

The Impact Of The Corporate Social Responsibility (CSR) Program On The Development Of MSME Empowerment In The Manufacturing Sector

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Abstract

Implementation of CSR makes MSME owners issue costs, but implementing CSR in the company will make the Name of both MSMEs increase. MSMEs play an role important in the process of equalization and improvement of income society, encouraging growth economics, and realizing stability economy. The method used is use method research quantitative with use studies literature (Systematic Literature Review) which is used To interpret, assess, and process return available research in the field by field research of interest, literature studies (Systematic Literature Review) are also sources authentic and verified with combined several source for more comprehensive. Study This uses review literature systematic methods that include data collection and analysis of data. For journals, we use journals taken from Scopus. Impact main industry to environment, like pollution and consumption energy, overcome through CSR implementation, which in turn, contributes positively to the development and empowerment of MSMEs in the sector manufacture. By overcoming challenges environment and strengthening enough answer social companies, CSR can become a pusher enhancement of development economics, sustainability, and responsibility at the social level local and global.

INTRODUCTION

Governance in companies is very similar and important Because represents connection with the board of directors, managers, and stakeholders' interest in the company and response organization to all worries holder its importance (Farooq et al., 2021). Managed company in a way Correct as well as measurable No only profit-oriented only However To reach profit the will sacrifice interests from other parties such as stakeholders as the good environment in the company is at. Profit social also becomes things that must be done Note, which is an advantage from side social it's on time which will come have huge role for existence something company in period long. Not quite enough answer social company or CSR carried out manufacturing MSME owners naturally For guard harmony with the environment around. Implementation of CSR makes MSME owners issue costs, but implementing CSR in the company will make the Name of both MSMEs increase. MSMEs play an role important in the process of equalization and improvement of income society, encouraging growth economics, and realizing stability economy (Al Farisi et al., 2022).

Corporate Social Responsibility (CSR) As for form responsibility, the Company's response to the environment Is not quite enough CSR responsibility towards the environment and empowerment of MSMEs in the sector manufacturing, The company can implement a series of supportive steps to develop sustainability and deliver benefits to MSMEs. Following several forms of CSR accountability that can be achieved: (1) Environment Give education environment towards MSMEs (Micro, Small, and Medium Enterprises) in the sector of manufacturing aims To increase understanding and awareness they to practice sustainable business in a way environment. Following are several possible aspects covered in the education environment for manufacturing MSMEs. Management waste by counseling about methods effective To manage waste production so as not to pollute the environment, the introduction of draft cycle repeat and how to implement it in the manufacturing process, efficiency energy with method education about use energy efficiency in the production process as well as understanding about technology economical energy and way implementing it and establishing it policies on the Company's environment with method give guide in formation supportive internal policies practice business sustainable as well as educate about regulation applicable environment and obligations company related. (2) CSR Corporate Social Responsibility (CSR) is something obligatory concept The Company For Not only focuses on income and profit only, but also focuses on efforts to repair society and the environment around (Cho, Senn, & Sobkowiak, 2022). Nowadays, a lot of companies initiating a Corporate Social Responsibility (CSR) program or not quite enough answer social company. Although CSR has various goals, like Legal Compliance, Business Image, Company Performance, Development Community, and Public Relations.

Empowerment of MSMEs By designing CSR effectively, MSMEs can have a chance to compete effectively in a continuing global market development. According to Carroll (1991), CSR is defined as economic, legal, ethical, and voluntary provided by the organization to the public. Empowering MSMEs through education, both formal and informal, can also be become motivation for residents To join in as well as in a way active in support of sustainable development. The purpose of empowerment of MSMEs is to strengthen the sector economically and socially so that MSMEs can manage their businesses efficiently, market their product, and form a stable market environment, meet with Good not quite enough answer social. To reach the objective of empowering the public in a way sustainable, CSR programs can implemented hrough a pattern development community (community development). (3) Manufacturing Sector Industry manufacturing is one of the growing industries very quickly from year to year. Industry manufacturing always develops following the requests and needs of society, this is what it is industry manufacturing becomes industry-intense competition. All company

manufacture competing To give the impression it makes public No will choose product alternative kind besides from company That himself (Kuncara, 2022). So, for some companies in the field of manufacturing can compete, the company must have a strategy and have characteristics typical of what makes it its company the more known public broad, as well as give a good view to the company.

