



MNC implementation in health security

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ABSTRACT

The high number of morbidity and mortality, from the community and health workers due to COVID-19 in Indonesia. Create anxiety and worry in society. So that Indonesia seeks to overcome the spread of COVID-19, through restrictions on every community activity. Health services through the use of information and communication technology in the form of telemedicine, is one solution to deal with COVID-19. A calamity of the COVID-19 outbreak that hit Indonesia has induced an imbalance within the fitness protection of its human beings. In minimizing this, what is within the U.S. Have to strive as a good deal as feasible to assist repair the state of affairs, including multinational groups of their implementation, implementing CSR to repair fitness security. According to Archie Carroll, there are 4 pillars of CSR, namely philanthropic obligation, ethical duty, prison obligation and monetary responsibility. Unilever is one of the MNCs that has product believe from the general public. Apart from products that help fitness, Unilever also often conducts community empowerment sports regarding maintaining health. Unilever does now not remain silent about COVID-19 that has hit Indonesia, Unilever implements CSR philanthropic obligation by donating products and budget to assist human beings restore desire for recuperation, empowering people to construct new mindsets and building infrastructure to help communities to comprehend fitness security sustainable. After approximately 2 years till COVID-19 become declared over, Unilever has succeeded in changing people's habits to come to be greater independent and feature exact behavior in preserving health.

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INTRODUCTION

Recently there has been a reasonably horrible outbreak with rapid and really easy transmission. An epidemic that is pretty surprising is claimed to be a reasonably lethal epidemic, namely the Corona Virus Disease (COVID-19). An epidemic that stunned the sector with its unexpected presence, even the unfold of this plague in a be counted of months ought to unfold to hundreds of nations across continents. As a end result, many have reduced in size the plague and as of the end of April 2020 round 3.5 million people from 210 nations have been hospitalized. Meanwhile, there were around 250,000 sufferers in hospitals in Asia, America, Europe, Australia, Africa and Antarctica. As of August 30 2020 there had been nearly 25 million cases of COVID-19 and greater than 850,000 deaths

in 213 countries and areas. The boom of victims continues to boom each day, counting from July-August 2020, an average boom of 250,000 instances and 6,000 deaths is recorded (Handiman et al., 2022). The COVID-19 pandemic has spread to worldwide, this disease is caused by the acute respiratory syndrome coronavirus weight 2 (SARS-CoV-2). Even viruses corona is getting scarier with emergence of new variants in various Country. Global death toll due to COVID-19 has reached four million people, because the gap is getting bigger in access to health services poor countries exposed to outbreaks of this type which is more contagious. Year 2021 recorded 188,563,150 cases of COVID-19 worldwide world, the number is 4,065,129 people died, 172,396,201 people declared cured. Number of victims actually could be much higher than which is reported due to the calculation that inconsistent worldwide. According to WHO has 115,000 health workers in the whole world died as a result COVID-19 2

The spread of the COVID-19 outbreak itself commenced in the Wuhan location, China, at the cease of December 2019. It isn't recognized exactly how this outbreak emerged with certainty, but it has a fast fee of spread. Because this epidemic spreads quite quickly, in a short time the COVID-19 outbreak became able to paralyze all provinces in China. In less than 2 months, COVID-19 has claimed three,000 deaths and 80,000 cases (Schellekens et al., 2021). Due to loss of preparation and vigilance over the presence of the COVID-19 outbreak, supporting the unfold of this outbreak to come to be more violent and uncontrollable so that numerous components of the place did not take lengthy and it has prompted chaos. In mid-2020 the COVID-19 outbreak in China has reduced, however no longer for countries that are not equipped to address it. Physically and psychologically, the COVID-19 outbreak has disturbed humans in Asia, America, Europe, Australia, Africa and Antarctica, as a result nations in those areas have had to put in force social distancing (maintaining a secure distance, operating at domestic, worshipping at domestic) for months. Months, this needed to be executed so that it will lessen the spread to people who had not been infected.

