

Enhancing Community Well-Being in Sungai Ambawang District through PT. Graha Agro Nusantara's CSR Implementation

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ABSTRACT

Corporate Social Responsibility (CSR) constitutes a commitment by corporations or the business sector to enhance the economy through a focus on fulfilling social responsibilities, stressing the equilibrium among societal, economic, and ecological dimensions. This study aims to determine the implementation of PT Graha Agro Nusantara's CSR and the influence of CSR on the level of community welfare. This research was conducted in Muara Baru Village, Sungai Raya District, Kubu Raya District. The selection of research sites was done purposively (purposive). The selection of the sample used in this study was carried out by simple random sampling, amounting to 44 people. This research uses SPSS analysis with chi-square test. The results of this study indicate that the implementation carried out by PT Graha Agro Nusantara is good and there is an influence on the welfare of the community with social, economic and environmental indicators by looking at the increase in opinion in the community.

Keywords : **Implementation; Corporate Sosial Responsibility; Influence; Income; Public Welfare**

ABSTRAK

Corporate Social Responsibility (CSR) merupakan salah satu bentuk tanggung jawab perusahaan atau sektor bisnis yang bertujuan untuk meningkatkan kesejahteraan masyarakat. Penelitian ini bertujuan untuk memahami implementasi CSR oleh PT Graha Agro Nusantara dan dampaknya pada kesejahteraan masyarakat. Penelitian ini dilakukan di Desa Muara Baru, Kecamatan Sungai Raya, Kabupaten Kubu Raya. Pemilihan lokasi penelitian ini dilakukan secara sengaja (Purposive), sementara sampel yang digunakan sebanyak 44 orang yang dipilih secara acak sederhana (simple random sampling). Metode analisis yang digunakan dalam penelitian ini adalah analisis SPSS dengan uji chi-square. Hasil penelitian menunjukkan bahwa penerapan CSR oleh PT Graha Agro Nusantara berjalan baik dan memiliki dampak positif pada kesejahteraan masyarakat, termasuk dalam dimensi sosial, ekonomi, dan lingkungan, yang tercermin dari peningkatan pendapatan masyarakat.

Kata Kunci : **Implementasi; Corporate Social Responsibility; Pengaruh; Pendapatan; Kesejahteraan Masyarakat**

INTRODUCTION

Corporate Social Responsibility (CSR) is one form of corporate or business sector responsibility aimed at enhancing community well-being. Companies are committed to achieving a balance between social, economic, and environmental dimensions as their primary focus within the framework of their social responsibility. Corporate Social Responsibility (CSR), often referred to as CSR, has become a common topic in the business world.

The implementation of CSR by companies holds its significance in strengthening a company's image in the eyes of the public, building collaborations with stakeholders, and enhancing the company's reputation, making CSR an important issue in today's business world. However, many companies in Indonesia still have CSR obligations that they do not implement, and many people have a limited understanding of corporate CSR policies. In Table 1, there is a detailed explanation of the previous research used.

Table 1. Previous Research

Name (Year)	Title	Research Findings
Marwan, Marsudi, & Abubakar (2018)	Model of CSR Implementation in the Oil Palm Sector in Kubu Raya District in Rural Infrastructure Development	The model of CSR implementation by PT Sintang Raya is an approach where the company is directly involved in carrying out CSR programs, either through its own social activities or by providing direct contributions to the community without involving third parties or social organizations.
Agum Grmilang, Eva Dolorosa, & dewi Kurniati (2020)	Corporate Social Responsibility Program in the Development of Mempawah Mangrove Park	The primary focus of CSR programs in developing the Mempawah mangrove ecotourism is on social and cultural aspects. The second priority is environmental aspects, and the third is economic aspects.
Robiatul Khoirat An Naser & Tirsya Nayetri Bandrang (2020)	Corporate Social Responsibility Program in the Development of Mempawah Mangrove Park	The implementation of CSR programs involving community, environmental preservation, economic, and educational aspects has had limited impact on improving the welfare of the Sukerejo village community.
Aang Kurvaini, Adi Prayoga, & Jojon Soesatrijo (2021)	Sustainable Implementation of Corporate Social Responsibility (CSR) in Oil Palm Plantation Companies	The implementation of CSR programs by PT. Manakarra Unggul Lestari has been running smoothly, although there are still some CSR programs that need to be distributed more evenly across the community to require additional outreach.
Aisyah & Amini (2018)	The Impact of Corporate Social Responsibility (CSR) Programs on Improving Community Welfare from an Islamic Economic Perspective	The implementation of CSR programs by PT. Manakarra Unggul Lestari has been running smoothly, although there are still some CSR programs that need to be distributed more evenly across the community to require additional outreach.

