

Corporate Social Responsibility (CSR) Present for the Nation Program in Indonesia: Content Analysis on the Official Website of Four State-owned Corporations in Indonesia

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ABSTRACT

The Corporate Social Responsibility (CSR) program's design dynamics of creativity continue to evolve across concepts and goals. This design was made in response to the broader community's growing interest and its larger contributions to the nation and state. This study focuses on how state defense values are the basis of CSR activities for the "State-owned Enterprises Present for the Nation" program in increasing nationalism in five own state corporations that actively participate in the program. On the official websites of the companies, a content analysis approach is applied as the study methodology. This study analyzes how CSR news makes the values of state defense the basis of CSR activities in increasing nationalism. A value analysis of how CSR activities are implemented and the ability to implement CSR is based on the country's value of the essential elements of the defense. The purpose of this research is to search the concept of state defense values in CSR practices on five state-owned corporations. The data is processed and analyzed to determine the content of state defense value in the CSR implementation and practice that is used as the basis of CSR activities on state corporations in Indonesia.

Keywords: Corporate social responsibility, nationalism, state of defence, state-owned enterprise.

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1. INTRODUCTION

The issue of nationalism is increasingly used as the theme for corporate social responsibility (CSR) activities in Indonesia. This is not only limited to issues of poverty, welfare, and health—which are appointed as pillars of CSR but also the urgency of the national crisis has become a serious matter that needs immediate strategic steps. It occurs especially for the millennial generation in the globalization euphoria. The identity crisis of this generation is worrying; the identity crisis indicates that the millennial generation has abandoned the values of Pancasila, and they are trapped in materialist, pragmatic and hedonistic values. They have an indifferent attitude and a waning attitude of nationalism where they forget the national hero and forget the national compulsory song (Aryadinigrat, 2018).

Following this situation, efforts to join hands with businesses through CSR activities based on national values are needed. This effort aims to save the nation from the threats of cultural imperialism, economic imperialism, and various ideological threats that attack Indonesia's young generation. CSR has various definitions, but according to (Kirat, 2015), CSR is typically considered as a means through which businesses can incorporate social, environmental, economic, legal, ethical, and charitable concerns into their values, culture, decision-making process, strategy, and operations. To develop better business practices, generate wealth, and advance society as it relates to various stakeholders in a transparent and accountable manner (Carroll, 2016; Kirat, 2015; Maignan & Ferrell, 2004).

However, the understanding of CSR nowadays in Indonesia continues to develop. The mix of nationalism as a discourse continues to be heard through the various activities and propaganda of the CSR programs in each company. The awareness of patriotism or nationalism within the CSR



framework has been initiated by 118 State-owned Enterprises. They are committed to strengthening and synergies to make progress in carrying out the CSR activities with the theme of Synergy of State-owned Enterprises “Present for the Country” Indonesia.

The purpose of this activity is to create conditions and encourage Indonesia’s State-owned Enterprises to provide the best contribution to the country and the people. The themes of nationalism are delivered through the “State-owned Enterprises Present for the Nation” program, which includes many programs such as the Teaching Directors Program, Veterans Home Renovation Program, Students Know the Archipelago, and Creative Homes of State-owned Enterprises and Disaster Response Posts. These activities are implemented by all State-owned Enterprises simultaneously in 34 provinces throughout Indonesia. The aim is to instill a sense of pride as a diverse nation of the archipelago’s wealth through a student exchange program. In this activity, the younger generation is encouraged to foster nationalism by getting to know more about the cultural diversity and wealth of the archipelago as the nation’s strength to compete in the international world. This program will also foster a sense of pride and love for Indonesia. These activities are carried out to support the national capacity-building program for the young generation.

This research focuses on state defense values, which are the basis of CSR activities in the “State-owned Enterprises Present for the Country” program to increase nationalism in five State-owned Enterprises. Enterprises that actively participate in this program are PT. Telekomunikasi Indonesia, Plc, PT. Bank Negara Indonesia, Plc, PT. Pertamina, Plc, PT. Garuda Indonesia, Plc. These enterprises are spread across the capital city, in the center of Indonesian business, and these five State-owned Enterprises have head offices. The research method used in this research is the qualitative method with a content analysis approach on these five company’s websites. The content analysis was used to observe how the CSR implementation, activities, and ability to implement the basic value of country defense, which includes (1) cherishing the nation, (2) being conscious of the state and the nation, (3) accepting Pancasila as the state ideology, (4) being prepared to make sacrifices for the state and the nation, and (5) being first capable of defending the state (Dewan Ketahanan Nasional, 2018). This study aims to see articles about CSR on the five State-owned Enterprises’ official websites and analyze the process of unifying the conceptual configuration of the values of the state-owned enterprises to determine the magnitude of the value of the state-owned elements, which is the basis for CSR activities in these State-owned Enterprises.

