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# UTILIZATION OF CORPORATE SOCIAL RESPONSIBILITY FUNDS IN DESIGNATED OPEN GREEN SPACE DEVELOPMENT

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**Abstract—** One of the open green spaces functions as a water absorption medium, but it still needs to be fully implemented by the Cirebon Municipality Government. From the data obtained, only around 11% of public open green space has been fulfilled out of 20%, according to Cirebon's neighborhood units. The problems faced include limited land ownership and difficulties in the land acquisition process. This research aims to analyze and find solutions for creating public open green space in Cirebon. Applied research methods are used to find solutions to problems that occur in the community regarding the provision of public open green space. The results of the research show that the use of Social and Environmental Responsibility funds (Corporate Social Responsibility) can be one solution to overcome the problem of public open space in Cirebon, considering that Cirebon is a hub for trade and service routes where apart from residential areas there are also many shops, hotels, offices, Government and private sectors have offices in Cirebon. Social and Environmental Responsibility is integral to sustainable development goals involving stakeholders (Government and society). Procurement of land in areas in each village/district and settlements to create public open green space by utilizing CSR funds until Cirebon is achieved as a Green City. Also, the concept of conservation in open green space areas can be created to support the community's economy. This anticipates the emergence of impromptu micro businesses whose impact will disrupt order and cleanliness around public open green space, which can eliminate the main objective of developing open green space itself.

**Keywords—** CSR; sustainable development; open green space; SDGs; social and environmental responsibility.

## I. INTRODUCTION

Green Open Space or Ruang Terbuka Hijau (RTH) has a crucial role in improving the quality of the environment and life in urban areas. Ecologically, RTH serves as the lungs of cities that help absorb pollutants [1] and produce oxygen [2] through the process of photosynthesis [3]. In addition, vegetation in RTH regulates air temperature through evapotranspiration [4], reducing the urban heat effect. These green areas are also crucial for water management, as the soil and plants in RTH can absorb rainwater [5], reduce surface runoff [6], and prevent flooding [7] and soil erosion [8].

On the social side, RTH provides space for recreation and social interaction in the community [9]. Parks and green areas make ideal places for residents [10] to exercise, relax, and socialize, which in turn can improve physical and mental health [11]. RTH also serves as a means of environmental education [12], where the public can learn about the importance of environmental conservation and sustainability [13]. In addition, the visual beauty presented by RTH provides a calming aesthetic effect [14] and improves the quality of life of city people.

Economically, the presence of RTH can increase the value of surrounding properties [15] because many people want easy access to a beautiful and healthy environment. RTH can also be a tourist attraction in the form of a natural landscape [16], thus boosting the local economy. Investment in RTH development can provide long-term economic benefits for the community and the region [17].

The existence of RTH also has an impact on public health and life well-being [18]. By providing space for physical activity and recreation, RTH contributes to improving public health [19]. Residents with access to green areas tend to be more physically active and have a lower risk of chronic diseases so that health costs can be reduced. Therefore, the development and maintenance of RTH should be a priority in urban spatial planning to create a greener and

healthier city [20] and a more prosperous environment for all residents [21].

However, the increase in the number of human populations followed by increased development causes a decrease in environmental quality [22], such as the decrease in clean water quality [23] and many daily activities that cause air pollution [24] from carbon dioxide (CO<sub>2</sub>). The rapid population growth rate is accompanied by government actions to carry out massive infrastructure development in the economic sector, resulting in less attention to environmental aspects [25]. Benchmarking the development success in a country by emphasizing only the economic growth of society [26] is different from the desired perspective in sustainable development (SDGs). SDGs have the essence of internalizing impacts, and every activity or action in the economic and social fields needs to think about, prevent, and even avoid impacts on environmental conditions for the next generation's lives [27].

In relation to sustainable development, data obtained from the Ministry of Public Works and Housing stated that as of 2019, only 13 cities in Indonesia had 30% availability of open green space with a composition of 20% public open green space and 10% private open green space [28]. The need for open green space has been targeted in goal number 11 of the SDGs, which is that open green space is not only a means of entertainment for the community but also a place for interaction. Open green space also functions as a water absorption area, ecological and aesthetic. Looking at the reality of this data, the lack of optimal fulfillment of open green space is caused by various factors, including limited government-owned land [29], the absence of a budget for managing and developing open green space, and the complicated process of land acquisition for open green space originating from private land [30]. Therefore, most city governments in Indonesia face various obstacles, so they still need help meeting the quota for providing open green space [31].

