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Application Of E-Business On The Application Of Corporate Social Responsibility (CSR) Data Processing

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Abstract:

Based on our previous meetings, in the meeting we listened to the presentation of their difficulties in processing the Corporate Social Responsibility (CSR) data, because all this time the data they obtained was paper print out data. And they want an application that can facilitate them in managing the data, for that we intend to conduct research to be able to produce an application that can bridge between the CSR provider and the agency. The difficulty in processing the data obtained and the absence of an application that can help in processing the data. Making Fund Processing and Reporting Applications for Corporate Social Responsibility (CSR), which is expected to provide convenience and speed in processing these data. The type of research that we use is applied research (Applied Research), because the results of the research can be directly used / applied to solve the problems faced. Based on the research that has been done, it can be concluded that this research runs well in applying the E-Business concept in data processing applications for Corporate Social Responsibility (CSR), and the application can be used to process CSR data, and the application can still be developed to be better.

*Keywords:***Web Applications, Corporate Social Responsibility, Web, CSR, E-Business.**

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1. INTRODUCTION

Based on our previous meetings, in the meeting we listened to the presentation of their difficulties in processing the data on Corporate Social Responsibility (CSR) [5], because all this time the data they obtained was paper print out data. And they want an application that can facilitate them in managing the data, for that we intend to conduct research to be able to produce an application that can bridge between the CSR provider and the agency. Referring to the user's wishes, the research will develop web-based applications, with this application expected to monitor the use of CSR funds, referring to the background of the problems in this study, the following problems can be identified:

1. There are difficulties in processing the data obtained
2. The absence of an application that can help in processing data.

And the scope of the problem is:

1. Research is focused on knowing the type of data to be processed.
2. Research is focused on making prototype applications that will be used in processing the data.

As well as the purpose of this study are:

Creating Fund Processing and Reporting Applications for Corporate Social Responsibility (CSR), which is expected to provide convenience and speed in processing data.

From the results of this study, it is expected that:

1. Can simplify and speed up managing data
2. Can bridge between CSR funders and the agency.
3. Can also be used by agencies that have the same problem

2. THEORY AND METHOD

2.1. Definition of CSR[4,5]

"According to the CSR Forum (Wibisono, 2007) Corporate Social Responsibility (CSR) is defined as a business that is carried out transparently and openly and based on moral values and upholds respect for employees, the community and the environment."

CSR is an abbreviation taken from English, CSR stands for itself is Corporate Social Responsibility and if we translate it into Indonesian so we can easily understand it is Corporate Social Responsibility. That understanding of CSR is taken from a large dictionary of English. The general CSR understanding or more precisely we develop the language, is the social responsibility of a company wherever the company is located, with the aim of transforming the people around the company or within the company[11,12]. Like doing an activity that is symbiotic mutualism, meaning that these activities can have a positive impact on the company or the community itself, such as providing employment to surrounding communities, with the aim of destroying the economic side or increasing the income and income of the community. This Corporate Social Responsibility is not only intended for the surrounding community, but also applies to Employees, shareholders, consumers of the company with the same goal of transforming in various operational aspects, for example from economic, social and environmental aspects.

The corporate social responsibility itself is of various forms, both in the form of material or non-material, in the form of material for example providing funds when in the region there is a process of making a mosque for adequate public facilities and can be used by the public at large. There is also another example is helping the surrounding community for those who are not well off in terms of the economy, can be in the form of providing basic food, in the field of education can provide scholarships to people who are not able or are below the poverty line.

2.2. LARAVELWeb Framework

Laravel[6,10] is a Web Framework that can be used to develop applications based quickly and more easily. Compared to the CodeIgniter Framework, Laravel is easier. Nowadays there are many Web Frameworks like YII, CodeIgniter, Python, etc. However, as a programmer must know and learn everything and determine which is easier and more appropriate to use in developing a web-based application. Web Framework is only used for building Web-based applications. Well, now let's get to know a little about Laravel's Web Framework.

Laravel released in 2009 by Taylor Otwel. Currently Taylor has released Laravel's LEVEL 4 which already supports the latest PHP version.

