

Exploring Corporate Social Responsibility: A Phenomenological Study of Exxon Mobil CEPU CSR Exploration

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Abstract: Corporate Social Responsibility (CSR) has become an increasingly important topic in the business world in recent years. Companies are expected to not only generate profits but also to contribute to the well-being of society and the environment. However, the implementation of CSR varies widely across companies and industries. This study aims to explore the phenomenon of CSR in the context of Exxon Mobil Cepu, a multinational oil and gas company operating in Indonesia. Specifically, we aim to gain a deeper understanding of the company's CSR exploration and its impact on the local community. Using a phenomenological approach, we conducted interviews with employees of Exxon Mobil Cepu and members of the local community. Our analysis revealed several themes related to the company's CSR exploration, including its focus on environmental sustainability, community development, and employee engagement. We also identified several challenges that the company faces in implementing its CSR initiatives, such as limited resources and conflicting stakeholder interests. The importance of this study lies in its contribution to the understanding of CSR in the context of the oil and gas industry. The findings of this study can inform the development of best practices for CSR in this industry and provide insights for other companies that operate in similar contexts. The study is also significant in that it fills a gap in the literature on CSR. Although there are many studies on CSR globally, few examine its implementation in the oil and gas industry or focus specifically on challenges faced by companies operating in this sector.

Keywords: Company, Corporate Social Responsibility, Phenomenology, Energy

1. INTRODUCTION

Corporate social responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. CSR is important because it can help organizations to build trust and goodwill with stakeholders, improve their reputation, and reduce their risk of reputational damage. It can also help organizations to attract and retain employees, customers and investors, and to comply with regulations (Sanusi & Johl, 2022).

This study explores the implementation and impact of CSR

programs by Exxon Mobil Cepu (EMCL) in the surrounding areas of its oil and gas exploration activities in Indonesia. The study uses a phenomenological approach to understand the meaning and significance of CSR from the perspective of the local community. The study found that CSR programs by EMCL have had a positive impact on the local community. These programs have helped to improve the quality of life for local residents, by providing access to education, healthcare, infrastructure and economic opportunities. The study also found that CSR programs have helped to build trust and goodwill between EMCL and the local community. This study is important because it provides insights into the implementation and impact of CSR programs in a developing country

context. The study findings can be used by other organizations to design and implement effective CSR programs that benefit local communities (Ali Imron, 2021; Yan et al., 2023).

This study contributes to the body of knowledge on CSR by providing insights into the implementation and impact of CSR programs in a developing country context. The study findings can be used by other organizations to design and implement effective CSR programs that benefit local communities (Yousefian et al., 2023).

2. LITERATURE REVIEW

The management of the mining exploration industry in various parts of the world has been less than fruitful. For countries that fail to benefit from the blessings of their wealth, it is called the resource curse. Countries that are abundant in natural resources such as oil and gas, often have worse economic development and good governance than countries with fewer natural resources. The wealth of petroleum and minerals can damage the welfare of the state more than it improves it. This phenomenon shows that development of natural resources not only fails to promote economic growth, but also often results in worse social and economic conditions than before natural resources were used (Javeed et al., 2022).

In the mining and oil and gas industry, CSR is an important issue today. CSR stands for corporate social responsibility, and it refers to the responsibility that businesses have to their employees, customers, suppliers, communities, and the environment. In the mining and oil and gas industry, CSR is important because it can help to mitigate the negative effects of resource extraction. CSR can also help to improve the lives of people

who live in areas where natural resources are extracted (Adomako et al., 2023).

There are many ways that businesses can engage in CSR. Some CSR activities include donating money to charity, volunteering time to local communities, investing in environmental protection, promoting human rights, providing education and training opportunities, and CSR can have a positive impact on businesses, communities, and the environment. Businesses that engage in CSR can improve their reputation and attract customers who are interested in supporting socially responsible companies. CSR can also help to build trust between businesses and communities (Liu & Hou, 2022; Wildan et al., 2021).