METHODS

The methods Use the Systematic Literature Review (SLR) method. In context, the development of MSMEs can cover enhancement production, increase access to the market, improve quality products, and improve Power competition. The SLR method is selected To give a comprehensive and structured understanding of research that has been done in this domain. (Hossain et al., 2022) The method used is use method research quantitative with use studies literature (Systematic Literature Review) which is used To interpret, assess, and process return available research in the field by field research of interest, literature studies (Systematic Literature Review) are also sources authentic and verified with combined several source for more comprehensive. Study This uses review literature systematic methods that include data collection and analysis of data. For journals, we use journals taken from Scopus.

Literature Objective Process

Stage	Method	Review Process1
1	Election relevant literature	Selection of databases, research journals and articles that are relevant to the topic in the Scopus database
2	Keyword search _	For explore related articles with topic use relevant keywords . Protocol search : 1) csr 2 in trash
3	Application of filters	To screen papers related to the topic and eliminate irrelevant articles, concludes the literature review process. Limited to publication year "2019-2023", document type "article" and language "English". Initially 32 studies were identified
4	Do thorough research	After the screening process, assess significance and relevance study with topics , 11 studies identified relevant with topic
5	Perfect search	Finally read all relevant papers to conduct a comprehensive literature review

Source: Author Processed

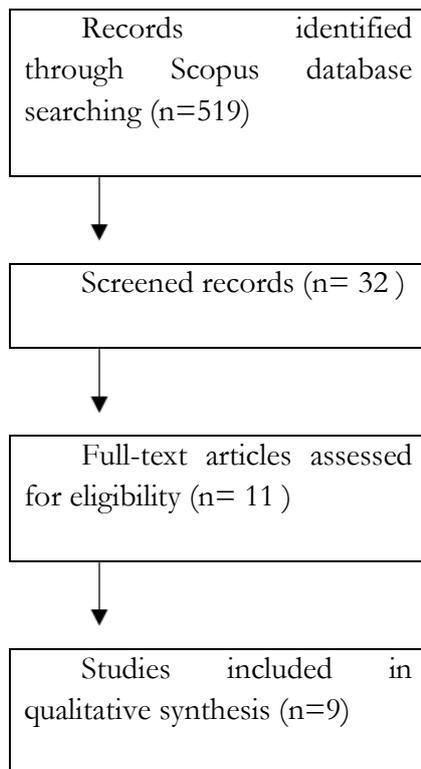


Fig 1. Flow of the search process

1. Literature on the Impact of *Corporate Social Responsibility (CSR)* Programs on the Development of MSMEs in the Manufacturing Sector

CSR can have a positive impact on company performance, by increasing public trust in the company's products or services and its reputation, this can lead to increased sales and profits. Through legitimacy theory, companies that carry out CSR play a greater role in increasing legitimacy which will influence consumer attitudes towards the company's products. CSR can be interpreted as a company's moral responsibility towards the community around its workplace and operational areas. Carroll (1991) defines CSR as the economic, legal, ethical, and voluntary assistance that organizations provide to society.

The growth of small and medium enterprises (MSMEs) also influences the emergence of negative impacts on the surrounding environment. The negative impact that arises from an MSME is not as big as that of a large company, but it is better for MSMEs to also help maintain the balance of the surrounding environment. By article 5 paragraph 1 of Law Number 25 of 2007 concerning Investment, investors can be made in the form of legal entities, non-legal entities, or individual businesses. Furthermore, in article 15 paragraph b, investors are obliged to carry out corporate social responsibility. The implementation of social responsibility in the tofu industry MSMEs in Kediri Regency can be seen from business actors defining social responsibility personally. This is supported by field findings from the three informants that social responsibility according to tofu industry MSME owners in Kediri Regency is to help each other.

