

CHAPTER III

SOGO SHOSHA IN INDONESIA

In chapter three, the author will explain in more detail about the development of CSR for the social welfare of the Indonesian people. The existence of the company is not only determined by good employee performance but also determined by the community around the company. Companies that make a positive contribution will certainly get a positive response from the community. The method used in this study was analyzed using a qualitative approach with a type of case study research, where researchers can get to know more closely and understand the state of the subject in extracting information. Data obtained from interviews, observation and documentation. Analysis of qualitative data is divided into three stages, data reduction, data presentation and conclusion drawing.

Based on the investment trend of the Investment Management Agency (BKPM), Japan ranked second after Singapore. The increase in Japanese investment in Indonesia mainly comes from automotive manufacturers such as Nissan, Toyota and Daihatsu.

A. The Existence of *Sogo Shosha* for Social Development

Indonesia as a developing country carries out development in various fields. One of the development priorities in Indonesia is the development in the economic field. Economic development requires the participation of all stakeholders. One of the important pillars in economic development is activities carried out by national and foreign companies that carry out their business activities in

Indonesia. The activities carried out by the company have a positive and negative impact. The positive impact that occurs is the availability of capital that is strongly needed to encourage the country's economic growth and also open employment that is needed by the community. While the negative impact of the depletion of natural resources, the impact of environmental damage and the creation of social inequality in the community. Therefore, in order to create a harmonious relationship between the community and the company collaboration is needed, where the community receives the benefits of the presence of companies in its area to manage and utilize natural resources.

The existence of a CSR program conducted by Sogo Shosha is a facility for Indonesian people for Social Development through the education sector, environment sector, and health sector.

B. The Development of *Sogo Shosha* in Indonesia

Sogo Shosha in detail is a group of Japanese commercial companies is a commercial company with assets, access, and profits far greater than other commercial companies. The term *Sogo Shosha* itself first appeared in 1954 in commercial company magazines. To be called a *Sogo Shosha* a company must have the ability to continue to be on the top of the company - commercial company and show that the economic capability of the company is located above average.

Sogo Shosha which operates in Indonesia there are approximately 300 companies, but the author can only mention a few *Sogo Shosha* who have CSR that is very influential for Social Development which includes 3 (three) pillars, are economic pillar, environmental pillar, and societal pillar, among others PT . Toyota Motor Manufacturing Indonesia, PT. Amerta Otsuka Indonesia Indonesia, PT. Nissan Motor Corporation, PT.

Kramayudha Tiga Berlian, PT. Isuzu Astra Motor Indonesia, PT. Sony Coeporatin, PT. Yamaha Indonesia Motor Manufacturing, and Kansai Paint Indonesia and other companies where these companies are Japanese companies that contribute to Social Development in Indonesia through CSR programs. The great Japanese

Table 2.1 Pillar of Social Development with Sogo Shosha

Sogo Shosha written above even until now it is still trading with Indonesia. Company commodities - these companies are various, such as metal, food, clothing, vehicles, and energy source material. The existence of *Sogo Shosha* in Indonesia has been around for decades.

No.	Pillar of Social Development	Corporation / <i>Sogo Shosha</i>
1	Education	<ol style="list-style-type: none"> 1. PT. Toyota Motor Manufacturing Indonesia 2. PT. Kramayudha Tiga Berlian Motors 3. PT. Isuzu Astra Motor Indonesia 4. PT. Yamaha Indonesia Motor Manufacturing 5. PT. Marubeni Indonesia
2	Environment and Health	<ol style="list-style-type: none"> 1. PT. Toyota Motor Manufacturing Indonesia 2. PT. Toyota Astra Motor 3. PT. Amerta Indah Otsuka Indonesia 4. PT. Nissan Motor 5. PT. Sony Corporation