The city of Cirebon in West Java Province, Indonesia, still needs to meet the available land used for open green space [32]. The 2014 data shows a decrease in public open green space to around 4.6% compared to 2010, which reached 9% [33]. The decline was caused by land conversion to support sustainable development in various sectors without serious attention to the open green space aspect in accordance with the SDGs declaration at the 2015 UN session [34].

Research on developing Green Open Space (RTH) is fundamental to the Sustainable Development Goals (SDGs). RTH plays a significant role in supporting public health and well-being (SDG 3) by providing space for physical activity, reducing air pollution, and improving mental health. In addition, RTH helps create inclusive, safe, and sustainable cities (SDG 11) through effective green space design and management, contributing to climate change mitigation and disaster risk reduction (SDG 13).

RTH is also important in biodiversity conservation and restoration (SDG 15).

Several studies have been carried out, including by Ratu Mawar Kartina [35] in the journal *Logika* Volume 12 Number 3 December 2018 with the title *Open Green Space in Environmental Preservation*, stating the research results that the barriers and obstacles for the Cirebon Municipality Government to create open green space are land acquisition and cost charging factors. Previously, Mira Lestira Hariani et al [33] in a journal entitled *Analysis of the Potential Development of Open Green Space in Cirebon*, published in the *ISSN Construction Journal* Volume 2085, August 2014, had stated the potential for developing public open space in Cirebon area located in three places, namely the Kejaksan park, Kesambi park, and Harjamukti park as well as solutions to increase private green space, including using roof gardens or vertical gardens.

The two journals have not discussed solutions to meet open green space needs, so the writer will follow up on these two studies by providing a participatory concept in government projects in procuring land for public open green space by utilizing company CSR funds in the form of crowdfunding on an online platform so that it is more transparent in its distribution. The Cirebon Municipality Government is directed to formulate a policy for all companies running their businesses in Cirebon to channel CSR funds for open green space projects. This confirms that companies required to implement CSR are not the only companies referred to in Article 74 of Act Number 40 of 2007 concerning Limited Liability Companies in conjunction with Government Regulation 47 of 2012 concerning the Social and Environmental Responsibility of Limited Liability Companies.

Based on data obtained from Cirebon Investment and One-Stop Integrated Services, as of July 2020, around 120 licensed companies were registered. It is assumed that the profit from one company is Rp. 50,000,000,- then if two percent is set aside for crowdfunding donations in the procurement of open green space, funds will be collected around Rp. 120,000,000,- in a year. By issuing a policy that confirms the allocation of CSR funds, the CSR provisions can be binding to realize implementation.

Hong Souman, in his research entitled *Crowdfunding Public Projects Collaborative Governance for Achieving Citizen Co-funding of Public Goods*, published in the journal *Government Information Quarterly*, Volume 36 Issues 1, January 2018, stated that crowdfunding has the potential as a means of achieving public projects by involving funds from society. The writer tries to follow up on this research by applying it to the fulfillment of open green space in Cirebon, constrained by funding/cost problems in the form of joint financing between stakeholders through the crowdfunding platform.

The role of law as a means (instrument) to maintain public order in social life is necessary to create this

participatory concept [36]. The legal construction in this research will also be studied as a theoretical framework, starting from the mayor's authority in making regulations to implementing green open space projects so that the participatory concept remains within the legal corridor.

This study aims to explore the distribution of CSR funds that can be utilized effectively to develop the availability of RTH in Cirebon City through Government actions to issue strategic policies as another form of cooperation between the private and public sectors using digital technology and crowdfunding applications that are pretty transparent and accountable.

## II. METHOD

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The normative juridical research method examines the provisions related to crowdfunding and the distribution of CSR funds to realize Government programs in the field of RTH. A qualitative descriptive approach is used to deeply understand various stakeholders' perspectives, attitudes, and perceptions related to the development of RTH and the use of CSR funds.

