

The Company's Contribution to Overcome the Economic Crisis Due to Covid-19 Pandemic in Indonesia through Corporate Social Responsibility Policy

by Abdul Qodir Zaelani, Hari Sutra Disemadi, Rumawi, Sukron Mazid

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Abdul Qodir Zaelani¹, Hari Sutra Disemadi², Rumawi³ Sukron Mazid³

Abstract

At the end of 2019, the world becomes shock because of the presence of the fast spreading and deadly of Coronavirus Disease 2019 pandemic as known as Covid-19. It is extremely dangerous for everyone. It can generally impact on various aspects of people's life around the world and can be particularly detrimental to health in the form of highly contagious infection and the acute respiratory syndrome. The first discovery of Covid-19 cases was occurred in Indonesia on March 1, 2020 and until April 18, 2020 there were 5.923 confirmed cases (positive), 520 cases died, and 607 cases recovered. A massive negative impact of Covid-19 can be seen in the weakening of economic activities, where a number of companies have been forced to stop their business activities and lay off all their employees. This has prompted the Indonesian government to encourage a number of state-owned companies to take part in disaster management due to Covid-19 pandemic through the distribution of corporate social responsibility (CSR). The aim of the research is to describe how the Indonesian government encourages all companies to undertake an important role in dealing with the negative impacts of the Covid-19 pandemic disaster. The result of this study shows that the companies took an active participation in assisting the government through various forms of CSR such as distributing personal protective equipment, giving masks, providing hand washing facilities in public places, offering free medical test services, socializing regarding the dangers of Covid-19 to the community, and providing social assistance in the form of basic necessities or community food needs.

Key Words: Covid-19, Policy, Company, Contribution, Corporate Social Responsibility.

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1. INTRODUCTION

At the end of 2019 the world is in shock with the presence of a dangerous Coronavirus Disease 2019 (Covid-19) that is extremely fast spreading and deadly (Chen et al., 2020; Lupia et al., 2020; Shereen et al., 2020; Xie & Chen, 2020). The presence of this virus originates from Wuhan in China (Barkur et al., 2020; Chakraborty & Maity, 2020; Shereen et al., 2020). It is a highly contagious infection, can impact on the acute respiratory syndrome for

everyone, which is becoming the extreme spreads to other countries around the world (Barkur, Vibha, & Kamath, 2020; Bashir et al., 2020; Sun et al., 2020; Xu et al., 2020). Regarding on this crisis conditions, the World Health Organization (WHO) established an International Public Health Emergency policy on January 31, 2020 (World Health Organization, 2020a). It is empirically that there is no available and effective drug yet to combat Covid-19. Then, WHO tries to conducts

Address: ¹ UIN Raden Intan Lampung, Indonesia. Email: abdulqodirzaelani@radenintan.ac.id

² Universitas Internasional Batam, Indonesia. Email: harisutradisemadi@undip.ac.id

³ Universitas Jember, West Java, Indonesia. Email: rumawi@unej.ac.id

⁴ Universitas Tidar, Magelang, Indonesia. Email: sukronmazid@uib.ac.id

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and counter its negative effect through controlling the source of transmission, early detection of patients, cutting transmission, and protecting vulnerable populations (Dantas et al., 2020; Lai et al., 2020).

In Indonesia, the first discovery of Covid-19 cases occurred on March 1, 2020 and until April 18 2020 there were 5,923 confirmed cases (positive), 520 cases died, and 607 cases recovered (Kementrian Kesehatan Republik Indonesia, 2020). While globally, on April 17, 2020, WHO said that there were 2,074,529 confirmed cases (positive) and 139,378 cases died (World Health Organization, 2020c). It is not only limited to being a disease, but also become a pandemic disaster for the entire world community due to the level of spread, severity, and polices to overcome its (World Health Organization, 2020b). Beside that, it is also impacted on various aspects such as health, economy, politics, law, education, defense, religion, and other fundamental aspects (Hanoatubun, 2020; Tosepu et al., 2020; Windhiyana, 2020). For instance, it is economically damaged on the decline of all business activities and also disrupted the ongoing educational process (Syah, 2020).