2. LITERATURE REVIEW

Corporate social responsibility and nationalism in Indonesia have been explored before. For instance, Wibisono (2009) investigated a person’s psychological condition that gives his loyalty to the nation-state. The author demonstrated that self-determination, solidarity, patriotism, social justice, and a sense of national identity are examples of nationalism (Wibisono, 2009). Another study from (Wahyuni et al., 2017) is structured to circumvent the need for public awareness and the resolution of national issues. The study scrutinizes the program’s transparency, organization, and involvement, with a focus on its contribution to this particular objective.

While the fundamental significance of CSR nationalism is increasingly emphasized, public relations scholarships have begun to pay attention to the concept of CSR in recent years (Bartlett et al., 2007; Bortree, 2014) as an undergraduate (Clark, 2000; Grunig & Hunt, 1984), have seen conceptual parallels between public relations and CSR. It identified a significant obstacle to the successful implementation of CSR efforts as the absence of efficient communication channels.

2.1. Corporate Social Responsibility (CSR)

Public Relations have important internal and external roles in CSR activities since the public comes from internal and external companies and organizations. The internal public includes company management and employees. Meanwhile, the external public includes the community around the company, the government, the press, consumers, competitors, agents, and distributors. These publics greatly influence increasing positive corporate identity and purchase intention (David et al., 2005; Rusdianto, 2010).

According to Preciado-Hoyos (2013), public relations support the CSR process because they are both involved in communication that can complement each other. Also, several studies reveal that public relations affect CSR. CSR is also involved in effective reputation management (David, 2004; Kriyantono, 2014).

CSR is a voluntary initiative businesses use to meet their duties to stakeholders (Ihlen et al., 2011; Kirat, 2015). It is further clarified that, in general, CSR is seen as a means for businesses to incorporate their social, environmental, and economic issues into their principles. Their operations, decisions, plans, and decision-making processes are all open and responsible. CSR implementation aims to build

deeper societal practices to improve people's lives. Therefore, in planning to evaluate a CSR program, companies must involve stakeholders (Strand et al., 2015), and stakeholder involvement is the core of a sustainable and effective CSR.

"Present for Nation State-owned Enterprises" is a State-owned Enterprises Ministry program dedicated to the community as a commitment to fostering pride and Indonesian nationalism in remote areas of the country (Antara, 2017). In August 2015, the State-owned Enterprises Ministry, Rini Soemarno, launched a Siswa Mengenal Nusantara (SMN) program. The program of SMN, which carries the theme "Indonesia is the Pride of My Country," is a contribution of State-owned Enterprises in building national capacity in terms of business economy and the nation's future generations. These activities are also carried out by all State-owned Enterprises simultaneously in 34 provinces in Indonesia. The aim is to maintain a sense of pride as a diverse nation through the student exchange process.

Therefore, this study further explores the development of State-owned Enterprises Present for the country that carried out national values in the CSR model to increase nationalism through the Students Knowing the Archipelago program.

2.2. Concept of State Defence

The state defense concept can be interpreted physically and non-physically. Physically, it is by taking up against enemy attacks or aggression, and non-physically, it can be defined as any effort to defend the State by increasing nationalism. Increased nationalism can be created in a variety of ways, including through raising the public's knowledge of their country and state, creating a sense of loyalty to it, and taking an active part in their development.

According to Ashley (1992), civic defense is a thought, behavior, and action taken by every citizen to defend his nation and state (Erlington, 1996). It is said that civil defense is an act of a citizen who tries to defend his country, facing various threats toward their country's interference (Erlington, 1996). McKinsey (1986) added that civic defense is a nationalism tangible manifestation of patriotism and love for the country, which is reflected in every citizen. Every citizen owns this to increase the strength of their country.

According to Mahfud (2009), you have a constitutional duty to defend yourself as a human being and as an Indonesian citizen. People must possess a strong sense of national identity or strong sentiments for their country in order to qualify as citizens. For the sake of their nation's survival, they must be prepared to defend and give their lives. As a result, there is a mutually beneficial relationship between defending the rights that the state has granted and being willing to make sacrifices to ensure that the state survives. This relationship is exemplified in Article 27, paragraph 3 of the 1945 Constitution, which speaks to the citizen's duty to defend the nation.