Sources: (Agum Gemilang, 2021) (Amini, 2018) (Jojon Soesatrijo, 2021) (Bandrang, 2020) (Abubakar Alwi, 2018)

Based on the previous explanation and previous research in Table 1., while every company has a CSR obligation, not all of them implement it. One such company operating in the palm oil plantation sector in Kubu Raya District, like PT Graha Agro Nusantara, located in Muara Baru Village, Sungai Raya Sub-District, Kubu Raya District. PT Graha Agro Nusantara has been established since January 2016, and they have been running CSR programs felt by the people of Muara Baru Village. However, until now, there has been no

clear measurement of its impact on the community's well-being as a result of the CSR program implemented by PT Graha Agro Nusantara.

PT Graha Agro Nusantara carries out various Corporate Social Responsibility (CSR) programs aimed at improving the welfare of the surrounding community. Efforts made by PT Graha Agro Nusantara to improve the community's welfare include providing capital in the form of chicken livestock seeds in Muara Baru Village. Additionally, the company offers employment opportunities based on the skills possessed by the people, and they also provide transportation facilities to enhance educational access for the community.

The implementation of CSR programs in the surrounding community, especially in Muara Baru Village, should be a crucial step in improving the well-being of the village's residents. Therefore, the researcher assumes that CSR at PT Graha Agro Nusantara has an impact on community well-being.

This has piqued the researcher's interest in evaluating whether the implementation of Corporate Social Responsibility by PT Graha Agro Nusantara has a significant impact on the well-being of the community in Muara Baru Village, Sungai Raya Sub-District, Kubu Raya District. The researcher's hope is to enhance the understanding of the impact of CSR implementation on community well-being and to increase knowledge among the people so they can actively participate in the entire CSR program implementation process by the company.

RESEARCH METHOD

This research was conducted in Muara Baru Village, Sungai Raya Sub-District, Kubu Raya District. Muara Baru Village was intentionally selected as the research location, considering that it is a recipient of PT Graha Agro Nusantara's CSR program. The research was carried out in August 2022.

The population of this research consists of the residents of Muara Baru Village, Sungai Raya Sub-District, Kubu Raya District. The Simple Random Sampling method was used to determine the research sample. The sample used was 44 Muara Baru Village residents who had experienced PT Graha Agro Nusantara's CSR program.

The reliability in this research was evaluated using the formula $(df) = n-2$, where n represents the sample size. If the calculated r -value exceeds the predetermined t -value, it can be considered an indication of validity. To test validity, item analysis was conducted by referring to the t -value of 0.05. In addition, to assess whether the questionnaire is adequately reliable, Cronbach's Alpha was used. The questionnaire is considered reliable if the Cronbach's Alpha value exceeds 0.60 and is considered unreliable if the value is equal to or less than 0.60.

In the research on the impact of CSR on community well-being, the researcher collected data using two types of data sources: primary and secondary data. Primary data were obtained through the distribution of questionnaires and direct interviews with Muara Baru Village residents who were research respondents. Meanwhile, secondary data were obtained from PT Graha Agro Nusantara, other relevant parties, and information found in relevant references. The variables involved in this research include (1) Corporate Social Responsibility and (2) community well-being, measured using a Likert scale.

This research was conducted in several stages, including compiling respondent answers, calculating scores for each indicator. Next, validity and reliability tests were conducted, and finally, a Chi-Square test was performed to examine the influence of Corporate Social Responsibility on community well-being.

This research has several limitations that the researcher experienced, which may affect the research results and need to be considered by future researchers to improve them. This research certainly has shortcomings that must be addressed by future researchers. Some of the limitations include a relatively small number of respondents (only 44 people), which may not fully depict the actual situation. The research focused only on the flow of CSR to the community, while CSR also affects per capita income in the region. In data collection, the researcher prioritized primary data from respondent responses, resulting in a lack of sufficient secondary data to describe the research results.