Findings

Table 2. Research Results in Development of MSMEs

Researcher and Year	Keywords	Hypothesis /Objective	Research result
(Marcello Ruberti , 2022)	Chips , Semiconductors , Foundries , CSR Reports , KEPI, Efficiency environment	Purposeful For highlighting connection between size company , capacity technology and impact environment .	<ol style="list-style-type: none"> 1. Industry semiconductor with size company more large (income more high) with mark added per wafer produced more high (income / MI more tall). 2. Capacity technology more tall No always related with greater amounts of water, energy , waste , wastewater and GHG emissions low (per unit of production).
(Poh Yen Ng & Joseph Kee-Ming Sia, 2022)	Pressure isomorphic , Institutional theory , Responsibility answer Corporate social , Size restaurant , Intention separation remainder food , Restaurant	Purposeful For overcome gap study This with explore appropriate models For investigate intention separation waste food in restaurants operating in developing countries	<ol style="list-style-type: none"> 1. Pressure normative , coercive , and mimetic impacts positive to intention . Pressure isomorphic mediated by CSR for reach more intention tall ; and interaction important between size restaurants and CSR significant strengthen intention separation rubbish food
(Shamila Janakiraman et al., 2022)	Sustainability environment , Technical Education, Professional ,	Purposeful For examine the learning strategies	<ol style="list-style-type: none"> 1. Student inspect in a way critical presented content , connecting _ in a way emotional with the issues

	Attitude , Behavior	implemented by a person professor on the eye studying technique sustainability environment For make his students as thinker critical ,	that they appreciate it , take it ownership on learning they . 2. Student Study Work in various ways team and understand dynamics team
(Jinhui Chen et al., 2021)	Blockchain, Closed loop supply chain , Liability theory answer social company , Battery power , Recycling	Purposeful For study how internal and factors external influence willingness and participation consumer in cycle repeat battery	1. Provide new ideas For develop Power closed loop battery chain supply with propose closed loop network battery Power based on blockchain technology
(Mukesh Kumar et al., 2022)	economy circular , DEMATEL, chain supply food , theory Gray relational , modeling structural interpretive , objective development sustainable (SDG)	aim For provide framework structural an even hierarchy that establishes explain connection contextual between problems , advantages , and relationships intensity national .	1. With logistics efficient upside in FSC , producers food can help reach objective development sustainable development (SDGs) such as SCP and not There is starving . 2. With overcome CE challenge , take on answer social company decline economy , loss economy , and improvement starving . so not quite enough answer social (CSR) can done
(Aitor Salesa et al., 2022)	airline aviation , economy circularity , circularity , performance environment , 1897industry services , management waste	aim For create framework work that collects and organizes them practices adopted by 1897industry	1. The results show that companies the adopt steps like recycle repeat waste inside cabin , enter material new , and defining system new For make service giving feed more efficient .

		flight increase sustainability performance and transition to a circular model	
Jehan Nirvana	Tasya Corporate Governance , Responsibility answer Corporate social , Corporate Performance, GRI standards , Polluting industries , Reports sustainability , Disclosure waste and waste	aim For know governance influence _ company , in the form of board gender diversity , board independence , attention board, and size audit committee , as well performance finance , against disclosure waste and effluent at the company industry polluters in Indonesia	<ol style="list-style-type: none"> 1. Research result show that governance _ company , incl existence board gender diversity , board independence , board attention , and audit committee , have influence significant to disclosure waste and waste . 2. Proxied company performance with return on assets (ROA) no have influence significant to disclosure waste and effluent in the company industry polluters listed on the Indonesian Stock Exchange
(Hua 2021)	Zhang Industry manufacture car China ; not quite enough answer environment company ; DEMATEL blurred ; profit triples ; development sustainable ; manufacture friendly environment	aim For analyze pusher main implementation of CER CAMI from TBL perspective , and then analyze influence promotion pusher main to economy , environment and society , so can increase	<ol style="list-style-type: none"> 1. New and focused global initiative EU politics will impact on improvement quality products produced by the company

		influence implementation of CER, and making it happen coordination and development continuity benefit economy and environment .	
(Agnieszka Nowaczek , 2021)	industry extractive , mining sustainability , data transparency , factors environmental and social , burden finance	aim to “ turn the EU into a just and prosperous society , with economy modern, economical source power , and competitive Where No There is emission clean house gas glass in 2050 and where growth economy separated from use source Power	1. Research result show that a number of step effective For implementing CER can given to government , industry manufacture cars and society For push development sustainable Industry Manufacture Automotive China (CAMI).
(Aminath S. Rasheed et al., 2023)	Industry manufacture car China ; not quite enough answer environment company ; DEMATEL blurred ; profit triples ; development sustainable ; manufacture friendly environment	aim For overcome problem This with use riches existing research some are exploring worldwide use of EMS that identifies diverse benefits and obstacles	1. companies that make them plan management waste and parties authorized straighten up condition law environment life believed is most effective way For push adoption waste in a way more wide .

