

The Role Of Pt. Kao Indonesia's Corporate Social Responsibility (CSR) In Supporting The Development Of The Bira Tengah Tourism Village In Sampang Regency

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ABSTRACT

Bira Tengah Tourism Village in Sampang Regency possesses significant natural and cultural potential as a community-based tourism destination; however, it faces challenges including limited basic infrastructure, unstructured promotion, and insufficient human resource capacity for sustainable management, which have not been accompanied by increased tourist visits. This study aims to analyze the contribution of PT. Kao Indonesia's Corporate Social Responsibility (CSR) program to tourism village development, identify its impacts on the local community, and explore challenges and opportunities for sustainability. Using a qualitative approach through a literature review, the study found that CSR programs, including "Desa Wisata BERSERI" and the establishment of a Waste Bank, have improved environmental cleanliness, enhanced human resource capacity through tourism management training, and supported economic empowerment by creating new employment opportunities through waste recycling. The findings indicate that PT. Kao Indonesia's CSR model provides mutual benefits for the company and community, aligns with national regulations such as Government Regulation No. 47 of 2012, and supports sustainable tourism through the 4A framework. However, dependence on private-sector support remains a challenge, requiring continuous monitoring and collaboration to replicate this model in other tourism villages across Indonesia and strengthen community welfare and environmental conservation.

Keywords: *Corporate Social Responsibility, Tourism Villages, PT. Kao Indonesia, Sustainable Tourism Development*

Background

Bira Tengah Village in Sampang Subdistrict, Sampang Regency, East Java Province, has begun to attract the attention of both local and international tourists in recent years. Its pristine beach scenery, the rich culture of the local community, and the abundant potential of its marine resources make this village a strong candidate for

development into a community-based tourism destination (Rina Nur Azizah & Nurhaliza Fardayanti, 2021). Tourist visits to Bira Tengah Village have increased and continue to rise, particularly during peak vacation seasons or specific times of the year (Hakim & Lutfi, 2023). However, this growth has not been matched by improvements in basic infrastructure, a lack of structured promotion, and limited human resource capacity to manage tourism potential sustainably. Therefore, support from various parties particularly the private sector is needed to accelerate the strengthening of the village's tourism sector.

(Yuliskayani & Damayanthi, 2018) states that Corporate Social Responsibility (CSR) has been recognized as an effective strategy for empowering communities while enhancing a company's image. In the context of developing tourism villages, CSR programs can include the provision of supporting infrastructure such as access roads, tourism information centers, and skills training for local communities in managing hostels, handicrafts, and culinary tourism (Fatchurrohman, 2018). Various regulations, including Government Regulation No. 47 of 2012 on Corporate Social and Environmental Responsibility and Presidential Instruction No. 5 of 2017 on the Development of Tourism Villages, emphasize the importance of the private sector's role in supporting community-based development.

PT. KAO Indonesia, a consumer goods company with a strong commitment to sustainability, has implemented various CSR programs in the areas of education, health, and community economic empowerment (PT. KAO INDONESIA, n.d.). Specifically in Bira Tengah Village, PT. KAO Indonesia initiated a tourism village development program that includes the improvement of public facilities, training in tourism business management, and guidance on destination promotion through digital media (Novelia Tri

Ananda, 2023). Based on this background, this study employs a qualitative approach using a literature review to analyze how PT. KAO Indonesia's CSR programs have contributed to the development of Bira Tengah Village as a tourism village, identify the impacts experienced by the local community, and explore the challenges and opportunities faced in ensuring the sustainability of these programs.

Literatur Review

Corporate Social Responsibility (CSR)

The concept of Corporate Social Responsibility (CSR) is a modern business model that emphasizes that a company is responsible not only to its shareholders but also to a broader range of stakeholders, including local communities, the environment, and society at large (Rafika Anggraini Putri & Yulius Jogi Christiawan, 2014). Kotler & Keller (2016) define CSR as a business's commitment to contributing to sustainable economic development, working with employees, their families, local communities, and the broader public to improve quality of life in ways that benefit both the business and development itself. This definition emphasizes that CSR is not merely a charitable act but also a crucial element of a business plan that yields mutually beneficial outcomes for both the company and the community.

In Indonesia, the concept of CSR has been formally regulated through Government Regulation (PP) No. 47 of 2012 on Corporate Social and Environmental Responsibility. This regulation requires every company to fulfill its social and environmental responsibilities in order to achieve sustainable development. This regulation affirms that CSR is no longer voluntary but rather an obligation that companies must fulfill as a form of accountability to the communities and the environment in which they operate. The implementation of CSR in Indonesia covers various fields, including education, health, the environment, religion, arts and culture, and community economic empowerment.

