

Political Social Responsibility of Council Members in Implementing Public Policy: Case Study of Regional Parliamentarians of Purwodadi Regency in 2020

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ABSTRACT

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This article aims to determine council members' involvement in carrying out their duties and responsibilities related to community empowerment. Furthermore, to find out how council members maximize the potential of the region and its community with a power and policy approach. Political CSR is an inherent obligation of parliamentarians because the people elect them in a formal and legal contest. The carried-out mandate should present full responsibility to struggle for the community's welfare in internal work as a legislative product holder and external work in serving the community. This research uses an intrinsic case study approach with the object of research on legislative members in the Grobogan Regency. The socio-political responsibilities of the parliamentarians will be studied based on the triple C approach; they are Community Relations, Community Empowerment, and Community Service. Community relations aim to foster a harmonious relationship between organizations (politicians) and the community to increase social awareness and mutual understanding. Community Empowerment is an effort to develop community potential and overcome existing societal problems. The involvement of council members in community empowerment is implemented in three stages: good community relations, community empowerment in the form of community advocacy, and creating an institution that educates the community and community service by prioritizing comprehensive services.

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INTRODUCTION

The political adage says there are no true friends and opponents in politics, only real interests. Superficial understandings ignore critical reasoning related to political history, and the inside of various noble goals make a premature thesis of politics by dwarfing the issue only on power struggles. Politics should be positioned as a human effort by creating a state concept that produces social welfare based on justice and equality.

Like two coins that have two different sides, that is how politics is present in everyday life. The power struggle seems to extinguish the human instinct by defeating and punishing each other, which is the dark side that dominates the news so that it covers the bright side of politics in the form of social responsibility and a necessity to do the best for constituents in particular and society in general.

Humans as social beings have dependence and individual involvement with society in a social system where the spontaneous appreciation of individuals leads humans to discover the essence of usefulness for others. Apart from this, politicians are a small part of the humans who spontaneously appreciate the individual, so they must have concrete benefits in a social system.

Generally, social benefits can be interpreted as social capital to win constituents' votes. As a source of energy from critical reasoning, Suspicion says that no politician's behavior and actions have been carried out sincerely, but all because they have particular political interests. The political dimension of human life includes legal and state institutional circles, value systems, and ideologies providing legitimacy. The political dimension of man establishes society as a whole. Ignoring all political interests of politicians is going to be found a positive element of what politicians do (Suseno, 2019).

From previous research using Pierre Bourdieu's perspective, economic, social, cultural, and symbolic capital reinforces the figures of politicians with clerical backgrounds. The four capitals are interchangeable and profitable to the point of establishing a symbolic power that gives rise to symbolic violence. The "kyai" symbol becomes the dominant value that seems to be obeyed (Adiyanto & Wulandhari, 2020).

In addition to using these four capitals to win sympathizers and votes, there are political marketing strategies that political actors, candidates, and political parties use to win elections. In the regional elections that carried Gibran Rakabuming, the approach used was Sales Oriented Product (SOP), one of the patterns in political marketing. The leadership of the younger generation and unique construction through social media is some form of SOP. The strategy and people's values of PDIP were also highlighted in the campaign carried out (Riyanti, 2020)

By taking a frame of mind that politicians carry a social obligation as a logical consequence of the position and privileges they enjoy. They will get a new thesis about political meaning; everything is done within a frame of reference oriented toward society. So politicians are required to have socio-political responsibility for implementing the legislative work of parliamentarians.

These references can be narrowed by using two approaches: an internal approach and an external one. The internal approach can be used by analyzing the obligations of politicians in producing legislation. So this is necessary to observe whether the legislation product is populist or benefits the executive and power holders. By serving the interests of society, politicians in the internal dimension can be said to have carried out political and social responsibility. The external dimension will be used to analyze how the implementation of policies and legislation is taken in reality. Politicians must assist constituents in ensuring that all policies are appropriately implemented and widely accessible to the public.

