

Optimizing the Utilization of Corporate Social Responsibility (CSR) in Providing Green Open Spaces to Support Sustainable Development in the Sleman District Area

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Abstract— The proportion of Green Open Space in a regional area is at least 20% public and the remaining 10% private. Currently, Sleman Regency has only reached 6.7% of private green open space, meaning it has not met the minimum requirements. This research was conducted with sources from the Environmental Service and the Investment and One-Stop Integrated Services Service, while the respondents were 3 companies, namely Bank Rakyat Indonesia, Persero Angkasa Pura and Persero Kereta Api. The aim of this research is to examine efforts to optimize the participation of business partners through CSR in supporting the provision of Green Open Space. This is done through increasing environmental awareness and education for business actors, increasing transparency and accountability in partnership collaboration, providing incentives for business actors, developing green technology and developing an organizational culture that ensures that environmental funds become an integral part of the company's business strategy..

Index Terms— optimization, social responsibility, green open space.

I. INTRODUCTION

Every individual has the right to a good and healthy environment as part of their human rights. Additionally, everyone has the obligation to preserve the functionality of the environment and control pollution and/or environmental damage (Machmud, 2012). These rights and obligations are subjective rights held by every individual, which entail the consequence of the right to demand and defend oneself if they feel aggrieved due to environmental pollution and damage. A good and healthy environment can be realized by providing Green Open Spaces, which are binding obligations of the government(Wahidin, 2014).

Green Open Spaces (RTH) play a crucial role in balancing urban ecology. RTH plays a significant role in mitigating the negative effects of urban development activities, such as increasing air temperature, decreasing water infiltration rates, humidity, air pollution, and others (Hermawan, 2019). To ensure the sustainability and improvement of environmental quality and the well-being of its inhabitants, the government must carefully

control the utilization of open spaces, given the importance of green spaces. Urban land, mostly used for residential and industrial purposes, must be balanced with the establishment of Green Open Spaces (RTH). Based on its functions, Green Open Spaces have two functions: intrinsic and extrinsic functions. The intrinsic function consists of ecological functions, while the extrinsic function includes social and cultural, economic, and aesthetic functions. In an urban area, these four main functions can be combined according to the needs, interests, and sustainability of the city, such as water resource protection, ecological balance, and biodiversity conservation (Lata & Kumar, 2022; SARWESWARA, Arga Prihandana; DWI PRAMONO, 2023).

The basic legal concept to realize Green Open Spaces is regulated in the fundamental constitution of the Indonesian State in Article 33 paragraph (3) of the 1945 Constitution, which states that the state controls, meaning the state regulates and organizes land allocation and use. Regarding Green Open Spaces, the government has made plans and implementation arrangements as stated in Article 1 paragraph (31) of Law Number 26 of 2007 concerning Spatial Planning and in the Minister of Home Affairs Regulation Number 1 of 2007 concerning the Arrangement of Green Open Spaces in Urban Areas.

Sleman District itself already has specific regulations governing the utilization of space and the implementation of Green Open Spaces. The Sleman District Government refers to Sleman District Regional Regulation Number 13 of 2021 concerning the Spatial Planning Plan for Sleman District for the years 2021-2041 and its implementing regulations, as well as Sleman District Regional Regulation Number 11 of 2020 concerning the Implementation of Green Open Spaces to realize Green Open Spaces in Sleman District. The issue is whether the existing legislation can function to realize Green Open Spaces in Sleman District, as there are still problems with the improper use of open spaces and the failure to achieve the minimum proportion of Green Open Spaces in urban areas of Sleman as mandated by existing regulations.

The proposition for Green Open Spaces (RTH) in a regional area is at least 30% of its urban area as regulated in Article 29 paragraph (2) of Law Number 26 of 2007 concerning Spatial Planning. From this 30% breakdown, 20% is designated as public Green Open Spaces and the remaining 10% as private Green Open Spaces. As stipulated in Article 12 paragraph (1) letters a and b of Sleman District Regional Regulation Number 11 of 2020 concerning the Implementation of Green Open Spaces, public RTH is the responsibility of the Regional Government or the Village Government, provided gradually (Lata & Kumar, 2021). Meanwhile, private RTH is the responsibility of individuals or entities as owners or managers. The 30% percentage is a minimum measure to ensure the balance of the city's ecosystem, both in terms of hydrological and microclimate systems, as well as other ecological systems. Based on data from the latest official website of the Sleman District Government, the availability of Green Open Spaces (RTH) in Sleman only reaches 6.7% of its entire urban area, meaning that the existing Green Open Spaces in Sleman do not meet the required criteria.

