

A HELPING HAND DURING COVID-19 PANDEMIC: EXPLORING MOTIVATION AND IMPLICATIONS CORPORATE SOCIAL RESPONSIBILITY BANKING SECTOR

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ABSTRACT

Purpose — *This study explores the motivations and implications of implementing Corporate Social Responsibility during the Covid-19 pandemic in Bali's banking sector.*

Design/methodology/approach — *The methodology used in this research is positivist qualitative research with a case study approach.*

Findings — *The study's results are that the motivation for implementing Corporate Social Responsibility during the Covid-19 pandemic in the banking sector was Community Assistance or helping to solve community problems partially, namely by offering donations and empowering the community by providing for businesses for the pandemic community, as well as training on training concepts from the implementation of the banking sector during the Covid-19 pandemic, namely True Win-Win Situation or the creation of an ecosystem that supports all parties. Shareholders get quality that continues to improve, companies can continue to innovate, and services for these services and profits will eventually be returned to the hands of the community to help revive the economy of the hands of the community affected by the Covid-19 pandemic*

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so that people can be empowered with the assistance provided by the banking sector.

Practical implications — *This research encourages the development of socio-environmental accounting studies. This research can provide input to the authorities in regulating policies or regulations regarding the importance of caring attitudes towards society and the environment and how the community has felt the impacts. Because as we know that the Corporate Social Responsibility disclosure reporting policy is in the form of a sustainability report, which is still voluntary, it is hoped that the government can require disclosure of Corporate Social Responsibility reporting to large companies that have a relatively good financial performance by making standard reporting standards, accepted by the whole company. Because this sustainability report is the best means of providing information to investors and shareholders.*

Originality/value — *In particular, this research framework is compiled from business people's aspirations, especially in the banking sector, who seek to foster motivation to care about the social and the environment by implementing Corporate Social Responsibility, which will have implications for corporate sustainability.*

Keywords — *Covid-19; Corporate Social Responsibility; Banking Sector; Charity; Philanthropy; Citizenship.*

Paper type — *Case study*

INTRODUCTION

Companies are currently required to achieve profits as a company characteristic, namely profit (Waniak-Michalak et al., 2016). However, it is important to understand how the profit created is part of a broader process of considering the company's relationships with various individuals, groups, and institutions. It is recognized that human activities are a major driver of global environmental change. The contribution of social science to accounting is expected to support economic sustainability and social justice (Russell et al., 2017). Social accounting is considered accounting, which involves exchanging information about the impact of entities and their social and environmental practices. Social and environmental accounting is the process of communication to some environmental groups about the social and environmental implications of the economic activities of an entity (Sukoharsono, 2019).

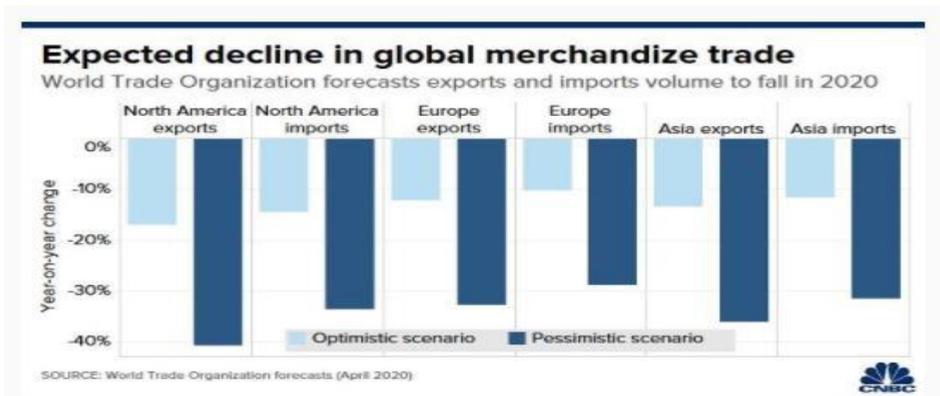
The legal basis for environmental accounting is stipulated in Law No. 32 of 2009 concerning the protection and management of the living environment. One form of social accounting is Corporate Social Responsibility (Barrett et al., 2020). The company's implementation is related to Corporate Social Responsibility related to the "3P" concept, which is the balance between profit (profit), people (society), and the planet (natural environment). Activities for corporate social responsibility suggest that the organization has to fulfill implied contracts that increase the will of customers to sustain the activities of the company in challenging times (Deng et al., 2013). Furthermore, as shown by (Albuquerque et al., 2019). Corporate Social Responsibility activities strengthen customer loyalty and reduce the vulnerability of companies to economic downturns. Corporate Social Responsibility is the company's obligation to share happiness in the achievements from the hard work of all employees. Engage the organization in the implementation of corporate social obligations in order to foster sustainable growth and sustainability by focusing on principles of social responsibility for balancing economic, environmental, and social aspects (Schmeltz, 2017).

