

ANALYSIS OF SUSTAINABILITY REPORT IMPLEMENTATION BASED ON THE GLOBAL REPORTING INITIATIVE (GRI) AT PT. SEMEN GRESIK (PERSERO) TBK

Fri Medistya Anke Priyono¹

¹Accounting Study Program, ²Politeknik NSC Surabaya
¹fr33_map@yahoo.com

ABSTRACT

Corporate Social Responsibility (CSR) is a concept that develops according to the changes that occur. Nevertheless the core of this concept is a balance between attention to economic aspects and social and environmental aspects. In accordance with Law Number 40 of 2007 concerning Limited Liability Companies (PT) which reveal various provisions regarding the establishment of PT and one of them in article 74 discusses social and environmental responsibility. Article 66 also explains that these activities are contained in the annual report of PT. Along with the development of CSR, the accounting profession began to realize to include social impacts into the sustainability report. In sustainability report, there are principles and standards for disclosure that are able to reflect the overall level of activity of the company and of course different from those disclosed in the financial statements. The basic principles that must be contained in the sustainability report are based on the GRI (Global Reporting Initiative), which are: balanced, comparable, thorough, timely, clear and reliable. To assess whether the company has disclosed its social responsibility in the sustainability report or not, there are three types of disclosure standards, namely: (1) strategy and profile, (2) management approach, (3) implementation indicators. In this case, PT. Semen Gresik (Persero) Tbk forms Partnership and Community Development Program (PKBL) to implement CSR.

Keywords : CSR, GRI, sustainability report, PKBL

INTRODUCTION

Currently the industry in Indonesia is starting to develop and most companies are still focused on mere profit seeking. The company considers that contributions to the community are sufficiently provided through the provision of jobs, fulfillment of needs with its products and payment of taxes to the state. These three things are not enough if the company wants to survive for the next five years because the community not only requires companies to provide goods and services but also social responsibility. The pressure to implement Corporate Social Responsibility (CSR) was ranked second from the most important business challenges in 2000.

In September 2004 the International Organization for Standardization (ISO) team as the parent of international standard organizations invited various parties to produce guidelines and standardization for social responsibility, which was named ISO 26000: Guidance Standard on Social Responsibility. This ISO 26000 is only a guide and not fulfillment of requirements because it is not designed as a management system standard and is not used as a certification standard (Yusuf Wibisono, 2007: 38). CSR itself is a concept that has many definitions, one of which is corporate social responsibility. Nevertheless the core of this concept is a balance between attention to economic aspects

and social and environmental aspects. In addition, non-financial reporting in general has been accommodated in the Statement of Financial Accounting Standards (PSAK).

In accordance with Law Number 40 of 2007 concerning Limited Liability Company (PT) which reveals various provisions regarding the establishment of PT and one of them in article 74 discusses social and environmental responsibility aimed at achieving sustainable economic development to improve the quality of life and the environment that is beneficial to PT itself, the local community and society in general. To carry out these obligations, social and environmental responsibility activities must be budgeted and calculated as PT costs carried out by observing compliance and fairness. Article 66 also explains that these activities are included in the annual report of PT, one of which is a report on the implementation of social and environmental responsibility. If PT does not implement it, the relevant PT is sanctioned in accordance with the provisions of the legislation.

In the reporting process, there are several standards that have been known to show the company's performance in implementing its social and environmental responsibilities. One of them is

the Global Reporting Initiative (GRI), which regulates the basic principles that must be contained in the sustainability report, namely: balanced, comparable, thorough, timely, clear and reliable. Meanwhile, to assess the implementation of social and environmental responsibility in sustainability report, there are three types of disclosure standards based on GRI, namely: (1) strategy and profile, (2) management approach and (3) implementation indicators. For each standard, it has a reference in disclosing social and environmental responsibilities in the sustainability report.