The community has the equal right and opportunity to actively participate in the protection and management of the environment. In this regard, the government is obliged to collaborate with the community, especially businesses, as partners. The participation of these partners is realized by allocating their Corporate Social Responsibility (CSR) funds for environmental purposes in the procurement and management of private and public Green Open Spaces. However, until now, the business world as a government partner allocating their CSR funds for environmental purposes, especially in the field of Green Open Spaces, has not been optimal. This can be analyzed from the failure to fulfill the 30% land area for Green Open Spaces. Various efforts must be made to achieve the targets set in legislation, including optimizing the role of businesses in environmental management, especially in providing Green Open Spaces. Therefore, this research aims to contribute to optimizing the role of business partners through Corporate Social Responsibility (CSR) in the procurement and management of green open spaces. Based on this, the problem formulation of this research is How to optimize the use of Corporate Social Responsibility (CSR) in providing green open space to support sustainable development in the Sleman district area.

II. METHOD

This study employs empirical legal research, which obtains its data from primary sources or directly from the community. Empirical research is based on field realities or through direct observation (Fuady, 2018). The empirical study aims to determine the implementation of Green Open Spaces in Sleman District, approaching approximately 30% of its area, adjusted to its juridical basis, and the constraints of optimizing the utilization of CSR, especially environmental funds, in the provision of Green Open Spaces. The type of data to be analyzed includes primary data sourced from informants, namely Andri Harsoyo. Head of the Parks and Green Open Space Management Section of the Environmental Service) and Triana Wahyuningsih from the One Stop Integrated Services and Investment Service (DPMPSTP), with respondents Sunarso, Operational Division of

Bank Rakyat Indonesia (BRI) Sleman Branch, Dwiyatno as staff of PT Persero Angkasa Pura and Joko Santosa as administrative staff of the Regional Railway Company Operating Region V Yogyakarta, while secondary data needed include primary legal materials such as legislation related to environmental management, particularly related to Green Open Spaces, and provisions regarding social and environmental responsibilities for businesses, as well as various literature sources, scientific articles, and journals as secondary legal materials.

A. Research Results Data

Overall, the area of Sleman District is 57,482 hectares or 574.82 square kilometers, which, based on its resource characteristics, is divided into the slopes of Mount Merapi, east, central, and west regions. The area of public Green Open Spaces is categorized into various types:

TABLE I. THE AREA OF PUBLIC GREEN OPEN SPACES CLASSIFIED BY TYPE

Data Sources	Information			Area (in hectares)
DLH	City park			4,50
	Cemeteries			1,24
	Riverbanks			7,72
	Green Corridors			3,39
	etc			1.85
	Total			17,70

Source: Sleman District Environmental Agency, 2023

The distribution of Green Open Spaces in Sleman District is classified into several models as follows:

i. *Green Open Spaces City Parks*: The data contains information on the name, area, funding source, and establishment year of each respective object. From the data, it can be observed that there are a total of 34 (thirty-four) City Park objects included as Green Open Spaces in Sleman District.