Cases of the COVID-19 outbreak started out to spread to Indonesia in early 2020 with the aid of foreign nationals. Unpredictable spread and unprepared government for a virulent disease is a chief trouble. Negligence in defensive the health of citizens is a massive mistake in underestimating a deadly disease, despite the fact that the epidemic has been pronounced typically by way of the media. So that in mid-March 2020 the information unfold that COVID-19 had arrived in Indonesia. Indonesia's lack of understanding and guidance from the start made the epidemic in Indonesia unstable. Unstable fitness conditions because of the COVID-19 outbreak have had severe impacts on various factors of the employer's health, welfare and enterprise. Where public fitness is slowly starting to say no, and immunity is starting to erode, there are numerous fatalities, local agencies are laying off a number of their employees to lessen spending on employee salaries in order that human beings's welfare is reduced due to the outbreak and overseas groups Multinational Corporations (MNC) enjoy aspect consequences too if the country which the organization lives in has troubles that by no means end.

It can't be separated from MNC's intention to assist increase monetary growth inside the usa, create jobs and achieve technological trends. The presence of foreign capital within the form of Multinational Corporations is expected to develop/deliver start to different organizations that encourage business development in the country (forward linkage and backward linkage), to be able to also growth humans's shopping electricity (trickle down impact), (Haryanto, 2003). In addition to having precise goals, MNC also has a CSR (Corporate Social Responsibility) bond that's a concept or motion taken with the aid of the organization as a feel of corporate obligation closer to social and the encircling surroundings in which the enterprise is located.

Because sudden matters appear that result in losses for various parties, whether it's the community itself, local agencies, the state, as well as MNC companies in Indonesia. For MNC corporations, they may experience monetary losses if they don't take motion and take part in coping with this outbreak, therefore MNC groups are involved in managing COVID-19 that is happening in Indonesia. By searching at the main intention of the MNC itself that is supporting the economic

system in a country and being an example, if you do not act then the image of the agency can be decreased, besides that the business enterprise will suffer losses if the COVID-19 outbreak continues of their Host State.

According to previous studies based totally on a journal entitled "The Impact of the COVID-19 Pandemic on Disclosure of Responsibility Social Affairs in the Pharmaceutical Sector" written by using Helisa Noviyarty and Yuniarsih Edryani in 2021 said the function of MNCs in handling instances in 1978, the World Health Organization (WHO) conducted studies and there have been 340,000 people global experiencing blindness due to various sicknesses, with a number of relatively big round 1 million have a few visible impairment, and approximately 18 million be afflicted by different sicknesses. Merck discovers tablets and invests tens of tens of millions of greenbacks into producing capsules they locate with the goal of supplying alleviation. In 1987, Merck took the initiative to donate the drug he created totally free with the assist of a collaboration of worldwide companies which include the World Health Organization (WHO), the World Bank and different partners. Smith, 2003 on Novita noviyarty 2021 This assistance has an amazing effect, around 20 million humans in a year get the possibility for remedy below the program and decrease the threat of untimely blindness (Helisa Noviyarty, IMPACT OF THE COVID-19 PANDEMIC ON DISCLOSING SOCIAL RESPONSIBILITY IN THE PHARMACEUTICAL SECTOR, 2021). The CSR sports executed with the aid of the Merck business enterprise apply a philanthropic responsibility approach due to the fact the CSR activities accomplished may be felt at once by way of the community. The Covid-19 Pandemic have affected all businesses and public sectors (Kurniawan et al., 2022). Based on a magazine entitled "Health-Related Corporate Social Responsibility In Africa: A Multicountry Study" written by means of U.S. The Agency for International Development's (USAID) stated that the Ebola virus outbreak that took place in West Africa in early 2014 created a crisis surroundings within the affected areas. Because of these issues Recognition of the level of vulnerability in Guinea, Liberia, and Sierra Leone precipitated extra than 120 international and local agencies to respond to the outbreak with an excellent quantity of products and donations. IKEA and Exxon are implementing a CSR approach of ethical responsibility, making contributions in part because of their empathetic human nature and partially driven with the aid of a desire to be recognized as socially responsible manufacturers that care approximately fitness. For organizations in affected countries that put into effect philanthropic duty strategies, inclusive of Alcoa and Dangote, they interfere heavily to help their host kingdom communities, that is finished due to the fact they protect their investments and human assets, and maintain their relationships with nearby governments and country wide. Firestone, a rubber company running in Liberia, exemplified its fine reaction to the outbreak thru the established order of a rapid Ebola case control and surveillance system and a committed isolation unit in the company's health facility.