RESULTS AND DISCUSSION

The characteristics of the respondents are the categories or response features selected as predetermined samples, which include age, gender, education, and employment status. Age is one of the elements that can influence a person's work capabilities and thought patterns. Generally, age also significantly affects income because younger individuals tend to have stronger physical abilities, making them more capable of performing physically demanding or mentally creative work compared to older age groups. In this study, the results indicate that the highest number falls within the 30-46 age group, with 23 respondents, or 52%, and the 47-64 age group consists of 18 respondents, or 41%, while the 17-29 age group has 3 respondents, or 7%. This suggests that respondents aged 30-46 generally have better thinking abilities regarding their well-being.

The sample involved in this research consists of 44 respondents. The analysis of the table results shows that males are represented by 28 respondents, or 64%, while females are represented by 16 respondents, which is 36%. This indicates that in the context of improving community well-being, males are the more dominant group.

In terms of the educational characteristics of the respondents, the results indicate that the majority of the respondents have an educational level equivalent to high school (SMA), with a total of 16 individuals, or 36%, which is the same as the number of respondents with an educational level equivalent to junior high school (SMP).

Characteristics of the respondents based on employment status show that the respondents in this research are predominantly involved in farming occupations, with 21 individuals representing 48%, and 41% of them are self-employed, which is equivalent to 18 respondents.

Results and Questionnaire Instrument Test

According to Gilafshani (2003), the foundation of research validity emphasizes an empirical view of facts, objectivity, logical reasoning, numerical data, and the truth revealed through research. The study was carried out by adhering to what should be done (Budiastuti & Bandur, 2018). Based on the instrument tested on 44 respondents at a 5% significance level and degrees of freedom as presented in Formula 1.

$$\begin{aligned}df &= n - 2 \\44 - 2 &= 42\end{aligned}\quad (1)$$

Similar to Formula 1., in this research, the r_{table} (critical value) used is 0.304. An item is considered valid if the r -value (Corrected Item-Total Correlation) is greater than the r_{table} value. Based on the validity test, most of the questionnaire items are considered valid. The results of the validity test are presented in Table 2.

Table 2. Results of Validity Test

Variable	Question Items	r-Value
Corporate Social Responsibility (CSR)	P1	0,408
	P2	0,393
	P3	0,524
	P4	0,412
	P5	0,571
	P6	0,524
	P7	0,412
	P8	0,408
	P9	0,412
	P10	0,617
	P11	0,412
	P12	0,393
	P13	0,524

Source: Primary Data Processed, 2023

As shown in Table 2., Bandur (2013) suggests that a method or research result that is consistent is also referred to as "reliable." Experts also point out that reliability is the harmony of methods, conditions, and outcomes. Reliability ensures the consistency of research results that can occur using various research methods in inconsistent conditions (place and time). To assess the accuracy of a research measurement scale through statement items, reference to the consistency of results and scores is a specific concept of reliability (Budi Astuti & Bandur, 2018).

The primary focus of testing the reliability of research instruments is to evaluate the consistency of the applied measurement tool. A research instrument, such as a questionnaire, can be considered reliable if the questionnaire (question items/statements) provided to respondents yields consistent results in every measurement, even when measured at different times. Each variable is considered reliable if the Cronbach's Alpha value is greater than 0.6; conversely, if the Cronbach's Alpha value is less than 0.6, the variable is considered unreliable. Table 3. presents the results of the reliability test.

Table 3. Reliability Test Results

Variabel	N of Item	Cronbach's Alpha	Description
Corporate Social Responsibility	13	,832	RELIABLE

Source: Primary Data Processed, 2023

Based on the criteria and the value of the Cronbach's Alpha coefficient presented in Table 3, it can be concluded that the results of the instrument's testing fall into the category of "Acceptable reliability" because the test shows a Cronbach's Alpha value of 0.832. Therefore, the instrument, which consists of the provided statements, is considered reliable, indicating that the questionnaire can consistently yield similar results if measured again on a different occasion.