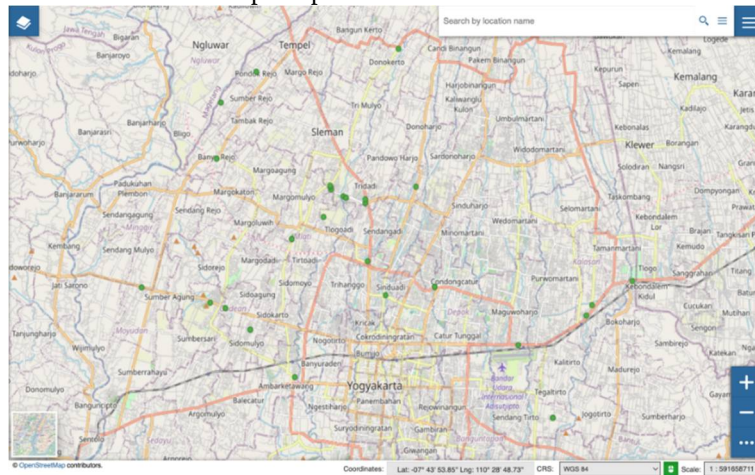


Figure 1. Distribution of Green Open Spaces City Parks

ii. *Green Open Spaces Cemeteries*: The data contains information on the name, area, and funding source of each respective cemetery object. From the data, it can be observed that there are a total of 223 (two hundred and twenty-three) cemetery objects included as Green Open Spaces in Sleman District.

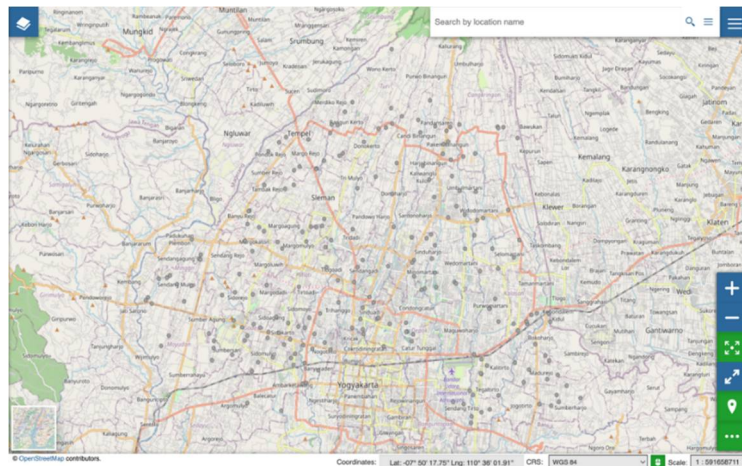


Figure 2. Distribution of Green Open Spaces Cemeteries

iii. *Green Open Spaces Riverbanks*: From the data, it can be observed that there are a total of 1391 (one thousand three hundred and ninety-one) riverbank objects included as Green Open Spaces in Sleman District.

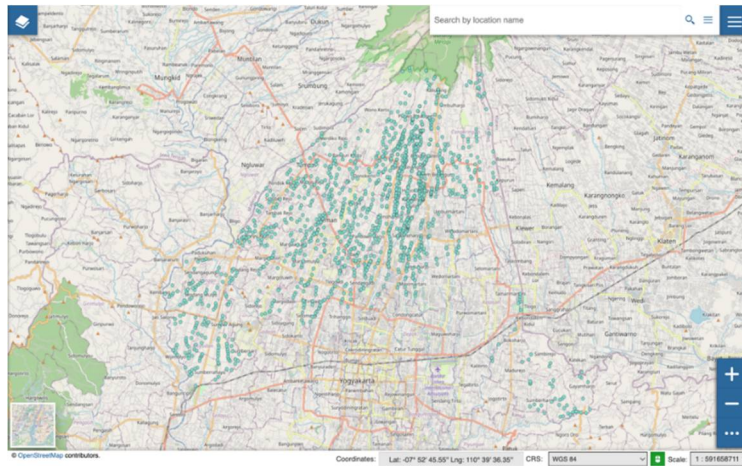


Figure 3. Distribution of Green Open Spaces Riverbanks

iv. *Green Open Spaces Green Corridors*: From the data, it can be observed that there are a total of 81 (eighty-one) green corridor objects included as Green Open Spaces in Sleman District.