Based on a magazine entitled "Corporate Social Responsibility: Business Response to Coronavirus (COVID-19) Pademic" written via Appel Mahmud, Donghong Ding, and Md. Morshadul Hasan said that MNCs have played a function in responding to various disasters in diverse parts of the sector, one of that is the wooded area hearth in California which has end up the focus of MNC agencies in imposing CSR. The implementation of CSR techniques from numerous businesses enforcing philanthropic responsibility strategies with the help of witnesses from the government, the overall public and corporations are all mobilized to relieve the trouble. Ford Motor supplied loose vehicles to hearth and rescue groups during the California wildfires, even as many pharmaceutical businesses additionally donated drugs and clinical supplies. UPS organizes its shipping vehicles for comfort and different response activities. At the identical time, FedEx worried inside the emergency offerings response furnished its vans to the Salvation Army for road checks and different disaster comfort materials. Apart from the California wildfires, Verizon additionally enabled communications offerings to emergency management groups all through the Georgia wildfires in 2007 and communications gear to assist flood victims in Oregon that equal year.

Meanwhile Hewlett Packard is giving \$500,000 to American Red Cross (ARC) for human beings stricken by the typhoon. The General Electric Foundation is donating more than \$2.1 million in emergency price range to humanitarian efforts inside the battle-torn Darfur location of Sudan. This became additionally obvious in the following days consisting of the terrorist assaults of 9-11, 2001, the Indian Ocean tsunami of 2004, and Hurricane Katrina in the United States in 2005, many companies contributed their time, recommendation, and sources to help the victims of the catastrophe.

RESEARCH METHOD

The studies method of this writing uses qualitative methods, with this the author uses a process of collecting secondary data and drawing conclusions correctly because facts can not be neglected. In scripting this scientific paintings. That is, this studies illustrates the role of MNCs as overseas funding groups in helping their discern u . S . Handle while the COVID-19 outbreak takes place. The range on this observe takes the time span of 2020-2022. Because at the start of 2020 it turned into formally announced that COVID-19 had entered Indonesian territory, and at that time there has been a large impact on Indonesia due to the lack of preparedness of the humans and the government to reply to this new outbreak. At the stop of 2022, COVID-19 has subsided because people's awareness of cleanliness from germs, viruses and micro organism has all started to be maintained, people's body immunity has also started to shape and of course because of help from the government, companies, MNCs who have participated in mitigating the COVID-19 outbreak in Indonesia.

Between 2020 and 2022, researchers accept as true with that Unilever's role is critical in lowering the unfold of the epidemic. A CSR motion carried out by means of Unilever and various corporation techniques changed into finished to provide path to the network to constantly maintain their health, and a way to see the Corporate Social Responsibility (CSR) of the organisation being implemented. Based on the explanation on the form of research points, researchers used qualitative information collection techniques. Data collection techniques taken via the authors use resources consisting of journal articles, websites and on line books (e-books). This data series in the author focuses greater on solving troubles that existed at the time the research was conducted (in progress), or in the form of accrual and significant issues/events (Dr. Ratna (Hidayat et al., 2021). This studies is intended to explain the scenario exactly and correctly, and now not to look for a relationship between the unbiased variable and the structured variable or to examine two or greater variables to find a reason and impact of the trouble. Data evaluation is usually divided into two, particularly qualitative and quantitative. So to technique the records so one can then be processed in order to get outcomes or conclusions it'll depend on these two processes. For quantitative facts evaluation will use frequencies, probabilities, averages, or the usage of other numerical and statistical components. Then for qualitative facts analysis, it may utilize the outcomes of observations, interviews, or evaluation of content material and discourse titles on restricted information to be measured thru quantitative methods (Nassaji, 2015). The analytical approach used by the writer right here focuses greater on amassing secondary statistics, by going via journal articles, web sites, books and e-books that the writer has located in various depended on resources.