Implementation of Corporate Social Responsibility (CSR) by PT Graha Agro Nusantara

One of the companies engaged in the implementation of programs and activities within the framework of corporate social responsibility is PT Graha Agro Nusantara. In fulfilling their corporate social responsibility, the company adheres to the provisions of

Law Number 40, Article 1 of 2007 regarding limited liability companies. This law outlines that CSR involves a commitment and active role in efforts to support sustainable economic growth, focusing on improving the quality of life and environmental preservation that benefits not only the company but also society as a whole.

The company recognizes that its business growth is closely related to a positive relationship between the company and the community. Therefore, the company continually strives to maintain and build this good relationship, not solely for business interests but also for the broader benefit of the community. Table 4 presented below displays the categories of CSR indicators.

Table 4. Categories of CSR Indicators

Kategori	Sosial	Ekonomi	Lingkungan
Tinggi	24	16	37
Sedang	20	28	7
Rendah	0	0	0
Total	44	44	44

Source: Primary Data Processed, 2023

Based on Table 4, PT Graha Agro Nusantara's CSR in the social field towards the community of Muara Baru Village falls into the high and moderate categories, as indicated in the table above. This demonstrates that PT Graha Agro Nusantara's CSR is well-implemented. The corporate social responsibility program is running effectively in the social aspects. The company engages in various social activities, such as providing financial assistance for the construction of places of worship, public lighting, spiritual activity funding, epidemic funding, offering free clinic facilities, and providing transportation facilities for students to support education.

Regarding the economic aspect, based on the table above, the CSR activities conducted by PT Graha Agro Nusantara are perceived by the community of Muara Baru Village to be primarily in the moderate and high categories. This indicates that PT Graha Agro Nusantara's implementation of economic CSR is well-received by the people of Muara Baru Village. Based on the same table, CSR in the environmental field is predominantly in the high category, indicating that PT Graha Agro Nusantara's CSR in the environmental aspect is effectively carried out. This environmental CSR significantly assists the community in various activities.

Community Welfare in Muara Baru Village

The implementation of the Corporate Social Responsibility program brings about changes and impacts that can be seen and felt by the community, especially in environmental and economic aspects. The local community benefits from this CSR program, and it provides feedback on improving the livelihoods of middle to lower-income communities.

The program contributes to poverty reduction by employing local labor, thus increasing the income of the people and providing more equitable employment opportunities. This directly improves the overall standard of living of the community. Table 5 presents the categories of community income.

Table 5. Categories of Community Income

Income Category	Number of Respondents
High	24
Moderate	16
Low	4
TOTAL	44

Source: Primary Data Processed, 2023

Based on Table 5, it can be observed that the income category of the residents of Muara Baru Village falls into the high-income category, indicating that the income of the Muara Baru Village community is relatively high. Household income is one of the most influential factors in determining the welfare of a community, with an average income of 3,325,000 per month. Based on this average income, it can be categorized as a high level of income, with 23 respondents having incomes exceeding 3,325,000.

The Influence of CSR on the Level of Community Welfare

To determine whether Corporate Social Responsibility has an impact on the level of community welfare or not, a Chi-Square test is conducted. In this research, the Chi-Square test is performed using the Pearson method as the data used involves more than two categories (greater than 2x2). Table 6 presents the significance of the Influence of CSR on Community Welfare.

Table 6. Influence of CSR on Community Welfare

Variable	Nilai Asymptotic Significance (0,05)	Description
CSR	0,000	Significance

Source: Primary Data Processed, 2023

Based on Table 6, it can be concluded that the Chi-Square test result with a significance level of less than 0.005 indicates that the implementation of CSR has an influence on the level of community welfare, as seen from the table, where the obtained value is $0.000 < 0.005$. This influence is further supported by the measurement results of each indicator presented in Table 7.

Table 7. Results of the Impact of CSR on the Level of Community Welfare

Field	Nilai Asymptotic Significance (0,05)
Social	0,000
Economic	0,002
Environment	0,004

Source: Primary Data Processed, 2023

The data in Table 7 indicate that the average values of each indicator show Chi-Square values less than 0.005. This reflects that each aspect of CSR implementation significantly influences the well-being of the community in the Sungai Raya sub-district, Kubu Raya Regency, particularly among those residing in Muara Baru Village. Thus, it can be concluded that the CSR implementation variable significantly affects the well-being variable, supported by the results in Appendix 5 with the indicator of Income.