According to, a form of obligation carried out by business organizations by taking part in activities to improve community welfare and protect society is a company effort in Corporate Social Responsibility.

At this time, the Covid-19 outbreak has become a global pandemic announced by the World Health Organization, with its rapid spread making the Covid-19 virus a very viral topic in various parts of the country of its effect on health and the economy. (Glass et al., 2020). The government has started to implement the Large-Scale Social Restriction Regulations to deal with the spread of the virus. The central government and local governments also socialize health protocols to reduce the spread and a positive number of contracting the Covid-19 virus. The government promotes new habits (new normal) to adjust to the current conditions. A new habit (normal) is a new order or way of carrying out daily activities. Many companies see this condition as moving to carry out Corporate Social Responsibility activities to help the government fight the Covid-19 virus outbreak and socialize it to adapt to the new normal era (Ding et al., 2020). This figure shows the cumulative confirmed cases of Covid-19 worldwide as of 26 August 2020. Using data provided by the World Health Organization (WHO) website is classified globally.

Figure 1.1

Covid-19 Pandemic Graphics Has Hit the Global Economy



Source: (WHO, 2020)

Seeing these situations, many companies have launched corporate social responsibility activities to help the government respond to the Covid-19 virus outbreak and socialize to adapt to the new normal era (Ding et al., 2020). During the current tight competitive climate, companies must have a strategy to win the competition and maintain business continuity. One of these strategies is conceptualized in the form of corporate social responsibility. The World Business Council for Sustainable Development (WBCSD) defines corporate social responsibility as the determination of the business community to continue behaving in ethical terms, work legally, and help develop their economies and improve workers' and their families' quality of life. This study explores the motivation and implications of implementing Corporate Social Responsibility during the Covid-19 pandemic in Bali's banking sector, especially PT Bank Pembangunan Daerah Bali.

Studies related to the motivation and implications of implementing Corporate Social Responsibility and associated with Corporate Social Responsibility during the Covid-19 pandemic have been carried out by (Ding et al., 2020) in Hong Kong. This study evaluates the relationship between company characteristics, one of which is implementing Corporate Social Responsibility activities and stock price reactions to the Covid-19 pandemic. (Ding et al., 2020) say that companies that invested more in Corporate Social Responsibility activities before the pandemic experienced much better inventory efficiency responding to the pandemic. His research shows that engaging in Corporate Social Responsibility creates trust in the will to improve to help companies respond to adverse shocks that include parties, staff, suppliers, consumers, and other stakeholders. (Sitorus & Hidayat, 2020) Corporate Social Responsibility operation used three techniques to fight against a pandemic: donations, capability growth, and population mobilization. These three strategies will meet the population's needs and foster synergies between enterprises and government agencies in the pandemic control. (Darsika, 2020) found that Corporate Social Responsibility activities are the responsibility of entrepreneurs

To implement or obey the desired policy and decisions that contribute to the objectives of the community benefit.