Laravel is a PHP framework released under the MIT license, built with the MVC concept (controller view model):

1. The model represents the data structure. Usually the model contains functions that help a person in database management such as entering data into the database, updating data and so on.
2. View is the part that sets the display to the user. It can be said to be a web page.
3. The controller is the part that bridges the model and view.

Laravel is the development of MVP-based websites written in PHP designed to improve software quality by reducing initial development costs and maintenance costs, and to enhance the experience of working with applications by providing expressive, clear and time-saving syntax. MVC is a software approach that separates logic applications from presentations. MVC separates applications based on application components, such as: data manipulation, controller, and user interface.

Some of the features found in Laravel:

1. Bundles, which is a feature with a modular packaging system and is available in various applications.
2. Eloquent ORM, is an advanced PHP application that provides an internal method of the "active record" pattern that handles problems in database object relationships.
3. Application Logic, is part of the application, using the controller or Route section.

4. Reverse Routing, defining relationships or relationships between Links and Routes.
5. Restful controllers, separate logic in serving GET and POST https.
6. The Auto Loading class, provides automatic loading for the PHP class.
7. View Composer, is a logical unit code that can be executed when the view is loading.
8. IoC Container, allows new objects to be generated by reversing the controller.
9. Migration, provides a control system for database schema.
10. Unit Testing, many tests to detect and prevent regression.
11. Automatic Pagination, simplifies the task of applying pages.

2.3. XAMPPWeb Server

The program is currently available in GNU and is free, where Xampp is also a web server that is very easy to use because it can serve the appearance of web pages with dynamic appearance. Xampp is a tool that has provided some software in a package. If you want to use it, then you have to install Xampp first so that you no longer need to have to install and configure the apache, mysql web server with manual and php. Because the camp will automatically install and configure it with automatic or auto configuration for you.

Actually, the Xampp version is currently very much but the latest and most famous version of Xampp is version 1.4.14 and can only be downloaded via the internet. You need to remember that before installing this, you must have a qualified server that can be installed and run on the computer without having to connect it to the internet. Xampp also has important parts that have their respective roles in carrying out their duties.

In general, an important part of Xampp is the commonly used Xampp control panel application which has the function to manage services from Xampp. Understanding Xampp according to experts in the function of managing these services such as activating services and stopping services. Another important part is the fold-er which is used to put the file to be done or executed. In Windows, this folder is usually placed in section C: / Xampp. The last important part of Xampp is phpMyadmin whose function is to manage all tabs. All important parts of the Xampp will work according to their respective functions.

Xampp is a software that is very easy to use, free and supports installation on Windows and Linux. The advantage is that you can install one time and have a MySQL database server, Apache web server, PHP support 4 and 5 and other modules. The difference is that in the Windows version the graphics are already installed and the Linux file has a compressed tar.gz file. The other features are that the Windows version has a feature that functions to activate the server for free, while on Linux it contains commands. Until the Linux version is very difficult to operate.

Thus an explanation of the meaning of Xampp according to experts who are generally the same. Hopefully this information is very useful for those of you who are looking for an understanding of Xampp.

2.4. Definition of E-Business [1]

The era of information technology (IT) has had a positive impact on various aspects of human life, including business activities. Lots of new terms that start with "e-" which describe various business activities by utilizing information technology (computer and telecommunications technology) to the fullest. The optimal use of technology in business activities in various lines, business processes and functional business organizations (companies) is what is called the "E-Business". Many definitions of e-business are put forward by experts, but based on several common perspectives, namely the perpetrators of e-business, tools or media or the resources used, objects or activities that are the targets, objectives, and benefits provided. We can make good definitions about e-business itself. E-business is the use of information and communication technology by organizations, individuals, or related parties to run and manage key business processes so as to provide benefits, can be in the form of security, flexibility, integration, optimization, efficiency, or increased productivity and profit. In other words, for modern organizations, especially business organizations in various industries, participating in e-business is no longer an option, but it is a requirement to compete competitively. So e-business is not only an interaction of external organizations with suppliers, customers, investors, creditors, the government, and the mass media, but also includes the use of information technology to redesign its internal processes. Even in certain industries, the mastery and utilization of information technology (IT) is used as an advantage in competing. For this reason it is not surprising that this can be a concern for business organizations to invest in information technology.