Citizens who adore the Unitary State of the Republic of Indonesia founded on Pancasila and the 1945 Constitution of the Republic of Indonesia exhibit civic defense as a way of life, according to the Republic of Indonesia Law Number 3 of 2002 Article 9 Paragraph 1. This act ensures the continuation of the state and fulfils both a fundamental civic duty and a civic honour. All people have the right and duty to participate in efforts to defend the state, as stated in Article 27, paragraph 3 of the 1945 Constitution, which serves as the legal foundation for civic defence. Additionally, according to paragraph 1 of Article 30, every citizen is responsible for contributing to the nation's security and defence. Citizens have the right and duty to protect their country's freedom, sovereignty, territorial integrity, and safety against any dangers. This is known as civic defence. Every citizen must take responsibility for civic defence, which manifests in taking part in national defence initiatives. Citizens must, therefore, take part in attempts to defend their community (Indrawan, 2020).

Another way to describe civic defense is the will, attitude, and actions of organized, comprehensive, integrated, and continually aware citizens. Furthermore, all governmental entities, without exception, have a right to, a duty to, and a responsibility to engage in civic defence. In other words, a civic defence can also be considered a duty and responsibility on the part of individuals to uphold the integrity and authority of their government. The Indonesian National Army (TNI) has a duty and obligation to protect the public, but all citizens have a duty and responsibility to do so. A civic defence also has a wide, vibrant, and modern range. All facets of state existence are covered by civic defence, starting with ideology, politics, the economy, socio-culture, defence, and security. Dynamic refers to how the civic defence dimension advances with time while facing various difficulties. The phrase "contemporary" denotes that civic defence is relevant in the present, unlike earlier times (Darmawan, 2013). In philosophy, civic defence refers to applying the social agreement or social contract theories throughout state development. In the view of social contract theorists, it is stated that the state is formed because of the citizens' desire to protect their rights and obligations in social life to be harmonious and peaceful. Every citizen has an interest, and each interest has the potential to conflict with the interest of society. The state exists as a representation of agreement between citizens to protect their rights

and obligations and ensure that there are no conflicts of interest between individuals in their society (Subagyo, 2015).

Based on the definitions above, civic defense is necessary for every citizen. This means that every citizen is obligated to own a civic defense. In defending the country, one must take precedence over defending oneself and one's family. In several countries, the real form of civic defense is reflected in the "conscription or military service", which is compulsory for all its people. Countries that apply compulsory military service are the United States, Britain, South Korea, and Singapore (Alfaqi, 2015; Perry & Towers, 2013) have compiled the Main Module for the Development of State Defense, which notes that the elements of stated defend can be grouped into six value scopes groups, which are:

1. Love for the country; the indicators of this value are proud to be Indonesian, maintaining the Indonesian image, using domestic products, and valuing Indonesian culture and arts.
2. Conscious in the nation and state, the indicators of this value have implemented the rights and obligations as citizens by following the applicable laws and regulations, thinking, behaving, and doing the best for Indonesia;
3. Adherent to Pancasila as the governmental ideology; evidence of this virtue includes understanding and upholding *Pancasila's* principles in daily life;
4. Willing to make sacrifices for one's country or state;
5. Possessing the initial capacity to defend the nation;
6. Having a passion for justice and a prosperous country.

Indicators include willingness to time, energy, thoughts, and materials sacrifice for the state's development, implement and prioritize the national interests above personal or group interests;

The six elements of state defense will be the basis for researchers to explore and find a typology of national values in the articles about CSR. These articles appear on the official website of five State-owned Enterprises with state defense value as the basis of their CSR program.

2.3. Definition of Nationalism

Based on several concepts (Chotib & Djazuli, 2007), nationalism can be interpreted as the principle notion of "equality", which is emphasized in nationalism, such as cultural equality, common ideals, and goals to adopt a sense of loyalty for the country. As stated by Ho Lee (2017), "Nationalism is a conscious bond that is shared by a group of people who share the same language, culture, and history, which is marked by the triumph and suffering together and being bound together in a certain country."

Revealed that nationalism has several principles, such as the principle of togetherness requiring every citizen to place public interests above personal and group interests (Ho Lee, 2017). Moreover, the community must maintain integrities by minimizing divisions and anarchism, prioritizing social solidarity, caring about fellow citizens, solidarity, social justice, and democratic principles. This principle views that every citizen has the same position, rights and obligations. It is hoped that through the State-owned Enterprises activity, which held the theme of "CSR of State-owned Enterprises Present for the Country", the Students Knowing the Archipelago program can still approach nationalist spirit and eventually establish the concept of Indonesian unity and integrity.