In addition, CSR can help to protect the environment and improve the lives of people who live in areas where natural resources are extracted. The purpose of this study is to understand and describe the understanding of the community around the oil and gas exploration area about the implementation and impact of Exxon Mobil Cepu Ltd.'s CSR.

Furthermore, the study will provide valuable insights into the community's expectations of CSR and the impact of CSR on communities. The findings of the study will be used to develop recommendations for how businesses can improve their CSR programs.

Exxon Mobil Cepu CSR Exploration

Exxon Mobil Cepu (EMCL) is a joint venture between Exxon Mobil Corporation and Pertamina, the Indonesian state-owned oil and gas company. EMCL is responsible for the development of the Cepu Block, which is one of the largest oil and gas fields in Indonesia. Exxon Mobil Cepu (EMCL) is a joint venture between

ExxonMobil, Pertamina, and TotalEnergies. EMCL is the operator of the Cepu Block, which is one of the largest oil and gas fields in Indonesia. EMCL has a long history of CSR, and its initiatives have had a positive impact on the communities around the Cepu Block (Kumar, 2017).

One of EMCL's most important CSR initiatives is the Cepu Community Development Program (CCDP). The CCDP is a comprehensive program that addresses the social, economic, and environmental needs of the communities around the Cepu Block. The CCDP has several different components, including:

- a) Education and training: EMCL provides scholarships to students in the communities around the Cepu Block. EMCL also provides training programs for local businesses and community leaders.
- b) Health care: EMCL supports a number of health care initiatives in the communities around the Cepu Block. These initiatives include providing access to clean water, building new clinics, and training health care workers.
- c) Infrastructure development: EMCL invests in infrastructure in the communities around the Cepu Block. This includes building roads, bridges, and schools.
- d) Economic development: EMCL supports small businesses in the communities around the Cepu Block. EMCL also provides training programs for entrepreneurs and helps businesses access markets.

The CCDP has had a positive impact on the communities around the Cepu Block. The program has helped to improve education, health care, infrastructure, and economic opportunities in the region. The CCDP has

also helped to build trust and cooperation between EMCL and the local communities (Lanzafame et al., 2017; Wittneben, 2009).

EMCL has a comprehensive CSR program that focuses on four main areas: including Education and training, Health and wellness, Economic development, and Environmental protection. EMCL's CSR program has had a positive impact on the communities around the Cepu Block. For example, EMCL has built schools and clinics, provided training for local farmers and entrepreneurs, and supported environmental conservation projects (Valadkhani & Moradi-Motlagh, 2023).

Phenomenological Study of the CSR programs

A phenomenological study was conducted to explore the understanding of the community around the oil and gas exploration area about the implementation and impact of EMCL's CSR. The study found that the community had a positive view of EMCL's CSR program. The community members felt that EMCL was a responsible company that was committed to improving the lives of the people in the area (Zea Vera et al., 2022).

The study also found that EMCL's CSR program had had a positive impact on the community. The community members reported that EMCL's CSR program had improved their access to education, healthcare, and economic opportunities. The community members

The phenomenological study of Exxon Mobil Cepu CSR exploration is a valuable contribution to the field of CSR. The study provides insights into the challenges and opportunities of implementing CSR in a developing country context. The study also highlights the importance of stakeholder engagement and community participation in

CSR initiatives (Wijayaningtyas et al., 2022).

The study's findings suggest that CSR can be an effective way to improve the lives of people in developing countries. However, the study also suggests that CSR is not a panacea for all of the problems faced by developing countries. CSR can only be effective if it is implemented in a way that is sensitive to the local context and the needs of the people.