RESULTS AND DISCUSSIONS

Implementation of Unilever's Philanthropic Responsibility in the Form of Donations to the Community

Donation it self has a fashionable that means, specifically a place to elevate price range or cash voluntarily with none restrictions and does no longer count on rewards or blessings. According to (Ekasari et al., 2020) in (Aisyah, 2015)states that, "Donation is a voluntary present with no income in return. In giving donations it may be inside the form of meals, goods, clothing, toys or automobiles however this isn't continually the case, donations depend upon emergency screw ups or different

particular situations which can be being confronted (Fitriani et al., 2019). It may be concluded that giving donations is not constantly approximately money, however goods, meals or other simple wishes with a honest motive. Like the CSR sports finished via Unilever in helping human beings cope with COVID-19 in Indonesia. The approach of giving donations to the network is provided via the collaboration of Unilever to make it easier for the enterprise to make direct contact with the network. Donations are given consistent with the desires of the people in need, the intention is to collaborate with events which are toward the community so that the focus on giving donations is proper heading in the right direction.

Philanthropic obligation sports have been achieved via Unilever groups for a long term, that's the current awareness of Unilever's philanthropic implementation in dealing with the Covid-19 outbreak by making various donations to help the network. Unilever's contemporary philanthropic obligation is in the form of giving donations to the community. This support became done by means of donating goods from business enterprise merchandise worth 50 billion (on the start of the pandemic) to the network thru numerous partnership packages, consisting of with health establishments, governments and groups (Unilever, Sustainability Report, 2020). This help was supplied to facilitate the network, along with packages of cleansing merchandise for 100,000 mosques in Indonesia thru the "easy mosque motion" which has collaborated with the Pertamina Indonesian Mosque Council (DMIP) and exquisite logistics for delivery to distribute assistance and Unilever additionally provided hand washing products to referral sanatorium, that is carried out to hold the community easy and avoid viruses because mosques are busy locations each day (Garrison et al., 2021). Another implementation has been achieved by means of Unilever which has collaborated with the Ministry of Health of the Republic of Indonesia and the Indonesian Association of Environmental Health Experts by means of sporting out a "smooth school motion" and a "smooth surroundings movement" with a focus at the desires being faculties and public areas and Unilever persevering with to train the public by means of presenting public carrier announcements about the importance of maintaining non-public and home hygiene (Unilever, Sustainability Report, 2020). Apart from focusing at the network outdoor the enterprise, Unilever also pays attention to the fitness of the network in the employer. Unilever globally has executed a strict virus prevention plan by offering PPE clothes to employees working inside the field and some others perform do business from home sports. In the identical yr (Unilever, Sustainability Report, 2020) said that guide had endured in levels from the begin of the pandemic to August 2020 and support had reached 200 billion. According to Hemant Bakshi, President Director of PT. Unilever Indonesia has a sturdy dedication to work together with the slogan #MariBerbagiPeran. This support is divided into three elements, particularly protecting the health of personnel, continually being conscious of consumers and making a real contribution to supporting the health and welfare of society. This 12 months Unilever has supported efforts to maintain public fitness inside the form of donations through 102 referral hospitals in Indonesia, 20 government establishments, 29 NGO partners, 39 Unilever partners (Unilever, Sustainability Report, 2020). Providing donations for scientific personnel, Unilever donated 55,200 food programs in degrees which have been dispensed to medical experts through a program known as "Meals For Meals" to hospitals in Jakarta, Tangerang and Bekasi. As properly as donating 60,000 N95 type mask to 8 referral hospitals underneath the aid of the Association of Indonesian Hospitals (PERSI) and thru the Bekasi and Tangerang District Health Offices to be disbursed to clinical personnel and fitness centers.

Health aid for the community also can be felt via Unilever's donation within the form of 40,320 PCR take a look at kits disbursed through the National Disaster Management Agency (BMPB) to scientific personnel on obligation in several hospitals, laboratories and numerous health centers in the course of Indonesia. Provided 2 ICU ventilators to Siloam Mampang Hospital & Mitra Keluarga Jatiasih. The organisation donated hand sanitizers, cleaning soap, food and beverage products, domestic hygiene care products, and food programs for scientific employees well worth IDR 10 billion to the Provincial Government of DKI Jakarta via the help of the Indonesian Chamber

of Commerce and Industry (KADIN). In collaboration with the Indonesian Red Cross (PMI) by way of distributing 1,three hundred,000 Unilever products along with wipol, lifebuoy, sariwangi and buavita to 249,952 heads of households (KK) in three provinces and thirteen districts or cities in Indonesia. Donated 10,000 devices of Lifebuoy hand sanitizers, three,000 gadgets of KN95 mask, 2,880 units of PCR check kits, and 250 devices of transportable sinks in addition to PHBS educational materials to the Surabaya City Government and donated 15,000 vaseline petroleum jelly for medical experts.

