

FINAL REPORT COMMUNITY INVOLVEMENT PROJECT

**IMPLEMENTATION OF CORPORATE SOCIAL
RESPONSIBILITY BY DAXTRO THROUGH THE “MENABUNG
AIR” PROGRAM AS AN ENVIRONMENTAL CONSERVATION
EFFORT**



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ABSTRACT

This report examines the implementation of Corporate Social Responsibility (CSR) by DAXTRO through the "Menabung Air" program as part of its environmental conservation efforts in Indonesia. The program responds to the pressing issues of water scarcity, urban flooding, and environmental degradation by promoting biopore technology in flood-prone urban areas. Guided by CSR principles, sustainability frameworks, and social value creation, the program engaged multiple stakeholders, including communities, educational institutions, and corporate employees, fostering environmental awareness and behavioral change. This report details the strategic execution, collaborative efforts, and social impacts of the program while offering recommendations for CSR improvement. The experience also reflects the role of private sector innovation in addressing sustainability challenges and contributing to the Sustainable Development Goals (SDGs), particularly SDG 6 on Clean Water and Sanitation.

Keywords: Corporate Social Responsibility, Sustainability, Social Value Creation, Water Conservation, Community Engagement.

CHAPTER I

INTRODUCTION

1.1 Background

In an era defined by globalization and rapid industrialization, businesses are increasingly called upon to integrate social and environmental responsibilities alongside profit-making. Corporate Social Responsibility (CSR) has become a strategic mechanism for companies to support sustainable development while enhancing brand value and long-term competitiveness. Heightened concerns over environmental degradation, climate change, and social equity have aligned CSR efforts with the United Nations Sustainable Development Goals (SDGs), particularly SDG 6: Clean Water and Sanitation. In Indonesia, the urgency for water conservation is critical, with the World Resource Institute and the Ministry of Environment and Forestry (KLHK, 2022) warning of a potential water crisis by 2040. Java, which hosts 60% of the national population, holds only 4% of Indonesia's surface water supply. Jakarta, in particular, suffers from annual land subsidence of up to 10 cm, exacerbated by inadequate water absorption infrastructure. These challenges underscore the importance of corporate interventions in environmental sustainability.

DAXTRO, an international ice machine manufacturer headquartered in Guangzhou, China, responds to these environmental challenges through its CSR initiative, the “Menabung Air” program in Indonesia. As a counterpart to the Menabung Air Foundation, this program introduces biopore technology, an affordable, low-tech method for enhancing soil water absorption in flood-prone urban areas such as Jakarta, Surabaya, and Makassar. By promoting groundwater recharge and water conservation awareness, the initiative directly supports SDG 6. Beyond its environmental objectives, the program also serves as a civic education platform by engaging students, teachers, and local communities through training, workshops, and hands-on activities. This holistic approach not only addresses pressing ecological concerns but also fosters community engagement and environmental stewardship, illustrating the potential of CSR to drive sustainable social impact.

1.2 Objectives

- a. Understand the importance of water for life and ecosystems.
- b. Recognize the problems of water availability in Indonesia.
- c. Learn water conservation strategies, including saving and conserving water.
- d. Practice real actions in saving water by planting biopores

1.3 Benefits

1.3.1 For community

- a. Increased environmental awareness among participants
- b. Hands-on education on biopore technology and urban water conservation.
- c. Empowered local communities to take environmental action.
- d. Strengthened collaboration between schools, local leaders, and community groups.

1.3.2 For company

- a. Strengthened brand image as an environmentally responsible company.
- b. Build stronger relationships with key stakeholders (communities, schools, NGOs).
- c. Increased employee engagement and sense of pride through participation.
- d. Created positive media exposure and public relations opportunities.
- e. Improved social license to operate in key market cities.

CHAPTER II RELEVANT THEORIES

2.1 Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is no longer perceived as a voluntary or philanthropic activity but has become an essential element of business strategy in achieving long-term sustainability. According to Adewole Olukorede (2025), CSR is the integration of social and environmental concerns into business operations and stakeholder interactions. It reflects a company's commitment to acting ethically, contributing to economic development, and improving the quality of life for the workforce, their families, and the broader community.