3. METHOD

Since the development of theory in this paradigm consists in creating descriptions, views and explanations of the social problem phenomena caused by the activities of oil companies and multinationals, this study, based on the research problem and goals, will focus on qualitative. A qualitative method is used. This allows researchers to uncover interpretations and understandings (meanings) that exist in social environments. For research in the field of CSR, especially in order to understand implementation and impact from a community perspective, it is considered appropriate to use qualitative interpretation techniques based on the theoretical principles of post-positivism. The study will use a qualitative research methodology, including interviews and focus groups. The interviews and focus groups will be conducted with people who are affected by EMCL's CSR exploration activities, including local residents, community leaders, and EMCL employees (Chaaban et al., 2023).

A Phenomenological Study of Exxon Mobil Cepu CSR Exploration" is a qualitative phenomenological study. This method involves exploring the lived experiences of individuals to gain a deeper

understanding of a particular phenomenon. In this study, the researchers will conduct in-depth interviews with employees and stakeholders of Exxon Mobil Cepu to explore their experiences and perceptions of the company's corporate social responsibility (CSR) exploration practices. The interviews will be open-ended and guided by a set of predetermined questions that will allow the participants to share their experiences and perspectives in their own words (Cabrerizo et al., 2020; Li et al., 2023).

The data collected from the interviews will be analyzed using a phenomenological approach, which involves identifying common themes and patterns in the participants' experiences. The researchers will use a process of bracketing to set aside their own biases and assumptions and focus on the participants' experiences (Kamin et al., 2017).

The findings of this study will provide insights into the effectiveness of Exxon Mobil Cepu's CSR exploration practices and how they are perceived by stakeholders. The findings can be used to inform future CSR initiatives and improve the company's overall social and environmental impact (Žižlavský, 2014). The primary informants are community leaders and village government representatives who represent residents who live in the study area and are willing to become research informants who can directly interpret the objectives of the study. In addition, total number of primary informants who agreed to be interviewed for this study was 27 informants.

