



Implementation of Corporate Social Responsibility PT. Amman Mineral Nusa Tenggara through the “AMMAN Football Fellowship” Program with PSS Sleman in 2023

Kintan Destia Tatari^{1*}, Fajar Junaedi²

^{1,2} Department of Communication Studies Universitas Muhammadiyah Yogyakarta, 55183, Indonesia

¹ kintan.destia.Isip21@mail.umy.ac.id; ² fajarjun@umy.ac.id

*Correspondent email author: kintan.destia.Isip21@mail.umy.ac.id

ABSTRACT

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Indonesia is one of the countries with the world's largest mining sector. The mining sector's operations always have a significant impact on society. However, the operational activities of mining companies often lead to environmental pollution, causing losses and eliciting negative responses from the community. As a result, a company's public relations play an important role in connecting relations between the company, the community, and stakeholders. As a world-class mining company with a large operational scale, PT. Amman Mineral Nusa Tenggara designed a corporate social responsibility program in the field of sports, namely "AMMAN Football Fellowship" in collaboration with one of Indonesia's largest football clubs, PSS Sleman. This study aims to explain how PT. Amman Mineral Nusa Tenggara implemented corporate social responsibility with PSS Sleman through the "AMMAN Football Fellowship" program in 2023. This study uses a qualitative research method with a case study approach. The research data was obtained through in-depth interviews, with key informants, namely representatives of the social impact and external relations divisions of PT. Amman Mineral Nusa Tenggara, as well as representatives of the organizers of the "AMMAN Football Fellowship" program from PSS Sleman. Then observations and documentation were carried out. The results of this study indicate that, PT. Amman Mineral Nusa Tenggara has designed and implemented a corporate social responsibility program in the field of football sports through the "AMMAN Football Fellowship" program with PSS Sleman, as a corporate social responsibility program through the development of football talent and also the provision of free football training education costs at the PSS academy for 1 year for young people in West Sumbawa Regency. The company implements this program to establish positive public legitimacy, cultivate strong relationships with stakeholders, and broaden public relations in the sports sector, all with the aim of sustaining its long-term operations.

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1. Introduction

PT. Amman Mineral Nusa Tenggara (PT. AMNT) is the second-largest world-class mining company in Indonesia, tasked with managing natural resources such as greenstone, copper, and gold mines located in West Sumbawa Regency, West Nusa Tenggara Province. This company operates under the auspices of PT. Amman Mineral Internasional Tbk (AMMAN) as its parent company (AMMAN, 2022).

However, the presence of mining companies such as PT. Amman Mineral Nusa Tenggara in West Sumbawa has both positive and negative impacts on the local community (Sutanty et al., 2023). The

positive impact of mining company operations includes the increase in job opportunities, rising incomes, improved infrastructure, and the development of the social life of the community (Widyastuti et al., 2021). Then the negative impacts that can occur due to mining operations include environmental damage, ecosystem damage, and pollution that have the potential to disrupt public health and local cultural wisdom (Sinapoy, 2019). Thus causing a poor relationship between the community and the company.

Therefore, as a form of the company's concern and commitment to demonstrating its social responsibility, the Corporate Social Responsibility program must be innovative and effective. The proper implementation of Corporate Social Responsibility can improve the welfare of the community around the company. (Iqbal et al., 2023). Therefore, it is important for international-class mining companies such as PT. Amman Mineral Nusa Tenggara to design corporate social responsibility programs that can benefit both the community and the company.

Corporate social responsibility is a commitment to account for the operational impact of the company from various aspects, such as social, economic, and environmental, and can provide sustainable benefits for the company (Hermansah & Muhtadi, 2017). The success of the corporate social responsibility program impacts the development of the company itself and also affects long-term stability with the entire community, which causes the issue of corporate social responsibility to always be a concern for all layers of society (Liao et al., 2024).

Corporate social responsibility becomes important due to the production, investment, and operational activities of the company's business that harm the environment, nature, and society around it (Omonijo & Zhang, 2024). A well-designed corporate social responsibility program by the company, communicated effectively and appropriately by the company's public relations team, is key to successfully fostering a positive company image (Nugraheni & Toni, 2022). Another benefit of corporate social responsibility for the company is the increased existence, legitimacy, and establishment of good and mutually beneficial relationships with stakeholders (Muchtar Anshary Hamid Labetubun, 2022).