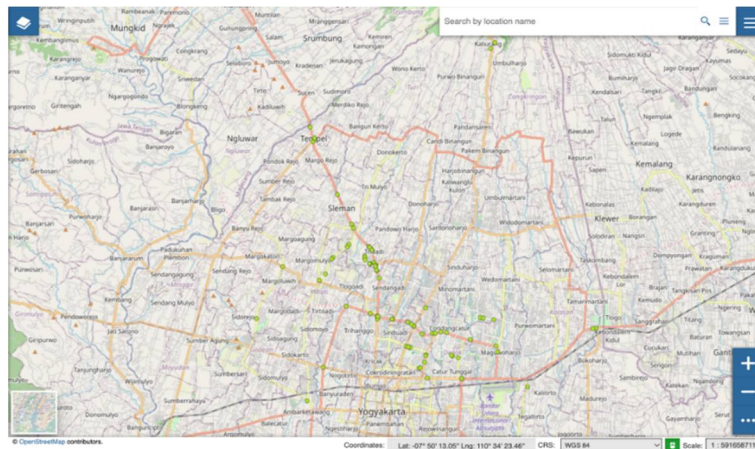


Figure 4. Distribution of Green Open Spaces Green Corridors

III. DISCUSSION

As mandated in Article 29 of Law Number 26 of 2007 concerning Spatial Planning, every regional area of a District/City must have Green Open Spaces, hereinafter referred to as RTH, amounting to 30% (thirty percent) of the urban area. This 30% (thirty percent) comprises 20% (twenty percent) as public RTH and the remaining 10% (ten percent) as private RTH. The distribution of public Green Open Spaces as referred to in Article 29 paragraph (1) and paragraph (3) is adjusted to the population distribution and service hierarchy, taking into account spatial structure and patterns. Further provisions regarding the provision and utilization of Green Open Spaces and non-green open spaces as referred to in Article 28 letters a and b are regulated by Ministerial Regulation.

According to Article 1 paragraphs (7) and (8) of Sleman District Regional Regulation Number 11 of 2020 concerning the Implementation of Green Open Spaces, Public RTH refers to RTH owned and managed by the Regional Government and Village Government for the benefit of the general public. Meanwhile, Private RTH refers to RTH owned by specific institutions or individuals whose use is limited, such as gardens or yards/house buildings/private buildings planted with vegetation. Furthermore, Public RTH as referred to in Article 12 paragraph (1) letter a is the responsibility of the Regional Government or Village Government, provided gradually, and Private RTH as referred to in Article 12 paragraph (1) letter b is the responsibility of individuals or entities as owners or managers.

Every individual or entity undertaking building construction activities is required to provide Private RTH. The construction of Private RTH is carried out in accordance with the availability of open space to support aesthetics and ecology (Purnomo H, 2016). The construction of Private RTH must adhere to the regulations in the field of spatial planning and building construction. According to ideal settlement rules, 60% (sixty percent) of the land area is used for buildings, and 40% (forty percent) is allocated for open spaces, requiring permission for the use of that space. Every occupant or party responsible for office or residential buildings, but at the time this Regional Regulation is enacted no longer has land for planting, may undertake greening with pot systems, rooftop gardens, or other hanging plants.

In this regard, the management of RTH is carried out comprehensively by all elements of the Regional Government, the community, and other development actors according to their respective duties and responsibilities. The management of RTH must be carried out based on spatial planning or other provisions established by the Regional Government, taking into account environmental balance. From the explanation, it can be seen and concluded which authorities belong to the Regional Government and the Community/Private Sector (Hermawan, 2019).

A. The area of public Green Open Spaces in Sleman District

In accordance with existing regulations, the Sleman Regency Government is trying to increase the area of public green open space, one of which is city parks. The process of increasing the area of green open space is being carried out in stages. In 2023, public green open space in the Sleman urban area will only reach around 16.85% (sixteen, eight-five percent) spread across several areas within the Sleman urban area so it has not yet reached the ideal stage of 20% (twenty percent) green open space. public. Meanwhile, private green open space for urban areas is 6.7% (six point seven percent) or 843.56 Ha of cover area for urban areas in Sleman, with the total area of Sleman itself being 12,590.00 Ha. To increase the area of Green Open Space, the Sleman Regency Government utilizes road medians and river borders which can then be used as green lanes or city parks.

In relation to the arrangement of Green Open Spaces, Hiroshi Takeda stated, "State lands were inventoried and turned into a city park. For example, the manufacture of city parks along the riverbanks through planting and greening movement along the river for environmental preservation." This highlights the importance of utilizing state lands for creating city parks, especially along riverbanks, through planting and greening efforts to preserve the environment (Maryono, 2020).