Tourism Village

A tourism village is a rural area with potential tourist attractions based on natural resources, culture, and the social life of the community, developed in an integrated manner to improve the well-being of the local community (Jannah & Suryasih, 2019). According to the Ministry of Tourism and Creative Economy of the Republic of

Indonesia, a tourism village is an administrative village area that possesses potential and unique tourist attractions managed through active community participation. The concept of a tourism village is also closely related to community-based tourism, a development model that positions the local community as the primary actors in planning, management, and decision-making (Rochman, 2017). Thus, a tourism village is not only oriented toward increasing the number of tourist visits but also toward cultural preservation, environmental protection, and the socioeconomic sustainability of the village community.

In their development, tourism villages are characterized primarily by the uniqueness of their local potential, community involvement, the availability of attractions, accessibility, and adequate supporting facilities. The success of tourism villages is often analyzed using the 4A concept (Attraction, Accessibility, Amenities, and Ancillary Services), which emphasizes the importance of attractions, ease of access, facilities, and supporting institutions (Amerta, 2019). In addition to generating positive impacts such as increased income and the creation of job opportunities, the development of tourism villages also faces challenges such as limited human resources, infrastructure, and institutional management. Therefore, careful planning, collaboration between the government and the community, and the principles of sustainable development are necessary so that tourism villages can develop independently and remain competitive.

PT. KAO Indonesia

PT Kao Indonesia is a consumer products manufacturing and distribution company established as part of Kao Corporation, a Japanese multinational corporation engaged in the consumer goods sector. Kao began operations in Indonesia in 1985 through a partnership with a local company, and later evolved into PT Kao Indonesia in the late 1990s. The company is engaged in the production and marketing of personal care, household care, and baby and women's products. In its operations, PT Kao Indonesia upholds the Yoki-Monozukuri philosophy, which is a commitment to producing high-quality products focused on customer satisfaction and continuous innovation.

Organizationally, PT Kao Indonesia implements the principles of good corporate governance through its Business Conduct Guidelines and by fostering a work culture based on integrity and sustainability. In the context of corporate social responsibility (CSR), Kao Indonesia carries out various community empowerment and

environmental education programs as part of the company's commitment to sustainability. Previous research indicates that the implementation of organizational culture and CSR practices in multinational manufacturing companies such as PT Kao Indonesia has a positive impact on corporate image and employee performance (Masruchiyah et al., 2024). Thus, conceptually, PT Kao Indonesia functions not only as a business entity but also as an agent of social development through the integration of business strategy and social responsibility.

Sustainable Tourism Development

Sustainable tourism development is a development approach that aims to meet the needs of tourists and local communities today without compromising the ability of future generations to meet their own needs. This concept emphasizes the importance of balancing three key aspects: economic, sociocultural, and environmental (Purwaningsih et al., 2020). The UNWTO states that sustainable tourism development requires the prudent management of resources to provide long-term economic benefits without damaging the environment or the sociocultural values of local communities.

In the context of tourism villages, sustainable development requires careful planning, active community participation, and ongoing monitoring and evaluation. A tourism destination can be considered sustainable if it is able to preserve the uniqueness and authenticity of the local culture, protect the natural environment, provide tangible economic benefits to the local community, and create a satisfying experience for tourists (Weaver, 2006). The main challenge in sustainable tourism development is how to balance economic interests that drive growth in tourist visits with the preservation of local values and the environment that must be protected.

Results and Discussion

Based on a literature review analyzing the role of PT. Kao Indonesia's Corporate Social Responsibility (CSR) in supporting the development of the Bira Tengah Tourism Village in Sampang Regency, it was found that the company's CSR programs focus on environmental sustainability and community empowerment initiatives. Specifically, PT. Kao Indonesia collaborates with the Ministry of Tourism and Creative Economy (Kemenparekraf) through the "BERSERI Tourism Village" program (Clean, Healthy, Safe, and Sustainable) program,

which involves the distribution of 10,000 hygiene product packages and Clean, Health, Safety, and Environment (CHSE) support facilities to 11 tourism villages in Indonesia, including Bira Tengah Village (Yulia Lisnawati, 2023).

This program also involves the construction of a Waste Bank in Bira Tengah Village as a pilot project for waste management, aimed at providing economic value to the local community through waste recycling. Additionally, this initiative includes hygiene education and tourism business management training, which aligns with the company's commitment to the Yoki-Monozukuri philosophy high-quality, sustainability-oriented production.