3. METHOD

3.1. Sample

In four state-owned companies—PT Pertamina Plc, PT Telekomunikasi Plc, PT Garuda Indonesia Plc, and PT Bank Negara Republik Indonesia, Plc—the content news regarding CSR is the main subject of this study. The entirety of the news text is the subject of the research analysis unit. Researchers on five official websites subjectively analyze CSR news to convey the value of CSR state Values. These websites belong to the State-owned Enterprises active in joining the FOR STATE program through CSR news displayed that contains CSR information and texts by PT Pertamina, Plc, PT Telekomunikasi Plc, PT Bank Negara Indonesia, Plc, PT Garuda Indonesia Plc.

The researchers carried out a longitudinal analysis of the CSR presentation of information on the official websites of the four companies. Furthermore, the researchers analyze the process of unifying the configuration of the state defense concept. These concepts and values are applied actively to CSR practice in five State-owned Enterprises. The State-owned Enterprise program used its concepts to determine the magnitude of elemental state defense values, which is the basis for CSR activities. Reviewed articles are limited to only the complete articles that scientifically and substantially discuss CSR that have a national value. The most recent search turned up 100 articles that were published between 2018 and 2020.

3.2. Measurement

In order to make this research easier, the following categories were developed: using categories that were comparable to those in other trend studies (Dewan Ketahanan Nasional, 2018; Riyanto, 2017), content analysis observe each article and explain how the CSR activity in the company can implement the value of national values. These national values are founded on the fundamental components of national defence, which include: (1) love for the country; (2) concern for the state and country; (3) belief in Pancasila as the governmental ideology; and (4) readiness to endure hardships for the country.

1. Authorities and institutional affiliations: Institutional affiliation is coded.

2. Research topics: Six categories of coding research topics were developed inductively, which are (1) People Education and Training, (2) Health Sector, (3) Worship Facilities, (4) Disaster Management, (5) Planet Infrastructure, (6) Environmental Conservation, (7) Distribution of Partnership Funds for Profit, (8) Poverty Alleviations, (9) Capacity Building for SMEs.

3.3. Data Collection Technique

The researcher used primary data obtained from documentation to analyze text containing CSR information on the official website. This includes news content, archived documents, CSR information, website design, and the contents of the five companies of State-owned Enterprises' official website. The primary data is obtained from relevant literature studies and is considered related to CSR and State Defense as a reference in reconstructing the framework for analyzing data.

From January 1, 2018, until August 1, 2020, data is gathered from the news displayed on the company's official website. Starting from that date forward, the website's text will be reviewed. Data gathering involves looking for specific words and phrases inside the news articles. 50 news items will be examined in total throughout the course of the two years 2018–2020. Any news that is gathered is subsequently sent to the laptop's hard disc for storage. The data is examined and classified according to preset categories after being obtained.

3.4. Data Analysis Technique

Qualitative content analysis techniques are the method of data analysis performed. Researchers employ qualitative content analysis for this reason: it can be used to discover the content of implicit communication (implicit or hidden messages) and the explicit communication (visible or manifest) that is the subject of their study.

To discover and comprehend the messages with national values, the researcher aims to discover, identify, process, and analyze every news, including CSR messaging, on the five companies' official websites. Every text from the nation, manifest (visible) or latent (hidden), is inserted into a specified category onto the coding sheet during its application. The moral messages from each type of study issue are then extracted from the data using qualitative content analysis techniques.

The outcomes from these categories will then be displayed in the *Results* section, broken down into categories for CSR value and state defence value. This action aims to show more detail in the data obtained.

4. RESULTS

The results in [Table I](#) are based on the analysis of state defense in corporate social responsibility defense from the official website of state-owned enterprises such as PT. Pertamina Plc, PT Telekomunikasi Plc, PT Garuda Indonesia Plc, and PT Bank Negara Republik Indonesia, Plc.