The choice of riverbank and roadside medians as locations for city parks is due to their effectiveness in serving as green corridors, considering the high Land Tax Object Selling Value (NJOP) in Sleman. Revitalizing these areas can expand Green Open Spaces while also contributing to economic activities such as tourism. The development in Sleman will integrate cultural values with the environment, known as the Eco-Cultural concept. For example, urban forests along rivers and roadsides.

Meeting the 20% target for public Green Open Spaces serves as the foundation for park development in Sleman. Private Green Open Spaces, on the other hand, are required to be provided by individuals or institutions constructing buildings. These spaces must meet certain size requirements based on building sizes and obtain

approval from relevant authorities. Protecting existing Green Open Spaces from function changes and conserving potential RTH areas is crucial (Sujarto, 2005).

Challenges in achieving the 30% Green Open Spaces target include high land values, land ownership issues, and limited available government-owned lands. Additionally, rapid development and space conversion pose threats to open spaces. Financial constraints also hinder proper maintenance and conservation of parks, prioritizing popular parks over others.

To address these challenges, efforts such as increasing private RTH and utilizing existing spaces for city parks are being pursued. Collaboration between the government, community, and private sector is crucial. Utilizing government-owned lands for public RTH, providing incentives for private RTH creation, and involving the community in park provision are essential strategies. Incentives like tax relief and subsidies can motivate individuals and businesses to contribute to Green Open Space preservation (Wicaksana, 2024)

B. The Role of CSR in Providing Green Open Spaces

The essence of CSR is the concept of corporate social responsibility, where businesses allocate a portion of their profits for the benefit of society. Formally, CSR in Indonesia has been legally guaranteed with the enactment of Law Number 40 of 2007 concerning Limited Liability Companies. This law mandates certain companies to carry out CSR activities as part of their social responsibility. Since then, CSR has become an integral part of the business activities of many companies in Indonesia. Businesses allocate a portion of their profits for social, environmental, educational, and health purposes, as well as to support community development. The development of CSR in Indonesia has also been accelerated by increased awareness of social and environmental issues, pressure from civil society and non-governmental organizations, and a shift in business paradigms towards sustainability. Since then, the Indonesian government has continued to strengthen the framework and regulations related to CSR, including issuing more detailed guidelines and regulations to guide the implementation and reporting of CSR by companies (Retnaningsih, 2015).

In Indonesia, there are currently no specific legal sanctions imposed on companies that do not implement CSR programs. Law Number 40 of 2007 concerning Limited Liability Companies (Company Law) regulates corporate social responsibility as part of the company's management responsibility (Ardani, 2020). However, if a company fails to fulfill its CSR obligations, it does not necessarily constitute a legal violation. However, if companies do not adhere to their social responsibilities, it can affect the company's image in the eyes of the public, consumers, and investors. In addition, the lack of commitment to CSR can lead to long-term negative impacts, including lack of support from local communities, decreased reputation, and credibility of the company. The Indonesian government has also encouraged companies to commit to CSR through various incentives, such as the possibility of tax breaks or licensing ease for companies actively involved in social and environmental activities. However, there are no specific sanctions imposed directly on companies that do not comply with CSR obligations. It is important to remember that good CSR practices are not only about meeting legal obligations but also about advocating for long-term business sustainability and providing positive impacts for society and the environment (Rahmawati, 2020).

Based on the results of an interview with Triana Wahyuningsih, the Department of Investment and One Stop Integrated Services (DPMPTSP), in Sleman district, there are 3 large companies that have allocated their CSR budget to implement ESG principles, namely Environment, Social and Governance, namely Bank Rakyat Indonesia (BRI), Persero Angkasa Pura Company and Persero Railway Company. However, there are no business actors, whether in the form of BUMN, BUMD or private, that specifically allocate their budget for the procurement and management of public Green Open Space. Based on interviews with respondents Sunarso, Operational Division of Bank Rakyat Indonesia (BRI) Sleman Branch, Dwiyatno as staff of Persero Angkasa Pura Company and Joko Santosa as administrative staff of Regional Railway Company Operating Region V, the CSR allocation in 2023 from business actors is still oriented towards activity :