To obtain legitimacy, a company needs to have initiatives to carry out social activities expected by the surrounding community. The failure to meet the community's expectations becomes a factor causing the loss of legitimacy, which then impacts the support given by the community to the company (Ni Wayan Novi Budiasni & Gede Sri Darma, 2020). In addition, a company does not only have a relationship with shareholders but also has relationships with various parties that have an interest in the company. In the context of stakeholder theory, companies are considered to have the responsibility to consider the interests and needs of stakeholders, as well as to conduct business activities with ethics and responsibility towards society and the surrounding environment. Therefore, it is expected that the company can achieve long-term sustainability and build good relationships with various parties involved (Ni Putu Manik Julythiawati & Putu Agus Ardiana, 2023).

A public relations officer plays an important role in designing programs that the company will use to build good relationships with stakeholders and the community, one of which is through the Corporate Social Responsibility program. Because a public relations officer in every company holds an important role in connecting the company's internal and external relations. This is based on the four roles of public relations, namely as expert advisors, communication facilitators, communication technicians, and problem-solving process facilitators. (Shaleh & Furrie, 2020).

As a mitigation effort against the negative impacts caused by the company's operational activities. In January 2023, PT. Amman Mineral Nusa Tenggara implemented a corporate social responsibility Program in the field of football sports called "AMMAN Football Fellowship" or #Sport4Development. This program is a collaboration between PT. Amman Mineral Nusa Tenggara and one of the best professional football clubs competing in Indonesia's Liga 1, PSS Sleman, which is located in Sleman Regency, Special Region of Yogyakarta.

This program aims to develop the interest and potential of the youth in West sumbawa regency in the field of sports through intensive football training for junior high school students from West sumbawa regency. In this program, the youth of West sumbawa regency will be trained, guided, and selected by coaches from PSS Sleman and then sent to pursue football education at the PSS Development Center academy for one year (Pssleman.id, 2023). In realizing an empowered society,

through the "AMMAN Football Fellowship" program in collaboration with PSS Sleman, PT. Amman Mineral Nusa Tenggara is expected to demonstrate its social responsibility to the community.

Several researchers have conducted studies on the implementation of the Corporate Social Responsibility program by PT. Amman Mineral Nusa Tenggara, but previous research has focused on how PT. Amman Mineral Nusa Tenggara implements the company's Corporate Social Responsibility program in general, with research objectives centered on economic improvement such as the development of small and medium enterprises, as seen in the previous research titled "The Effectiveness of the Corporate Social Responsibility Program on the Development of Small and Medium Enterprises (Case Study of PT. Amman Mineral Nusa Tenggara)" (Zikrullah et al., 2020). Then there is previous research titled "The Implementation of Corporate Social Responsibility by PT. Amman Mineral Nusa Tenggara in Shaping the Company's Image" (Khailifa et al., 2023) which focuses on enhancing the company's image.

In this case, the researcher seeks to study how companies operate in the mining sector, such as PT. Amman Mineral Nusa Tenggara, can implement sustainable corporate social responsibility programs through the field of football. This way, they can build positive legitimacy from the community and collaborate with stakeholders. This proves that the selection of corporate social responsibility programs in the field of football sports is an effective and sustainable program in creating an empowered society.

Based on the background above, the formulation of the research problem is. How the mining company PT. Amman Mineral Nusa Tenggara implements its corporate social responsibility program through the "AMMAN Football Fellowship" program in collaboration with PSS Sleman in 2023.

2. Method

This research uses a post-positivist paradigm with a qualitative approach and case study method. (case study). The post-positivist paradigm sees that a reality is not truly objective due to the interdependence between the individual and the object being studied. This paradigm views that reality is not entirely objective because an object is considered to provide different opinions and meanings, and the nature of the object in this paradigm is not understood the same by every individual (Kriyantono, 2006). Post-positivistic is a paradigm based on the philosophy of post-positivism. This paradigm is also called the artistic method, due to its less structured research process, and it is also referred to as the interpretative method because the data from its research results explain the information found in the field.

