

Apprenticeship and Implementation of Corporate Social Responsibility (CSR) of as a Strategy in Corporate Branding

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Abstract

Apprenticeship is part of a job training system that is organized in an integrated manner between training in training institutions by working directly under the guidance and supervision of instructors or workers who are more experienced in the production process of goods and / or services in the company, in order to master certain skills or expertise. The apprenticeship aims to increase skills and employment. Corporate Social Responsibility (CSR) is a government regulation implemented by companies as a form of responsibility for the impact of losses suffered by the community, especially on environmental damage or in other forms as assistance or support to the community and environment. Both Apprenticeship and CSR are part of government regulations that are regulated for the common interest of the public. The purpose of this study is to find out about the influence of internship and CSR activities carried out by a company whether it has a positive impact on the environment or society, so as a strategy to increase the brand image and corporate branding. The methodology in this study is use quantitative methods in which data obtained from the results of questionnaires and interviews with several representatives of company leaders, then the data is processed using statistical software. The population and sample of this study involved several companies in EJIP Bekasi, West Java that were specifically devoted to apprenticeship or CSR so that the data obtained would provide an objective to the variables of this study.

Key words: Apprenticeship, CSR, Company branding

1. INTRODUCTION

Indonesia since the issuance of apprenticeships regulation number 36 of 2016, so aggressively to increase the competence of job seekers like apprenticeship programs at companies and in vocational training institutions. The training program for interns are an integral part of the system of training and improving the competence in the field of vocational education, apprenticeship training programs is characterized by the characteristics of the focus to the participants interns and more emphasis on activities that must be done and the performance is assessed based on the criteria of the performance of participants trainee who meiputi skill, knowlegde and attitude.

Directorate of Apprenticeship, the Ministry of Labor of the Republic of Indonesia, facilitating penyelenggaraan National Apprenticeship program (PEN) by

Proceedings of **The 2nd International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20th, 2020. Theme: Corporate Social and Financial Responsibility encouraging the industry as providers of apprenticeships in the workplace. Industry provides training and real work experience for young people in accordance with the competencies required by industry in order to address issues of the mismatch between the needs of industry-ready workforce with the competency of young job seekers (Kemnaker Pocket Books, 2019).

Apprenticeship implementation as an effective means of enabling, for some people acquire relevant work experience in a real labor market environment, that implemented a with technical and professional training. Apprenticeship designed can play a significant role in equipping youth with the skills needed by companies as well as enabling companies to better cater for currently and future staff needs and Also making the industry more responsive to skills gaps and skills mismatch (ILO, 2012; UNESCO & UNEVOC, 2015).

Apprenticeship is one effort to improve labor competitiveness through closer deficits improve labor competencies with the competencies required by the labor market in order to compete in a globalized world to fill the job opportunities available, both at home and abroad. Labor conditions that exist today that graduate school is not quite ready for the challenges of the working world. This is due to the education and training have not been able to keep up with technology that is so fast, so the impact on the need to adapt the design work in the domestic and global labor market. The conditions have to be addressed seriously in order to avoid a widening gap between supply and demand of labor,

In addition to internships, other programs initiated by the government as an obligation for the company is a Corporate Social Responsibility program (CSR) Company in Indonesia are required to care for the environment in which they carry out operations, both to society and to the environment langusng lamnya, while the shape of the concern is to contribute to implement corporate social responsibility, or better known as Corporate Social Responsibility (hereinafter abbreviated to CSR). CSR is government regulations that must dilaksanakan by companies as a form of responsibility for the impact of losses suffered by the community, especially on environmental degradation, can also be in other forms such as help for the community. CSR was first born in the United States, which initially only as an effort to protect workers / laborers, (Riyadi, Edhie.2016)

Indonesia's CSR activities into a society and with growing demands of globalization and the interest of society to be of environmental concern that was

Proceedings of **The 2nd International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20th, 2020. Theme: Corporate Social and Financial Responsibility initiated by the non-governmental organization, increase awareness of the industry on the importance of implementing corporate social responsibility (CSR). However, there are still some companies that still have not been consistent in implementing the principles of CSR are actually being set in the legislation in the sphere of corporate law, it is shown by the survey results from 2006 to 375 companies in Jakarta shows the following data: there are 209 melakukan company CSR (or 55.73%) and they mengalokasikan on family activities, religious, social and community development activities.

With the implementation of CSR raises apprenticeship and Asumi to corporate branding, corporate brand commonly become influential in the information retrieval process (Farid, 2017). Brand is not just the identity and characteristics of the competitor's product alone, but more than that, the brand has a very special emotional bond that is created between consumers and producers. Corporate branding show a better corporate image not only in the perspective of investors, employees, not just the corporate branding also gives a better perception will be the image of your brand or product on offer.

This paper explores the implications of corporate social responsibility and apprenticeship to corporate branding. conceptualizes the process of CSR and apprenticeship Enhance brand building as the management of corporate branding. We identify some of the indicators that may Affect the coherent significant leverage of internal resources and discuss corporate branding Reviews their managerial implications.