The location of the study was conducted in the city of Cirebon, where the respondents selected were two private companies, two government agencies, and two academics and practitioners who were considered quite representative in analyzing the problems studied. Primary data obtained from respondents were collected using structured, in-depth interview instruments. At the same time, secondary data is obtained by looking for legal materials related to the problem studied.

The data analysis technique used is thematic analysis. After all data is grouped into main themes, relationships between themes are identified. The analysis results will be arranged in the form of an in-depth and structured narrative, which describes the main findings of the research as well as the researcher's interpretation and understanding of the problem under study.

## III. RESULTS AND DISCUSSION

Mochtar Kusumaatmaja concluded that the aim of the law is order, which contains the values of certainty and justice. Law plays a dynamic role as a catalyst in guiding and directing society to live orderly and regularly to achieve what it wants. For this reason, he said that the law functions as a means (instrument) to renew society in a better direction, not as a tool [37]. Given the conservative nature of the law, it is not appropriate for the law to function as a 'tool' because developments over time and rapid changes in people's habits have made the law far behind so that a law that functions as an 'instrument' is needed for renewal in the dynamic life of society. The concept of law as a means of reform means a rule accepted by society that can direct

society to the desired destination by the change itself to create the desired order [38].

The goal of sustainable development to change the perspective on development has been carried out with the concept of internalizing impacts as joint work of stakeholders that balances social, economic, and environmental aspects [39]. Regarding the environment, one way is creating open green space as the city's lungs. Along with the rapid development due to population growth, the priority of development financing has shifted towards the social economy, thereby ignoring environmental aspects. Therefore, the Cirebon Municipality Government still needs to fulfill the 30% quota for open green space in accordance with the provisions of the applicable law. The reduction in land used for development in the economic and social sectors is also why green open space has yet to be fulfilled in Cirebon.

The Cirebon municipality government's two obstacles should concern residents and other interested parties, such as business actors. Sustainable development cannot be carried out by just one party (in this case, the Cirebon Municipality Government) but requires collaboration and partnerships from various inclusive parties based on a shared vision and mission to create a just and prosperous society for the next generation.

The writer conceptualizes joint work in internalizing the impacts above regarding participation from all stakeholders, including Government, society, academics, and the private sector. This collaboration is followed up by designing or compiling a framework that is in accordance with the SDGs. With a clear framework, it is hoped that innovations will emerge to support the SDGs. The participatory concept can be applied to fulfill the open green space quota by referring to the CSR provisions contained in Limited Liability Companies Act Number 40 of 2007 in conjunction with the Government Regulation of Limited Liability Companies CSR Number 47 of 2012. It is stated that CSR is attached to the company and is even mandatory for companies operating in the business sector or related to using natural resources. CSR is the company's commitment to involvement and playing an active role in making sustainable development successful for society, the country, and the world [40]. The form of this commitment is setting aside a portion of the company's profits to be distributed to various programs, such as disaster donations, educational scholarships, or other social activities.

One of the sustainable development concepts reflected in CSR is the environmental aspect. Article 9, paragraph (3) of Act Number 39 of 1999, states citizens' rights to a healthy living environment. Awareness of companies' implementation of CSR still needs to improve because they think CSR is only intended for companies operating in the natural resources sector. This is reasonable because the Limited Liability Companies Act only determines that companies whose business is in the field of

natural resources or related to it must implement CSR. Even though there are many types of companies in Indonesia, there are many business fields and forms of business entities, while the Government Regulation of CSR is only for business entities in the form of Limited Liability Companies. There is no certainty in determining which companies must implement CSR [41].

However, this CSR needs to explain the amount of CSR funds and several other ambiguities in these two legal regulations. The amount of funds is stipulated in Ministry of State-owned Company Regulation Number 4 of 2007, which states that state-owned companies must allocate funds for partnership and environmental development programs worth 2%, which is set aside from profits (net profit). Apart from that, uncertainty was also found in the utilization and use of CSR funds, which needed uniformity. Each company implements CSR in various forms; for example, a company provides CSR funds for elementary school construction activities in an area. This can be seen from the many news stories that mention implementing CSR funds for a company.

The writer thinks that the function of law as a means of reform can be applied where the Cirebon Municipality Government can issue regulations/policies related to CSR, both its implementation and use. The Cirebon Municipality Government, in accordance with its authority as a state administrative official, can issue a policy aimed at all companies carrying out business in Cirebon to budget or set aside a portion of the profits earned during the year in the amount of around 2% to support the open green space program.