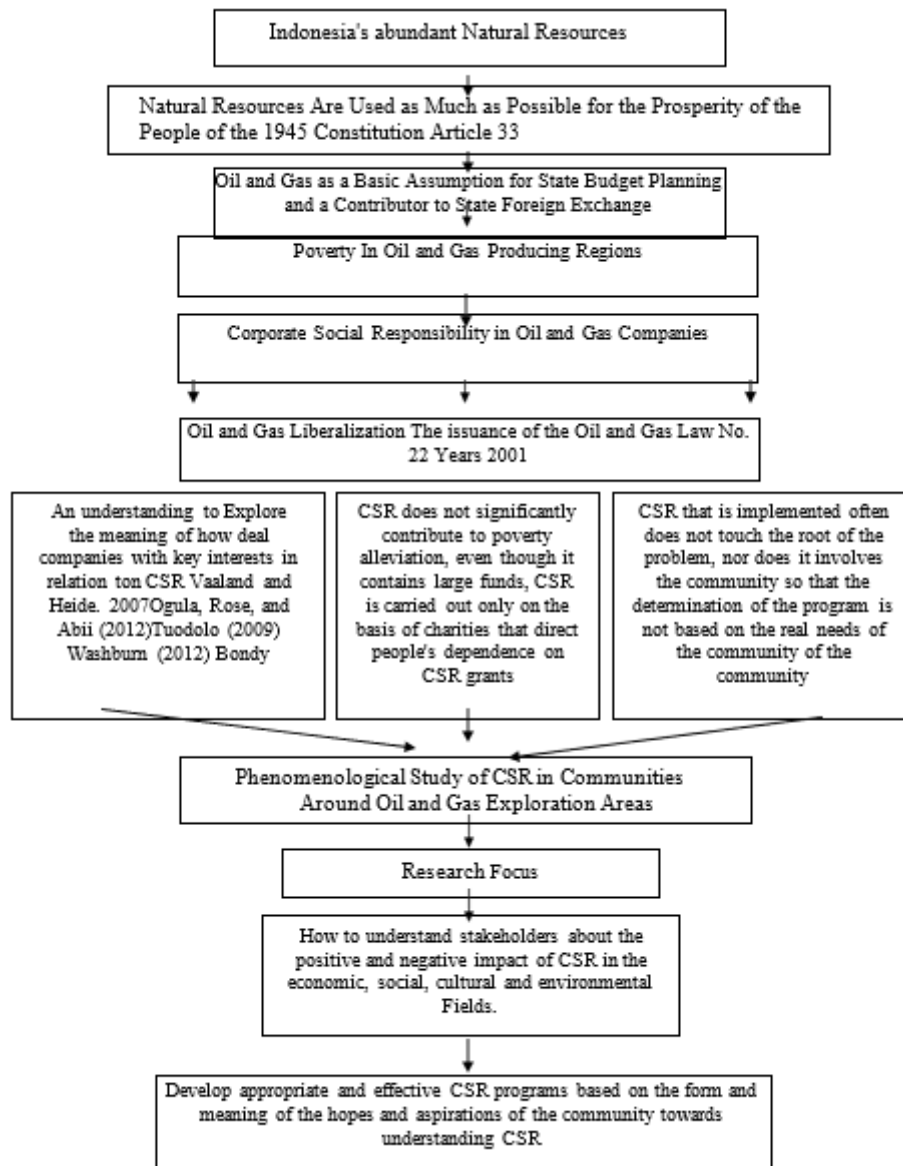
Research Area

A Phenomenological Study of Exxon Mobil Cepu CSR Exploration is conducted in the Bojonegoro district of Java

Timur, Indonesia. This district is located in the central part of the province, about 100 kilometers east of the city of Surabaya. The district has a population of about 1.5 million people, and it is home to a number of oil and gas fields. The study was conducted in the Bojonegoro district because it is one of the areas where Exxon Mobil Cepu Ltd. (EMCL) has been conducting oil and gas exploration. EMCL is a joint venture between ExxonMobil, Pertamina, and TotalEnergies.

The company began oil and gas exploration in the Bojonegoro district in 2006, and it has since become one of the largest oil and gas producers in Indonesia. The study was conducted in the Bojonegoro district because it is a good example of a community that has been affected by oil and gas exploration. The study sought to understand how the CSR programs implemented by EMCL have impacted the local community.

Figure 1.
Skeleton Conceptual



4. RESEARCH FLOW

Field preparation phase

The researchers first visited Bojonegoro in several times before embarking on their research field.

Field survey stage

The data collection process was conducted from May 2022 to June 2022. Informants for this survey consisted of community leaders, religious leaders, youth leaders, women leaders, and village administrators, for a total of eight informants. In the clarification phase, the collected data are categorized according to research focus, such as problem details and research goals. Further, each of these data is revealed by the informant according to the details of the case or the focus of each informant. This is done through in-depth interviews and focused dialogue with the goal of obtaining valid data. This activity can be used to check (cross-check) the result data in the fields (Herawati et al., 2020)

Research analysis and reporting stage

This study uses analytical techniques and interactive models such as those developed by (Engle, 1999)

a) Data collection phase

Data collection is done by collecting records, documents, attendance observations, detailed interview transcripts, or data clarification results.

b) Data reduction phase

During this phase, researchers perform activities to bring attention to the data collected.

c) Data display phase

At this stage, the informant is presented with specific data and questioned.

d) Drawing conclusions

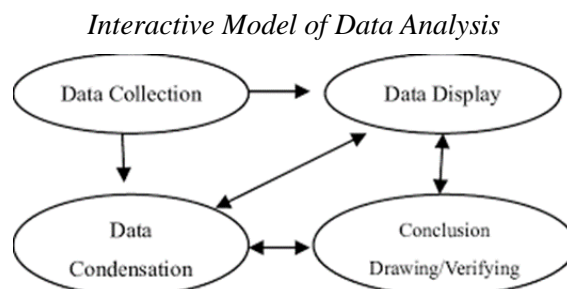
This phase is the final process of data analysis in the form of conclusions

about topic categories that are data from informant responses.

