

EFFECTIVENESS OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES TO CHANGES IN NUTRITIONAL STATUS OF CHILDREN

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ABSTRACT

Corporate Social Responsibility (CSR) has become a central and popular issue in the health sector because it is one of the supporters in implementing health programs that cannot be reached by the government. One program that really needs CSR collaboration is the issue of Nutrition Post for toddlers suffering from malnutrition or lack of nutrition. The purpose of this study is to analyze the effectiveness and significance of CSR programs on improving the nutritional status of toddlers. This study used a retrospective observational method, with case design and control. This research was conducted at UPT Puskesmas Anyar Serang-Banten from January to March 2023. This program is run together with non-government organizations, namely PT. Chandra Asri Cilegon. The sample in this study was 30 toddlers with a proportion of 1: 2, namely 10 toddlers receiving CSR programs suffering from malnutrition and 20 toddlers as a control group. In this study, an analysis of the results of the Nutrition Post CSR program will be carried out with chi square analysis. Based on the results of chi-square analysis, an odds ratio value (OR: 0.4; 95% Confident Interval 0.23 – 0.73; p value 0.001) is produced because p value $0.001 < 0.05$.

Keywords: corporate social responsibility; children; nutritional status

INTRODUCTION

In recent years, Corporate Social Responsibility (CSR) has become a central and popular issue in the health sector. CSR in health development is a commitment from the business world to continue to contribute to health together with health workers and the community to improve the quality of life and overcome the health problems of employees and the community (Wahidahwati, 2023) Corporate social responsibility is not only an economic activity, but also a social and environmental responsibility. Corporate Social Responsibility (CSR) is a concept that has existed and developed in society and companies. Corporate Social Responsibility (CSR) is a program that implements a company's social responsibility to the wider community. CSR is the company's commitment to build a better quality of life together with related parties, especially the surrounding community and the social environment where the company is located, and which is carried out in an integrated manner with its business activities in a sustainable manner. One of the CSR activities carried out by the chemical company Chandra Asri in the Cilegon area in collaboration with the Anyar Health Center is by holding a Nutrition Post. (Melani, 2017)(Sulasti, 2020)

Pos Gizi (Pos Recovery Gizi based on community) is one of the efforts to empower families to overcome nutritional problems in community-based communities where in its implementation from, by and for the community which aims to improve the family's ability to know the family's economic potential and develop it to meet the nutritional needs of all family members, especially for malnourished toddlers and even malnourished. Because what we know is that nutrition is one of the focuses of health development in the Sustainable Development Goals (SDG's) for 2016-2030 which is a key factor in the success of improving the health status of the people of Indonesia and the world. Good nutrition improves public health standards. Increasing intelligence, productivity and quality of human resources (HR) begins with development in childhood which is greatly

influenced by quality in infancy. Therefore, attention at this age greatly determines the quality of children in the future. Toddlerhood is a "golden period", where the growth and development of children takes place quickly and this period greatly determines the future of a child. Thus, attention at this age greatly determines the quality of children in the future. (Sugianti, 2020) (Sugiarti, 2023)

Nutritional factors are one of the important elements that need attention. Childhood, especially toddlers, which is often called the golden age period, is a "vulnerable" period because growth and development at this age determine their condition later in life. Poor nutrition or malnutrition can be interpreted as poor nutritional intake. This can be caused by lack of food intake, improper selection of food types or due to other causes such as infectious diseases that cause less absorption of nutrients from food. Clinically, poor nutrition is characterized by adequate or excessive intake of protein, energy and micronutrients such as vitamins, causing health problems. (Li, 2020) (Martinez, 2021) People suffering from malnutrition will lack the nutrients needed by the body to grow or to maintain its health. A person can be affected by long- or short-term malnutrition with mild or severe conditions. Poor nutrition can affect physical and mental health. People who suffer from malnutrition will be easy to get sick or even die. Children who suffer from malnutrition will also be impaired growth, usually they do not grow as they should (stunted) with a weight below normal. (Karunaratne, 2020) (Hargreaves, 2022)

So to follow up efforts to overcome malnutrition, the government launched seven main activities in efforts to prevent and overcome malnutrition. The main activities are the revitalization of Posyandu, revitalization of Puskesmas, nutrition and health interventions, promotion of nutrition-aware families, family empowerment, advocacy and assistance, and revitalization of the food and nutrition awareness system. One form of nutrition recovery activities in the community, especially toddlers with a community empowerment approach, is the holding of a nutrition post. (Yusnita, 2020) (Lubis, 2023) Based on this background, the success of the program must be evaluated to be used as a benchmark for success and also standards for further CSR activities. As one of the teams in this CSR Collaboration, researchers are interested in providing additional analysis based on scientific calculations to analyze the effectiveness and significance of CSR programs on improving the nutritional status of toddlers as a result of the collaboration between CSR PT. Chandra Asri and the new Puskesmas in 2023.