Previous studies did not examine the motivation and implications of implementing Corporate Social Responsibility during the Covid-19 pandemic regarding the Corporate Social Responsibility literature. For this reason, this study aims to determine and examine more deeply the motivation and implications of implementing the practice of Corporate Social Responsibility during the Covid-19 pandemic, especially in the banking sector. This research is to enrich the qualitative literature in the field of accounting studies and be used as an evaluation material for company officials and business people to be aware of business ethics. Apart from improving the company's economy, the company must also increase social awareness and the value of good behavior in internal and external spheres. By carrying out Corporate Social Responsibility, the company has a sustainable commitment and contributes to the local community's economic development or the wider community. With the implementation of Corporate Social Responsibility, it will increase the nature of a company and an institution's concern for employees, the community around the company, the wider community, and the environment around the company at large as a commitment to the company's sustainable responsibility by setting aside several funds for humanity.

METHOD

This research was conducted using a qualitative research methodology in a positivist paradigm, with a positivist qualitative approach expected to interpret reality by describing it in-depth and rootedness. The researcher uses a positivist qualitative approach because it is very relevant to the purpose of this study, namely to explore the motivations and implications of implementing Corporate Social Responsibility by companies during the Covid-19 pandemic. This research is directed to determine the motivations and implications of implementing Corporate Social Responsibility during the Covid-19 pandemic. The positivist qualitative approach is

considered more suitable for this research than other approaches such as narrative, phenomenology, grounded theory, and ethnography. A positivist qualitative approach can reveal what happens in real-life situations and allow researchers to see and explore the implementation of Corporate Social Responsibility in the banking sector companies. The positivist qualitative approach was chosen because researchers are interested in understanding, discovering, and interpreting the uniqueness of the cases raised, not in testing hypotheses (Marriam & Tisdell, 2015).

A more comprehensive understanding can be obtained through investigations based on in-depth knowledge and findings of research subjects through a positivist qualitative approach. The research site in this research is PT Bank Pembangunan Daerah Bali. The reasons for choosing this site are: First, the world is increasingly moving towards digital banking because of the spread of the Covid-19 virus. Moreover, many companies in other sectors, such as the tourism industries, are affected by the Covid-19 pandemic, but the banking sector still exists in its current conditions. This is one of the positive things in addition to several negative effects and risks faced by the banking industry due to the Covid-19 pandemic. Digital payment is currently shooting amazingly. Previously, it only increased by 2-3 percent per month. However, the increase can be up to 20-30 percent cumulatively, and the number of users who use it is much higher than that of ATM users. Banking transactions are shifting to digitization in e-banking, internet banking, and e-wallet. E-banking not

It only provides benefits for customers but also provides benefits for the bank. E-banking can provide benefits for banks to survive in business competition. Banks can also save costs and attract customers to entrust their banking activities to the bank (Novitasari & Baridwan, 2014). This transition is considered very helpful for company efficiency compared to serving cash payments. More community activity at home during the Covid-19 pandemic prompted electronic transactions to increase significantly. Second, previous research has already examined Corporate Social Responsibility, but it is more dominated by the implementation of Corporate Social Responsibility in the industrial and non-banking world. Third, research related to Corporate Social Responsibility previously only looked at the relationship and influence of a variable (positive paradigm) on the company but did not directly find out in-depth about its awareness. Fourth, the Covid-19 pandemic is an invisible virus, its existence is unknown, and its spread is still very massive. This makes us aware that the Covid-19 pandemic is a shared responsibility, not just a handful of people, communities, or groups. The application and implementation of Corporate Social Responsibility can be made to combat the Covid-19 virus. Subjects in qualitative research are informants where someone provides information and a deeper understanding of what is being researched.

In qualitative research, selecting informants was used, namely, snowball sampling. According to the researchers' considerations, the informants in this study are informants who are the right people. Of course, they are closely related to this research, namely the Head of Public Relations & Corporate Social Responsibility, Management Officer of Corporate Social Responsibility Program, Executive of Public Relations & Corporate Social Responsibility, and Reporting of Public Relations & Corporate Social Responsibility. This study uses three data collection methods: interviews, observation, and documentation. The stages of the data collection process, according to (Creswell, J. W., & Miller, 2000) briefly are: (1) determining the

research site and criteria for informants who have experience and knowledge according to the research topic (2) gain access and approach individuals who will be potential informants according to predetermined criteria (3) by using the purposive sampling technique, the researcher met the informants (4) collected primary data by interviewing, observing, and collecting secondary data (5) by recording and documenting all the information obtained (6) classifying the issues and phenomena experienced informants in the field (7) store data in the form of interview transcripts and other data.

