowerment can be performed against all groups or classes of society, but in general the empowerment of community groups that are considered weak or less powerless who have the characteristics of a weak or vulnerable in terms or aspects of (Suharto, 2006).

- Physical: the person with the disability and special abilities.
- Psychological: people who are having problems and personal adaptability.
- Financial: people who don't have jobs, income, capital and assets that are able to sustain life d. Structural: people who experience discrimination because of his social status, gender, ethnicity, sexual orientation, political choices.

If since the company established, owners and management have a presumption that the long-term goals of the company will not be achieved without the support of the people who work in and around the location of operation, the company continues to trying hard to keep up with environmental policy. In connection with that company to keep all of the environmental regulatory standards. Greening in environmental and recycling industrial waste to prevent pollution are some examples of efforts to preserve the environment. So with this pillar of the ComDev company which now rests on a triple bottom line can be optimal.

Certainly it is unfortunate that many funds were distributed but not right on target and therefore not beneficial either for the company or for the community. But if the company in this section eksternal which relate directly to the community got complete data about the type of business, and jobs as well as the needs of the desired by the community surely CSR funds are packaged in the form of Comdev can be useful to improve the welfare of society, so that affected communities are there around the area of operations of the company may increase welfare and

economically powerless because there is a continuous help and coaching from the company.

During this time the company after funneling assistance no longer follow the aid used for what, no monitoring and evaluation should be done so that the company understands and can re-evaluate for next bantan scheme whether this aid pattern matches or need to be developed with more precise goals and with a sufficient amount of funds for the community.

#### Parse Hidden Motives In CSR

In the discourse of social policies (social Policy) controversy if not trade off between promoting equity (equality) and obsession in realizing efficiency (Efficiency) (Le Grand, Popper and Robinson,1992; Okun, 1975, Stiglitz, 2000:93-117). In practice, efficiency considerations put forward. This goes along with the declining role of the State and the rise of private sector managing social services based on market mechanisms. This trend sparked worries about the fate of the poor, as it is said Ul Haq (Martinuzen, 1997:303) rise of the role of the markets increasingly undermines the poor to gain access to social services. In turn this will widen inequality (inequality) in the distribution of social welfare.

The collapse of the welfare state in late 1970-an increasingly marked decrease in strength of central countries in managing social services (Robson, 1977:177). Welfare State relying on the State's role in the redistribution of well-being. Managing State taxes on a large scale to reduce the inequality of the distribution of well-being. However in the eyes of the welfare state is not considered capable of resolving social problems and even judged likely to worsen (Ife, 1995:5). Along with the development of neoliberalism, subsidies in the form of social assistance (social assistance) considered reducing the efficiency and ultimately affect economic growth. The lack of trust in the country which gave rise to the market as a force the equivalent of a State.

The market mechanism works on a large scale is what will usher in the rise of welfare pluralism (welfare pluralism). Welfare pluralism comes in many forms, one of which is the social care scheme the company or who are familiar with the name of the kitan CSR. In the year 2000 of the United Nations, through the Secretary General Kofi Annan has been form the UN Global Compact, the institution was created for arranging the implementation of CSR schemes around the world. Through the hidden scheme that allows market businessman cares for the poor.

In recent years the company's social responsibility or Corporate Social Responsibility (CSR) becomes a barometer and trends in business practices in the country. Many companies publish their CSR performance and implementation through the mass media and electronics in order to be appreciated or opinions of public recognition (Lako, 2011:70-73).

Interestingly, the practice of CSR is not only carried out a State-Owned company has indeed required. Many of the company's non State-Owned Enterprises, particularly those already in Indonesia stock exchange melantai(BEI),

too busy-busy implementing CSR. This deserves scrutiny because there is a motive behind these actions.

As said by our informant, Busman Pa PT Vale that unravel the motives underlying the implementation of CSR companies:

“CSR-run company is the negative impact brought about by the company's activity, let alone the company was a company that could potentially damage the environment then the moral responsibility for a company to minimize the negative impact that This may cause. So, CSR it is the kindness of his heart the morality of the company to fix the order of people's lives who have been marred by the company”.