The policy issued must emphasize what can and cannot be done to support the open green space program in accordance with sustainable development goals in Cirebon. Even though a policy only has binding power among agencies/departments and state administrative officials, it will indirectly become the basis for appeals to all parties carrying out activities in Cirebon. For example, the Agrarian Affairs and Spatial Planning/National Land Agency issued a policy regarding using a Royal Consent Deed to carry out write-offs if the mortgage rights certificate is lost. The binding policies prepared by the Cirebon Municipality Government for every community activity can be categorized as laws to create order in life in society [42].

It can be illustrated, in 2024, every company that runs its business in Cirebon complies with the policy issued by the Cirebon Municipality Government, namely allocating CSR funds for open green space participation activities, so at least a certain amount of funds will be quickly collected to realize the fulfillment of the open green space quota in Cirebon. As a form of transparency regarding the implementation of this policy, a forum that can be accessed and monitored by all parties is needed. The writer proposes crowdfunding as a forum. Crowdfunding [43], translated into Indonesian as *run data*, means a fundraising activity

carried out online (via internet technology), originating from many parties, aiming to fulfill a particular project. One example of crowdfunding in Indonesia is *kitabisa.com*, a platform that is a forum for helping others. This platform can be used to collect CSR funds for the open green space procurement project in Cirebon so that the Cirebon municipality government has been helped to some extent by the involvement of the community, in this case, business actors, who set aside profits for CSR in the form of donations to accelerate Cirebon open green space project. Crowdfunding is included in the type of payment system referred to in Article 3 of Bank Indonesia Regulation Number 19/12/PBI/2017 concerning the Implementation of Financial Technology (Bank Indonesia Regulation fintech).

The advantage of implementing joint funding through crowdfunding is that it accommodates CSR funds [44], and even other philanthropists can make this open green space fulfillment project successful. Funding, the biggest obstacle in sustainable development, can be overcome by collaborating with stakeholders, which, of course, is initiated by the Cirebon Municipality Government as the leader (focal point) [45]. Based on the initiative of the Cirebon Municipality Government, this was followed by a discussion forum involving stakeholders. Raising awareness of the importance of sustainable development, especially point 7 of the 2020-2024 National Medium Term Development Plan, is the environment and disaster resilience and inventorying companies and other philanthropists into a database. With his authority, the Mayor of Cirebon has prepared policies related to the technicalities of joint financing for open green space fulfillment projects that utilize innovation in the digital finance sector. The use of digital finance [46] reflects transparent financial governance to gain the wider community's trust.

The characteristics of donation-based crowdfunding do not make the funder a creditor or owner of the proposed project [47]. The Cirebon Municipality Government is not obliged to return funds that have been deposited and is also not obliged to transfer ownership of funded projects. In other words, donation-based joint funding is a voluntary venture aimed at charity without expecting anything in return. This is in accordance with the provisions of Article 6 Letter C of Presidential Regulation Number 111 of 2022 concerning the Achievement Implementation of Sustainable Development Goals, which states that funding for achieving sustainable development goals can be sourced from non-governmental parties that are legal and non-binding.

#### IV. CONCLUSIONS

Using crowdfunding applications in the context of RTH development provides greater access to funding sources and strengthens social and community ties. Companies in the city of Cirebon can utilize CSR funds channeled through crowdfunding to realize the availability of RTH as a form of

green city launched in accordance with SDGs. Participating in crowdfunding activities can also strengthen their sense of ownership and local identity.

For the Government, the budget shortfall in sustainable development will be slightly overcome with crowdfunding applications that facilitate synergy and collaboration between the private, public, and civil society sectors in sustainably developing RTH. For companies, distributing CSR funds for RTH development activities can increase the company's reputation and brand image, which, of course, impacts immaterial and financial benefits. For the community, the existence of RTH can be an environmentally friendly area for social interaction and is expected to sustainably prosper the surrounding community's economy.

Limited time and resources have caused the research to be carried out only in conceptual studies with qualitative analysis, so it is still possible to conduct further research more comprehensively. In addition, this study is limited to RTH in the Cirebon City area, where the generalizability of findings may differ from other regions.

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