This study uses an analysis model, namely interactive analysis. Presents a step-by-step process for a detailed qualitative research design, including:

- (1) Data Collection Stage
- (2) Data Reduction Stage.
- (3) Data Display Stage
- (4) Conclusion / Verification Withdrawal Stage

This study uses three data collection methods: interviews, observation, and documentation with informants. The informants in this study are involved in making policies related to the realization of Corporate Social Responsibility in the company and are responsible and know the practice of

Corporate Social Responsibility in the company. The informants in this study are summarized in Table 1.

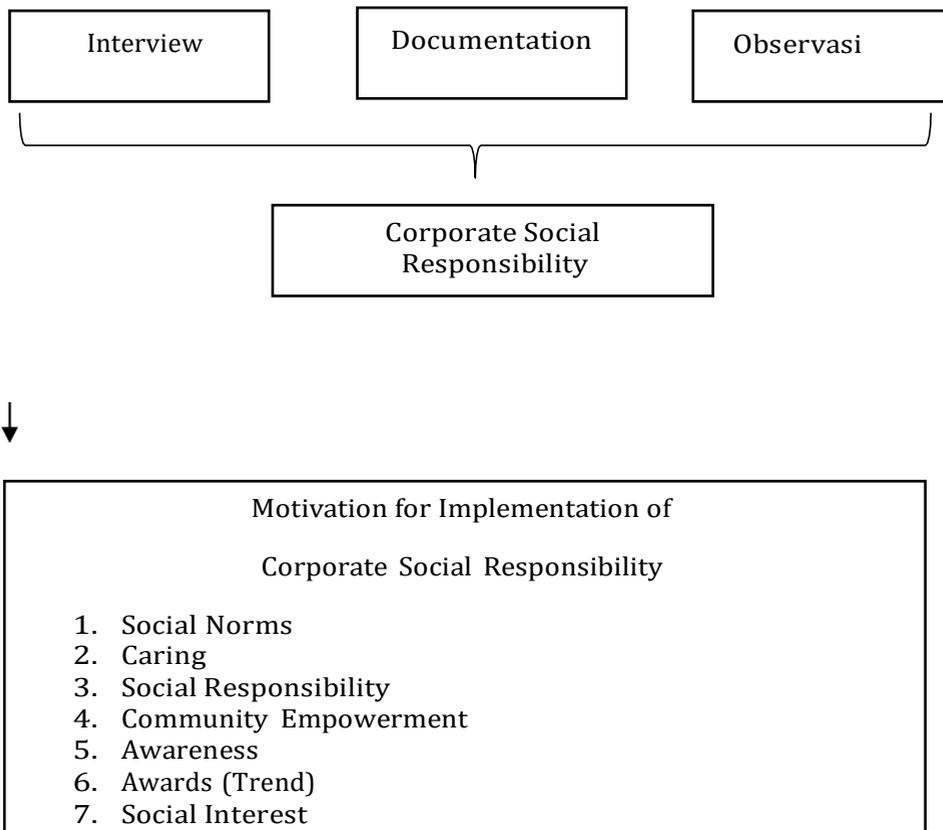
Table 1.1 Informants in this study

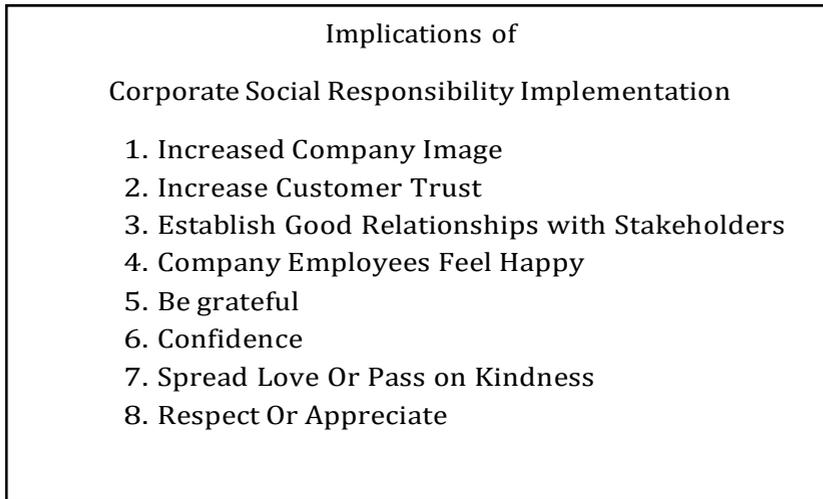
Number	Informant	Department
1.	Mr. Gung	Head of Public Relations & Corporate Social Responsibility
2.	Mr. Gus	Corporate Social Responsibility Program & Report Management Officer
3.	Mr. Meyka	Mr.Implementing Public
4.	Dharma	Relations & Corporate Social
5.	Mrs. Gek Mas	Responsibility Implementing Public Relations & Corporate Social Responsibility Implementation and Reporting of Public Relations & CSR

FINDINGS AND DISCUSSION

The results of integrating the themes of the three sources of research data, namely interviews, observation, and documentation, show results that reinforce the themes found from interviews with research informants, as shown in Figure 2.

Figure 2
Result of Integration of Three Data Sources
To Explore the Motivations and Implications of CSR
Implementation in the Banking Sector





Source: Processed Data (2021)

This research resulted from 15 premises, namely 7 motivational premises and 8 implication premises of motivation for implementing Corporate Social Responsibility by PT Bank Pembangunan Daerah Bali in 8 main programs, namely in education, health, arts & culture, sports, other social, facilities & infrastructure, conservation environment & nature, and partnerships. This premise is an outline that concludes the motivation and implications of the motivation for the implementation of Corporate Social Responsibility by PT Bank Pembangunan Daerah Bali. Based on the explanation of the premises' results, the following illustrates the motivation and implications of implementing Corporate Social Responsibility activities at PT Bank Pembangunan Daerah Bali Bali in Figure 3.

Figure 3

Motivation and Implications for the Implementation of CSR Activities in the Banking Sector