The researcher analyzed the news contents about the implementation of CSR activities from State-owned Enterprises based on national values and also, according to [Lockett et al. \(2006\)](#), the Guidelines for the State Defense Development compiled by the National Security Council ([Dewan Ketahanan Nasional, 2018](#)). There are six groups elements in the country's defense scope, which are (1) love for the country, (2) awareness of the nation and state, (3) believing in Pancasila as the state ideology, (4) willingness to sacrifice for the nation, (5) defending the country, and (6) having the spirit to create a sovereign and prosperous country. The research aim is to find the configuration concept of the state defense value in CSR practices on five State-owned Enterprises which are actively joined in the program of State-owned Enterprises. This research also aims to determine the state elements value, which is used as the basis for CSR activities in State-owned Enterprises.

4.1. Intercoder Reliability

The results showed that the magnitude of the categorization occurrence in each State-owned Enterprise was different. [Table II](#) mentions the contents of CSR shows that PT. Telkom is a telecommunications company that has mostly implemented CSR activities based on state defense, followed by PT.

TABLE I: UNIT ANALYSIS

| Soe Company Name | Head Office Location | Official Website |
|-----------------------------------|---|---|
| PT. Telekomunikasi Indonesia, Plc | Telkom Landmark Tower Jl. Gatot Subroto Kav 52 Kuningan-Jaksel 12710 | https://www.telkom.co.id/sites/about-telkom/id_ID/page/tentang-csr |
| PT. Bank Negara Indonesia, Plc | Gedung Graha BNI, Central Jakarta-10220 | https://www.bni.co.id/id-id/perusahaan/csr/bniberbagi |
| PT. Pertamina, Plc | Gedung Perwira 6 Lt 2 Jl. Medan Merdeka Timur 1A, Central Jakarta-10110 | https://pertamina.com/id/news-room/csr-news |
| PT. Garuda Indonesia, Plc | Gedung Garuda Indonesia, Jl. Kebun Sirih no 44, Jakarta-10110 | https://www.garuda-indonesia.com/id/en/csr |

Pertamina is a state-owned oil drilling company that also applies many elements of the state element in its CSR activities. Meanwhile, the company that applied the least categorization in this study was PT Bank Negara Indonesia, Plc Category Type of CSR Implementation.

4.2. Category of State Defense Elements in CSR Implementation

Table III shows that the National Security Council stipulates that six groups refer to elements of the defense of the state that must be used as the basis for CSR activities as the implementation of the embodiment of defense and love for the country, namely: (1) devotion to the nation (2) being aware of the state and the nation, (3) accepting Pancasila as the state philosophy, and (3) being prepared to make sacrifices for the state and the state. (4) Being initially capable of defending the state (Riyanto, 2017). This is shown based on the analysis of CSR information that the company communicates all the important indicators recommended by the National Security Council in the context of CSR messages published on the official website.

4.2.1. Elements of State of Defense: Love for the Country

To guarantee the state's continuation, every citizen must have a determination, attitude, and behaviour based on and infused with love for Pancasila, the Republic of Indonesia, and the 1945 Constitution. The perception of state defense as only the Indonesian National Army's duty is incorrect because state defense is not only for the Indonesian National Army but also the responsibility of all citizens; based on their skills and occupations, the life of the society, country, and state (Ashley, 1992).

TABLE II: CATEGORY TYPE OF CSR

| Type of CSR | PT Telekomunikasi Indonesia | PT Pertamina | PT Garuda Indonesia | PT Bank Negara Indonesia | Percentage |
|-------------|-----------------------------|--------------|---------------------|--------------------------|------------|
| Profit | 4 | 0 | 1 | 0 | 17% |
| Planet | 1 | 0 | 10 | 0 | 37% |
| People | 0 | 2 | 9 | 3 | 46% |

TABLE III: CATEGORY OF STATE DEFENSE ELEMENTS IN CSR IMPLEMENTATION

| Statement | PT Telekomunikasi Indonesia | PT Pertamina | PT Garuda Indonesia | PT Bank Negara Indonesia | Percentage |
|--|-----------------------------|--------------|---------------------|--------------------------|------------|
| Love the country | 8 | 6 | 19 | 0 | 33% |
| Awareness of nation and state | 1 | 0 | 10 | 0 | 19% |
| Believe in Pancasila as the state ideology | 0 | 0 | 0 | 0 | 0% |
| Willing to sacrifice for the nation and state | 0 | 0 | 2 | 9 | 12% |
| Having the initial ability to defend the state | 7 | 3 | 18 | 5 | 36% |

Likewise, companies are one of the development stakeholders, so efforts are needed to work hand in hand to foster a love for the country as a form of state defence to realize development programs.