2.5. E-Business Models[1]

Parties involved in business activities that exist in business organizations in terms of e-business are the same as conventional business activities. This means that business activities do not only involve business organizations (companies) and customers, but involve other parties (stakeholders) companies such as other companies, governments and other institutions such as educational institutions as well. Based on the parties involved there are several categories of e-business models and terms in e-business, namely business to customer (B2C), business to business (B2B), business to government (B2G), business to education (B2E). E-business models have their own characteristics as described in table.1

Table 1E-Business Model

Type of E-Business	Category
B2C (Business to Consumer)	• Between organizations / companies and individuals • The value of money involved is relatively smaller • One-time transactions or non-frequent transactions occur • Relatively simpler
B2B (Business to Business)	• Between organizations / institutions • The value of money involved is greater • Strong and sustainable relationship • Providing credit by the seller to the customer • More complex
B2G (Business to Government)	
B2E (Business to Education)	

Although there are many similarities between B2C and B2B e-business, there are also a number of different things between them. B2C e-business often involves two parties who may not have been involved in a previous transaction. So the consequence is that the issue of trust is important in e-business B2C. Customers certainly want to make sure that the company's website that functions as an electronic "showroom" is a legal business. So there is no more doubt in conducting business transactions between the two. Unlike the B2B business, most B2B transactions occur between business organizations that have built relationships with one another. Therefore, transactions in B2B occur between parties who have known each other.

Factors for E-Business Success There are two important factors in determining the success of steps to enter e-business. The first factor is the level of suitability and support of e-business activities for the overall strategy of the company. The second factor is the ability to guarantee that the e-business process fulfills the three key characteristics needed in any business transaction, namely validity, integrity and privacy [1].

The first factor in the success of e-business is the suitability and support of e-business activities for the overall strategy of the company. The implementation of e-business in business organizations only means using network and communication information technology more efficiently and effectively in carrying out business processes. The strategic value to do this will depend on the extent to which the process can help business organizations implement and achieve the overall strategy. According to Romney, there are two basic strategies that can be followed by any type of organization, namely, first to be a low-cost producer. Both provide differentiated products. E-Business can be used to pursue these two basic strategies. However, it is important for the organization to understand the safe strategy it follows, so as not to accidentally design its e-business process in a way that is contrary to the strategy chosen. For example, the optimal website or site design for companies pursuing a product differentiation strategy is based on the quality of service performed to their customers, it seems to be different from the company's website design that sees itself as a low-cost commodity provider.

The second important factor for the success of e-business is to ensure that the e-business process has three fundamental characteristics that must exist in each business transaction, namely the first validity.

2.6. E-Business Infrastructure [1]

Infrastructure in e-business is the hardware, software, content and data architecture used to provide e-business services for employees, customers and partners. E-business infrastructure must be adequate, adequate e-business infrastructure is very important for all companies that adopt e-business because it will greatly affect the quality of direct service experienced or felt by system users in terms of speed and responsibility. A major decision by managing infrastructure elements that are within the company and managed externally as third parties managed by an application, data server, and network. It is also important to be flexible by considering new technologies to support the changes needed by businesses to compete effectively. The e-binis infrastructure consists of several layers. The layers in question are first layer I (E-Business services- application

layer) applications that provide access to services and information inside and outside the organization. Where both layer II (System software) system software (software) can be used for client servers and networks. The third layer III (Transport / network layer) is related to the company's decision to manage both internal and external networks that will be used. The fourth Layer IV (Storage / Physical Layer) is related to the company's data management policy both internally and externally. The fifth layer V (Content / data layer) deals with web content for intranets, extranets and internet sites, customer data, transaction data.

2.7. Types of Research

The type of research we use is applied research (Applied Research), because the results of the research can be directly used / applied to solve the problems faced.