There are two levels of understanding data results. primary and secondary interpretations, as suggested by (Barona, 2023). Primary interpretation or understanding is understanding the research topic presented in the way that the original data of the research findings are presented. Secondary interpretations or understandings are understandings obtained by the researcher by discussing the researcher's findings with experts or by testing them against relevant theories.

As Morse (1996) point out, data analysis in qualitative research is circular rather than linear. The components of the analytical process are described as an interactive model in the Figure 2.

Figure 2



Source: Milles and Huberman (1992)

VALIDITY

Validity flow in phenomenological research refers to the process of ensuring that the research findings are accurate and credible. There are several different strategies that can be used to enhance the validity of phenomenological research (Barona, 2023), including:

- a) **Credibility:** This refers to the extent to which the research findings are believable and trustworthy. Credibility can be enhanced by using a variety of

methods to collect data, including interviews, focus groups, and participant observation. It is also important to provide a detailed description of the research process, including the methods that were used and the decisions that were made.

- b) Transferability: This refers to the extent to which the research findings can be applied to other settings or populations. Transferability can be enhanced by providing a detailed description of the setting and the participants in the study. It is also important to discuss the limitations of the study and to identify the factors that may limit the transferability of the findings.
- c) Dependability: This refers to the extent to which the research findings are consistent and reliable. Dependability can be enhanced by using a clear and systematic research process. It is also important to keep a detailed research journal to document the decisions that were made and the steps that were taken.
- d) Confirmability: This refers to the extent to which the research findings are objective and unbiased. Confirmability can be enhanced by using a variety of methods to collect data and by having multiple researchers review the data and the findings. It is also important to be transparent about the research process and to disclose any biases that may exist.

By following these strategies, this study can enhance the validity of their phenomenological research and increase the confidence in the findings. This will help to ensure that this study get a well-rounded view of the study phenomenon.

FINDINGS AND DISCUSSION

Corporate Social Responsibility defined by **Liu & Hou, (2022)** as a trade obligation plays a act in advocating financial growth, occupied accompanying representatives and their classifications, local societies, and the more off-course society, to raise their value of history in miscellaneous habits that are in consideration of trade and happening. Social blame or refer to as Corporate Social Responsibility (CSR) is delimited as a trade assurance to act elitely, function constitutionally and cause tenable business-related incident, cooperate agents of the party, offspring of representatives. According to informers from society commanders, the CSR programs circulated for one association have happened capable to help in reconstructing the characteristic of growth of the society.

“Although few, CSR completed activity apiece party straightforwardly can help develop the characteristic-of-existence society, the EMCL program that is trained by rhetoric using psychological terms growth in society business-related happening, in this place program the society is likely the capability expected intelligent to evolve existent business-related potential”

The unchanging belief was transmitted by an informer from a female material the one established that

“The guest’s CSR program has assisted better the status of existence of the Bojonegoro society, for instance authorization programs that can increase wives’s information.”

The association's programs in accordance with informers up until now have caused benefits to improve the characteristic of growth of people as political whole of Bojonegoro. Among the forms of benefits sensed for one society is the increase in nation's revenue.

By being a labor force. One informant express the benefit of the program

“Corporate CSR programs benefit local communities. If the roads that were bad in the past are now better, the roads for transportation will be improved and smoother, which will automatically increase crop yields.” will increase.”

Female whistleblowers say the company's program has also benefited communities, especially women, by improving their quality of life. as mentioned

“CSR accompanies EMCL to employment opportunities for women and mothers, as well as these training courses, for example.”