Several countries around the world have been taking preventive measures against the spread of COVID-19 is by carrying out regional quarantine or "lockdowns" (Barkur et al., 2020; Dantas et al., 2020; Khanna, Cicinelli, Gilbert, Honavar, & Murthy, 2020; Yunus, 2020). This policy is an effort to lock down an area by strictly prohibiting travel, meetings, some educational activities, congregational worship, and even suspension of all forms of trade that are not very important (all things except staples, food, medicines, banking, financial services and insurance) without violate the human rights (Heymann & Shindo, 2020; Yunus, 2020; Yunus & Rezki, 2020).

Regional quarantine may be a temporary policy and it is likely to have implications for weakening economic growth (Yunus & Rezki, 2020). So that every government will certainly take strategic steps so as not to have a broad impact on the economic crisis (Nwogugu, 2020). In this context, the Indonesian government did not carry out a strict and comprehensive regional quarantine (Torsello & Winkler, 2020). The Indonesian government is more directed towards the policy of large-scale

social restrictions, which is to encourage people to carry out physical distancing or social distancing or social restrictions on people's activities (Rahmatullah, 2020).

To overcome the economic impact of the Covid-19 pandemic disaster in Indonesia is the government encourages all state-owned and private companies to jointly take social responsibility (Fahrial, Utama, & Dewi, 2019; Hakim & Ispriyarso, 2016; Kim, Yin, & Lee, 2020; Yadav, Vishwanath, & Patnaik, 2019). This has been regulated in article 74 of the Law Limited Liability Companies Number 40 of 2007, in which each company in Indonesia has a social responsibility (Disemadi & Prananingtyas, 2020; Hakim, Hermanto, & Fikri, 2019; Utama & Rizana, 2020). However, CSR can be seen as a manifestation of the company's responsibility so that it not only gets economic benefits from its business activities, but also sets aside a portion of its profits for social and environmental programs (Budianto & Suyono, 2020).

Referring to the description above, the company's commitment to contribute in solving various economic, social, and environmental problems is very important in the concept of Corporate Social Responsibility (CSR). Based on the reason, this paper will examine the problem solving about how to achieve harmonization between government policies and the cooperative nature of each company so that they can jointly take part and play a role in overcoming various disasters, especially in handling social disasters due to the Covid-19 pandemic in Indonesia.

2. METHOD

This research uses descriptive and normative juridical method. The type of approach is also using the statutory approach and the conceptual approach. The use of statutory approach is referring to the laws and regulations such as the Law of Limited Liability Companies Number 40 of 2007, the Government Regulation Number 47 of 2012 on Limited Liability Company Social and Environmental Responsibility, and other regulations. The use of conceptual approach is referring to several theories and concepts as the basis for this research. This data of the research is derived from the primary, secondary, and tertiary legal materials, which are obtained



from the number of literatures and other resources that relevant with the research objective. Analysis of the data is used to the combination of deductive and inductive method, until formulation the conclusion.

3. RESULT AND DISCUSSION

a. The Essence of Corporate Social Responsibility

The term CSR was develop since the 1970s in Europe and America (Yusuf, 2017). This concept was actually first appeared in 1953 in the book "Social Responsibility of the Businessman" written by Howard R. Bowen. He simply defined the term CSR as a company's decision to provide positive values for society (Kashyap, Mir, & Mir, 2004). One of the keys to describe the CSR concept is based on the issue of the importance of a harmonious relationship between the company and its stakeholders, which they have an interest to the company related to the impact of the company's operations (Disemadi & Prananingtyas, 2020). The implementation of company's CSR policy in Indonesia is not only a mere burden of company's responsibility, but also becomes a company's business strategy to take a role in social development program (Lin et al., 2019; Rela et al., 2020; Risa, 2019; Sardana, Gupta, Kumar, & Terziovski, 2020). In practice, the implementation of CSR can be used to empower the number of social communities in various fields, such as building economic independence, advancing education, improving health, environmental preservation, and others (Hakim & Ispriyarso, 2016). In addition, it can also impact on building of positive mindset among the people to support the company in implementing CSR programs (Adi & Miradji, 2019; Mulia & Joni, 2019; Sardana et al., 2020). In other words, CSR program is not only seen as the company's responsibility for its social environment, but also one of the company's strategies to increase the profits and at the same time the company can maintain the sustainability of its business existence (Risa & Marwenny, 2018).