No	Respondent	Type of Activity
	Bank Rakyat Indonesia	Green House Gases (GHG), Environmentally friendly MSME Credit, Tree planting and small scale gardening
	Persero Angkasa Pura	Renewable energy, environmentally friendly business activities (KUBL), tree planting with priority in the South and West of Yogyakarta
	Persero Kereta Api	Green transportation, renewable energy, landscaping, tree planting, implementation of the Green Infrastructure Initiative (GII)

The Green Infrastructure Initiative (GII) policy, which is a manifestation of the government's commitment to developing environmentally friendly infrastructure through the application of sustainable development concepts, especially in urban areas. The GII concept focuses on infrastructure for waste management, provision of drinking water access, and green corridors. The concept of environmentally friendly development is in line with the Javanese philosophy "*Hamemayu Hayuning Bawana, Sangkan Paraning Dumadi, and Manunggaling Kawulo Gusti*," which teaches the importance of preserving nature and balancing all creatures on earth. (Tribun Yogya, March 5, 2024)

C. Optimizing CSR in providing Green Open Spaces

The involvement of businesses in allocating a portion of their profits through their CSR for the provision of Green Open Spaces is still very low. In the Sleman Regency area, none of the businesses have specifically allocated their CSR for the benefit of Green Open Spaces. Therefore, efforts are needed to optimize the utilization of CSR for the provision of Green Open Spaces. These efforts include :

- Continuous and sustainable awareness-raising about the importance of Green Open Spaces for human life and the environment, especially among business entities, needs to be enhanced. Additionally, environmental education among business entities is essential to instill proper understanding and awareness, leading to a realization of the need to allocate a portion of company profits for the provision of Green Open Spaces.
- Encouraging companies to be more transparent in reporting environmental CSR activities can help improve social responsibility and accountability in the eyes of the public. This can be achieved through stricter reporting standards and increased information disclosure to enhance public trust in company performance.
- Collaboration among companies, government, non-governmental organizations (NGOs), and local communities can strengthen environmental CSR efforts. Partnerships like these enable the sharing of resources, knowledge, and expertise needed to address environmental challenges.
- The government can provide incentives and stimuli for companies participating in environmental CSR programs. This could include tax incentives, reduction of licensing fees, or other awards for companies that meet or exceed certain standards in environmental CSR practices.
- Encouraging the development and adoption of green technologies can help companies reduce the environmental impact of their operations. Government support and industry innovation in this regard can help make environmentally friendly technologies more accessible and easier to adopt.
- Training employees in sustainable environmental practices and providing opportunities to develop the skills needed to implement environmental CSR programs can enhance a company's capacity in this regard.
- Encouraging a change in organizational culture that promotes social and environmental responsibility can help ensure that environmental CSR becomes an integral part of the company's business strategy.

IV. CONCLUSION

Green Open Space (RTH) plays a crucial role in balancing urban ecology. The proposition of Green Open Space (RTH) in a regional area is at least 30% of its urban area, as regulated in Article 29 paragraph (2) of Law Number 26 of 2007 concerning Spatial Planning. Out of this 30%, 20% constitutes public Green Open Space and the remaining 10% is private Green Open Space. In 2023, public Green Open Space in the urban areas of Sleman only reached about 6.7%, scattered across several regions within the urban areas of Sleman. This figure falls significantly short of the ideal target of 20% for public RTH. The 6.7% figure equates to 843.56 hectares of coverage for the urban area of Sleman, with the total area of Sleman itself being 12,590.00 hectares.

As of now, there are no businesses, whether state-owned, regional-owned, or private, that specifically allocate their funds for the provision and management of public Green Open Space. The allocation of CSR from businesses still focuses on activities such as reducing greenhouse gas emissions (GHG), providing credits to environmentally conscious SMEs, green transportation, renewable energy, environmentally conscious business activities (KUBL), planting productive tree seedlings, and managing small-scale landscaping. Therefore, various efforts are needed to optimize environmental CSR through increasing awareness and environmental education among businesses, enhancing transparency and accountability of CSR, partnership collaboration, providing incentives for businesses, developing green technology, and cultivating an organizational culture that ensures environmental CSR becomes an integral part of the company's business strategy.

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