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Optimization of Corporate Social Responsibility in Maintaining the Existence of Malay Culture in Medan City, Indonesia

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ABSTRACT
Malay culture, which includes language, customs, arts (dance and song), food (culinary), historical buildings (Maimun Palace and Grand Mosque), and its human resources have contributed a lot to the progress and existence of Medan City. The Malay culture of Medan City is also the pride of Indonesia and provides dynamism in the journey of the nation's civilization. However, over time, there is concern that the Malay culture of Medan City will disappear and become increasingly unattended. This requires the participation of companies to participate in maintaining the existence of Malay culture in the city of Medan. This role can be carried out by optimizing the corporate social responsibility (CSR) program, in particular through social sector programs that are passed down to various activities. This descriptive writing with qualitative analysis aims to determine the company's optimization efforts through CSR in maintaining the existence of Malay culture in Medan City. The results of this paper indicate that CSR programs must be optimized in the social sector with activities that focus on Malay culture. The CSR program must also provide funding assistance in preserving the preservation of several buildings, such as the Maimun Palace and the Great Mosque. In addition, there is also scholarship assistance for the Malay community.

Keywords: Corporate Social Responsibility, Malay Culture.

INTRODUCTION

Malay culture is one of the characteristics and pride of Medan City. The Malay culture of Medan City has also become Indonesia's wealth and provides dynamism in the course of the nation's civilization. Medan City Malay culture which includes various things, such as language, customs, arts (dance and song), food (culinary), historical buildings (Maimoon Palace and Masjid Raya), and its human resources have contributed a lot to the progress and existence of the City. Field.

However, over time, there is concern that the Malay culture of Medan City will disappear and become increasingly unattended. This can be seen from the existence and existence of various types of Malay culture in Medan.

Malay, for example, has begun to disappear and is rarely heard. This phenomenon and fact could be due to the decreasing number of the Malay ethnic population in Medan and it could also be because Malay families have started to abandon the use of the Malay language in everyday life.

The aspect of beauty is also not much different. The search results show that Malay arts, both dance and song, are rarely seen and heard. Usually, Malay dance and Malay songs can be seen and heard if there is a special activity or event related to Malay. The problem is, special events about Malay are being held less and less frequently.

Malay (culinary) food has also begun to be difficult to find in Medan. Some types of typical Malay food, such as Rasidah Cake, Anyang, Roti Jala, Halua, Pajri Pineapple, and Spicy Porridge, are increasingly difficult to enjoy. Pedan porridge, for example, can only be obtained during the fasting month of Ramadan because it is a typical opening at the Grand Mosque.

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Malay heritage buildings that are evidence of history are also poorly maintained and quite apprehensive, especially when compared to historical heritage buildings in other cities. The Grand Mosque and the Maimoon Palace are two buildings that are synonymous with the presence of Malays in Medan, but their conditions are not yet as expected.

Such phenomena and facts have caught the attention of various parties. Dr. phil. Ichwan Azhari, MS, historian of Unimed in a seminar conveyed that the existence of Malay heritage is difficult to form and survive. Some of the factors, including the population of Malays who are minor and are reluctant to carry out cultural confirmation. Sultanate institutions did not strengthen Mela¬yu culture and emphasized it (Malay culture) as an accessory. The creators of Malay culture did not emerge from Islam. There were no arts, architects, or Malay literary works that appeared in the palace (https://analisadaily.com, 2017).

Seeing the condition of Malay culture in Medan City and to maintain its existence, it requires the participation of companies. This role can be carried out by optimizing the corporate social responsibility (CSR) program, in particular through social sector programs that are passed down to various activities.

Writing Purpose

Descriptive writing with qualitative analysis aims to determine company optimization efforts through CSR in maintaining the existence of Malay culture in Medan City.

METHOD

This paper is presented with a descriptive approach. The writing method was literature review with data collection techniques using documentation and analyzed qualitatively with the help of various references and references.

RESULTS AND DISCUSSION

Corporate social responsibility (CSR) is an obligation of a company with full awareness to carry out its responsibilities to the community around the company and stakeholders, especially in the social, economic and environmental fields. This obligation must be carried out because the presence of the company has had an impact on the community, especially the people around the company.