The motif is in line with that stated a number of Directors and the part that handles the corporate CSR is the implementation of CSR is a manifestation of the commitment of the company towards the stakeholders already undertook to raise company (Lako 2011:71). It is also a manifestation of corporate caring towards the poor, helpless, and suffered from natural disasters. While a number of the company's Board of directors stated they are committed to the intellectual plundering of the nation and help relieve the Government's burden in tackling social problems and more complex environment.

But after scrutiny there are a number of hidden motives (hidden motive) reversed the rising trend of CSR practices within companies that are implementing CSR include:

- As a strategy of “penance” for mistakes or greed that has been done previously and as a company strategy to defuse resistance surrounding communities as well as the Government. Along with the increasing impact of the increasingly negative impact of the economic activity of the company and began raising public awareness of the company and then overcome it by doing a number of CSR activities that direct benefits perceived the surrounding communities. This strategy is quite telling defuse resistance and community turmoil.
- Because of the pressure of the market (market forces), in the last few years the businessman is facing intense pressure from external stakeholders in order to internalize CSR company business in action. The pressure of international market participants (investors, creditors, suppliers, and consumers) who wants the company menghasilkan produk or service friendly CSR, Parliament and Government also demanded the same thing. Because of these claims (demand- side forces), among businessmen and then initiate and competing for the caring and commitment to CSR in performing its business activities (supply-side forces).
- The offender's business began to realize that behind the sacrifice of economic resources (economic resources) company to carry out CSR programs relating to deplete profit and dividends for owners or shareholders, the company can reap multiple benefits (multiple benefits) when the matter on CSR. These benefits, such as increased loyalty employees, investors, creditors and customers, decreasing resistance and other communities.

A number of these benefits will ultimately bring in economic benefits for the company. As an example of growing sales and market share increases, stock prices could also rise.

Benefits are also paid Kotler and Lee (2005) on the large companies in the United States that implement CSR consistently. According to Kotler and Lee, there are six business benefits that can accrue to firms that do CSR, namely: (1) increasing the influence and image of the

company, (2) improve market share and sales; (3) strengthen brand positioning, (4) increase the company's ability to obtain, motivating, and retaining the loyalty of the workers, (5) improve the attraction of investors, creditors, and financial analysts.

- The company consciously utilizing the momentum growing CSR eforia to realize the objectives or the interests of the company (self interest motives). For example, to build the image and reputation, got tax incentives, facilities to minimize resiko and comfort, as well as in order to be recognized as the good corporate citizenship by the Government, masyarakat and stakeholders (Lako, 2011:71-72).

So in the end we realize that different patterns are invisible can arise from reason goodness careful of this company. From express that the company had a concern for the environment, society and the Government, apparently after being observed and from many previous studies revealed that turns out a variety of covert motifs accompany the distribution of the company's CSR These. Recognized or not this is actually the motive that dominates the corporate social responsibility of the reality. Among the various motifs I've describe above then look and observed that the economic motive is the most dominant motives affect the company in the conduct of the activity of the “goodness” of his heart.

## V. CONCLUSION

Through CSR activities, but to meet the demands of corporate social responsibility stakeholder, management also had a different purpose, namely to get reports from the mass media and award of Government as well as depletion of criticism from investors and workers.

A positive image will be woken up and that means a tremendous advantage for the company, as it gets the legitimacy and recognition from the public and the Government as the major stakeholders of the company. Advantage or benefit that is most important of all it i.e. increasing the company's financial performance because it is considered to have been carrying out its social responsibilities very well. If these goals are so hidden motives of the company then it can be ascertained that the CSR is only a mask to cover the company's spirit of capitalism. Habitus hidden i.e. simply economic motives to raise the value of the company that will culminate in maksimal profit company with a mastery of the CSR domain. The existing capital is not used to improve the



welfare of the community on an ongoing basis but is used to cover the actual intentions of the company.

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