

From profit to purpose: Sustainability and corporate strategy insights from *Desa Inspirasi Padi*

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Abstract

The transition to post-modern CSR era marks an evolution towards a more inclusive and holistic understanding of corporate social responsibility, extending beyond mere economic gains to address broader social aspects like food security. This study examines the *Desa Inspirasi Padi* program by Sido Muncul Pupuk Nusantara through the Triple Bottom Line (3P: People, Planet, Profit) framework and a post-modern perspective, aiming to understand how CSR can integrate with food security issues. A qualitative method is employed to explore the implementation and impact of the program, revealing the importance of a holistic and context-sensitive approach. Findings indicate that collaboration between corporations, government, and local communities is crucial in addressing social and environmental challenges. Despite financial constraints, this study highlights the significance of stakeholder support and strategic partnerships for sustainable impact. This research contributes insights into the role of CSR in navigating complex socio-environmental landscapes, offering a fresh perspective for CSR practices in the post-modern era.

Keywords: CSR, food security, indonesia, sustainability, tripple bottom line

Introduction

The discourse surrounding Corporate Social Responsibility (CSR) has evolved beyond traditional philanthropy, venturing into the realms of sustainable development and integral community engagement. This shift is epitomized by Sido Muncul's initiation of the *Desa Inspirasi Padi* program, a CSR initiative rooted in community development (comdev) principles and aligned with the 2020-2024 National Medium-Term Development Plan (RPJMN), which itself echoes the global Sustainable Development Goals (SDGs).

Launched in 2017 and ongoing, the *Desa Inspirasi Padi* program represents Sido Muncul's commitment to eco-friendly agriculture, utilizing liquid organic fertilizer produced by its affiliate, PT Sido Muncul Pupuk Nusantara, thus embodying a forward-thinking approach to CSR that transcends mere profit-making. The development of CSR with the concept of sustainable development signifies a paradigm shift where companies are encouraged, and sometimes required, to consider their impact not only on profits, but also on the environment and society at large. This is a response to the increasing recognition of social issues in society and the need to comply with government policies, as articulated by Porter and Kramer (2019). Such a perspective is critical to addressing various societal challenges, including the all-important issue of food security.

Indonesia, with a high population, is one of the countries that makes rice a staple food. The Central Bureau of Statistics (BPS) report explains that the Indonesian population's rice consumption is high. As reported by CNBC Indonesia, rising prices, such as global rice prices, are not a prior issue for Indonesia. Instead, the government should be wary of the downward trend in Indonesia's rice production. From 2015 to 2021, rice production will continue to fall. This decline was recorded up to 0.35% and is predicted will continue to decline yearly (Emeria, 2022). In 2024, rising rice prices and food security in Indonesia will still be the focus of the government. The government has increased the budget by 114.3 trillion for various programs to improve food security in Indonesia (Ekonomi.bisnis.com, 2024).

It becomes ironic when Indonesia, as an agricultural country, faces the problem of rice cultivation. This causes a decrease in rice production, which is not compensated by a reduction in

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consumption. Increasing rice consumption in Indonesia has also risen in line with population growth. Rice is needed not only for human consumption but also as a raw material for food and non-food industries, seed production, and other uses. In addition to increased food consumption, the demand for rice as a raw material in the food and non-food industries has also increased (Wahyudi et al., 2019).

Various initiatives have been attempted to increase rice production in Indonesia to meet consumption needs. Achieving adequate rice production at the national level is essential as one of the variables affecting national food security (Kurniawan et al., 2019). However, problems such as increasingly scarce land, climate factors, and the government's rice import policy exacerbated the decline in rice production (Mariyono, 2019). As reported by Kompas.com, the Indonesian Farmers Alliance predicts that Indonesia will experience a decrease in rice production by up to 30 percent in 2023 (Catriana, 2022). The national food security problem requires serious handling involving collaboration from the government, companies, and all elements of society (Moerdijat, 2022). Empowering farmers in terms of ability and creativity must also be a shared concern so they can boost national food productivity. Collaboration in achieving food security between companies, governments, and communities can be realized through corporate social responsibility (CSR) programs.

The concept of CSR has evolved into viewing companies as integral parts of the societies they operate within, necessitating a reciprocal relationship with the community that benefits both the company and society (Octaviana, 2013). This necessitates a comprehensive regulatory framework to guide CSR activities towards fostering a just and sustainable economy, as suggested by Qi et al., 2021 (2021) and further elaborated by Wenqi et al (2022). This approach is supported by Indonesian law, particularly Law No. 40 of 2007, which mandates CSR activities as part of companies' obligations towards fostering economic development, quality of life improvement, and environmental sustainability (Marthin et al., 2017).