According to Rusdianto (2013), CSR means that a company is no longer a selfish entity that can alienate them from the community where they work, but a company is actually a business entity that is obliged to adapt culturally to its social environment. . This concept provides a way for each company to involve itself with the social dimension and pay attention to the existing social impacts.

CSR can also be interpreted as an obligation of a company with full awareness to carry out its responsibilities to the community around the company and stakeholders, especially in the social, economic and environmental fields. This obligation must be carried out because the presence of the company has an impact on the community.

Broadly speaking, CSR can be divided into 3 aspects, namely social aspects, economic aspects, environmental aspects. Each aspect has programs and activities according to its type.

Some of the CSR activities that are often carried out include providing scholarship assistance to SD / SLTP / SMU students and students, providing skills education facilities for housewives, providing financial assistance to local sports groups, providing financial assistance for the construction of religious facilities (mosques, church, temple).

Then there is also providing soft loan assistance to small businesses, providing management skills assistance (production, human resources, and marketing), providing training in various skills for housewives, training workshops for the unemployed.

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In relation to culture, CSR program activities that are often carried out include providing financial assistance to marginalized arts groups (for example traditional arts), sponsoring art exhibition activities (painting, drama, music, film festivals), providing financial assistance to support cultural programs for preserving forests or the environment, and sponsoring seminars on sni and culture.

In North Sumatra Province, the potential for CSR funds that can be used to maintain the existence of Malay culture in Medan is quite diverse. Some are from private companies and also from Regional Owned Enterprises (BUMD).

One of the companies referred to is the Gold Mining company, PT Agincourt Resources in Batang Toru District, South Tapanuli Regency, North Sumatra. Total area of 1,639 km2, gold potential of 6.3 tons per year. CSR funds are budgeted billions of rupiah per year.

CSR activities carried out so far include social fields including education, health, social religion, natural disaster relief. The economic sector includes infrastructure development, community economy, development of SMEs and farmer groups (Saleh, 2016).

Furthermore, PT Bank Sumut, this BUMD owned by the Government of North Sumatra Province carries out CSR in 3 pillars, namely the Economic Pillar covering sustainable development such as building roads, bridges, houses of worship and others. The Pillars of Entrepreneurship Education include assistance for educational support facilities and assistance for business premises. The Environment Pillar includes planting agricultural seeds and afforestation. As supporting data, from 2013 to 23 August 2018, the realization of the CSR Program reached Rp. 101,682,815,852 (Saleh, 2019).

Seeing the potential of existing CSR and the urgency of protecting the Malay culture in Medan, it is only fitting that the CSR programs of various companies be optimized in the social sector with activities that focus on Malay culture. This is also considering that the task of preserving Malay culture is not only the task of the government, but also involves various parties, including the private sector.

One manifestation of this is that the CSR program must provide funding assistance in maintaining the preservation of several buildings, such as the Maimun Palace and the Great Mosque. In addition, there is also scholarship assistance for the Malay community and education for children with a Malay ethnic background.

This CSR optimization can also be done by embracing various Malay organizations and groups to jointly maintain the preservation of Malay culture. Furthermore, providing financial support and other program assistance to groups or organizations with a Malay background in Medan City. This includes support for every Malay cultural and artistic performance.

With this kind of optimization, it is hoped that the Malay culture in Medan City can be maintained and more sustainable so that it will remain the pride of the region, in particular and become the pride of the state in general. The optimization of CSR for Malay culture is also proof of the participation of the company in building the nation's civilization.

CONCLUSION

The results of this paper indicate that the CSR program must be optimized in various fields with activities that focus on maintaining the preservation of Malay culture in the city of Medan. The CSR program must also provide funding assistance in preserving the preservation of several buildings, such as the Maimun Palace and the Great Mosque. In addition, the CSR program can embrace various Malay organizations and groups to jointly maintain the preservation of Malay culture, both through financial support and program assistance, including support for every performance of Malay arts and culture performances.

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