1. In this study Prototype of Processing and Reporting Fund Application for Corporate Social Responsibility (CSR) will be made.
2. The results of the research are Prototype of Funds Processing and Reporting Application for Corporate Social Responsibility (CSR).

2.8. Method of collecting data

Data collection methods used in this study are:

1. Observation method. Observation or direct observation of the object of research. The observation technique is done by structured observation by preparing a list of data needs and data sources
2. Library study method. Data collection methods obtained by studying, researching, and reading books, information from the internet, journals, theses, theses related to e-business.

3. RESULT AND DISCUSSION

3.1. System Planning

System design determines how the system will meet these objectives, in this case: hardware, software, network infrastructure; user interfaces, forms and reports, as well as special programs, databases, and files that will be needed. System design is an advanced stage of system analysis where the system design is described as a system that will be built before coding in a programming language. In designing a system can not be separated from the results of the analysis.

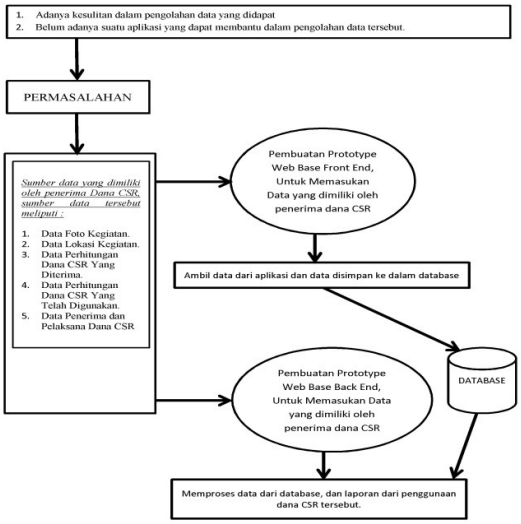

Figure 1 Research Concept

3.2. Deployment Diagram

Deployment diagram[10] is a diagram that can provide an explanation of how various physical elements compile and run a system within a network that is formed. The network architecture that is formed is a collection of nodes in the form of hardware and software that configure runtime software components with processors and other equipment. Deployment describes the details of how a component is deployed in a system infrastructure, where the component will be located (on a machine, server or pc), how the network capabilities at that location, server specifications, and other things that are physical. A node is a server, workstation, or other hardware that is used to deploy components in the actual environment. Relationships between nodes (eg TCP / IP) and requirements can also be defined in this diagram. In this information system there are components that support the course of the E-Business Application in the Application of Processing and Reporting of Funds for Corporate Social Responsibility (CSR) On Web-Based XXX Institutions are:

1. PHP, a web base application that is used to create Prototype of Funds Processing and Reporting Application for Corporate Social Responsibility (CSR) and is also used to store data
2. Xampp Web Server, used to connect the database with the application.
3. Server and Client Workstation as a PC device that is used to access the application.
4. The printer used to print the report

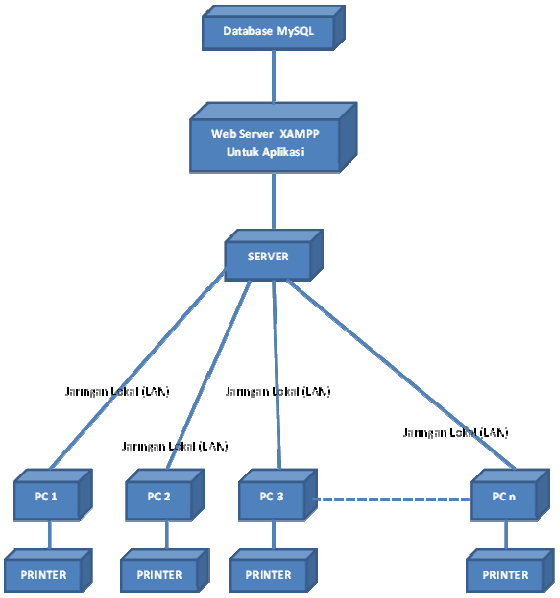

Figure2Deployment Diagram

3.3. Architectural Infrastructure Design

This stage will explain the form or design of the Prototype of Funds Processing and Reporting Application for Corporate Social Responsibility (CSR) so that it can present information related to processing the data. The design of the Prototype infrastructure of the Funds Processing and Reporting Application for Corporate Social Responsibility (CSR) is as follows:

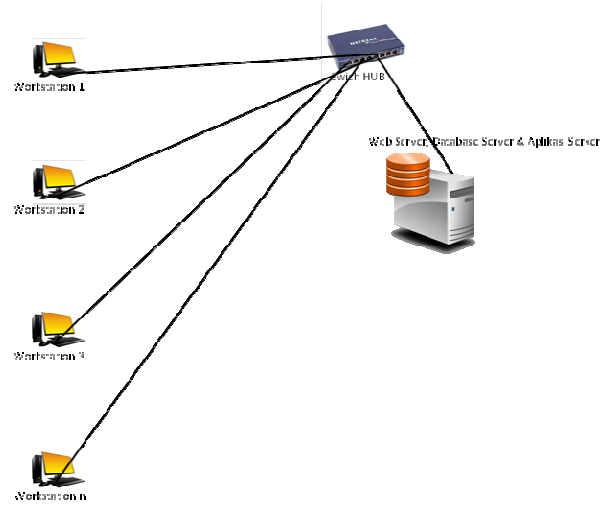

Figure 3 Infrastructure Design

3.4. Interface Construction

This section will explain the implementation or construction of the display of the Prototype Processing and Reporting Fund Application for Corporate Social Responsibility (CSR). To explain the results of the construction will be given from each display, both the display of input, output, navigation and the page in the application that was built.

In Figure 4, you can see the login function to enter the E-CSR application, and in Figure 5, you can see the main menu of the e-CSR application.