Government regulations related to the CSR agenda indicate that CSR activities are essential to implement. CSR is entering a new era called "sustainability." Supporters of the movement in CSR "sustainability" argue that companies need to plan consistent activities and consider the impact on the environment and its various stakeholders. The definition of CSR sustainability is tied to environmentalism, but sustainability covers a much broader territory. World Commission on Environment and Development (WCED) explains "sustainable development," defining it as development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Broom & Sha, 2013).

Sido Muncul's Desa Inspirasi Padi program is a testament to this new era of CSR, aiming to contribute positively to eco-friendly agriculture and national food security. The program's emphasis on organic farming and community development reflects a growing trend towards organic products and consumer awareness in Indonesia. By providing organic fertilizer and promoting community engagement, the program aligns with Central Java's commitment to developing organic farming since 2013 (Dalmiyatun et al., 2018). From a postmodern viewpoint, the Desa Inspirasi Padi program's emphasis on eco-friendly agriculture and community development can be seen as a critique of the grand narratives of industrial agriculture and corporate greed (Dhanesh, 2013). It recognizes the pluralism of solutions to food security and environmental sustainability, valuing localized, community-driven initiatives over universal, one-size-fits-all approaches. It is often agreed that CSR activities, especially in the social field, are one of the ultimate goals of CSR activity programs, which is an empowered community (Saleh & Sihite, 2020).

Triple Bottom Line (TBL) theory, introduced by Elkington (1997), complements this postmodern perspective by advocating for an integrated approach to sustainability that encompasses economic viability, environmental health, and social equity—often referred to as the three Ps: People, Planet, and Profit. This theoretical synergy invites a qualitative exploration of CSR activities, encouraging researchers to delve into the complex, often contradictory narratives of corporate sustainability efforts. This study examines the Desa Inspirasi Padi program by Sido

Muncul Pupuk Nusantara through the Triple Bottom Line (3P: People, Planet, Profit) framework and a post-modern perspective, aiming to understand how CSR can integrate with food security issues. Previous studies, such as the one conducted by Hidayati (2011) have identified CSR program activities at corporations like PT Unilever Indonesia, PT Sari Husada, PT Astra International, and PT Aneka Tambang. However, this study introduces novelty by extending the CSR analysis through the Triple Bottom Line Theory framework, focusing on the Desa Inspirasi Padi program. It provides insights into the role of CSR in navigating the complex socio-environmental landscape of the post-modern era.

Method

The research was conducted using a qualitative descriptive research method. A qualitative approach is used because it is interpretive and naturalistic (Denzin & Lincoln, 2009). Then, qualitative research is a process of inquiry to understand different methodological traditions by conducting investigations that explore social or human issues. The researcher builds a complex holistic picture, analyzes words, reports details of informants, and conducts research in a natural setting (Creswell & Baez, 2021). The case study design was chosen in this qualitative research to identify the cases that are the focus of the research. The research aims to answer the implementation of the Desa Inspirasi Padi as a part of CSR activities from Sido Muncul company. Case studies can be concrete entities such as groups, individuals, organizations, communities, relationships, decision-making processes, or specific projects. Then, case studies are often used to study or evaluate programs (Creswell, 2015). Case study research, such as research related to CSR, can be conducted to explain, describe, illustrate and explore (Hidayati, 2011). Furthermore, as said by Creswell, collecting data in this study was carried out by collecting various sources to provide an in-depth perspective on the issues raised. Data was collected through interviews, observations, and related documents (Creswell & Baez, 2021).

The study on Corporate Social Responsibility (CSR) at PT. Sido Muncul was conducted using an in-depth methodology, including interviews with six CSR program executors from the company, ranging from managers, staff, to agricultural extension workers. To ensure the accuracy and validity of the data, this research also applied data triangulation techniques. Triangulation was carried out through cross-checking information obtained from interviews with official documents and data published by the local government. This approach allows the research to confirm the veracity of data from various sources, increasing the reliability and validity of the research findings.