The qualitative approach is also often referred to as the naturalistic research method because the research is conducted in natural settings (Sandu Diyoto & M. Ali Sodik, 2015). The presence of qualitative data, researchers can trace the flow and evidence of data chronologically, aiming to examine the cause-and-effect of the company implementing the program. Then the process of description and interpretation of meaning also becomes a way to obtain sources regarding various important factors related to the implementation of the corporate social responsibility program (Nur Akbar et al., 2019). The qualitative approach is used to explore the meaning of a phenomenon being studied and to provide a detailed explanation of PT. Amman Mineral Nusa Tenggara as an international mining company that runs a corporate social responsibility program in the field of football called "AMMAN Football Fellowship" and collaborates with one of the largest football clubs in Indonesia, PSS Sleman.

A study can be conducted using the case study method based on the uniqueness of the research case being examined. If the background of a phenomenon can demonstrate uniqueness, then the research is appropriate to use the case study method (Ridlo, 2023). Based on a comprehensive describe, the case study method is an empirical study that investigates contemporary phenomena in real-life contexts, particularly when the boundaries between the think about protest and the setting are not clearly recognizable. It is used to address certain technical situations where there will be many more interesting variables within a dataset, and the results depend on various sources of evidence, with data needing to converge through triangulation and other research outcomes benefiting from the development of previous theoretical propositions to guide data collection and analysis (Yin, 2003: 13-14 dalam Hak, 2008).

3. Result and Discussion

3.1. Presenting the Results

PT. Amman Mineral Nusa Tenggara is an international mining company that took over the mining company PT. Newmont Nusa Tenggara in 2016. Until today, PT. Amman Mineral Nusa Tenggara is known as one of the largest producers of copper and gold in Indonesia. In its large-scale operations, PT. Amman Mineral Nusa Tenggara is committed to environmental management and corporate social responsibility in the surrounding operational areas. PT. Amman Mineral Nusa Tenggara consistently strives to fulfill its corporate social responsibility by empowering the communities around the mining area through programs that operate in various fields aligned with the expectations of the community and stakeholders. However, as an international mining company with a significant track record in the Indonesian mining industry, PT. Amman Mineral Nusa Tenggara must continue to strive to design and implement corporate social responsibility programs that can attract the legitimacy of the community and stakeholders through the programs applied by PT. Amman Mineral Nusa Tenggara to the community.

At the beginning of 2023, PT. Amman Mineral Nusa Tenggara implemented a corporate responsibility program that contributes to the development of empowered communities through various sectors, one of which is the sports sector. The corporate social responsibility program in the field of football sports was designed and packaged through a program named "AMMAN Football Fellowship." This program, which is part of PT. Amman Mineral Nusa Tenggara's commitment, collaborates with PSS Sleman. Through this program, PT. Amman Mineral Nusa Tenggara must implement a sustainable corporate social responsibility program. What PT. Amman Mineral Nusa Tenggara does is always pay attention to the methods or strategies applied in the implementation of the Corporate Social Responsibility program, then explain the steps taken in the process of implementing the program from planning to execution, followed by the effectiveness of the program implementation, the obstacles and challenges faced during the program implementation process, the impact of the implementation, and the comparison of the program implementation with other programs. With the good and effective implementation of the Corporate Social Responsibility program, it is hoped that PT. Amman Mineral Nusa Tenggara can achieve the company's vision and mission and develop in various aspects, especially social relations with the surrounding community and the improved image of the company in the eyes of the public.

Based on the research process that has been conducted through primary and secondary data as well as documentation studies. The results of this research yield facts that explain the implementation of corporate social responsibility by PT. Amman Mineral Nusa Tenggara through the "AMMAN Football Fellowship" #Sport4Development program with PSS Sleman has positive outcomes for the long-term sustainability of the company due to the creation of legitimacy among the community and stakeholders, which is relevant to the theory of corporate social responsibility as well as the previously explained relationship between organizational public relations and sports.

The determination of the corporate social responsibility program was carried out through direct discussions between the social impact division of PT. Amman Mineral Nusa Tenggara and the PSS Development Center. Additionally, the program organizers also held discussions with local stakeholders to explain the purpose and objectives of the "AMMAN Football Fellowship" #Sport4Development program for the community and the company in the future. So that this program becomes a sustainable program.