The application of state defence from the element of love for the country is to be proud to be an Indonesian, to uphold the country's good name, and to value domestic goods, culture, and the arts. Civic education must be used to instill a sense of patriotism in children from an early age. The awareness of the nation and state must be instilled in the smallest environment, the family, cultivated in every association that forms solidarity between people without differences and barriers. The companies of state-owned enterprises are aware of helping the government develop a love for the country through CSR programs, either through education and training or through international achievements and environmental preservation. A lot of CSR news contains indicators of love for the country through the official website of the five companies, namely First, the PT Telkom CSR program through the article "Telkom Group's Commitment to Realizing the Sovereignty of the Republic of Indonesia through *Telekomunikasi Berbuah Anugerah Jasa Bintang Jasa Nararya*" with a frequency of 22 appearances. The article describes the implementation of PT Telkom, Plc of CSR program in the category of CSR for Earth or Planet through infrastructure development. This is evidenced in the contents of the article as follows:

"The movement of PT Telkom is by presenting massive fixed and cellular services in the Frontier, Outermost, and Disadvantaged (3T) areas. International telecommunications infrastructure building eliminates Indonesia's dependence on neighbouring countries. So that all levels of Indonesian societies have the same opportunity to access information and become the locomotive of the nation's digitization to drive Indonesia's digital economy" (Telkom, 2020a).

Furthermore, the article "Program of Students Knowing the Archipelago" was conducted in collaboration with PT. Pertamina Plc and PT Telkom, Plc, with a frequency of 11 appearances and are included in the category of type of CSR for People, agree that the program is a joint commitment of State-owned Enterprises to provide positive benefits and invite the community to participate in increasing the spirit of love for the country, nationalism and state defense. This commitment is realized through education and training for thousands of students in various cities nationwide. These students, as the younger generation, are prepared to always be on standby to protect their nation and country, as stated by Kenny Erlington, who said that "defending the country is the attitude of citizens who try to defend their country when facing various threats that interfere with the interests of their country" (Erlington, 1996).

In addition, this is not only manifested in efforts to increase nationalism and the spirit of defending the country but also in the form of infrastructure development, namely electrification, provision of clean water and toilets, assistance for house renovations for employees of State-owned Enterprises, and the community, scholarship assistance and assistance for places of worship as well as activities to improve welfare by fulfilling the basic needs of clothing, food, and shelter for the sake of realizing community welfare. This is a real form of state defense, as expressed by John McKinsey. State defense is a tangible manifestation of nationalism, patriotism, and love for the country, which is reflected in every citizen so that it is owned by every citizen to strengthen his country (McKinsey, 1986). As the quote implies:

"Telkom, with Pertamina Jamkrindo and Pupuk Kaltim, distributed electrification assistance for 50 houses, construction of clean water facilities at 3 points and 54 toilets, assistance programs for 10 houses for employees of State-owned Enterprises and Communities and 4,000 packages of cheap market staples. In addition, scholarship assistance was also distributed, totaling Rp. 125 million for 25 elementary, junior high, and high school students. Go to the "More Passengers More Trees" Program in the Environmental Social Responsibility Policy of the Ministry of State-owned Enterprises" (Nisaputra, 2019).

PT Garuda Indonesia, as an airline company, has led the implementation of CSR activities in the type of environmental conservation for the earth (Planet) through several articles about environmental conservation, namely Turtle Conservation, which has a frequency of 6 appearances, an article on Starling conservation in Bali with three appearances. In contrast, the article on Bali Beach Cleaning (Bali Beach Clean Up and Bali Big Eco Weekend) appeared five times in the content of state defense elements in the category of love for the country. Environmental conservation efforts are also part of the state defense, as stated by Mahfud (2009). As citizens, people are required to have a deep sense of nationality or affection for the state and the need to be prepared to defend and make sacrifices for the continuity of the country.

Another category of CSR activities carried out by PT Garuda Indonesia is in the field of Education and Training for People through an article entitled Garuda Indonesia's Commitment to Tennis through "Garuda Indonesia Tennis Open" with a frequency of appearance of 8 times. This is evidenced by the article excerpt as follows:

"Garuda Indonesia carries out support in sports in the form of coaching and sustainable development in tennis sport, support for national sports activities, and support for the participation of national athletes in sports activities abroad" (Garuda Indonesia, 2021).