Results and Discussion

Implementation of Desa Inspirasi Padi

Sido Muncul implemented the CSR program of Desa Inspirasi Padi in 2017. The implementation timeline began with the company's internal decision to carry out activities using organic fertilizer by making demonstration plots (demplot). Furthermore, internal discussions were held, and create the team for program implementation. The company creates Focus Grup Discussion (FGD) agenda to present Desa Inspirasi Padi to the Agriculture and Plantation Service of Central Java Province and NOFA (National Outstanding Farmers and Fishermen Association) or another name KTNA Central Java Province. The FGD results determined which districts were used as demonstration plots for the implementation program. The agreement on the location of the demonstration plot is Sukoharjo Regency, with a timeline program starting from October 2018-June 2019. The location of the demonstration plot (demplot) was chosen based on the consideration that Sukoharjo Regency is one of the granaries in Central Java. The demonstration plots are spread over four sub-districts: Polokarto, Sukoharjo, Nguter, and Tawang Sari.

The Desa Inspirasi Padi Program is designed to help the government improve food security by assisting farmers. One effort that can be made to increase crop production is using balanced fertilizers and applying eco-friendly agriculture. This has become one of the driving factors for implementing of Desa Inspirasi Padi program in Sukoharjo Regency. The Desa Inspirasi Padi implements eco-friendly agriculture using liquid organic fertilizer from PT Sido Muncul Pupuk Nusantara. The program hopes to reduce the use of chemical fertilizers that farmers commonly use. Then, using organic fertilizers is expected to increase rice production and elevate the local wisdom

of rice farming to inspire other farming actors. The impact of increasing production from the Desa Inspirasi Padi program is also expected to add value for farmers in Sukoharjo Regency. The more detailed objectives of the program set by the company are:

- a. Educate farmers about the importance of using organic fertilizers
- b. Promote eco-friendly agriculture.
- c. Sido Muncul is assisting farmers on an ongoing basis as a form of corporate concern.
- d. Contribute to increasing food production.
- e. Minimizing economic losses to farmers

Based on the results of the interviews, the Desa Inspirasi Padi program in Sukoharjo Regency has entered an exit period or is implemented independently by farmers under the supervision of NOFA Central Java. In implementing the program, there is a period set by the Sido Muncul company based on an agreement with the local government. During the program, the company provides organic fertilizer assistance, mentoring, and training in planting rice to harvesting. The report of the program Desa Inspirasi Padi in Sukoharjo Regency was published on the company's website. The program in Sukoharjo Regency was developing semi-organic rice cultivation. The use of chemical fertilizers was reduced by up to 40%, added by liquid organic fertilizer (POC) Biofarm owned by an affiliated company, Sido Muncul Pupuk Nusantara. The demonstration plot (demplot) plant observations included vegetative and generative ways. Plant observation activities aim to determine differences in growth and yield between conventional rice cultivation and rice cultivation with Biofarm. Each sub-district is taken several points to be used as an observation sample. Plant observation activities involve farmers, civil servants, extension workers, the Sido Muncul comdev team, local government, and NOFA ([Sido Muncul Pupuk Nusantara, 2019](#)).

The results of the demonstration plots in the Sukoharjo district are reported through the company's website showing improved yields. The greatest increase in crop productivity was in Polokarto District by 32.57%, and the smallest was in Nguter District by 5.57% of the average rice productivity in Sukoharjo Regency at the beginning of the planting period, which was 7 tonnes/ha. So this is also directly proportional to the farmers' income generated from these crops. The company reports that the activities of the Padi Inspiration Village in Sukoharjo Regency are what is targeted and expected by stakeholders such as the related government.

The success of the implementation of the Desa Inspirasi program in the Sukoharjo district in 2019-2020 was followed by the program's implementation in the Delanggu District, Klaten Regency. The Rice Inspiration Village Program in Delanggu District is spread across two village areas: Karang Village and Gatak Village. The Desa Inspirasi Padi program in Delanggu District was implemented slightly differently from the program in Sukoharjo Regency, with the performance of a Demonstration Plot that uses 100% organic fertilizer from the Sido Muncul company. Based on data obtained from the Sido Muncul's community development (comdev) team, the success rate of using organic fertilizer has been proven by crop yields in the April 2021 period. Based on primary data obtained through the Sido Muncul company, the success of the Padi Inspiration Village program is also measured by increased yields and harvests that affect income. Farming analysis carried out by the company in collaboration with the local government explains that the use of organic fertilizers and assistance efforts for farming businesses in Karang Village with a demonstration plot area of 10,000 m² will increase the revenue of IDR 9,029,000.