3.2. Discussion

Based on the perspective of PT. Amman Mineral Nusa Tenggara, corporate social responsibility programs play an important role in maintaining the company's commitment to protecting consumers, employees, shareholders, stakeholders, the community, and the environment. Mining companies are increasingly aware of the need to provide social responsibility as an effort to mitigate the negative impacts resulting from the company's operational activities. Corporate social responsibility plays an important role in conveying a positive narrative for the mining industry (Das & Naidu, 2024).

In designing a corporate social responsibility program that benefits the community, PT. Amman Mineral Nusa Tenggara conducts planning through a structured approach before determining the appropriate corporate social responsibility program that meets the needs of the surrounding

community. The structured planning includes observation and research on community needs, discussions, and collaboration with stakeholders related to program design, program implementation, and program evaluation. These stages are important to pay attention to because corporate social responsibility activities are related to the rights of the company and are also part of sustainability (Xing et al., 2024).



Figure 1. Documentation of the coaching clinic session, which is a series of activities from the "Amman Football Fellowship" program.
(Source: Instagram Amman Mineral, 2023)

In the process of researching community needs, PT. Amman Mineral Nusa Tenggara strives to utilize the potential possessed by West Sumbawa Regency as the region contributing the most football athletes in West Nusa Tenggara Province. Therefore, PT. Amman Mineral Nusa Tenggara has implemented the "AMMAN Football Fellowship" program, which operates in the sports sector as a form of corporate social responsibility. This aligns with one of the focus areas of PT. Amman Mineral Nusa Tenggara's program, namely corporate social responsibility in the field of "human capital," or the enhancement of human resources through training and education for children around the company. The main objective of the "AMMAN Football Fellowship" program is to contribute to the development of youth skills in the field of football in Sumbawa Barat Regency, as well as to enhance the image of football in Sumbawa Barat Regency at the national level.

Next, PT. Amman Mineral Nusa Tenggara considers several specifications before carrying out the "AMMAN Football Fellowship" activities, including demographic aspects such as age and education, as well as psychographic aspects such as lifestyle, hobbies, and interests of the local youth. The increasing interest and high level of public enthusiasm for sports have encouraged various companies to utilize sports as a means to gain legitimacy from the surrounding community and motivate employees to implement corporate social responsibility programs through sports. Mastering the main characteristics of sports in the application of corporate social responsibility is very important to consider, as it will provide knowledge on how sports-based corporate social responsibility relates to sustainable company development (Lu, 2024).

Another reason for PT. Amman Mineral Nusa Tenggara chose the sports sector as a corporate social responsibility program as an effort to implement government policies that support corporate social responsibility programs in the sports sector. And to achieve the vision of PT. Amman Mineral Nusa Tenggara, one of which is "to become a world-class mining company." To achieve this vision, PT. Amman Mineral Nusa Tenggara must contribute to the development of the local community and improve their quality of life. Previously, in 2021, this was also supported by the opinion of Minister of Youth and Sports Amali, who agreed with the proposal of the Chairman of the MPR of the Republic of Indonesia, Bambang Soesatyo, that part of the corporate social responsibility funds from private companies and state-owned enterprises should be allocated for sports development.

(Kemenpora.go.id, 2021). That is one of the aspects why sports are considered relevant in supporting corporate social responsibility programs to this day.

Then, in the next phase, PT. Amman Mineral Nusa Tenggara partnered with PSS Sleman and collaborated with several stakeholders to successfully implement the "AMMAN Football Fellowship" program. PT. Amman Mineral Nusa Tenggara chose PSS Sleman as a partner for the "AMMAN Football Fellowship" program because PSS Sleman has a significant track record and reputation in the Indonesian football scene and has produced many professional players through rigorous and high-quality training and selection processes. Then, the location of PSS Sleman in the Special Region of Yogyakarta, known as the city of students, supports the implementation of the "Amman Football Fellowship" program by PT. Amman Mineral Nusa Tenggara with PSS Sleman in providing training and formal education for the program recipients. Through this collaboration, it is hoped that PT. Amman Mineral Nusa Tenggara and PSS Sleman can provide good football training as well as formal education for the children who are recipients of the program. In addition to collaborating with PSS Sleman, this program also works with a range of stakeholders, such as the West sumbawa regency government and the KSB PSSI Regency Association. This explains that the company not only establishes relationships with shareholders but also with stakeholders (Sorsa & Bona-Sánchez, 2024).