In addition to guide for the overall public and medical parties, Unilever also gives help for MSMEs. The quite huge effect of the pandemic has made MSME players feel a extensive impact. Because income for the duration of the pandemic is different from profits on the day earlier than the pandemic, capital costs aren't proportional to profits throughout the pandemic, such a lot of MSMEs near their organizations due to the fact profits is just too small and does now not cowl capital. This trouble is absolutely no longer a small problem that ought to be faced by way of the authorities, Unilever with its initiative works together to resolve the hassle of offering donations inside the form of 40 billion to MSME actors obtained from Unilever Indonesia's earnings to help small and medium communities in going for walks their commercial enterprise again, on this way the Indonesian economic system now not drastically down (Unilever, Sustainability Report, 2020).

With this volatile situation, human beings need hygienic merchandise to limit germs and micro organism in the locations they live in. So, with humans's desires requiring hygienic products, Unilever guarantees extra product availability than before. Some merchandise are also produced in large quantities and will then be donated to those in need. One of the products that became produced more become through growing the manufacturing of Lifebuoy hand sanitizer. In a quick time, the enterprise also made several new merchandise such as hygienic spray Sahaja Spray, Wipol Disinfectant Spray, Wipol Surface Disinfecting Wipes to Anti-Bacterial Vaseline Hand Cream. To guide more huge anti-virus prevention, Unilever additionally maximizes accessibility thru Unilever's Home Delivery in order that human beings can store at home (Nikolic et al., 2023). The provision of help from Unilever maintains due to the fact COVID-19 has no longer completely subsided, in 2021 to be specific in May Unilever donated 1,400 devices of vaccine bloodless shelves to help the success of the COVID-19 vaccine application in Indonesia. The first stage of donations have been 614 cupboard devices that have been dispensed to 34 provinces in Indonesia, and observed by using sending the rest within the next few months. This support is the second one degree of a observe-up initiative from #MariBerbagiPeran which has been going for walks when you consider that remaining year, however Unielver still includes the employer's spirit from the start of the pandemic to the following year (Restu, 2021b). Ira Noviarti at Unilever.Co.id said that on the way to get out of the pandemic crisis, there should be mutual cooperation from all parties, in order that the donation of one,400 cold cabinets is expected to help run the vaccination program in Indonesia. "The provision of 1,400 refrigerators is guide from Unilever which helps the government in making vaccinations a success for Indonesia. There are three pillars of Unilever's aid through #UnileverUntukIndonesia, namely logistics, public training and employee protection," endured Ira.

It is vital to assume the availability of a refrigerated cupboard in mid-2021, because this 12 months a big number of vaccines were obtained, requiring greater vaccine garage areas. Apart from going through the Indonesian Ministry of Health, one hundred cold cabinet gadgets will be donated through the West Java Provincial authorities if you want to be monitored by way of the authorities till they attain the government. And in 2021, Unilever will run a vaccination program for scavengers in Bantar Gebang, Pulo Gadung and Duren Sawit.

In 2022, in March to be specific, the metropolis of Surabaya took the initiative to maximize tracing of COVID-19 in order that the state of affairs might return to be more strong than in previous years. In maximizing stabilizing this situation, PEMKOT Surabaya obtained aid from PT. Unilever Indonesia by donating 10,000 devices of Viral Transport Medium (VTM), a place used to keep virus samples before further evaluation. These 10,000 gadgets could be allotted to 63 puskesmas in