2. LITERATURE REVIEW

Corporate Branding

Kotler and Keller (2009), Mendefinisikkan that Brand is the process whereby a person chooses, organize, and interpret input information to create a meaningful picture. As according Rangkuti (2004), the brand is a set of brand associations formed and attached to the minds of consumers. In the sense that if someone wants to buy a product, then that comes in mind adalah a name / brand attached to his memory based on the experience of responding to the stimulus of a promotion or brand appearance. This brand also makes a company is run in accordance of branding is shown, for example, a brand of mineral water will provide branding of healthy lifestyles and maintain the body. Brand reflects the overall overall consumer perceptions and

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feelings about the attributes and performance of products, brand name and its meaning, and companies associated with the brand in question. (Tjiptono, 2005).

Corporate branding is defined as a brand that represents a company where corporate values extended to various categories of products / services (De Chernatory, 2003). Corporate branding is concerned about the alignment between the core values of the brand companies, value added (added value), and values of the organization. Corporate branding summarizes the intangible elements (intangible) that are not directly related to the product, such as social responsibility, employee relations and trust companies. Practice Corporate branding involves organizational practices that contribute to the corporate identity (Farid & Syarifah, 2017).

According to the Journal Novia Id. branding is a wide range of communication activities undertaken by a company with the aim to raise a brand to be known to the public. Branding elements are:

- a. The brand name or brand.
- b. Logo (logo type, monogram, flag).
- c. Visual display (product design, packaging design, uniform design, and so forth).
- d. Spokesman (co-founder, mascot, character company, famous person).
- e. Sound (thematic song, icon sound / tone).
- f. The words (slogan, tagline, jingle, acronyms).

According to Keller (2003), there are three indicators that provide a framework of brand image, namely:

1. Brand Strength Strength of brand image depends on how much quantity, the more one thought about information about a brand or quality of the information received by the consumer, the greater a person thinks about a brand information.
2. Brand favorability passions of the brand, trust and friendly feelings towards a brand can evoke feelings of warmth in the consumer. It will be difficult for other brands to be able to replace consumers who already love a particular brand. In this phase also the stage of forming a positive thing brand judgment.
3. Brand Uniqueness, create a unique impression and a significant difference among the other brands that also make consumers always choose the brand and have no reason not to choose the brand. The uniqueness of the product is obtained from the attributes and benefits of a product or non-product.

Appreticeship

Apprenticeship in Indonesia carried out in different types and with different name and purpose, even the difference in duration apprenticeship with different targets. In general, apprenticeship in Indonesia is defined as Based Training (Work Based Learning) with various forms of implementation and targets different participants such as apprenticeship undertaken by the children vocational schools commonly referred to as Work Practice (PKL) or Employment Practices Industries (Prakerin) or to seek work experience using Internship name. Work-based training is training that is done in the workplace to gain good work experience and practical skills both in the form of technical and skills to work according to the needs of the workplace (Kemanker_2019)

In Indonesia, the Employment Act No. 13 of 2003 has regulated in Articles 21-29 Apprenticeship related apprenticeship agreement which contains rights and obligations of apprentices and companies, recognition of qualifications / competencies andso. To ensure the apprenticeship apprenticeship is not abused as a form of exploitation of labor, the Ministry of Labor has issued Regulation of the Minister of Labor (Permenaker) No. 36 Year 2016 on Apprenticeship of Interior in detail. Apprenticeship forms the most common:

- a) Industrial Employment Practices (Prakerin) / Work Practice (PKL)
- b) On the Job Training (OJT)
- c) internship
- d) Dual Education (Dual Education)
- e) National apprenticeship or apprenticeship Mandiri (Apprenticeship)

Corporate Social Responsibility

According to the Investment Act section 15 b states that the definition of CSR / "corporate social responsibility" is a responsibility that is inherent in any investment companies to keep creating a harmonious relationship, balanced, and in accordance with the environment, values, norms, and local culture. John Elkingston's (2005) say that Corporate Social Responsibility (CSR) is a concept that organizations, especially (but not only) of the company, have a duty to consider the interests of customers, employees, shareholders, communities, and ecological considerations in all aspects of

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their operation. This obligation visit to exceed their legal obligations to comply with the law.

According to Yusuf Wibisono (2007) *Dissecting Concepts and Applications in CSR*. Etymologically defines CSR in Indonesia is often translated as corporate social responsibility. In another context, CSR is sometimes also referred to as corporate social responsibility, social responsibility in business or social responsibility of the corporate environment. Although he did not have a single definition, this concept offers a common, that is continuity between attention to the economical aspects and attention to social and environmental aspects.

CSR provisions stipulated in Law No. 19 of 2003 on State-Owned Enterprises (SOE Act), mentions the term CSR "Partnership Program and Community Development" set out in Article 2 and Article 88 of the Law on State Enterprises. Furthermore, it is regulated in more detail through SOE Permeneg No.Per05 / MBU / 2007, Article 11 paragraph 2 letter e that define the scope of the Community Development program assistance is as follows: 1) help victims of natural disasters; 2) Help the education and / or training; 3) Community health promotion; 4) Help the development of infrastructure and / or public facilities; 5) Help places of worship; 6) Help nature conservation.