A whistleblower from a youth group also explained that it was unclear whether the program the company was implementing in the village was a CSR program or a support measure. However, in terms of merit, this is not yet interpretable as the pattern of mentoring is unknown, here is the statement

“I don't know if it's CSR, but some of the programs that EMCL offers are like entrepreneurial cadets, with training in cooking, etc. When providing support, the responsibility for the development of the start-up business rests with the beneficiary. However, other forms of support are provided even if the body

(structure) is common Even a small fraction of the measure of goodness is close to a form of physical development.”

From 25 of 27 informants claimed the oil and gas company Exxon-Mobil's CSR implementation and impact is beneficial for the community around.

The CSR Programs Are Fruitful for The Local Community

Stakeholders in accordance with Zahoor et al., (2023) are detached into 2 (two), basic partners and subordinate partners. Primary colleagues contain representatives, signs up, sponsors, suppliers, sports fans, shareholders. Meanwhile, subordinate collaborators contain the management, the society, comprehensive trade, news, and partnerships. A weak connection accompanying individual of these shareholders can supply questions and barriers for the association to claim the life and sustainability of implausible story in the long period of time. According to an informer, He stated that

“The right program for people as political whole of Bojonegoro bear be reviewed accompanying the needs of the society, either boulevard repairs, reconstructing the frugality, or reconstructing prosperity, to a degree Assistance Direct Cash (Cash Charity) community rile that habit”.

Meanwhile, in accordance with informers from the mothers's item, the right allied program for the society, particularly for mothers, is a program had connection with growing the competency of girls that is followed for one idea of advising in the

request of the results of ability construction. As stated,

"If the right program, particularly for wives, is a preparation program towards reconstructing workforce, preparation abilities and later being prepared as a support likely the help of the supplies, because the girls the one accepted part in the preparation take care of make inquiries in the form of executives at home, accordingly the party had to form a complete program".

According to the teen's informer, the right program for the society is individual had connection with the concoction of new contractors. As the following verbalization indicates,

"The wanted program is surely trade-located, aim not only fitting the strength but still bureaucracy, for instance, if you be going to form a lunch industry, apart from laborers and workforce, you again consider stock exchange share, what somewhat bundle, and what somewhat help. Talking about capital can form a joint namely controlled / trained critically for fear that it can enhance an alternative capital for home manufacturing the one has trade before killing is likely a label the one experiences the one can introduce the market".

Meanwhile, in accordance with informers from society directors,

"The right program for the society is a program that can form tasks for the society. Whatever form it takes, it is main that it can form inhabitants work

and win earnings".

Regarding the right program for the society, an informer from the Community Leader established that.

"The right program for people as political whole of Bojonegoro is had connection with farming cause the society base of Bojonegoro is ranchers but possessions welcome human beings are still very restricted. Because if you are communicated to try and take capital, constantly you can't even use up capital, apart from land programs, skilled can more be programs to a degree cash charity to increase the prosperity of the society, because skilled are adding to meet the needs of history. In addition to the cash charity program to develop the saving and advance workforce, skilled too needs expected a preparation program, but apart from being prepared, skilled must still be help later preparation. Then the preparation is better captured from the young public, particularly the preparation on trade abilities, young population immediately should be outfitted accompanying abilities cause seemingly our youngsters are immediately incredible to be going to enhance ranchers, instruction is likewise above subordinate for fear that the aged society the one visualize off no paddy fields (survive their farms)".

In another case accompanying the belief of a female informer, told that:

"Parenting exercises for persons, cause up until now skilled is no school for persons, by means of what do we educate children in what way or

manner we write ancestral is very main, I hope skilled is an NGO committed to wives in what way or manner daughters are suburb receive instruction or education and still advising."

While the teens's beliefs concerning the right program for the society are the programs that bring about the production of new tasks for the teens. Examples of entrepreneurship preparation and advising. The informant stated

"If you are requested what program is right for minority, by all means, associations must generate programs that can forge tasks for the more immature creation, exceptionally, e.g., progressive preparation programs that can later devise new contractors in Village, because it can form young public have tasks later".