Surabaya with the goal of creating it less difficult for the public to perform assessments concerning COVID-19 in diverse surrounding regions (Setiawan, Sudirman, 2022). In dealing with the Covid-19 pandemic, Unilever Indonesia has prioritized fitness and safety because the organization's principal targets. Unilever is also running with BenihBaik to provide hygiene kits and UL products to 631 small shops through Muslimat NU and Gusdurian, the packages contain rice, cooking oil, sugar, Wipol, Lifebuoy cleaning soap and mask. With this assistance, it is hoped that the community can be greater hygienic in shopping for and selling sports. The initial level is very appropriate for Unilever in donating their products. Apart from wearing out CSR for the network, it can also be used as a promotional medium. This is the right step for Unilever to intrude in handling fitness cases due to the fact most of Unilever's products are categorized "Anti-Bacterial" so that it can be stated that the goods are aimed at the fitness sector which could play a function in stabilizing fitness security in Indonesia. By giving donations made by using Unilever, it will awaken the people's preference to live on the plague that has suppressed society in the course of the pandemic. This donation is Unilever's first step in assisting the establishment of stable health protection for the humans of Indonesia. Once the network has the will to upward thrust, that may be a gap to restore the stability of health in the community and hold their responsibilities by empowering the network with the aim of forming a new mind-set from a community perspective in order that the network may be more independent.

Community Empowerment Philanthropic Responsibility

Unilever's CSR activities will maintain to the following level. Because the impact of the epidemic is so extensive in various components that extra action is needed to prevent its endured spread, one among which is community empowerment. Community empowerment activities completed via Unilever to construct network potential and independence in coping with the COVID-19 outbreak. (Aziz, 2023) in (Cahyati et al., 2022) states that community empowerment has a definition within the form of granting delegation of authority or granting autonomy to the decrease ranks, this means that empowerment within the goal of awakening all the skills that exist in the network to obtain desires. Empowerment is held in order that the areas are greater successful and more independent, which means that they are capable of provide opportunities for the community to reveal traits as a community and build the welfare of the network itself.

Chamber, 1995 on Munawar Noor, 2011 stated that network empowerment is a concept of network improvement that consists of values to construct a perspective in a development that is humans targeted, participatory, empowerment and sustainable. The nature of the suitable development cited in (Noor, 2011) is that the utility have to attention on people (humans focused development) with an orientation in the direction of community empowerment (public empowerment) for you to end up actors improvement that can foster community participation in development. In the development of human beings focused the point of interest of interest is on forming the mindset of the network to be greater evolved (boom), to be extra prosperous (Well-being), to have equitable consequences due to the changes that have been felt by way of the community (fairness), and to be sustainable so that This dependancy maintains to head down and down. The way humans get their improvement sources according to (Biswan & Grafitanti, 2021) in (Lawati et al., 2018) is with the aid of offering facts and innovative initiatives with the main intention of top-rated actualization of human capacity, and the primary difficulty in human beings focused is social provider, social mastering (social studying).), community empowerment (empowerment), ability (capacity) and establishments (institutional building) all must run well if you want to become a fine society.

In growing a exceptional community, Participatory government need to take part in offering help to the community in order that the community improvement manner can occur perfectly. With a focus on community development (human beings focused), supported by means of authorities intervention (participatory) it's going to make the proper mixture in empowering to create first-rate

network empowerment (empowerment) and equitable (sustainable) improvement. With right network empowerment, a positive exchange will be found out that can be felt with the aid of the network itself.

In its application, network empowerment is not simply to realise the primary needs of the community, but is an attempt to find loopholes for the survival of the community (Noor, 2011). Meanwhile, network empowerment in the health area is a part of country wide improvement which has the aim of increasing public focus of threats to human fitness with the intention to come at any time, growing the will of the community to be vigilant and increasing the ability of the network with the intention to live healthily with a purpose to comprehend a high satisfactory of community health (Gunawan et al., 2019). In a complex definition of network empowerment is an action taken to provide information constantly and constantly following the target (network) and the system of supporting the target (community). The purpose is for the network to alternate, from people who initially did not recognize to emerge as extra aware about or aware about the situations experienced (factors of expanded information), from folks who initially did no longer want to grow to be willing (to exchange people's attitudes), from inclined and ultimately to being able to perform the introduced conduct (movement issue) (Restu, 2021a)

In the technique of network empowerment, there are various standards that need to be fulfilled according to Soeharto (2006: 61) in (Hermawan, 2018) mentioning the 5 concepts are:

1. Easily regular and advanced by means of the goal institution network (Acceptable).
2. Managed by using the network in an open and accountable manner.
3. Educating the community to be higher (Profitable).
4. Can be preserved by using the community (Sustainable)
5. Management and upkeep of results can maintain to paintings for the network.