This program is also supported by the Ministry of Youth and Sports of the Republic of Indonesia. After the implementation of the "Amman Football Fellowship" program, the Minister of Youth and Sports of the Republic of Indonesia (Menpora RI) Dito Ariotedjo also expressed appreciation to PT. Amman Mineral Nusa Tenggara for being an exemplary company that utilizes corporate social responsibility and social development programs in the sports sector (Kemenpora.go.id, 2023).



Figure 2. "Presentation of football strategy material by the coach from PSS Sleman during the coaching clinic session 'AMMAN Football Fellowship' #Sports4Development" (Source: Instagram Amman Mineral, 2023).

The operational implementation of the "AMMAN Football Fellowship" program, or #Sport4Development, took place on January 12-13, 2023, starting with a workshop on football development skills for coaches and trainers from 20 Football Schools in West sumbawa regency, directly supervised by coach Anang Hadi, the Head of the PSS Sleman Development Center, as the speaker. Then, it will be followed by the implementation of a coaching clinic or intensive training sessions for children aged 15 years (U-15), 16 years (U-16), and 18 years (U-18) with professional coaches from PSS Sleman, attended by 50 junior high school students in West sumbawa regency, who

will then be selected to become 12 individuals participating in the Fellowship program in Sleman for 1 year with the PSS Development Center, along with receiving formal education scholarships while at the PSS Sleman academy. The selection process took place in 3 different locations: Maluk field on May 10, 2023; Sekongkang field on May 10, 2023; and Benete field on May 11, 2023.



Figure 3. "Release of participants from the 'AMMAN Football Fellowship' program #Sports4Development" to the PSS Sleman Development Center academy"
(Source: Instagram Amman Mineral, 2023)

This program has received a positive response and support from the community, especially from the parents of the program recipients, who expressed their support and hope that "in the future, this program can be implemented again and be sustainable." Then there is support from the Sumbawa Barat District Football Association of the Indonesian Football Association, which states that this program is a good initiative for the progress of Sumbawa Barat District. This is related to the role of corporate social responsibility in the sports industry, which has differences and uniqueness compared to corporate social responsibility programs in other industries (Son et al., 2023).

The long-term goals of the "AMMAN Football Fellowship" program are closely tied to the program's main focus, such as improving the quality of education, creating empowered human resources in the surrounding community, establishing role models for the next generation, developing local football interests and talents, and evaluating other corporate social responsibility activities of PT. Amman Mineral Nusa Tenggara. Because corporate social responsibility in sports has rapidly developed in recent decades, it reflects a broader trend of integrating ethical, social, and environmental considerations. Effective corporate social responsibility can enhance an organization's reputation, foster relationships with the community, and create a competitive advantage (Lagoudaki et al., 2024).

The success indicators in this program refer to the number of participants involved, support from the community and stakeholders, the development of participants' skills, and the creation of mutually beneficial relationships among all the involved elements. The extent of local community participation in the "Amman Football Fellowship" program is seen from the large and high participation of participants in implementing the program, the support given by parents and coaches from each football school in carrying out this program, as well as the permits granted to the company to implement a series of program activities in the local area, and the high community participation in celebrating these activities. PT. Amman Mineral Nusa Tenggara assesses the effectiveness of the program based on the number of participants, the quality of training received, the level of community support, and the achievements of participants after completing the program.

Program evaluation and monitoring are conducted based on the challenges and obstacles that occur during the program's implementation. In the monitoring and evaluation that have been carried out, this program faces obstacles such as the lack of availability of football training facilities provided to meet the participants' needs, the insufficient availability of professional coaches to provide quality training

for the participants as a whole, and the lack of open communication in obtaining support and convincing the community and stakeholders that this program is beneficial in creating empowered youth in the West Sumbawa regency in the field of football. Effective corporate social responsibility communication can ensure that stakeholders receive relevant information about the corporate social responsibility activities to be carried out (Duarte, 2010). This needs to be taken into consideration because the operation of mining companies in managing mineral resources is widely regarded as one of the most environmentally and socially disruptive activities (Tetrevova et al., 2023).