Meanwhile, the implantation of the program in Gatak Village, with a demonstration plot area of 2,000 m², will increase the income by IDR 902,000. Data from the company shows that the Desa Inspirasi Padi program will continue until 2022 by assisting in developing superior local varieties of Kamajaya rice by planting using organic fertilizers. The program activities continued in several areas with smaller-scale demonstration plots, such as in the Ambarawa and Karanganyar Regency.

In 2023-2024, Desa Inspirasi Padi (DIPA) program still continue by supporting the government's food estate program. Then, the scale of the program in 2024 will be reduced to create demonstration plots in several areas using the company's organic fertilizer. Sido Muncul, through its subsidiary Sido Muncul Pupuk Nusantara, is also still working with farmer associations,

organizations such as NOFA to provide training before harvest and after harvest in food security programs.

Table 1. Matrix for Implementation of Desa Inspirasi Padi Program in assisting the Food Security

Program Implementation	Coverage Area	Outcome
2017-2018	Demonstration plots in several areas of Sukoharjo based on farmer group requests consisted of: Polokarto, Sukoharjo, Nguter and Tawang Sari sub-districts.	Agricultural land clearing, demonstration plot of 4.5 hectares (ha).
2019	<ul style="list-style-type: none"> - 4 areas in Sukoharjo (Polokarto, Sukoharjo, Nguter and Tawang Sari sub-districts) - Sumber Rejeki Farmer Group, Ngrapah Village, Banyubiru Subdistrict, Ambarawa 	4 sub-districts in Sukoharjo and a farmer group in Ambarawa produced an average yield of more than 7 tons.
2020	Delanggu District, Klaten Regency consist Karang Village and Gatak Village	There are 2 villages in the Klaten area with demonstration plot trials.
2021	Delanggu District, Klaten Regency consist Karang Village and Gatak Village	The harvest results in these 2 villages in the Klaten area reached 5 tons.
2022	Sukoharjo Areas: Tawang Sari Village	One area's harvest results from the Sido Makmur Farmer Group exceeded 9 tons
2023- Early 2024	Sukoharjo, Karanganyar, Klaten, Ambarawa, Tegal Made	Spread across several areas with demonstration plot trials according to the government and farmer groups' requests. More than 10 demonstration plots are recorded across the Central Java region.

Source: interview and document processed data

Distributional CSR underscores the commitment of companies not only to engage in activities that respect the rights of others and minimize the negative consequences of corporate operations but also to actively contribute to the common good (Hardhiyanti & Rasyid, 2018). This principle is vividly exemplified by the Desa Inspirasi Padi program initiated by Sido Muncul, which goes beyond merely avoiding harm to actively enhancing the welfare of the agricultural community it serves. The Desa Inspirasi Padi program, designed to integrate CSR with sustainable agricultural practices, initially showed promising scalability and substantial impact across economic, environmental, and social dimensions following the Triple Bottom Line (TBL) theory (Elkington, 2001).

In a post-modern context, Corporate Social Responsibility (CSR) programs such as Sido Muncul's Desa Inspirasi Padi initiative illustrate how companies can adapt and respond to diverse social and environmental needs (Putri et al., 2021). However, the matrix above illustrates that there is a decrease in the scale of the program. In 2024, the program will only take the form of demonstration plots based on requests from the government or farming communities. Despite the sustainability of the program until 2024, there have been criticisms and questions raised about the balance between social commitments and the company's imperative to make a profit (Roth et al., 2020a). This implicit profit priority, although not openly acknowledged, subtly influences strategic decisions, including the allocation of resources for Desa Inspirasi Padi CSR activities.

Despite these initial successes, the program's scalability and long-term sustainability have been questioned. Critics argue that after the initial phase, the program's reach and effectiveness in delivering its intended benefits across the TBL dimensions have significantly diminished. This

critique aligns with broader observations in CSR literature, where initiatives often face challenges in maintaining momentum and impact beyond their early stages (Uduji & Okolo-Obasi, 2017).

Sustainability Corporate Social Responsibility

The exploration of Corporate Social Responsibility (CSR) in the modern and post-modern eras reveals significant evolutions in its conceptualization and application. In the modern era, CSR was largely influenced by the capitalist framework, focusing on the economic responsibilities of corporations towards their stakeholders and society at large (Rahmawati & Kumar, 2018). This approach was characterized by an implicit expectation that businesses would self-regulate in a manner that would ensure their economic success while minimally addressing social and environmental issues. However, critiques of this approach have highlighted its limitations, including the perpetuation of economic rationalities and a strong focus on political and economic issues without adequately addressing the broader social impacts of corporate actions (Roth et al., 2020b).