PT. Semen Gresik (Persero) Tbk itself applies three main bases to be able to survive and develop, namely (1) maintaining the growth of financial performance by increasing efficiency and productivity, (2) enforcing business ethics by applying the principles of Good Corporate Governance (GCG) and (3) handle social and environmental problems by implementing an environmental management system consistently and establishing harmonious relationships with the surrounding community. To maximize the three bases, the company formed a part of the Partnership and Community Development Program (PKBL) to implement CSR which is also regulated in the SOE Minister's Regulation Number PER-05/MBU/2007 dated April 27, 2007 concerning SOE Partnership Programs with Small Businesses and Community Development Programs. With the existence of PKBL, it was proven that in 2005 the company obtained a CSR award as The First Best Practice in the Economy Program within Manufacturing Industry and The Second Best Practice in Social Programs within Manufacturing Industry.

DATA ANALYSIS

In this study, the analysis is the role of sustainability report based on the Global Reporting Initiative (GRI) at PT. Semen Gresik (Persero) Tbk in obtaining a CSR award in 2005. Because in GRI it is one of the standards that can be used in the corporate reporting process and in which there are three disclosure standards that become guidelines in reporting sustainability reports. With the disclosure of all the items in the standard, it is not certain that this is an assessment in obtaining a CSR award because there may be a role from other factors.

DISCUSSION

Implementation of CSR Program

Since the 2003/2004 period in the Corporate Performance Rating Program (PROPER) by the Indonesian Ministry of Environment, PT. Semen

Gresik (Persero) Tbk has a BIRU rating which means that the company has carried out efforts to control pollution and/or environmental damage. In addition, it has achieved results in accordance with the minimum requirements as stipulated in the applicable laws and regulations.

In realizing concern and communication with the community, the company implements a CSR program. So that in addition to the company's global vision and mission there is a CSR vision and mission, namely:

1. The realization of a harmonious relationship between the company and the community.
2. The achievement of small businesses and cooperatives that are independent, resilient and competitive, while maintaining employment through professional management.

While the mission of the company's CSR is as follows:

1. Maintain environmental preservation, and help improve the quality of life of the community which includes education, health and welfare.
2. Develop a pattern of fostering small businesses and cooperatives whether or not related to the company's business through channeling funds and fostering sustainability by prioritizing aspects of equity, independence, professionalism and ethics.

To operate the CSR vision and mission in several programs, the company formed a PKBL section to deal with this matter which is also regulated in the Minister of State-Owned Enterprises (BUMN) Regulation Number PER-05/MBU/2007 dated April 27, 2007 concerning SOE's Partnership Programs with Small Business and Environment Development Program. This section is independent and is under the auspices of the communications division. In PKBL, there are two main programs that are the responsibility of the company, namely partnership programs and environment development programs. In accordance with Article 9 of the SOE Minister's Regulation Number PER-05/MBU/2007, it is explained that funds for partnership programs come from a maximum allowance of profit after tax of 2%, loan administration services, deposit interest from partnership program funds after deducting operating expenses and fund transfers partnership program from another SOE.

Whereas funds for environmental development programs are sourced from the

maximum allowance for profit after tax of 2% and interest on deposits and or giro services from the community development program funds. The scope and legal aspects of PKBL are as follows:

1. Law Number 40 of 2007 concerning Limited Liability Companies.
2. Law Number 19 of 2003 concerning SOEs.
3. Law Number 25 of 2004 concerning the National Development Planning System.
4. Law Number 32 Year 2004 concerning Regional Government.
5. SOE Minister Regulation Number PER-05/MBU/2007 dated April 27, 2007 concerning SOE Partnership Program with Small Business and Community Development Program.

As proof that PT. Semen Gresik (Persero) Tbk has implemented CSR so there have been several awards that have been received in the CSR award in 2005, namely:

1. The First Best Practice in Economy Program within Manufacturing Industry.
2. The Second Best Practice in Social Program within Manufacturing Industry.