Another effort made by PT. Amman Mineral Nusa Tenggara to gain legitimacy from the community and stakeholders regarding the "AMMAN Football Fellowship" program by involving the community in every corporate social responsibility program of PT. Amman Mineral Nusa Tenggara and participating in every community activity. Because symbolically, CSR is intended to meet the legitimacy requirements based on community norms. (Bothello et al., 2023). Then collaborate with stakeholders in program planning, generate awards through the program, and conduct periodic reports to stakeholders on the progress of the program.

Then, the existence of the "AMMAN Football Fellowship" program also impacts the establishment of strong relations between the corporate social responsibility programs conducted by mining sector companies like PT. Amman Mineral Nusa Tenggara and the sports sector. This is evidenced by the official recognition from the Minister of Youth and Sports of the Republic of Indonesia, support from the PSSI District Association of Sumbawa Barat, and the extensive cooperation between PT. Amman Mineral Nusa Tenggara and other Indonesian football clubs. This is based on the evolving dimensions of corporate social responsibility and refers to the company's commitment and practices to maximize the long-term economic, social, environmental, and cultural considerations of society (Wang et al., 2024).

Thus, the implementation of corporate social responsibility by PT. Amman Mineral Nusa Tenggara through the "AMMAN Football Fellowship" program with PSS Sleman can have a significant impact on fostering community legitimacy, building cooperative relationships with stakeholders, and establishing connections between the company's public relations and the football sports sector. Therefore, it is hoped that this program can become one that always upholds the principles of transparency and sustainability in its implementation, thus serving as a platform to promote West Sumbawa regency within the Indonesian football community, as well as being effective in creating empowered communities and enhancing the company's image as a responsible entity for its operational impacts.

4. Conclusion

The implementation of corporate social responsibility programs from the perspective of mining companies is a form of care and responsibility that plays an important role in maintaining the company's commitment to protecting consumers, employees, shareholders, stakeholders, the community, and the environment where the company operates. In the implementation of corporate social responsibility by PT. Amman Mineral Nusa Tenggara through the "Amman Football Fellowship" program and with PSS Sleman, through several stages of planning with a structured approach. This structured planning includes observation and research on community needs, discussion, and collaboration with stakeholders related to program design, program implementation, and program evaluation. The reason PT. Amman Mineral Nusa Tenggara chose the sports sector as a corporate social responsibility program as an effort to implement government policies that support corporate social responsibility programs in the sports field. And to achieve the vision of PT. Amman Mineral Nusa Tenggara, one of which is "to become a world-class mining company." To achieve this vision, the company must contribute to the development of the local community and improve their quality of life. The selection of PSS Sleman as a partner in this program is due to PSS Sleman being one of the professional football clubs competing in Liga 1 Indonesia, which has a significant track record and reputation in the world of football. Additionally, PSS Sleman's location in the Special Region of Yogyakarta, known as the city of students, supports the implementation of the "Amman Football Fellowship" program. This program is also backed by collaboration with several stakeholders, such as the West Sumbawa regency government and the Sumbawa Barat PSSI Regency Association, and supported by the Ministry of Youth and Sports of the Republic of Indonesia in

successfully implementing the "AMMAN Football Fellowship" program. The "AMMAN Football Fellowship," or #Sport4Development, is a talent selection program for the youth of West Sumbawa regency to participate in a one-year fellowship program at the PSS Development Center, along with formal education scholarship assistance while at the PSS Sleman Academy. This program received a positive response and legitimacy from the community, especially from the parents of the program recipients. They expressed their support and hope, saying, "Hopefully, this program can be implemented again in the future and be sustainable," and they support upcoming programs. Then, the establishment of good relationships with involved stakeholders such as the West Sumbawa regency government and the West Sumbawa regency PSSI Association, along with the "AMMAN Football Fellowship" program, also impacts the formation of good relations between the company's public relations program in the form of corporate social responsibility and the sports sector. Thus, the implementation of corporate social responsibility by PT. Amman Mineral Nusa Tenggara through the "AMMAN Football Fellowship" program with PSS Sleman can have a significant influence in fostering community legitimacy, building cooperative relationships with stakeholders, and forming connections between the company's public relations program and the sports sector.

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