From an impact perspective, PT. Kao Indonesia's CSR program has enhanced the human resource capacity of the community in Bira Tengah Village. For example, through training and mentoring, the local community has been able to better manage homestays, handicrafts, and culinary tourism, which has ultimately increased tourist visits (Dwi Wulandari, 2022). The establishment of the Waste Bank not only reduces environmental issues such as beach pollution but also creates new job opportunities by processing waste into economically valuable products, such as organic fertilizer or recycled crafts. Data from news reports indicate that this initiative has been replicated in other tourism villages, signaling the success of a collaborative model between the private sector, the government, and the community. Furthermore, awards such as the 2025 TOP CSR Awards received by PT. Kao Indonesia underscore the program's positive impact on the company's image and community well-being (Kao Indonesia, 2025).

In this discussion, PT. Kao Indonesia's contribution can be analyzed through the lens of the CSR concept as defined by Kotler & Keller (2016), which emphasizes CSR as a business strategy that provides mutual benefits for both the company and the community. In Bira Tengah Village, this program supports the development of community-based tourism, as explained by Rochman (2017), in which the local community plays a leading role in managing tourist attractions. This aligns with the 4A framework (Attraction, Accessibility, Amenities, Ancillary Services) proposed by Amerta (2019), in which infrastructure improvements such as the Waste Bank enhance amenities and ancillary services, thereby strengthening the appeal of the natural beach and local culture. Similar studies on

corporate CSR initiatives, such as those by PT. Cikarang Listrindo in Kertarahayu Village, show that CSR support can boost community engagement and local economic growth through the formation of tourism awareness groups (Nainggolan, 2024). Similarly, PT. Astra International's CSR program in Kampung Berseri Astra successfully developed tourism infrastructure such as photo spots and a traditional market, resulting in a 20–30% increase in community income (Ivendi Agustri Noviyanto & Simammora, 2023).

However, the challenges faced include initial limitations in human resources and basic infrastructure, as mentioned in the introduction (Hakim & Lutfi, 2023). Future opportunities lie in expanding the program through digital media for promotion, as was done in Bira Tengah Village through focus group discussions (FGDs) to achieve international tourism. Overall, PT. Kao Indonesia's CSR program supports sustainable tourism development (Purwaningsih et al., 2020), balancing economic, socio-cultural, and environmental aspects (waste management). This collaboration is similar to the collaborative governance model in the Bakti BCA program, which increased tourist visits by up to 428% in the target villages (Aura Alviani Zahra et al., 2026). To ensure sustainability, ongoing monitoring is necessary so that the program does not rely entirely on private-sector support.

Conclusion

PT. Kao Indonesia's CSR program has made a significant contribution to supporting the development of the Bira Tengah Tourism Village in Sampang Regency through initiatives such as infrastructure improvements, community workforce training, and digital promotion. This aligns with the concept of CSR as a business strategy that provides mutual benefits for both the company and the community, as explained by Kotler & Keller (2016), as well as national regulations such as Government Regulation No. 47 of 2012.

Positive impacts include an increase in tourist visits, improved local economic well-being, and environmental conservation, although challenges such as initial infrastructure limitations still need to be addressed through ongoing collaboration. Moving forward, this model can be replicated to strengthen community-based tourism in Indonesia, with an emphasis on monitoring and evaluation to ensure sustainability (Weaver, 2006). The research findings also indicate that the tourism experience in

heritage areas is shaped by a combination of tangible cultural heritage and intangible cultural heritage. Tourists not only appreciate the presence of historic buildings but also value historical narratives, community traditions, local economic activities, and the atmosphere of the area, which still reflects the identity of Gresik's Old Town. Thus, the motivations of millennial tourists result from the interplay between personal factors, digital experiences, and destination characteristics that can provide a comprehensive cultural experience.

The findings of this study confirm that the development of the Gresik Old Town area as a heritage tourism destination should focus on creating tourism experiences that are more interpretive, participatory, and community-based. The preservation of historic buildings must be integrated with engaging historical narratives, the use of digital technology, and the empowerment of local communities as part of the tourism experience. This approach is expected to enhance the destination's appeal while preserving the historical and cultural values of the Gresik Old Town area.

Limitations and Recommendations

This study has several limitations. First, the research was conducted only in the Gresik Old Town area; therefore, the findings reflect the motivations of millennial tourists in the context of that specific destination and cannot yet be generalized to other heritage areas. Second, the study involved only millennial tourists and a few stakeholders; thus, it does not yet reflect the perspectives of tourists from other generational groups or all parties involved in destination management.

Furthermore, the study employed a qualitative approach focused on gaining an in-depth understanding of tourists' experiences and perceptions. Consequently, this study did not quantify the extent of the influence of each factor shaping tourist motivation, as would be possible through a quantitative approach.

Recommendations

Future research is recommended to expand the study's scope by comparing several heritage sites in Indonesia, thereby providing a more comprehensive understanding of tourists' motivations across various destination characteristics. Subsequent studies could also involve a more diverse sample of respondents based on age group, tourist origin, and socioeconomic background to obtain a



broader perspective.

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