In doing the distribution of CSR, the companies need to distribute it carefully and conducted with the right and proportional approaches to be in accordance with the conditions of the community in order not to be dependent fully to the presence of the company (Handiwibowo, et

al., 2020). In simple terms, CSR is a policy that can be used by companies to form a positive brand image among the community (Kim et al., 2020; Risa & Marwenny, 2018; Suhendro, Utama, & Susanty, 2019). Through CSR, the companies can also get a good reputation among the surrounding community and outside communities who have the potential to become the main partners or investors of the company (Mulia & Joni, 2019). In this context, the public will certainly see how far the company can provide their benefits to the surrounding community (Cahya, 2014). The public will also see the extent to which the company contributes to the development of the surrounding area and builds the trust of various parties (Kartasasmita, 2020), so that it can be trusted and accepted by the community (Budianto & Suyono, 2020).

Referring to the explanation above, we agree with Fahrial's statement that the public existence of the establishment of a company in CSR context can also provide their control over business risk management, because it is able to reduce the company's business risks such as demonstrations, threats, sabotage, intimidation, and other things deemed to be able to interfere with the security aspects of a company's business (Fahrial et al., 2019). Therefore, we can emphasize here that CSR is arguably one of the company's populist policies to pay attention to the people in its business environment. Without doing that, the company would not be able to survive, maintain its existence, and maintain its business continuity. In other words, there is no one business company existed without support and trust from the public.

b. Corporate Social Responsibility Regulations and Policies in Indonesia

CSR regulations and policies in Indonesia have been regulated in the Law of Limited Liability Companies Number 40 of 2007 and the Government Regulation Number 47 of 2012 on Limited Liability Company Social and Environmental Responsibility (Azheri, 2019a; Hakim et al., 2019; Kim et al., 2020; Yadav et al., 2019). In the perspective of business law, each company has two responsibilities, namely legal and social responsibility (Cahya, 2014; Tao & Song, 2020; Yusuf, 2017). Through these two responsibilities, each company should not only



focus on earnings income or profit-oriented, but also have a responsibility for its social environment of stakeholder-oriented (Adi & Miradji, 2019; Fahrial et al., 2019; Hakim et al., 2019). In this context, the Indonesian government as a regulator tries to encourage each company to create a new paradigm in a company's business activities (Widodo, 2014), so that they are also concerned to their social environment (Azheri, 2019b).

Referring to the Article 33 paragraph (3) and (4) of the 1945 Constitution of the Republic of Indonesia, there is substantially expressed that the implementation of a national economy based on economic democracy must fulfill several principles, such as togetherness, equitable efficiency, sustainability, environmental insight, and independence. Therefore, the implementation of national economic policy is not only for the interests and benefits of individuals or groups alone, but also all related aspects that must be considered in order to maintain the balance and unity of the national economy. These principles can be implemented in various kinds of CSR activities organized by the companies (Ariastini & Semara, 2019).

In implementing CSR, companies are required to include the participation of the surrounding community who will later become the target of the company in carrying out its social and environmental responsibilities. In practice, the companies can also provide competency training or working capital to the surrounding community so that later the community will have the competence to open their own business (Disemadi & Prananingtyas, 2020; Ji & Miao, 2020; Loureiro & Lopes, 2019; Wargianti & Budhisulistiyawati, 2018; Xu et al., 2020). Through this way, the community can open jobs and be able to increase productivity for themselves. However, companies are not necessarily limited to providing competence or working capital which will only be able to increase business competition, but can also make the community partners or be withdrawn as workers from the company itself (Hakim et al., 2019).

As a builder of community competence, the presence of the company can actually increase the community's ability (skills) and insight (knowledge), which will be implicated to improve the quality of human resources (Disemadi &

Prananingtyas, 2020). Therefore, the ability or capital provided by the business company, of course, has an impact on community independence through creating the new jobs for themselves and others, which are also able to improve the community's economic prosperity (Hakim & Amrina, 2019). Consequently, the companies are given social responsibility to their environment in the form of environmental preservation (Utama & Rizana, 2020).