In the social responsibility approach, there are three elements of the implementation of social responsibility (Salim, 2018). At the earliest level, there are community relations where council members psychologically have ties to the community as constituents. Building relationships with the constituents can be conducted periodically, going down to the absorption of public aspirations during the recess period with financial support from the government (Lin, 2020). In addition, political education is obligated to the constituents as a control function of society (Zuada & Samad, 2019).

Previous research stated that companies or business organizations voluntarily deal with socio-political problems and engage in activities previously considered the government's responsibility. They carry out so-called socio-political responsibilities, which include the eradication of poverty, the provision of public goods, environmental protection, and the reduction of injustice. Government actors and corporate actors have a responsibility to address social issues. On the other hand, it also strengthens public-private partnerships so that public institutions have accountable governance (Hossain et al., 2018; Tempels, Blok & Verweij, 2017).

Public service or community service becomes the next phase where the parliamentarians do not only have emotional and psychological attachments as voters and are elected, but more than those, they must position themselves as servants of the public interest. Service is realized by providing information, program assistance, and support, both material and non-material. An essential phase is community empowerment, where council members must be able to analyze and provide solutions to various kinds of community problems by providing assistance and community empowerment (Choiriyah, Muchlas, 2018).

Companies generally use corporate Social responsibility to bridge the government's role in governance. Governance is essential for development and interference in dealing with socio-economic issues, especially poverty alleviation, through developing entrepreneurship in the community. Socio-political responsibility also highlights issues related to health, employment, and the protection of citizens. Sociopolitical responsibility is dominated by stakeholders, institutions, and several critical gaps. A study mentioned that the government's encouragement of community participation and empowerment is vital to develop aspects of democracy (Adelopo et al., 2015; Frynas & Stephens, 2015).

Sociopolitical responsibility explores emerging changes in institutional contexts, the influence of nationalism and fundamentalism, the role of various business organizations, the presence of government regulations, and the complexity of institutional contexts. Aspects of law need to be a concern from the dimension of socio-political responsibility because there is often controversy in the legal community regarding the provisions of this social responsibility. The legislature's role is essential in applying interpretation to all legal provisions throughout the law. Community participation and provisions in socio-political responsibility are moral and legal obligations (Lin, 2016; Scherer et al., 2016).

Government actors are responsible for addressing social problems, correcting injustices, or creating credible public institutions. It is also influenced by global governance, private action engagement, or public-private partnerships. In carrying out socio-political responsibilities, government organizations, NGOs, and international government

organizations must cooperate with the private sector, cross-sector partnerships, and multi-stakeholder alliances in global governance networks. As a result of globalization and the increasing complexity of society's problems, this socio-political responsibility becomes a natural action of concern for the common good (Tempels et al., 2017; Maier, 2021).

In realizing socio-political responsibility is the presence of public policy. Public policy determines the success of the planned program. This policy includes a process that includes the implementation and evaluation stages. Public policy is a political product that goes through a long and complex process that often presents rivalry. Public policy determination requires technocratic comprehensive techniques and approaches. While its implementation needs to be done democratically by prioritizing deliberative and participatory principles to provide optimal results for the community (Choiriyah, 2018; Winarno, 2017).

This research examines the Political Social Responsibility of Regional Council or DPRD Members in Public Policy Implementation. In this context, take the case of Yogyakarta City, Salatiga Town, and Purwodadi Regency. The limitation of this study's problem is that the study's subject only analyzes the members of DPRD II in that region. The elected DPRD members are representatives of nationalist, religious, and democratic parties. As supporting data, this also digs up data from the core team involved in the Political CSR.

METHODS

This research uses a qualitative descriptive approach with a case study method. In general, not all events are case studies. Case studies have a particularistic character, focusing on specific situations, events, programs, or phenomena. Second, descriptive means a detailed explanation of the topic under study. Third, heuristics is new interpretations, perspectives, and meanings. Fourth, inductive is gained from facts in the field and then concludes into a concept or theory level (Kriyantono, 2010).

According to Denzin and Lincoln (Denzin & Lincoln, 2009, p. 301), the type of intrinsic case study is not because this case represents other cases but rather in all aspects of its specificity and simplicity. This case has attracted interest. This study seeks to gather information related to the performance of the Grobogan DPRD members as legislators and their community contributions.