The other awards received are as follows:

1. The best BUMN in 2006 by the investor magazine.
2. Indonesian Quality Award 2006 in the application of Malcolm Baldrige for excellent performance.
3. Award from the Governor of East Java in the field of art and culture in 2006.
4. The Champion of Good Corporate Governance from the Indonesia Institute of Audit Committee in 2006.

Sustainability Report Analysis

Sustainability report of PT. Semen Gresik (Persero) Tbk in 2007, it is known that not all items in the GRI based disclosure standard were reported by the company. After obtaining the number of items disclosed in each standard, it will be presented with the following calculations:

$$\% = \frac{\text{Jumlah yang diungkapkan}}{\text{Jumlah yang diharapkan}} \times 100$$

The disclosed number
The expected number

The percentage of corporate sustainability report implementation based on GRI can be seen in the following table:

No	Disclosure standard	Expected Number	Disclosed Number	%
1	Strategy and profile	15	13	86,7
2	Management approach	6	5	83,3
3	Implementation Indicator	79	19	24,05
Total		100	37	

Based on the percentage results obtained the results of the first 86.7% standard and 83.3% the second standard has been disclosed by the company. This number has proven that more than 80% of the first and second standards have been implemented and disclosed in the sustainability report. Whereas for the standards of the three companies, only disclosed 24.05% in the sustainability report. This happens because in the sustainability report, the company only discloses matters relating to stakeholders. If traced deeper, there are a lot of items in the GRI-based standard that explain things related to the company's internal conditions, such as labor, the company's management system and matters relating to work. So that when the third item "labor practices and work compliance" is analyzed, the results obtained are fourteen indicators in the item not disclosed. This is still related to one item that is not disclosed in the second standard. It should be noted that the second standard is still related to the third standard where each aspect contained in the item in the second standard has an indicator. Each indicator that must be disclosed is part of the third standard.

Whereas the disclosure of items in the third standard is 75.95% because the reporting process is not 100% based on GRI. This is because the company is still a SOE, so everything related to the implementation of CSR is regulated in the SOE Minister Regulation No. PER-05/MBU/2007 dated April 27, 2007 concerning the SOE Partnership Program with Small Business and Environment Development Programs.

The company's concern for stakeholders is expressed in various ways, one of which is to divide the grant distribution area into three rings to minimize the people who protest because of the mining and production processes. So that the implementation of CSR can run sustainably and build the image of the company in the future. Of course this shows the seriousness of the company in implementing CSR. In addition, the company also

has four management systems called the Semen Gresik Management System (SMSG), one of which is the Environmental Management System which successfully supported the company in obtaining an award at the 2005 CSR award. Both of these can be something that is unique to the company because they are not disclosed by another cement company.

CONCLUSION

PT. Semen Gresik (Persero) Tbk itself has implemented CSR for more than five years and has received a CSR award as The First Best Practice in the Economy Program within Manufacturing Industry and The Second Best Practice in Social Programs within Manufacturing Industry. And it is concluded that not all items in the GRI based disclosure standard are reported by the company. The conclusions for each standard are as follows:

1. Strategy and profile
In this standard there are 15 items that must be disclosed, but the company only discloses 13 items.
2. Management approach
In this standard there are 6 items that must be disclosed, but the company only reports 5 items.
3. Implementation indicators
In this standard there are 79 items that must be disclosed, but the company only reports 19 items.

In the reporting process the company is not 100% based on GRI. This is because the company is still a State-Owned Enterprise (BUMN), so that everything related to the implementation of CSR is regulated in the SOE Minister Regulation Number PER-05/MBU/2007 dated April 27, 2007 concerning SOE Partnership Programs with Small Businesses and Environment Development Programs. However, the CSR awards in 2005 was not only seen from the sustainability report, but because the company already had an ISO 14001: 2004 Environmental Management System, certificate No. GB01/19418 from SGS since February 2001. Since besides GRI there are several standard reports and checks on the implementation of CSR, one of which is environmental management standards based on ISO 14000. This is supported by the implementation of CSR under the PKBL section and always carried out with triple bottom line concept and Good Corporate Government (GCG) concept. So that it makes the people in the area around the factory both in Gresik and Tuban have a mutual relationship with the company.