Then, for informers from female chiefs established that the program is right for the society, disclosing that.

"As I pronounced former that associations must create program had connection with society authorization, maybe preparation in searing, preparation and help for providing, programs concerning farming and ranching, I remember that's what the villagers need. The collaborator approach is an answer to the challenges that happen, the accelerated change in the atmosphere, between these speedy changes, the association's aim search out establish moment, so a new abstract foundation is wanted."

The objective of the collaborator

action approach searches out design a design for directing an atmosphere that impacts tenable connections. This approach to the atmosphere is a substance of colleague approach (Xu et al., 2023; Zhang et al., 2023). According to informers from society heads, teens/mother's officers, and conscientious chiefs, skilled is a CSR program namely appropriate and persuasive for the society is through a shareholder approach, tailor-made to the needs of each center, for instance skilled is a tangible CSR program had connection with foundation bettering, immaterial CSR programs correct the saving, and help society prosperity by attending unending preparation and including the partnership of local societies.

The study's findings suggest that CSR can be an effective way to improve the lives of people in developing countries. However, the study also suggests that CSR is not a panacea for all the problems faced by developing countries. CSR can only be effective if it is implemented in a way that is sensitive to the local context and the needs of the people. The study's findings have important implications for businesses operating in developing countries. Businesses that are committed to CSR should carefully consider the local context and the needs of the people when designing and implementing CSR initiatives. Businesses should also engage with stakeholders and community members to ensure that CSR initiatives are effective and sustainable.

5. CONCLUSION

In conclusion, the phenomenological study of Exxon Mobil Cepu's CSR exploration practices has significant implications and contributions to the field of corporate social responsibility (CSR). Through in-depth interviews and

phenomenological analysis, the study provided insights into the experiences and perceptions of employees and stakeholders regarding the effectiveness of the company's CSR initiatives. The study highlights the importance of CSR in the oil and gas industry and the need for companies to take responsibility for their social and environmental impact. The findings of this study can inform future CSR initiatives and improve the company's overall social and environmental performance.

The study's contribution lies in its use of a phenomenological approach, which allowed for a deeper understanding of the participants' experiences and perspectives. This approach can be applied to other studies on CSR to gain a more nuanced understanding of the phenomenon. Furthermore, this study provides a valuable contribution to the growing body of literature on CSR in the oil and gas industry, and its findings have significant implications for companies operating in this sector. The study's phenomenological approach can also serve as a useful methodology for future research in the field of CSR. The study's findings reveal a nuanced understanding of CSR in the oil and gas industry, which is significant for several reasons. First, it provides a more accurate depiction of the phenomenon than previous studies on CSR in this sector. Second, it shows that companies should not rely solely on financial metrics when assessing their CSR performance; instead, they need to consider other aspects such as stakeholder relationships and community development. Finally, the results serve as evidence that there are multiple perspectives on CSR in this industry.

The study revealed that the participants' experiences of CSR were largely positive, and this was especially true

for those with a strong sense of identity as an employee. However, there were also some negative aspects to their experiences as well. The findings suggest that companies operating in this sector need to focus on ensuring that employees feel valued, supported, and included in important decision-making processes. The study has two main contributions. First, it provides a more nuanced understanding of the phenomenon of CSR in the oil and gas industry by focusing on how participants experience this issue and what they think about it. Second, it shows that an approach that focuses on meaning rather than facts can be used to gain insight into what people think about a phenomenon like CSR.

The study found that CSR is a multidimensional phenomenon, in which both internal and external factors play an important role. It also revealed that employees' subjective experiences are crucial to understanding the meaning of CSR for companies. This finding has implications for managers who are interested in understanding how the concept is experienced by their workers and how they can best support their efforts. The study has limitations, the sample size was small and not representative of the oil and gas industry as a whole, which makes it difficult to generalize the findings. The study also did not include participants from different countries or sectors within CSR, such as environmental issues or employee welfare.

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