METHOD

This study used a retrospective observational method, with case design and control. This research was conducted at UPT Puskesmas Anyar from January to March 2023. This program is run together with non-government organizations, namely PT. Chandra Asri Cilegon. The sample in this study was 30 toddlers with a proportion of 1: 2, namely 10 toddlers receiving CSR programs suffering from malnutrition and 20 toddlers as a control group. In this study, an analysis of the results of the Nutrition Post CSR program will be carried out with chi square analysis. This program is run for 3 months by providing food for toddlers every day. The program began with parenting class activities aimed at allowing parents to monitor the nutritional status of children through BB / U, TB / U and BB / TB charts contained in MCH books carried out by midwives, general practitioners. Furthermore, nutrition counseling activities were carried out in the nutrition counseling room, the series of events measured the target weight and height of the nutrition post after completing 40 days of feeding, this program was run by nutritionists. Food is prepared by the puskesmas in collaboration with nutritionists. Toddler weight monitoring was measured every 2 weeks.

RESULT AND DISCUSSION

Table 1.

Distribution of the average frequency of infant weight before and after CSR interventions in case and control groups

Toddler Weight	Control Group				Case Group			
	Mean	Maximum (kg)	Minimum (kg)	Std. Deviation	Mean	Maximum (kg)	Minimum (kg)	Std. Deviation
Before	9.4	10.7	8.2	0.75	8.7	10	6.9	1.1
After	9.4	10.7	8.5	0.71	9.1	10.7	7.2	1.09

Table 2.

Cross-tabulation of nutritional status categories by group prior to intervention

Nutritional status categories after	Group				Total	
	Control		Case		f	%
	f	%	f	%		
Poor Nutrition - Lack	7	23.4	10	33.3	17	56.7
Good Nutrition	13	43.3	0	0	13	43.3

Based on the results of cross-tabulation before the implementation of the CSR program, it was found that all control groups were undernourished toddlers and tended to approach malnutrition status as many as 10 toddlers (33.3%). While in toddlers only get less nutritional status.

Table 3.

Cross-tabulation of nutritional status categories by group after intervention

Nutritional status categories after	Group				Total	
	Control		Case		f	%
	f	%	f	%		
Undernutrition	7	23.4	6	20	13	43.3
Good Nutrition	13	43.3	4	13.3	17	56.7

Cross-tabulating the results of the CSR program for 3 months has made 4 toddlers (13.3%) increase their weight and change their status to good nutrition and no longer experience malnutrition. While in the control group there was still no change in status in toddlers.

Table 4.

Chi-Square Analysis of the Effectiveness of CSR Programs in Improving the Nutritional Status of Toddlers

Risk Estimate	Value	95% Confident Interval		P Value
		Lower	Upper	
Odds Ratio	0.4	0.23	0.73	0.001

Based on the results of the chi-square analysis, the odds ratio value (OR: 0.4; 95% Confident Interval 0.23 – 0.73; p value 0.001) because $p \text{ value } 0.001 < 0.05$, it can be concluded that CSR programs are effective in increasing weight and nutritional status of toddlers and statistically this

result is significant. This result is in line with the review conducted that the strategies carried out by the Health & Nutrition CSR program are very diverse, ranging from offline to online, when the world is hit by the Covid-19 pandemic which requires humans to maintain social distancing and no physical contact. The existence of this makes all offline activities that have been carried out turned into online counseling for posyandu cadres (example: counseling on the importance of exclusive breastfeeding and complementary food), counseling for adolescent youth (for example: counseling on balanced nutrition and preconception nutrition for a bright and outstanding future), video competitions (example: application of balanced nutrition in daily life) FGD related to nutrition issues, FGD posyandu and nutrition for assisted posyandu, webinar.(Herista, 2023)

CSR is a form of corporate commitment when contributing to sustainable economic growth, namely through attention to social responsibility with a focus on balance in terms of environment, social and economy. Conceptually, CSR is a corporate approach that builds social care with stakeholders with the principle of volunteerism. This is in the sense that CSR is not an obligation but a form of humanity built by the company to help various parties in various difficulties experienced, which later the effect also has a good effect on the company.(Riyanti, 2021)(Mardyani, 2023)(Maengko, 2023) This CSV concept, as a business strategy, emphasizes the importance of including problems, social needs and potential areas that exist in the design of corporate strategy (Pratiwi, 2022). Through CSV, companies can prove to have created economic and social benefits for society, even contributing to solving social problems. Thus, the choice of program is not possible if it is only a charitable and infrastructure program, but must involve active community participation to optimize local potential, realize independence and lead to prosperity.(Dewantara, 2022)(Jurnal, 2021)(Rhismawati, 2022).

CONCLUSION

CSR programs are effective in weight gain as well as nutritional status of toddlers and statistically significant results

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