Triple Bottom Line (TBL) theory, introduced by Elkington (1994), emphasizes the importance of not only economic but also environmental and social performance in business operations (Elkington, 2001). The Triple Bottom Line Theory became popular and is known as The 3P of sustainability. The Ps refer to People, Planet, and Profit, which is accepted as a business concept to accommodate the needs of companies and their stakeholders (Diamastuti et al., 2020). This framework aligns with postmodern theory in CSR by advocating for a holistic and integrated approach to sustainability that goes beyond traditional profit-centric models. The relevance of TBL to postmodern theory in discussing CSR activities is underscored by its focus on sustainability and ethical considerations that are central to postmodern critique of corporate practices.

Research has applied the TBL framework to various industries, demonstrating its practical relevance and the potential for businesses to contribute positively to society and the environment while also achieving economic success. For instance, studies in the restaurant and coffee shop sectors have utilized TBL to assess the impact of CSR activities on corporate value and customer intentions, highlighting the importance of integrating economic, social, and environmental considerations into business strategies (Shim et al., 2021).

Linking the Desa Inspirasi Padi program with the Triple Bottom Line Theory will explain the implementation of activities along economic, environmental, and social lines (Goel, 2010). The first part, the economic line, is the pressure on profit. Elkington explains that measuring gain considers the long-term sustainability of a company's costs, the demand for its products or services, pricing and profit margins, innovation programs, and business ecosystem (Elkington, 2001). The economic advantage of the Desa Inspirasi Padi program is to provide affiliate company products used in CSR activities.

The criticism raised in the economic line section for Sido Muncul's company is when the Desa Inspirasi Padi program entered an exit period. Farmers need to order fertilizer from affiliated companies when the program ends, and the company is no longer intensively involved in monitoring and coaching. This is a note for the sustainability aspect of the implemented Desa Inspirasi Padi. However, the company claims that the Desa Inspirasi Padi activity is sustainable by emphasizing self-sufficiency through working with partners/stakeholders. The involvement of stakeholders like the government as part of the activity supports the program's sustainability in an area. Proof of information from the company is done by searching for secondary data through the news on the internet. Based on the news published on the official website of the Sukoharjo Regency government in September 2022 reported there is an event to celebrate the harvest of Sri Rejeki Farmer Group, Kateguhan Village, Tawang Sari District, which is part of the farmers assisted by Desa Inspirasi Padi (Sukoharjo Government, 2022).

For this reason, the program's sustainability is formed by changing the target areas. The company believes that the Desa Inspirasi Padi CSR program needs to be implemented massively, and the agreement with the local government requires a certain period. The economic line concept

from Desa Inspirasi Padi for the company is profit created by branding products and improving relationships with stakeholders closely related to the business ecosystem.

Then, criticism regarding the Desa Inspirasi Padi program in terms of economic benefits for farmers. The economic line in the Tripple Bottom Line Theory explains that companies need to consider the business continuity of their targets. The previous research related to Unilever's CSR program explained that black soybean farmers feel more secure from an economic point of view. Unilever guarantees their assisted farmers by purchasing black soybeans to be marketed as soy sauce products (Michael et al., 2019). The appreciation of the Desa Inspirasi Padi program is that the company helps the government improve food security. Still, because rice is not part of the company's core business, the company does not buy and market organic rice produced by farmers.

The environmental line refers to business sustainability that needs to pay attention to the environment. On a corporate scale, the environmental sector can be standardized with ISO 14001 (Elkington, 1997). The business linkages of the Sido Muncul company as an IPO company or Tbk cannot be separated from the obligation to pay attention to the environment and has referred to ISO 14001. The linkage of environmental aspects in Desa Inspirasi Padi activities is using organic fertilizers. The company's core business is in the herbal medicine industry, producing large amounts of herbal dregs. An affiliated company then processes the waste for organic fertilizer. With its presence, the Desa Inspirasi Padi program promotes eco-friendly agriculture using organic fertilizers. However, there are challenges in the program for using organic fertilizers for farmers accustomed to using chemical fertilizers.