The Indonesian government has several regulations regarding on CSR, such as: *first*, Articles 6-10, 26-35, and 37-38 the Law of Conservation of Living Natural Resources and Their Ecosystems Number 5 of 1990; *second*, Article 9 paragraph (3) the Law of Human Rights Number 39 of 1999; *third*, Articles 11-12, Articles 20-51, and Articles 67-70 the Law of Forestry Number 41 of 1999; *fourth*, Articles 88 the Law of State-Owned Enterprises Number 19 of 2003; *fifth*, Articles 5-9, 11-12, 20-25, and 59-62 the Law of Water Resources Number 7 of 2004; *sixth*, Article 15-17 the Law of Investment Number 25 of 2007; *seventh*, Articles 36-73, 85-86, 95-112, and 134-138 the Law of Mineral and Coal Mining Number 4 of 2009; *eighth*, Article 36-57 the Law of Environmental Protection Management Number 32 of 2009; and *ninth*, the Government Regulation Number 47 of 2012 on Social Responsibility for Environmental Sanitation of Limited Liability Companies.

In the Indonesian CSR regulations, there is no further explanation regarding on the sanctions for the companies who do not implement the CSR, but it is substantially stipulated in Article 74 paragraph 3 of the Limited Liability Company Law Number 40 of 2007. If it refers to the Article 1 of the Limited Liability Company Law, there is mentioned that every company is required to apply the principles of good corporate governance and carry out corporate social responsibility, so it is a commitment from the company to participate in sustainable economic development in order to create an improvement in the quality of life and the environment (Suhendro et al., 2019). It is also very useful to emphasize here that the benefits generated by the company are not only for the company itself, but also for the local community and society in general (Marthin et al., 2018). In other words, if it is returned to the philosophical foundation in the 1945 Constitution of the Republic of Indonesia, we



can see that it is regulated the rights to the environment that dopted from sustainable environmental development concept (Asshiddiqie, 2010). This also shows that the Indonesian Constitution has guaranteed the environmental nuances as known as a green constitution (Asshiddiqie, 2010).

c. CSR Model During the Covid-19 Pandemic in Indonesia

The Covid-19 pandemic disaster has become a dangerous virus and also has complex implications for various aspects of life, such as health, economy, politics, law, education, defense, religion and others. It has resulted in thousands of people being treated and died, and has even had a massive impact on economic recessions in various countries, including disrupting economic stability in Indonesia. Of course, this condition has absolutely resulted Indonesian government to stated the spread of Covid-19 as a national non-natural disaster under the Presidential Decree Number 12 of 2020 (Hidayaturrahman & Purwanto, 2020).

The Covid-19 pandemic disaster has resulted thousands people being treated and died, and has even had a massive impact on economic recessions in various countries, including disrupting economic stability in Indonesia. Lockdown, social distancing, and social restriction are some efforts for every government to reduce the spread of Covid-19. The most obvious impact can be seen from the decline in economic growth, the cessation of business operations, an increase in unemployment, and the large burden on state expenditures to maintain economic and monetary stability. According to the Next Policy Institute, the impact of Covid-19 on national economic growth shows that there has been a decline in economic growth due to the spread of Covid-19 in Indonesia. This situation is contrary with previous expectations, where the Indonesian government is targeting the macroeconomic growth assumption in the 2020 State Budget to be 5.3%, but in fact it has actually dropped in the range of -0.84% to 2.57% (Iqbal, 2020).

According to business perspective, the existence of the Large-Scale Social Restriction policy certainly affects on people's consumptive power. The people prefer to stay at home instead of going out for sightseeing or spending

money. In addition, all companies throughout Indonesia are also encouraged to implement the work from home policy, in which the workers in companies are encouraged to carry out all their works at home that does not have to be done in the company offices. So, it can be said that the productivity of the company will be disrupted and it is possible that they will not get any benefits like in a normal condition (Burhanuddin & Abdi, 2020).

At the same time, the Government of Indonesia encourages every company to implement Article 74 of the Government Regulation Number 47 of 2012 which states that each company is given the responsibility to carry out social and environmental responsibilities to the community. During the Covid-19 pandemic, the collaboration between the government, companies, and community is needed to be able to survive from the various negative impacts. One real effort is a number of state-owned companies are encouraged to distribute their CSR for handling the Covid-19 pandemic.