Figure 2.1 Corporate Social Responsibility

Recent studies by Porter and Kramer (2018) emphasize that firms can create shared value by fostering clusters that not only enhance corporate productivity but also address systemic issues within their surrounding environments. In practical implementation, the Menabung Air program by DAXTRO, acting as an industrial extension of the Menabung Air Foundation, exemplifies this approach by integrating environmental sustainability with community empowerment. Designed not only to

mitigate the recurring threat of urban flooding, the initiative also serves as a platform for environmental education and grassroots engagement. This aligns with the contemporary view of Corporate Social Responsibility (CSR) as a strategic tool for enabling community-led environmental transformation, where business success is interlinked with societal progress.

2.2 The Concept of Sustainability

Sustainability has become a strategic foundation in modern CSR, evolving from the Brundtland Commission's (1987) early definition into a multidimensional concept that integrates environmental, social, and economic goals. Salas-Zapata and Ortiz-Muñoz (2019) argue that sustainability must be understood not as a vague ideal but as a concrete approach that ensures present needs are met without compromising the ability of future generations to meet theirs. This interpretation emphasizes the systemic nature of sustainability, where long-term impacts and intergenerational equity are critical considerations.

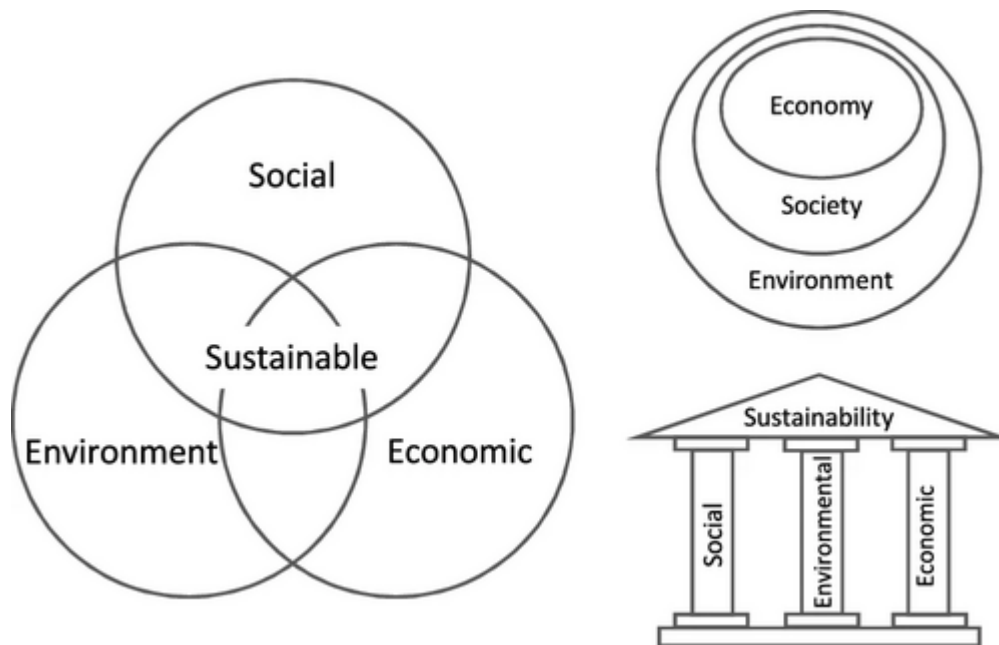


Figure 2.2 Concept of Sustainability

This shift is further institutionalized through frameworks like the Global Reporting Initiative (GRI) Universal Standards 2021, which came into effect in 2023. These standards require companies to adopt a double materiality approach disclosing not only how sustainability issues affect the company, but also how the company's operations impact society and the environment (GRI, 2021). Together, these developments reflect how sustainability today functions as a measurable, accountable, and strategic pillar within corporate responsibility efforts.