RESULTS AND DISCUSSION

A. Legislative Political Communication and Public Policy

The concept of political communication presented by Denton and Woodward emphasizes the interaction between the state and the people or the public. Furthermore, they see political communication as a public discussion regarding securing public resources and official authority, which is given the power to make legal decisions, regulations, or official sanctions - what the state gives as a reward or punishment (Pawito, 2009). In their performance, DPRD members must be controlled and encouraged so that their legislative products can support and protect the community's needs. Partisanship must be presented for the sake of the problems of the wider community, where council members' position must be one dimension with the public as a whole. Partial and group interests must submit to the broader community's interests as parties that must be strengthened.

Apart from the government, political parties are also vocal actors in the political communication process. One of them is the behavior of political parties in the election. Parties often ignore stages in the distribution and allocation of people to public office. The party should take several steps in this preparation (Heryanto, 2019); (1) There needs to be a gap in the regeneration system. A tiered recruitment pattern is taken into representatives. (2) The parties must institutionalize the Triple-C approach: community relations, empowerment, and services. Through this approach, parties will naturally meet several community-based figures who become their legislative candidates. (3) The parties should be able to reflect in every election stage. Not only arranging but also considering the dynamic and idealist orientation and strategy in the future.

B. Political Social Responsibility,

The concept of Corporate Social Responsibility (CSR) becomes the basis for other related concepts and themes. Some adoptions of these thoughts are the theory of business ethics, corporate citizenship, stakeholders, good governance, and community development. From these developments, there are three CSR principles initiated by Wood through the development of the three dimensions of Carroll's CSR model and the Wartick & Cochran Model (Mardikanto, 2014). (1) CSR consists of 4 domains: economy, legal, ethical and discretionary, and identifies how they relate to CSR principles relating to social legitimacy, public responsibility, and managerial policy. (2) CSR identifies a corporate response process formulated as a policy highlighting the environmental assessment process, stakeholders' management, and issues' supervision. (3) CSR elaborates the category of "social problems" and rearranges them under new topics to bring attention to the results of corporate behavior.

The above principles will run well if followed by the orientation and capacity of other institutions and organizations, especially the government. According to a World Bank study, the role of government related to CSR includes the development of market-friendly policies, participation of resources, political support for CSR actors, increasing incentives, and enhancing organizational capacity. CSR requires the support of the regional government, legal certainty, and social order assurance (Mardikanto, 2014).

One of the ways that government involvement can be realized is through good governance (good regulation). *Governance* is defined as the implementation of political, economic, and administrative authority in the management of a country. It includes complex mechanisms and processes related to institutions that can voice the interests of individuals and community groups. Governance is in good condition if there is synergy between the government, private sector, and civil society in managing natural, social, environmental, and economic resources. In carrying out the principles of good governance (Rudito & Famiola, 2013). (1) The economic field includes decision-making processes that affect economic activity and justice, poverty, and quality of life. (2) In politics, this considers the entire decision-making process in the form of policy formulation. (3) The administrative sector deals with the policy implementation system at the national and regional levels.

Good governance is a reference for the process and structure of good political and socio-economic relations. A bottom-up government system is one of the essential things to unify the three fields. Therefore, public policies made in the decentralized system can further increase participation and will generate bigger aspirations.

Good governance can be adapted to the government, legislative, judiciary, mass media, private sector, and NGO. Good governance has eight characteristics that influence each other and lead to the public interest. These characteristics include: being participative, having a consensus view, being accountable, transparent, responsive, effective and efficient, fair, comprehensive, and following rules and laws. These characteristics guarantee that corruption will be minimized, the views of minorities and marginalized groups can be taken into account, and the majority voice in the community will be heard in the decision-making. It also applies to relations between nations in the context of social and cultural political differences (Rudito & Famiola, 2013).

Five-year Political contestations have brought leaders both at the local and national levels to a position as policymakers. Politicians who succeed in defeating other contestants have the right to sit representing the people. On behalf of the people, they work to produce policies for the people's welfare. The view of being a people representative means fighting for the public interest. So this needs accountability, seen from the results and procedures. From the procedural perspective, political accountability refers to a mechanism that involves relationships between at least two parties, namely the representatives who make choices or decisions in the interests of those with the power to impose sanctions or rewards.