4.2.2. Awareness in the Nation and State

Empowering MSMEs is the focus of CSR program activities in several State-owned Enterprises to develop an awareness of the nation and state. CSR programs, which contain national and state awareness, can be found in CSR activities at PT Telkom through the SME Capacity Building (profit) category, which has become the focus of PT Telkom within two years of CSR activities in the MSME development of their website. One of them was found through an article entitled PaDi MSME strengthening the role of local business actors in accelerating the national economy by 8 times. This is evidenced in the contents of the article as follows:

"The contribution Telkom makes to MSMEs, or Micro, Small, and Medium-Sized Enterprises, is one of the key links in Indonesia's economic system. The digital era's usage of technology by MSMEs can help the industry grow more quickly. In order to help the potential of local economic actors in Indonesia expand, the Ministry of State-owned Enterprises is working with nine State-owned Enterprises to present the MSME Digital Market, also known as PaDi MSMEs. PaDi MSMEs is a platform created by the nation's children initiated by the Ministry of State-owned Enterprises, then developed by PT Telkom Indonesia (Persero) Plc (Telkom), which acts as a centralized information manager and business-to-business (B2B) marketing service. Eight BUMNs will serve as the pilots for the eight groups, including Wijaya Karya (Wika), Waskita Karya, Housing Development (PP), Pegadaian, PT Pertamina, Bank Rakyat Indonesia (BRI), Pupuk Indonesia, and Permodalan Nasional Madani (PNM). MSMEs activities, including MSMEs, are cared for in the Home Development Program for State-owned Enterprises and Community Development Center (CDC) of each State-owned Enterprise. The program for providing MSME funding in this early phase was prepared by BRI, Pegadaian, and PNM, which will then be developed by other state-owned banking and financial companies in the next phase" (Telkom, 2020b).

The next article is entitled 'Lapak Ibu, Digital Solutions for Mothers and Traditional Market Traders with 12 appearances that explain the presence of this mother departs from a problem in the market, which is expected to bring the community, especially MSMEs, to further develop their digital potential. "Lapak Ibu" is a mandate for Telkom to answer the challenges of digital transformation inside and outside. Hopefully, this pilot project can be a lesson and develop again. The next article that still highlights MSMEs, entitled "Titip Jual, an Effective Way Telkom's RKB Helps Sales of MSMEs Affected by COVID-19," appears 11 times. The COVID-19 pandemic requires collaborative efforts in handling the state and all citizens to resolve the situation immediately. Application of the state defence dimension moves forward according to the situation and the times, with various challenges, one of which is the resolution of the current pandemic situation (Darmawan, 2013).

This is evidenced in the contents of the article as follows:

"It was recorded that around 60% of Micro, Small, and Medium Enterprises (MSMEs) assisted by Telkom's Creative House of State-owned Enterprises (RKB) were affected by the COVID-19 pandemic. From home, RKB helps find buyers by publishing massive promotions through RKB's official social media accounts for free. Even in some areas, RKB facilitators also help deliver MSME products to buyers" (Darmawan, 2013).

On the website of PT. Through articles on Public Facilities and Facilities and Facilities of Worship as the implementation of CSR activities, Garuda Indonesia is included in the CSR category for the planet, namely infrastructure development with a frequency of 1 appearance, which contains state defense in the category of national and state awareness. The next article is entitled IATA and Garuda Indonesia Cooperation in Carbon Offset, a program of ready-to-use equipment that the airline can offer passengers as compensation for reducing emissions that contribute to carbon reduction projects in developing countries with a frequency of 6 appearances.

4.2.3. *Having the Initial Ability to State Defense*

Another CSR program by PT Telkom in Development towards Poverty Alleviation is to help the state create national welfare. This certainly requires a relentless and relentless spirit of State Defense. PT Telkom can show this in the article PT Telkom Implementing the Program of State-owned Enterprises Present for the State in Kaltara with the frequency of appearance of 14 times. PT Telkom carried out this activity to increase Nationalism and Awareness of state defence and create public welfare. This is evidenced by the article excerpt as follows;

*PT Telkom Indonesia (Persero) Plc (Telkom) as a State Owned Enterprise PIC collaborates with several other State-owned Enterprises, namely Perum Jamkrindo and PT Pupuk Kalimantan Timur (Pupuk Kaltim) as a State-owned Enterprise co-PIC to implement the *adan Usaha* program. State-owned Present for the State in North Kalimantan Province. This event was attended by around 1,300 participants from employees of State-owned Enterprises and students. "The presence of State-owned Enterprises in the northernmost province of Indonesia shows that State-owned Enterprises have an extraordinary passion for defending the country. By realizing the commitment as a state-owned company in providing positive benefits, as well as inviting the public to participate in increasing the spirit of love for the country, nationalism and state defense" (Nisaputra, 2019).*

On the occasion of the program, the PKD assistance program includes electrification, provision of clean water facilities and toilets, assistance for renovating houses for employees of State-owned Enterprises and the community, scholarship assistance, and assistance for houses of worship resulting from implementing cheap markets. In addition, certificates for the Students who know the Archipelago who came from the Kepulauan Riau.