		implementation of EMS	
(Triantafyllos Papafloratos et al., 2023)	continuity ; CSR reporting ; analysis materiality ; continuity industry material chemistry ; materiality ; topic material continuity	aim For become yardstick measuring materiality For industry material chemistry .	<ol style="list-style-type: none"> 1. Impact main industry to environment is pollution and consumption energy , which is related direct with emission carbon . 2. Important issue other including health and safety , as well water and waste management

It's fast developments in various sectors of industry as well as the appearance of various problem environmental consequences from existing operational industry, like pollution air, sea, and land are becoming attention society, then has to push part big companies To do an activity not quite enough answer social company (Cho, Senn, & Sobkowiak, 2022). Therefore that is important To publish information about corporate social responsibility (CSR) programs, which is one of the mandatory obligations implemented by the company by filling Article 74 of the new Limited Liability Company Law (UUPT). Constitution This was confirmed in the hearing DPR plenary session (Apriani et al., 2021). Haleem et al. (2018) argue that it changed environment with fast and not directed will form a new strategy formation a market for goods or services that matter the can be influential in a way positive to company performance.

Effectiveness Manufacture To Development of MSMEs

Table 3. Available CSR methods in study sector manufacture

Study Topics	Keywords	Hypothesis /Objective	Key Findings
Data calculations as well analyze indicator performance environment main (KEPI) from report data Corporate Social Responsibility (CSR)	Chips , Semiconductors , Foundries , CSR Reports , KEPI, Efficiency environment	Purposeful For highlighting connection between size company , capacity technology and impact environment .	This study find that with choose CSR, for adopt divider general or industry standards
is theory institutional can integrate For explain role mediation and moderation played by CSR?	Pressure isomorphic , Institutional theory , Responsibility answer Corporate social , Size restaurant , Intention	Purposeful For overcome gap study This with explore appropriate models For investigate intention separation waste food in restaurants operating in	Result of studies This is gap study can overcome with CSR in industry food concerning security food , resilience food , as well continuity environmental and social

	separation remainder food , Restaurant	developing countries	
What are the learning strategies ? in sustainability environment can make his students as thinker critical ?	Sustainability environment , Technical Education, Professional , Attitude , Behavior	Purposeful For examine the learning strategies implemented by a person professor on the eye studying technique sustainability environment For make his students as thinker critical ,	-
What just factor external influences then participation consumer in cycle repeat battery ?	Blockchain, Closed loop supply chain , Liability theory answer social company , Battery power , Recycling	Purposeful For study how internal and factors external influence willingness and participation consumer in cycle repeat battery	This study find that external factors influence in participation consumer ie there is in economics , law , morals and charity that can be done show economy not quite enough the Company answered in period time certain ,
What connection contextual between problems , advantages , and relationships intensity national ?	economy circular , DEMATEL, chain supply food , theory Gray relational , modeling structural interpretive , objective development sustainable (SDG)	aim For provide framework structural an even hierarchy that establishes explain connection contextual between problems , advantages , and relationships intensity national .	This study find results connection contextual between CSR at FSC and use CE approach .
How method increase performance in the airline industry in a circular model ?	airline aviation , economy circularity ,	aim For create framework work that collects and organizes them	Study results This gather information about adopted practice _

	<p>circularity , performance environment , service industry , management waste</p>	<p>practices adopted by the aviation industry For increase its sustainability performance that and transition to a circular model</p>	<p>airline flight in application economy circular .</p>
<p>What just governance influence a company?</p>	<p>Corporate Governance, Responsibility answer Corporate social , Corporate Performance, GRI standards , Polluting industries , Reports sustainability , Disclosure waste and waste</p>	<p>aim For know governance influence company , in the form of board gender diversity , board independence , board attention , and size audit committee , as well performance finance , against disclosure waste and effluent at the company industry polluters in Indonesia</p>	<p>This study produce influence significant to that board gender diversity , meaning presence women on the board of directors with CSR</p>
<p>Anything you can push implementation of CER CAMI from TBL perspective ?</p>	<p>Industry manufacture car China ; not quite enough answer environment company ; DEMATEL blurred ; profit triples ; development sustainable ; manufacture friendly environment</p>	<p>aim For analyze pusher main implementation of CER CAMI from TBL perspective , and then analyze influence promotion pusher main to economy , environment and society , so can increase influence implementation of CER, and making it happen coordination and development continuity benefit economy and environment .</p>	<p>Result of studies This is a number of application field avoidance tax , which shows difference opinion about management obligation proper taxation , including supportive ones _ subtraction burden taxes , as well support payment tax according to Constitution .</p>