There is a social responsibility attached to parliamentarians. The council members are also sworn to serve the people's interests on behalf of the Nation and State. Apart from being a representative of the people who has been given political mandates. Therefore, every politician must be sensitive to moral, ethical, and social responsibilities to contribute to society manifested in "political, social responsibility."

There are two approaches to implementing the PSR: internally through the main activities in the form of legislation products oriented to the public interest and externally in the form of activities carried out for sustainable community empowerment. On this occasion, this discussion will not explore the issue of policy products (legislation) but focuses on the external activities of DPR members in community empowerment. Following the applicable CSR principles, there are at least three approaches often known as Triple C: Community Relations, Empowerment, and Service.

C. Community Relations

Community relations aim to foster a harmonious relationship between organizations (politicians) and the community to increase social awareness and mutual understanding (Salim,). The relationship between politicians and society is a beneficial mutual relationship, mutually dependent and intervening with one another. Politicians cannot survive without having good relations with the community. Likewise, in society, they have many interests entrusted to politicians, especially those related to policy and power.

Politicians as sub-organs of a political party are at the forefront of communication with constituents. They will conduct political communications periodically to absorb aspirations and disseminate the policies taken. In the spirit of Political Social Responsibility, a politician must have good relations with constituents and society. Member of the Grobogan Regency United Development Party (PPP) of DPRD, Ali Farkhan, S.E, said that communication by members of the council is a must as a political responsibility.

Community relations are implemented legally and formally by absorbing people's aspirations during recess. In one year, the council members will recess three times and must provide a report during the trial period. Recess is a two-way communication between the legislature and constituents through regular work visits to absorb information and aspirations of the represented people.

The legality of the recess as a forum for council members to conduct community relations is regulated in PP No. 25 of 2004. In addition, the Decree of the Minister of Home Affairs No. 162 of 2004, which means recess, is a rest period. During this time, the parliamentarians carry out their duties outside the building. They are required to provide an accountability report in the form of the absorption of aspirations and the use of recess funds supervised by the BPK.

According to Ali Farhan, aspiration absorption is carried out during recess by following the formal legal rules that the Secretariat has scheduled. It is also done informally by opening the door of their house 24 hours a day to all constituents who wish to convey their aspirations. Ali Farkhan made the terrace of his house the "Aspiration Terrace," the community gathering place. The aspiration terrace becomes a place that is always open to gather citizens' aspirations and as a meeting material for council members armed with original voices of the community. Community relations are built with the full awareness that harmony between politicians and the people is necessary to result in mutualism and lead to quality democracy and multiple trusts in the country.

The ethical approach in Ali Farhan's community relations is carried out by visiting figures for friendship and exploring ideas to find a breakthrough for the welfare of society. Visits are usually made to religious leaders in each village in the constituency because this is usually easier for the community to protest their complaints to local leaders than to come to the council members. Besides that, not all people have access and courage to deliver directly. By visiting figures such as "once rowing two and three islands," besides the politicians getting information about the community's ideas and aspirations, they also benefit from emotional closeness, which is undoubtedly beneficial for the sustainability of long-term political interests.

Community relations is the initial stage of a continuous process with the final result in optimal service to the community. The underlying spirit is a shared desire to build a prosperous society through the community and politicians (council members) relationship.

D. Community Empowerment

Community Empowerment is an effort to develop community potential and overcome various existing societal problems. The word "empowerment" is identical to the concept of power, where there is the ability to force other people to follow their interests under existing concepts. Even though that looks dominant, power can be seen as a social relationship among humans, which can be read as an effort and process to make social improvements.

Community empowerment is also an effort to help the community by first exploring their potential and the area and existing problems to provide a comprehensive concept of this empowerment. Empowerment should also be able to capture the social vulnerability of society so that this can present appropriate solutions.

Five components must be in empowerment because that is an integrated and holistic process.