This study explains the research findings, mentioning that CSR programs in the social domain aim to enhance a company's role in improving the social well-being of the community. This significantly affects the sustainability of the company because with CSR

in the social domain, the presence of the company within the community helps, provided the community cooperates with the company. Therefore, the role of CSR in companies is essential for the continued functioning of these businesses.

Through CSR programs in the economic field, it can also be explained that the influence seen in the economic field of the Muara Baru village community is not separate from the CSR program of PT Graha Nusantara. This was confirmed by direct interviews with the community, who stated that most of the Muara Baru Village community is laborers for PT Graha Agro Nusantara, which significantly increased their monthly income. In addition to being laborers, many people also benefit from becoming plasma farmers in the company, increasing their income. Moreover, the local community can access heavy machinery provided by the company for free, which aids in cleaning irrigation channels and is also used for growing oil palm and other seasonal crops to support the development of agricultural businesses.

Furthermore, the role of CSR in the environmental domain also significantly influences the increased income of the Muara Baru village community. The direct influence of a comfortable environment and good infrastructure quality significantly increases the community's income, as comfortable infrastructure facilitates various community activities to improve their quality of life, including income and other needs.

The fulfillment of basic physical and spiritual needs, such as adequate clothing and food, decent housing conditions, high levels of education, and good health without overburdening the community, can be considered a sign of prosperity. This has been observed in the Muara Baru village community, who have had their basic needs met.

Through the CSR program of PT Graha Agro Nusantara in Muara Baru Village, each program has a significant impact on the community's increased well-being. This is because each program provided in each field is not merely a donation from the company, but the company also offers training and mentoring that empowers the community. This empowers the community, and as a result, they receive and implement each program, increasing their self-reliance and resilience, ultimately boosting their income and economic well-being.

The findings from this research are relevant to previous studies conducted by Aisyah Amini, titled "The Impact of Corporate Social Responsibility (CSR) Programs on Improving Community Well-being from an Islamic Perspective (An Analysis of CSR Implementation by PT. Pertamina Geothermal Energy (PGE) in Pagar Alam Village and Ngarip Village, Ulubelu Subdistrict, Tanggamus Regency)." This study showed that there is a positive and significant correlation between the implementation of Corporate Social Responsibility (CSR) programs and the improvement of community well-being in the areas served by PT. Pertamina Geothermal Energy (PGE).

CONCLUSION

Based on the research conducted by the researcher in Muara Baru Village, Sungai Raya Subdistrict, Kubu Raya Regency, it can be concluded that Corporate Social Responsibility (CSR) by PT. Graha Agro Nusantara has a significant impact on improving the well-being of the community. This is supported by the significant results obtained, especially in terms of income improvement. Before the CSR initiatives, the income was below the average Minimum Wage in Kubu Raya Regency (UMK), but it has now significantly increased, surpassing the UMK in Kubu Raya Regency. Consequently, this has had a positive impact on the well-being of the community.

It can be further concluded that the influence of CSR on community well-being is highly significant, and this effect is consistent with the impact of each CSR indicator, which includes the social, economic, and environmental dimensions. Additionally, it can be inferred that each CSR indicator has an impact on the well-being indicator, especially in terms of income.

RECOMMENDATIONS

Enhancing the company's commitment to improving community well-being through the implementation of the Corporate Social Responsibility (CSR) program includes providing opportunities for the community to participate in oil palm farming efforts. In this regard, the company provides assistance in the form of fertilizer for crops and increases supervision of this program to ensure better attention, prevent misuse of aid, and ultimately raise the community's income.

In addition to the factors studied in this research, there are several additional variables that could be the focus of future research. For example, considering the impact of CSR programs on the psychological well-being of the community, such as their levels of happiness and life satisfaction. Furthermore, it is essential to evaluate how active community participation in CSR programs can influence their level of well-being, as well as how factors like education and skills can mediate the relationship between CSR and community well-being. By taking these additional variables into account, future research can provide deeper insights into how CSR programs can effectively enhance community well-being and contribute to sustainable development.

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