For this reason, farmers use chemical fertilizers mixed with organic fertilizers at the beginning of the implementation of the Desa Inspirasi Padi program. Conventional patterns with fertilizers and pesticides that produce faster harvests are more widely applied than eco-friendly farming patterns. However, there are long-term benefits to implementing environmentally friendly agriculture. The benefits of implementing eco-friendly agriculture from the Desa Inspirasi Padi program are documented on Youtube, containing testimonials from the Sukaharjo Regency Government, extension workers from civil servants, and farmers assisted by the Rice Inspired Village. Testimony from Civil Servant extension workers supports the eco-friendly agriculture program to be able to develop, even though the process of getting results is quite long. At the same time, farmers who participated in the program gave positive results with harvest success rates that exceeded expectations from the target of 7 tons to more than 8 tons with the presence of the Desa Inspirasi Padi program. Of course, regarding the environmental aspect, the Desa Inspirasi Padi program has been successfully applied and has benefited the community (Bahtiar, 2019).

Third, the social line refers to business practices that are profitable and fair to labor, human capital, and society. The priority of the social sector in the Desa Inspirasi Padi program is as a form of problem-solving for the issue of food security. This program supports increased rice production by involving the government, village-owned enterprises (BumDes), and farmer groups. The company has many parties, especially the government from the target areas of the Desa Inspirasi Padi program, to increase the success of the program's objectives. Social line benefits are realized through community development activities for farmers to increase crop yields using organic fertilizers. The benefits of the social line are not comprehensive because the program is carried out by inviting interested farmers to participate and lend their land to be used as demonstration plots for demonstrations and to prove the effectiveness of using organic fertilizers. The government and extension workers from companies and civil servants have a role in persuading the community to join the Desa Inspirasi Padi program.

Dialogue is developed to increase the success of the social line, which is carried out formally and informally. The formal communication model has a structured, focused nature, and there is symbolic interaction on behalf of the status of the institution or institution of the communicators. While informal communication is unstructured, the dialogue process is freer or not rigid, which can last a long time; interactions prioritize intimacy or establish intense relationships

(Sulaiman, 2013). The formal communication established can be seen through holding FGDs conducted by the company to decide on a location; then, informal communication takes place with intensive communication when assisting farmers in using organic fertilizers. There is a communication function played by extension workers, which is indicated in a dialogue or participatory communication. The dialogue concept was developed as one of the communication strategies used by Sido Muncul Company in its CSR activities (Ayu & Supartoko, 2020). The following is a brief description of the application of the 3P aspects of the Triple Bottom Line Theory of the Desa Inspirasi Padi program and the interrelationships of the effects that arise in these activities.

Table 2. Implementation of CSR Activities Desa Inspirasi Padi based on 3P

3P aspect	Implementation	Effect
Profit	Application of eco-friendly agriculture with organic fertilizer owned by affiliation company	Profit, business stability, long-term viability
Planet	Processing of waste into organic fertilizer and dissemination of the use of organic fertilizer in the CSR Desa Inspirasi Padi program	Renewable resources, biodiversity, low waste
People	Increased knowledge, skills, and income for the use of organic fertilizers	Well-being community development, resolving the social issue

Source : Researcher

The effects arising from the activity are summarized based on the application of the 3P Theory. Overall, there are limitations to accurately measuring the success of 3P implementation in company programs (Braccini & Margherita, 2019). Then, the research limitations based on developing the CSR Triple Bottom Line Theory can be linked to the core business with internal CSR activities (Hidayati, 2011). This research that focuses on implementing Desa Inspirasi Padi's CSR activities cannot explain other CSR activities.

Conclusion

This study's exploration of Sido Muncul's Desa Inspirasi Padi program through the Triple Bottom Line (3P: People, Planet, Profit) framework and a post-modern perspective reveals an approach to integrating Corporate Social Responsibility (CSR) with food security challenges. The program effectively combines eco-friendly agricultural practices with community development and economic sustainability, demonstrating a successful application of the 3P principles. Specifically, it highlights the economic benefits derived from distributing organic fertilizer to farmers, thereby enhancing brand loyalty and establishing a sustainable business model. Environmentally, the initiative promotes organic farming, contributing to soil health and reducing ecological impacts. Socially, the program's collaboration with local governments and farmer organizations has improved food security in Central Java, showcasing the potential for CSR initiatives to address critical societal issues.

However, for sustained impact and scalability, recommendations include enhancing the program's sustainability beyond its current scope, ensuring long-term viability through stakeholder engagement, and expanding research on effective communication models within CSR practices. Additionally, examining the internal application of the 3P Theory could offer deeper insights into embedding CSR in corporate culture, ultimately contributing to a holistic understanding of CSR's role in sustainable development and food security. This study underscores the importance of comprehensive approaches in CSR initiatives, suggesting pathways for future research and implementation strategies that could benefit both corporations and communities.

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