On the website of PT. Pertamina, the national and state awareness category, has 8 times the frequency of emergence through Building Optimism in Boundary Schools. Pertamina implements CSR for education in border areas that are difficult to reach by formal education through 3T schools. They can still attend school in *Siekula Anak Nangroe* and *Boundary School*. In the school, which functions as an alternative educational institution, Pertamina and the community work hand in hand to build school infrastructure, instill a spirit of nationalism, develop the quality of education and encourage the local government and community involvement.

Another discussion on the types of CSR activities at PT. Garuda Indonesia, the company's website, contains news content about Disaster Management with a frequency of 5 appearances in the discussion of state defense as the initial ability to defend the country. Several activities with other categories, namely the Health sector for the type of people, were carried out by PT. Garuda Indonesia, Plc, through several articles that discussed Concern for Children with Cancer with a frequency of appearance of 1-time. The same activity is carried out through the same article, namely the Garuda Indonesia Cares for Public Health Program, with a frequency of 1-time appearance. Subsequent articles include the Distribution of assistive devices for persons with disabilities and another article entitled Cervical Cancer and HIV/AIDS Control Programs with each frequency of appearance.

Activities in the Education and Training Sector for the type of CSR of People include an article on the BNI website entitled Repatriation of Malaysian Indonesian Workers with an appearance frequency of 11 times. This is evidenced by the excerpt of the article as follows:

This program is a commitment of BNI to help the return of foreign exchange heroes to be able to celebrate Eid al-Fitr 1437 H with their families in Indonesia. Furthermore, BNI will assist in the return of 20 Indonesian Migrant Workers from Taiwan and 20 from Oman. BNI is also actively holding Capacity Building for Indonesian Migrant Workers (BMI) who work abroad. Capacity Building has been carried out in two countries where there are BNI branch offices, namely Seoul, South Korea and Singapore (Fitri, 2016).

The training, which is focused on improving the skills of migrant workers in managing finances and developing business skills, is expected to increase the confidence of BMIs to return to their homeland after their contracts expire without worrying about losing their source of income in Indonesia.

4.2.4. *Willing to Sacrifice for the Nation and State*

The implementation of CSR, which contains state defense in the element of the self-sacrificing category for the nation and state, is manifested in the CSR of BNI activities through articles written on their official website. This activity carries the type of CSR in the field of Education and Training for People through an article entitled Education House for Indonesian Workers, Indramayu, with a frequency of 9 appearances discussing the collaboration of BNI with the Ministry of Women's Empowerment and Child Protection (KPPPA) has one of the programs related to capacity building

for Indonesian Workers and Families of Indonesian Workers in the form of the Education Center for Indonesian Workers. In summary, the Indonesian Workers Education Center is in the form of a physical building that provides library facilities (Book Corner), Foreign Language Education (Language Corner), Computers and Free Internet (Klick Corner), Entrepreneurial Training (Entrepreneurial Corner), and Discussion Facilities (Gathering Corner). The same CSR activities and themes are related to the type of CSR in the Education and Training for People Sector, namely the Language Corner for the Education House in Indramayu, with a frequency appearance of 13 times. The article discusses the existence of the BNI Education House, especially the language corner of the Indramayu community and general Indonesia. According to him, it is very helpful to create students and the nation's generation to master foreign languages, including English.

5. CONCLUSION

Based on the results of the analysis and discussion, the conclusion is that CSR is relevant to the values of national defense (1) love of the homeland, (2) national and state awareness, (3) confidence in Pancasila as the state ideology (4) willing to sacrifice for the nation and the state, and (5) have an initial national defense capability. A total of 48 CSR activities following the state defense indicators, consisting of 22 CSR activities from Bank Negara Indonesia (BNI), 17 CSR activities from PT Pertamina, 5 CSR activities from PT Telekomunikasi Indonesia, 3 CSR activities from PT Bio Farma and 1 CSR activity PT Garuda Indonesia. Fourth, the implementation of national defense is not only interpreted as military activities, but there has been a shift where every profession has the right and obligation to defend the nation.

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CONFLICT OF INTEREST

The authors declare that they do not have any conflict of interest.

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