This policy is in line with the Institute for Development of Economics and Finance (INDEF) statement that national companies, especially State-Owned Enterprises, must maximize their CSR funds to assist the government in dealing with and overcoming the Covid-19 pandemic disaster. There are so many efforts that companies can do through the CSR program to combat the spread of Covid-19, including providing and distributing Personal Protective Equipment, giving and distributing masks, and providing hand washing facilities in public places (Harianterbit.com, 2020). In accordance with the Covid-19 protocol, companies can also open free medical test services, socialize about the dangers of Covid-19 to the community and provide social assistance in the form of basic food or community food needs. This at least aims to speed up the restoration process to get out of the Covid-19 pandemic disaster.

Here are some models of the companies in Indonesia that are working to overcome the spread of Covid-19 pandemic disaster through the implementation of their CSR programs:

First, PT. Mass Rapid Transit Jakarta was established on June 17, 2008 which is the majority of shares owned by the DKI Jakarta province (ownership structure: DKI Jakarta 99.98% and PD Pasar Jaya 0.02%) (MRT



Jakarta, 2020). During the Covid-19 pandemic, PT. MRT Jakarta has distributed CSR program in six forms, such as: (a) the distribution of personal sanitation packages (masks and hand sanitizers) totally 2,403 packages. This distribution is addressed to the public and the users of public transportation services around BNI Dukuh Atas Station, BNI City Station, Kendal Tunnel, and Sudirman Station. PT MRT Jakarta CSR program has been implemented from March 30 to April 5, 2020; (b) an online program as part of the *#dirumahaja campaign*, which is collaboration with various partners to present various useful content for the community at home through social media, such as talking to doctors about COVID-19 and sports that can be done at home. This program will run during April 2020; (c) the distribution of 3,000 pieces of washable two-layer cloth masks at the five major MRT Jakarta stations, namely Lebak Bulus Grab station, Fatmawati station, Blok M BCA station, Dukuh Atas BNI station, and Hotel Indonesia Roundabout Station. This direct distribution was carried out for four days on April 14-17, 2020 while still paying attention to the aspect of maintaining a physical distancing from one another; (d) the *#paketsehatdirumah campaign* as a live quiz session via Instagram social media for the people who have activities at home can get packages from Indomaret containing antiseptic wet wipes, dry wipes, hand washing soap, vitamin C, milk, and healthy snacks. The package was delivered by Gojek through the GoSend discount package of IDR 30,000; (e) the installation of socialization banners to prevent the spread of the corona virus at 400 points in DKI Jakarta in collaboration with the Indonesian Muslim Brotherhood Movement (GPMI). The banners contain messages such as stay physically distanced, avoid crowds, and work at home; and (f) donations within the DKI Jakarta Regional Owned Enterprise communication forum which is prioritized for medical personnel and the worst affected communities.

Second, PT. Pertamina as a State-Owned Enterprises in the field of running the energy business, like oil and gas, new and renewable energy, as well as other related activities or supporting business activities in the energy sector, like oil and gas, new and renewable energy as well as the development of optimization resources owned by the company.

Pertamina has participated to support the government in dealing with Covid-19 through the distribution of food packages, personal protective equipment, and other efforts to affected residents and volunteers to handle Covid-19. Pertamina concerns for the people who are living in Jakarta where are the epicentrum of Covid-19 pandemic. Pertamina distributed 1,800 food packages to the people living in the North Jakarta area and provided personal protective equipment to 4 General Hospitals and referrals for handling Covid-19 in South Sumatra Province. These are also distributed to the hospitals, health centers, and Covid-19 standby posts in Muara Enim Regency. Pertamina has also sprayed the disinfectants at 15 public facilities in Riau through cooperation with the Riau University and also in 17 villages in Tuban Regency, East Java (Pertamina, 2020)..

Third, PT. Semen Tonasa is the largest cement producer in Eastern Indonesia which occupies a 715 hectares in Biringere Village, Bungoro District, Pangkep Regency, about 68 kilometers from Makassar City. The company has an installed capacity of 5,980,000 tons of cement per year, has four factory units, namely Tonasa Plants II, III, IV and V. III, 2,300,000 tons of cement per year for Unit IV and 2,500,000 tons of cement for Unit V (PT Semen Tonasa, 2020b). Similar with several previous companies, PT. Semen Tonasa has also participated and is committed to support the government in dealing with Covid-19 through the implementation of its CSR programs such as: (a) distributing mask assistance to the community around the company; (b) building the disinfectant booths in public places around the company; (c) providing education to prevent the spread of Covid-19 by installing banners, workshops and health seminars; (d) equipping PT. Semen Tonasa medical team with personal protective equipment; and (e) distributing multivitamins to the employees of PT. Semen Tonasa to increase immunity to the threat of Covid-19 infections (PT Semen Tonasa, 2020).