In practice, DAXTRO's initiative carried out as an industrial extension of the Menabung Air Foundation exemplifies sustainability through:

- a. The use of biopore technology, which supports soil infiltration and groundwater recharge.
- b. The inclusion of community-led conservation efforts, promoting environmental literacy.
- c. Alignment with Sustainable Development Goals, especially SDG 6 (Clean Water and Sanitation) and SDG 13 (Climate Action), as identified by UNDP (2023).

Thus, DAXTRO's approach not only aligns with global sustainability standards but also reinforces the role of private sector innovation in advancing community resilience and environmental stewardship.

2.3 Social Value Creation

Social value creation refers to the process by which companies generate societal benefits alongside financial returns. According to Kaczor, N. (2024), businesses can become agents of social innovation when they proactively address community issues and foster inclusive growth. In line with this, the Menabung Air program by DAXTRO embodies social value creation by enhancing both community knowledge and involvement. Drawing on educational modules from Menabung Air Foundation, the program incorporates scientific education about the role of water in ecosystems, community dialogue addressing local water crises, and hands-on training on biophilia as a practical solution.

CHAPTER III IMPLEMENTATION TO THE COMPANY

The “Menabung Air” program represents a direct and well-structured application of CSR principles into DAXTRO’s corporate strategy in Indonesia. Unlike CSR initiatives that focus solely on financial donations or sponsorships, this program emphasizes hands-on community involvement, environmental education, and long-term impact.

3.1 Execution Strategy and Collaboration

The program was initiated under the leadership of Maesa Group and coordinated in partnership with the Menabung Air Foundation. The planning process involved identifying target cities Jakarta, Surabaya, and Makassar based on environmental vulnerability, such as high flood risk and limited green space. The target demographic included schools (students and teachers) and community groups in each city. The successful execution of the Menabung Air program was the result of detailed planning, cross-sectoral collaboration, and a clear operational strategy. DAXTRO approached the program not merely as a one-time charity initiative but as a structured community development and environmental education project. At the heart of the execution was collaboration.

Logistically, DAXTRO utilized local transport partners, distributed biopore tools evenly across the sites, and assigned a dedicated person-in-charge (PIC) at each stage of the activity. The involvement of DAXTRO staff as field facilitators helped personalize the company's presence and reinforce its commitment to the program. The program’s success was also due to the synergy between corporate resources and local knowledge. The support of the Menabung Air Foundation, which had prior experience in grassroots water conservation efforts, was key to ensuring both relevance and technical accuracy in the educational materials and training methods used.

3.2 Social Impact on the Community

After detailing the strategy behind the execution, it is essential to highlight the social impacts the program generated within the target communities and internally within the company itself.

The initiative was led by Maesa Group and implemented through collaboration between DAXTRO and the Menabung Air Foundation. Target cities such as Jakarta, Surabaya, and Makassar were selected based on their vulnerability to urban flooding and limited green infrastructure. The program primarily engaged schools, community organizations, and local leaders.



Figure 3.1 DAXTRO employees plant biopores in the office yard

As an intern in the aftersales division, the student had the opportunity to actively contribute as a public relations liaison for the program. On June 5th, 2025, in celebration of World Environment Day, DAXTRO carried out a meaningful biopore planting activity at its office area in Jakarta, in collaboration with Yayasan Menabung Air. The event was designed not only as a symbolic gesture but also as an internal call to action for environmental responsibility within the company itself. Employees from multiple departments including aftersales, administration, and senior management actively participated in digging and installing over 20 biopore holes around the office compound.

This internal CSR initiative aimed to cultivate a stronger sustainability culture among staff and emphasized that environmental stewardship begins at the workplace. The event was also enriched through short talks by the Yayasan Menabung Air team, who explained the environmental benefits of biopore systems and encouraged staff to replicate these practices at home or in their own communities.



Figure 3.2 PAUD children planting biopores together in RPTRA Flamboyant

As a continuation of the second implementation activity, the student also took part in an early childhood education initiative held at RPTRA Flamboyant in Petojo Utara, Central Jakarta. This session was part of a child-friendly campaign organized by DAXTRO in collaboration with the Menabung Air Foundation. Aimed at engaging children from PAUD (early childhood education) levels, the event used storytelling, visuals, and simple demonstrations to teach water conservation and biopore concepts in an accessible and playful way.