1. Advocacy is an attempt to change or influence the behavior of policymakers in order to side with the public interest through the delivery of messages based on legally justifiable arguments. Advocacy is conducted by providing information to the community regarding the existing strengthening program. Ali Farkhan focuses on agricultural and livestock issues according to the map of conditions in Purwodadi. The first problem that must be resolved is to build the mindset of farmers and breeders so that they can be independent without too much dependence on industrial and agricultural products. The extension is executed by encouraging public awareness to optimize the use of compost, organic fertilizers, and seed correctly to increase the income of farmers and breeders.
It is not an easy problem to promote the mindset of farmers and breeders, which already has a high dependence on chemicals to support their production. However, this is accomplished continuously in every formal counseling and informal discussion.
2. Community Organizing. The next step in empowerment is to create a forum for people to develop themselves as reflection and action. The concrete steps are taken by forming the Farmers Association of Jaya Farmers (BJT), which provides agricultural and livestock education and a sharing platform for farmers and breeders. The programs developed in the association cannot be separated from the support of the council member, Ali Farkhan, who, in the previous period, was in Commission B, which covered the fields of industry, trade, agriculture, fisheries, marine and livestock, and plantations. Ali Farhan used the farmer association to empower the community by sharing knowledge, experience, and capital assistance in the form of plant seeds. In addition, there is also a mentoring program for farmer partners who are willing to take part in the farmer association's program. Hopefully, this assistance will get optimal results. Farmers' partners are also expected to become agents of change for farmers and other breeders to keep up with technological developments and plant according to science.
3. Networking and Alliance Building means establishing cooperation with other parties to support one another to achieve goals jointly. The parties involved in the empowerment activities of the farmer association are the

Grobogan agriculture and livestock service, which does have a slice of work.

On one occasion, this council member of the PPP faction offered farmers to plant red ginger in cooperation with the Sido Muncul company as the party that would buy the ginger when harvested. The implemented system is the tumpeng sari method, where the young teak plants are planted with ginger as additional income for the farmers.

4. Capacity Building, Community empowerment, capacity, skills, and knowledge building by conducting regular training and forming farmer groups as a medium for discussion and sharing in adding farming and livestock skills.

Capacity development is not just a matter of adding skills but also education about healthy and hygienic farming methods, changing the pattern of raising the community with cages next to the house to replace communal cages. The provision of communal cages by several parties has helped the community increase health awareness.

Capacity building is also carried out with ongoing assistance in agricultural and animal husbandry training programs. People with a passion for self-development are given a forum and access to training up to the provincial level.

5. Communication, Information, and Education. The process of managing and disseminating information supports the four processes above. WhatsApp groups are available as a medium to maintain communication. Besides being a medium for disseminating information, this is also used for coordinating and evaluating current and future programs.

E. Community Service

The highest stage in Political Social Responsibility is community service, which aims to assist the community in several activities without expecting any reward. Even though in politics, nothing is free or done for nothing. The long-term outcome expected from this service process is community loyalty to the politicians and the parties where the politicians take shelter. A symbiosis of mutualism arises when talking about political service, which is the continuation of power.

At least, the people benefit from the political activities carried out, and there is still attention from politicians to the constituents who have brought them to power. In the end, there is no ideal in politics, moreover hoping for sincerity, only to share interests and benefits for hegemony and power. Some were injured for sure, but those who benefited were not small. It is a political fact of the day. We still have a choice in the hustle and bustle of politics and the chaos of power. While politics can be described in the phrase “politics too familiar to be ignored but too naive to tolerate.”

CONCLUSION

Social responsibility in the political field becomes a logical consequence for legislators. They are elected and entrusted by the community to become the mouthpiece of the people, one of whose duties is to ensure that all legislative products will side with the interests of the people. Prosperity and independence are the ultimate goals of a political struggle.

There are two approaches to implementing the PSR: internally through the main activities in the form of legislation products oriented to the public interest and externally in the form of activities carried out for sustainable community empowerment. This form of social responsibility is summarized in Triple C, namely Community Relations, Community Empowerment, and Community Service.

Politicians use the CSR Politics approach to build an emotional connection with part of their moral responsibility to society. They do not struggle constitutionally in the House of Representatives but also come down to building a society with the resources they have

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