Source: Processed Data (2021)

CONCLUSION

This study aims to answer the core research questions: what are the motivations and implications of implementing Corporate Social Responsibility during the Covid-19 pandemic, especially at PT. Bali Regional Development Bank? The facts about the motivation and implications of the implementation of Corporate Social Responsibility of PT Bank Pembangunan Daerah Bali, which is examined in this research, are a reality of how the employees respond to the implementation of Corporate Social Responsibility that has been implemented. After carrying out several stages of the research process, researchers can

underline that Corporate Social Responsibility carried out by employees of PT Bank Pembangunan Daerah Bali has a motive, namely to comply with applicable norms/rules, caring attitude, awareness and social responsibility as well as the company's desire to empower the community. , get awards, and fulfill social interests, which will improve the company's image, increase customer trust, establish better relationships with stakeholders, and transmit kindness, gratitude, happiness, confidence, and respect. The concept of motivation and implications for the implementation of Corporate Social Responsibility of PT Bank Pembangunan Daerah Bali during the Covid-19 pandemic in the fields of education, health, arts & culture, sports, other social, facilities & infrastructure, environmental & nature conservation, and partnerships can be implemented in 3 forms of implementation, namely Community Assistance or helping to solve community problems partially, namely by giving donations and empowering the community by providing business training for communities affected by the pandemic, as well as the concept of implications of the motivation for implementing CSR PT Bank BPD Bali during the covid-19 pandemic, namely True Win-Win Situation or the creation of an ecosystem that benefits all parties. Shareholders get an ever-increasing quality of service, companies can continue to innovate, and transformation for bank services, and this profit will eventually be returned to the community to help revive the economy of the community affected by the Covid-19 pandemic so that people can be empowered by the assistance provided by PT Bank BPD Bali. These motivations and implications can answer the community's needs and encourage the establishment of synergies between companies and government agencies during the COVID-19 pandemic.

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