According to Nasution (2011) CRS has three (3) principal understanding, namely:

- a. That as an artifical person, firm or corporation can not stand alone and isolated, the company and the company can not state if they do not have responsibility for the state of the economic, environmental, and social.
- b. Existence (existence) and sustainability (sustainability) company or corporation is determined by all the company's stakeholders and not just its shareholders.
- c. CSR implementation is also implementing the tasks and activities of daily company or corporation, as a means to gain through enterprises managed by it. So, CSR can be defined as well as the efforts of a company or corporation for profit.

3. RESEARCH METHODS

This type of research is quantitative research. The data used in this study are primary data and secondary data. Secondary data used in this study are the data obtained from the companies in the industrial area of Bekasi EJIP.

Techniques used in data collection is by using a Likert scale is made in the form of a questionnaire distributed to the employee representative (HR Organization or

Proceedings of **The 2nd International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20th, 2020. Theme: Corporate Social and Financial Responsibility development). This study uses multiple linear regression was used to predict the effect of Apprenticeship and CSR to Corporate Branding.

4. RESULTS AND DISCUSSION

Veranda linear regression analysis used in this study with the aim to determine whether there is influence of independent variables on the dependent variable. Statistical calculations in multiple linear regression analysis were used in this research is by using SPSS for Windows Version 24. Results of multiple linear regression are as follows:

Table 1. Results of Multiple Linear Regression

Coefficients^a					
Model	Coefficients unstandardized		standardize d Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	20 179	4,412		4,574	.000
Apprenticeship	.602	.090	.582	6658	.000
CSR	.326	.094	.302	3458	.001

a. Dependent Variable: Corporate Branding
Source: Research data are processed, 2019

Based on SPSS output above, the regression equation as follows:

$$Y = 20\,179 + 0,602X_1 + 0.326 X_2$$

Where: Y = Corporate Branding; X₁ = Apprenticeship; X₂ = CSR

From the multiple linear regression equation above shows that the variable Apprenticeship, and positively correlated to the variable CSR Corporate Branding.

Hypothesis test

Test T

Tests to determine the effect of Apprenticeship and CSR, partially on Corporate Branding variable.

Table 4. Results of Hypothesis Test with Partial test (t test)

No	variables	t	Sign
1.	Apprenticeship	6658	0,000
2.	CSR	3458	0,001

Source: Research data are processed, 2019

Based on the partial test results for Apprenticeship variables obtained $t = 6658$ with significant value of $0.000 > 0.05$, H_{a1} accepted. This shows that the partial H_{a1} stating that there Effect on Corporate Branding Apprenticeship accepted. As well as a partial test for CSR variables obtained $t = 3,458$ with significant value $0.005 < 0.05$, H_{a2} accepted. This shows that the partial H_{a2} stating that there Effect of Corporate Branding CSR to be accepted.

Test F

Priyatno (2016) F-test was used to test the effect of independent variables together to independent variable.

Table 5. Results of Hypothesis Testing with Test F

ANOVAa					
Model		Sum of Squares	Df	mean Square	F
1	Regression	601 047	2	300 524	36.817
	residual	546.896	67	8163	
	Total	1147.943	69		

a. Dependent Variable: Corporate Branding

b. Predictors: (Constant), Apprenticeship, CSR

Source: Research data are processed, 2019

It can be seen that the $F \text{ count} > F \text{ table}$ or $36.817 > 3.097$. It concludes that Apprenticeship and CSR together affect the Corporate Branding.

Discussion

- Based on the results of data processing in the previous section researchers determine the findings, which Apprenticeship have a significant influence on Corporate Branding. This is evidenced by the results of testing regression coefficient on the variable Apprenticeship, significance value is 0.000 which is

worth less than $\alpha = 0:05$, therefore the decision was rejected H_0 . It can be concluded that there is influence between Apprenticeship to Corporate Branding.

- b. CSR has a significant influence on the Corporate Branding. This is evidenced by the results of testing regression coefficient on the variable CSR, significance value is 0.001 which is worth less than $\alpha = 0:05$, therefore the decision was rejected H_0 . It can be concluded that there is influence between CSR to Corporate Branding.
- c. Apprenticeship and CSR have influence simultaneously to the Corporate Branding. This is evidenced by the results of hypothesis testing at variable Apprenticeship and CSR, significance value is 0.000 which is worth less than $\alpha = 0:05$, therefore the decision was rejected H_0 . It can be concluded that there are significant simultaneously between Apprenticeship and CSR to Corporate Branding

5. Conclusion

Based on the description of the results of research from theoretical exposure to data collection and presentation of data as well as analysis and discussion, it can be concluded that in partial Apprenticeship positive and significant effect on the variable Corporate Branding. Regression analysis showed that H_0 rejected and H_1 accepted. Thus the first hypothesis is accepted. CSR partial variable positive and significant effect on the variable Corporate Branding. Regression analysis showed that H_0 rejected and H_1 accepted. Thus the second hypothesis is accepted. Simultaneously, all independent variables are Apprenticeship and CSR positive and significant effect simultaneously or together on the dependent variable, namely Corporate Branding

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