The event was attended by local PAUD teachers, mothers from the PKK organization, and community leaders, showing how environmental education can be integrated into daily life and early learning environments. The program successfully blended fun and education, leaving a lasting impression on the children and their families.

“From small holes, we plant big hopes” a message echoed in this joyful session that introduced sustainability to the youngest generation.



Figure 3.3 Training of Trainer at IPMI Institute

The student played a pivotal role in fostering strategic academic collaboration between DAXTRO and IPMI International Business School. Utilizing their position as a student representative and intern, the student facilitated coordination that led to a successful Training of Trainers (ToT) session held on 24 June 2025. This session introduced the Menabung Air initiative to lecturers and student leaders, equipping them with tools to participate in environmental conservation efforts.

DAXTRO contributed by providing logistics, biopore tools, educational materials, and facilitators, while Yayasan Menabung Air delivered technical training and community engagement expertise. The student was responsible for communication strategies, event planning, sending invitations, managing attendance, and producing documentation for public relations and social media visibility, strengthening the project's credibility on both institutional and corporate levels.

In addition to organizing the event, the student supported the formalization of the partnership by preparing key documents such as the Terms of Reference (TOR) and Memorandum of Understanding (MoU). This collaboration not only extended the Menabung Air program's impact to the academic sector but also fostered youth involvement in climate action, paving the way for future student-driven sustainability initiatives.

CHAPTER IV CONCLUSION

4.1 Summary of Implementation and Impact

DAXTRO's Menabung Air program represents an exemplary integration of corporate social responsibility with environmental education and community empowerment. It successfully addressed urgent urban challenges such as flooding and water scarcity through low-tech yet impactful solutions like biopori.

By engaging over 5,000 individuals including students, teachers, corporate employees, and local leaders the program cultivated environmental awareness and behavioral change. Participants learned about water cycles, conservation strategies, and biopore construction, leading to direct action in urban spaces. Moreover, the program fostered meaningful partnerships between DAXTRO, Yayasan Menabung Air, academic institutions like IPMI, and grassroots communities. These collaborations enhanced the credibility and scope of the CSR initiative, positioning DAXTRO as not just a manufacturer, but a proactive environmental steward. The internal participation of employees in Jakarta reinforced a corporate culture of sustainability and inspired long-term commitment among staff.

4.2 Recommendations for CSR Improvement

To further strengthen and sustain the impact of the Menabung Air program, the following recommendations are proposed:

- a. Annual National Campaign: Institutionalize the #MenabungAirChallenge as an annual campaign involving schools, companies, and community groups.
- b. Curricular Integration: Work with the Ministry of Education or local school boards to integrate conservation and biopore education into national science and geography curricula.
- c. Recognition Programs: Establish awards or recognition systems for schools, communities, or individuals who demonstrate outstanding environmental leadership through the program.

CHAPTER V

REFLECTION

As an intern assigned to the aftersales division of DAXTRO, student was fortunate to be involved in both the planning and execution phases of the *Menabung Air* program. This experience provided the student with valuable insight into the complexity and impact of corporate social responsibility in action.

Students observed that effective CSR is not about large budgets or extravagant campaigns, but rather about relevance, sincerity, and collaboration. Seeing students and community members engage with the program, ask questions, and volunteer their time made me realize the power of collective environmental action.

Personally, student gained:

- **Communication skills:** How to convey environmental messages to diverse audiences.
- **Organizational skills:** Managing stakeholders, events, and logistics efficiently.
- **Strategic awareness:** Understanding how CSR enhances corporate image and stakeholder trust.

This internship has deepened Student interest in sustainability and social impact, and it has shown me that corporate actors can and must be part of the solution to the global climate and environmental crisis. I hope to continue exploring the field of sustainability in both academic and professional contexts.

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APPENDIX