The three state-owned companies are just a small example of many other companies that share a full commitment to actively participate in the context of a quick response in handling the Covid-19 pandemic in Indonesia. These companies have at least provided good



examples on how the government supports the companies in the form of distributing their CSR programs to overcome the crises in accordance with the community needs (Hakim & Ispriyarso, 2016). The results have been seen where the community has benefited and its economic burden is reduced through the distribution of CSR during the Covid-19 pandemic disaster.

The policies of three state-owned companies are theoretically relevant with the theory of dragonfly model as a basis for the analysis of handling and overcoming the impact of the Covid-19 pandemic in Indonesia (Kotler & Lee, 2005). In this regards, the restoration process can be implemented into four formulations, such as:

First, determining the focus of the CSR programs, which consists of four stages namely determining the targets, doing quick research, arranging the strategic plans, and taking various technical steps to achieve the goals (Rahmaningsih, 2013). So, the main focus of the CSR program of PT. MRT Jakarta, PT. Pertamina, and PT. Semen Tonasa are not only intended for the medical personnels and affected patients, but also assist the government in overcoming the various negative impacts caused by the Covid-19 pandemic;

Second, grab attention is the main message of the CSR program must be conveyed precisely and accurately to the public (Rahmaningsih, 2013). These messages can be personal, unpredictable, visualized to make them more attractive, and involve all the senses so that the message can be seen, heard, and felt in real by the community. In other words, grab attention in the distribution strategy of the three companies can be implemented through socialization programs to public about the prevention importance of the spread of COVID-19 pandemic, both online and offline in various social media, banners, workshops, and seminars;

Third, engagement is the stage conducted by the business companies to invite the social communities or other stakeholders to participate in caring out the implementation of the company's CSR program (Rahmaningsih, 2013). In other words, it can be said here that collaboration between companies and the social community have a positive implications for accelerating the process of handling the Covid-19 pandemic in Indonesia;

Fourth, the company takes actions and initiatives to handle and overcome the spread of the Covid-19 pandemic disaster through CSR distribution to restore the condition of the community and get out very quickly from the multidimensional crises (Rahmaningsih, 2013). This has been seen in various educational programs to prevent the spread of Covid-19, distributing and distributing masks directly, providing hand washing facilities and personal protective equipment in accordance with health protocols, distributing groceries, spraying and building disinfectant booths, and other measures aimed to deal with the Covid-19 pandemic disaster in Indonesia.

The implementation of the CSR program carried out by the company has evidently given a positive impact, both directly and indirectly on the fundamental aspects of the country that were affected by the spread of the Covid-19 pandemic. The CSR program is also evidently increase the company's sense of empathy for the current pandemic situation. The company's empathy and responsibility for the social environment in the form of providing assistance during the Covid-19 pandemic has proven to be able to build a positive branding and public trust for the companies. Finally, we can emphasize here that the commitment and quick response of the companies to participate in handling the spread of Covid-19 pandemic are urgently needed to be developed through the collaboration between the government and company must be maintained continuously for conducting business and public services from the present to the future.

4. CONCLUSION

Basically, the public participation is very important to overcome the spread of Covid-19 pandemic disaster in Indonesia which can be seen in the form of CSR programs conducted by the company. The aim of CSR is to empower the number of social communities in various fields, such as building economic independence, advancing education process, improving health, environmental preservation, and others. In fact, the Government of Indonesia encourages every company to implement Article 74 of the Government Regulation Number 47 of 2012 which each company is given to carry out the various of social and environmental responsibilities to the community. The results

of this study indicate that the company has contributed to the prevention of the spread of Covid-19 in Indonesia through CSR programs such as building hygiene sanitation according to health protocol, distributing personal protective equipment, masks, and providing hand washing facilities in public places. In addition, the company's CSR program is also conducted in the form of providing free medical test services, educating the public about the dangerous of Covid-19 through online media or direct counseling, and providing social assistance in the form of food distribution to the people who are directly affected by the Covid-19.

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