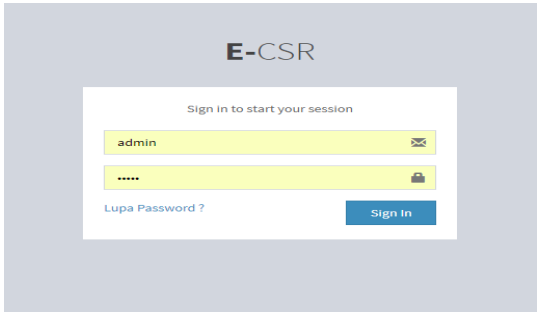

Figure 4 Initial Display Application Menu Login

Figure 5 Display of CSR Applications

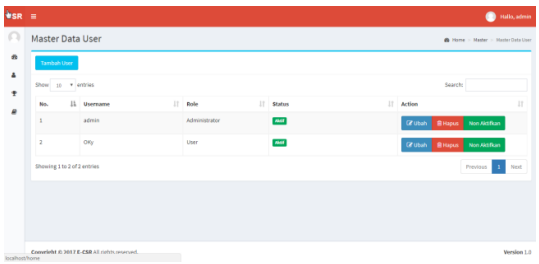

Figure 6 Display of User Data Master

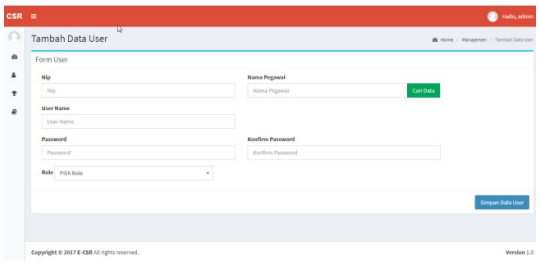

Figure 7 Display Add User Data

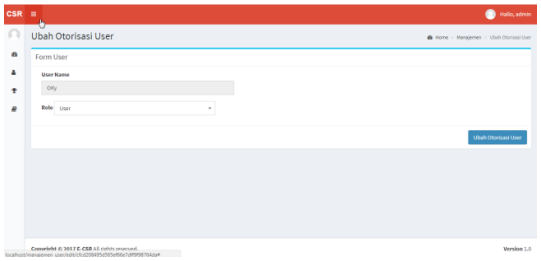

Figure 8 Change User Authorization Display

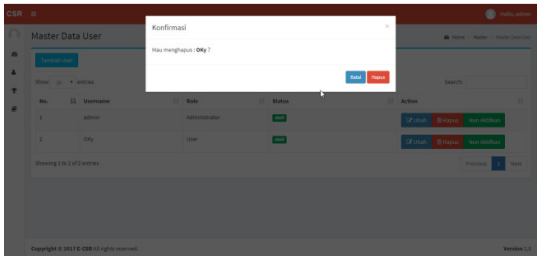

Figure 9 Display of User Deletion Process

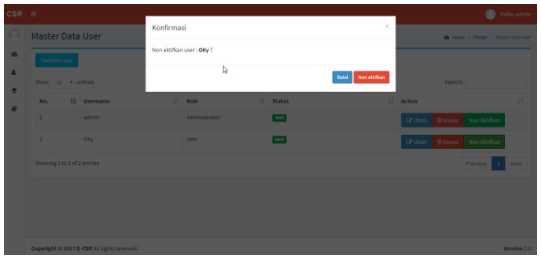

Figure 10 Display Process Disabling Users / Contrast

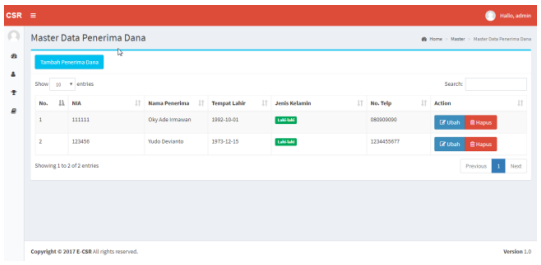

Figure 11 Display of Fund Receiver Master Data

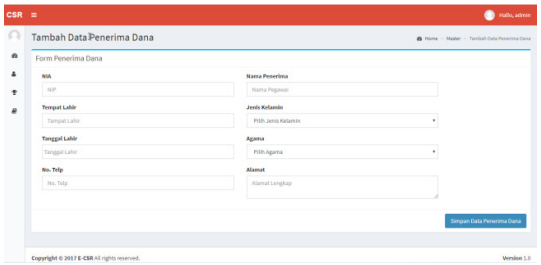

Figure 12 Display of Add Fund Recipient Data

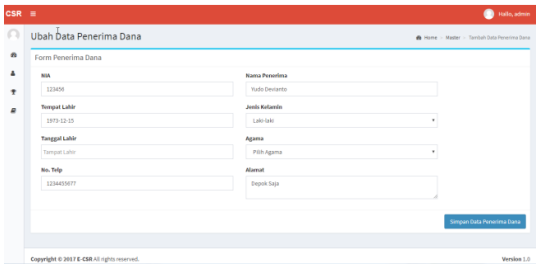

Figure 13 Change Display of Fund Recipient Data

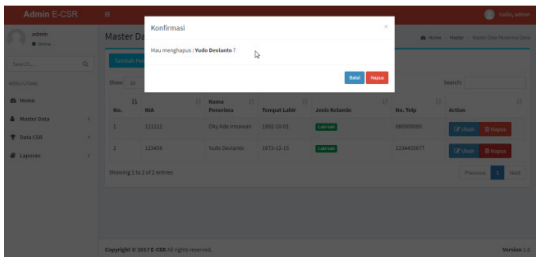

Figure 14 Display Process for Deleting Fund Recipient Data

4. CONCLUSION

Based on the discussion of research results that have been discussed in the previous chapter, then in the study of E-Business Application in Funds Processing and Reporting Application of Corporate Social Responsibility (CSR) on Web-Based Xxx Institutions, the following conclusions can be drawn:

1. Based on the research that has been done, it can be concluded that this research is going well, in applying the concept of E-Business on application prototypes that have been made web-based.
2. The results of this study are Prototype of Funds Processing and Reporting Application of Corporate Social Responsibility (CSR).

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