<p>How characteristics of the CER system in economy ?</p>	<p>industry extractive , mining sustainability , data transparency , factors environmental and social , burden finance</p>	<p>aim to “ turn the EU into a just and prosperous society , with modern, frugal economy source power , and competitive Where No There is emission clean house gas glass in 2050 and where growth economy separated from use source Power</p>	<p>This study find that with CSR, you can explore characteristics CER and sorting systems elements , structure and function</p>
<p>How method For overcome problems that exist in the industry manufacture cars in China ?</p>	<p>Industry manufacture car China ; not quite enough answer environment company ; DEMATEL blurred ; profit triples ; development sustainable ; manufacture friendly environment</p>	<p>aim For overcome problem This with use riches existing research some are exploring worldwide use of EMS that identifies diverse benefits and obstacles implementation of EMS</p>	<p>-</p>
<p>What just reject measuring in materiality A industry material chemistry</p>	<p>continuity ; CSR reporting ; analysis materiality ; continuity industry material chemistry ; materiality ; topic material continuity</p>	<p>aim For become yardstick measuring materiality For industry material chemistry .</p>	<p>Result of studies This is disclose information about performance social , economic and environmental they through CSR reporting in Material Problems in the Chemical Sector.</p>

A number study has explored the impact effectiveness of manufacturing on the development empowerment of Micro, Small, and Medium Enterprises (MSMEs), especially in the sector industry. Although the sector of MSME manufacturing has contributed, there are also impacts

negative on the environment, like pollution of air, water, and land, which have interesting attention public. To overcome problems environment, a lot of companies now feel encouraged To be involved in the activity of Corporate Social Responsibility (CSR). In response to the challenge this is important For in a way transparent sharing of information about CSR programs as part of mandatory obligations fulfilled by the company myself, like an invention good company Not only hunt profit economy mere (profit) but also ownership concern to sustainability environment (planet) and welfare society (people) (Initiative, 2002).

Corporate Social Responsibility (CSR) practices have a potency big For giving impact positive to the performance something companies, esp in the context connection with the environment. With the increased trust public in products or services offered by the company and building a good reputation aspect Company environment can experience enhancement in sales and profits. From the perspective theory of legitimacy, the involvement company in CSR can strengthen legitimacy, meaning the company gets support and recognition from the public Because commitment to responsibility answers social and environmental. This matter can impact the positive attitude of consumers toward products and services companies that, in particular in context awareness and concern for issues environment. For example, when company in a way actively participates in an initiative environment, like the management of waste or the subtraction emission of carbon, p This can create the perception that the company the responsible answer to the environment, which can strengthen Power pull caring consumers with issues environment.

CONCLUSION

In the research, The Systematic Literature Review (SLR) method was used To explore the impact of the Corporate Social Responsibility (CSR) program on the development empowerment of Micro, Small and Medium Enterprises (MSMEs) in the sector manufacture. Research results show that the implementation of CSR in context This own impact on the development of MSMEs and contributes to responsibility answer Corporate social on the environment.

Before CSR practices, companies tended only to focus on profitability without considering not quite enough answers to the environment and society around them. However, when this, a lot of companies started the CSR program as a form of not quite enough answers to various parties involved in business, including society and the environment. Pressure isomorphic, consisting of pressure normative, coercive, and mimetic, plays an role important in forming the intention company To involve itself in CSR programs. CSR becomes mediating mechanisms impact pressure isomorphic to the intention company. Interaction between the size industry and CSR also plays a role role significant in strengthening intention company-related separation waste, showing that CSR can become a factor key in reaching intention positive related not quite enough answer environment. Impact main industry to environment, like pollution and consumption energy, overcome through CSR implementation, which in turn, contributes positively to the development and empowerment of MSMEs in the sector manufacture. By overcoming challenges environment and strengthening enough answer social companies, CSR can become a pusher enhancement of development economics, sustainability, and responsibility at the social level local and global.

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