BIBLIOGRAPHY

- Achmad Daniri. 2007. "Integrating CSR a Business Strategy: How to adopt CEO values into CSR policies". Notulen acara CSR Learning Forum – 2nd Workshop di Jade Room, Hotel Nikko Jakarta.
- Achmad Daniri. 2008. Standarisasi Tanggung Jawab Sosial Perusahaan bagian II, (On line), (<http://www.madani-ri.com>, diakses 16 April 2008).
- Achmad Daniri. 2008. Standarisasi Tanggung Jawab Sosial Perusahaan bagian III, (On line), (<http://www.madani-ri.com>, diakses 16 April 2008).
- Achmad Daniri dan Mirani Dian Nurani. Menuju Standardisasi CSR. *Harian Bisnis Indonesia*. 19 Juli 2007.
- Aida Ainul dan Anis Widyastuti. 2007. Pengaruh Stakeholder Terhadap Tanggung Jawab Sosial dan Akuntansi Sosial Perusahaan. Makalah disampaikan pada Simposium Riset Ekonomi III di Universitas Kristen Petra Surabaya.
- Budiman. 2007. UU No. 40 Tahun 2007 Tentang Perseroan Terbatas, (On line), (<http://blogs.unpad.ac.id/budiman>, diakses 17 Maret 2008).
- Basuki Rakhmad Saputro. 2007. Analisis Perbedaan Harga dan Volume Saham Sebelum dan Sesudah Pengumuman Indonesia Sustainability Reporting Award (ISRA) 2005 (Studi Kasus Pada Empat Perusahaan Pemenang Award), (On Line), (<http://www.jurnalskripsi.com>, diakses 29 Mei 2008).
- Djoko Dwiyanto. Metode Kualitatif: Penerapannya dalam Penelitian. (On Line), (<http://www.inparametric.com>, diakses 17 Mei 2008).
- Fitri Ismiyanti dan Putu Anom. 2007. The Relationship between Corporate Social Responsibility and Firm Specific Factors. Makalah disampaikan pada Simposium Riset Ekonomi III di Universitas Kristen Petra Surabaya.
- Gendut Sukarno dan Febrin Aggraini. 2007. Corporate Reputation Melalui Pendekatan Corporate Social Responsibility di Lingkungan PT. Perkebunan Nusantara X. Makalah disampaikan pada Simposium Riset Ekonomi III di Universitas Kristen Petra Surabaya.
- Hakim. Corporate Social responsibility (CSR), (On Line), (<http://www.kadin-indonesia.or.id>, diakses 17 Maret 2008).
- Hamid Patilima. 2007. Metode Penelitian Kualitatif. Bandung Alfabeta.

- Indonesia Center for Sustainable Development (ICSD), (On line), (<http://www.icsd.or.id>, diakses 3 April 2008).
- Lexi J. Moleong. 2006. Metode Penelitian Kualitatif. Edisi Revisi. Bandung PT. Remaja Rosdakarya.
- Sita Supomo. Corporate Social Responsibility (CSR) dalam Prinsip GCG, (On Line), (<http://www.republika.co.id>, diakses 17 Maret 2008).
- Siti Kusumawati Azhari. 2007. Norma Hukum dan Bisnis Tanggung Jawab Sosial Perusahaan, (On Line), (<http://www.google.co.id>, diakses 30 Agustus 2008).
- Undang-undang Perseroan Terbatas. 2007. Jakarta Penerbit Asa Mandiri.
- Yusuf Wibisono. 2007. Membedah Konsep Konsep dan Aplikasi CSR (Corporate Social Responsibility). Gresik Fascho Publishing.
- Yin, RK. 2003. Studi Kasus (Desain dan Metode). Jakarta PT. Raja Grafindo Persada.