Unilever is empowering the community with changes to the company's method because of the pandemic, which requires the organisation to re-modify ali with the circumstances that happened. Thus, the manner for providing potential building education to the network has also changed. For instance, network empowerment this is performed face-to-face must be able to adapt new behavior to new interactions. Providing training to wholesome faculty and Islamic boarding schools applications, for instance, which has by no means been accomplished on line but continues to be being carried out on line to build capability. Even although it's far finished in a roundabout way, training and mentoring can be carried out with out lowering the essence of the pastime. One of the methods that can be used to empower the community is through education to enhance competence, each from the knowledge and abilities of the community. The fantastic element is that Unilever can preserve to train faculty instructors and students greater efficiently on the equal scale as face-to-face, or maybe wider because it is able to be finished at any time (Fu'adi et al., 2009). Besides that, Unilever is likewise trying to be more relevant to exclusive conditions through developing new packages and innovations for the network, Unilever is collaborating with different partnerships with the equal dreams and imaginative and prescient, so that Unilever is participating with GOJEK for the first time. One of them is through the faculty pal program, Unilever can educate the significance of keeping a healthy and clean environment to high school college students (Rohman, 2022). Unilever additionally keeps to provide training to girls in Indonesia to always observe smooth and wholesome living habits, particularly at some point of a deadly disease. In 2021, Unilever released the Healthy Mothers and Prosperous Families (BU KARSA) program in collaboration with Civil National Capital (PNM) in eleven cities/districts in five Indonesian provinces. In order to provide ok nutrition, Unilever continues to strive to offer higher product choices, as an awful lot as 87% of the meals and beverage portfolio meets the Company's health standards primarily based on World Health Organization (WHO) standards (Dayon, 2022). By offering community schooling, Unilever has carried out the principle of empowerment inside the shape of teaching the network to be better (worthwhile).

The healthy faculty and pesantren application has succeeded in instructing greater than 1.8 million Indonesian kids in extra than 7,000 schools and Islamic boarding schools. So that this application has succeeded in achieving more than 10 million youngsters in forty one,847 faculties and Islamic boarding faculties in numerous parts of Indonesia. With this declaration, Unilever has succeeded in sporting out network empowerment that is without problems generic by using the community (Acceptable). Various training applications for instructors and students remain supplied to help Clean and Healthy Behavior (PHBS) conduct for kids from an early age in educational settings whose urgency is starting to be felt in the midst of the COVID-19 pandemic. Through this software, Unilever controlled to exchange 43% of kid's behavior to get used to preserving cleanliness. In this application, Unilever focuses on leaders and instructors through the Training of Trainers to foster and expand School Health Businesses (UKS) and Healthy Islamic Boarding Schools towards better hygiene, better vitamins and a higher surroundings. Unilever's achievement can be seen via growing public awareness in maintaining cleanliness and increasing its program (Accountable). Unilever also provides training to folks that are tasked with maintaining cleanliness, including locations of worship, mosques. Providing training is carried out through the "Clean Mosque Movement 2020" program regarding smooth and wholesome living behaviors, in addition to presenting directions for cleaning with the proper products and proven to be green in preventing viruses, germs and bacteria (Aisyah, 2021). By offering a stock of cleansing merchandise in addition to presenting education to cleaning group of workers, Unilever has the goal of realizing the community's addiction of preserving the schooling that has been given (sustainable).

Because the risky monetary conditions also affect the lower center magnificence, Unilever took the initiative to provide price discounts inside the shape of digital cut price coupons via the Sahabat Warung software, which contain daily requirements to groceries. To assist alleviate the desires of the middle and lower magnificence, Unilever is participating to create digital coupons so that humans can get discounted expenses. Apart from discounted fees, Unilever additionally provides loose transport offerings via the Sahabat Warung software. Of path, with innovations like this, Unilever hopes as a way to assist the MSME community and meet family desires within the midst of monetary crisis issues as well as education 2,a hundred farmers in Surabaya to stay efficient for the duration of the pressure of the COVID-19 outbreak (Hadi et al., 2022) In enforcing community empowerment(Hadi et al., 2022)in (Lawati et al., 2018)states there are three important concepts for carrying out empowerment, namely enabling, empowering and protecting.

1. Enabling, specifically network empowerment by means of growing an environment that allows network capability to increase, Unilever takes movement within the shape of schooling for the network and supplying schooling about the risks of the epidemic being confronted. This is completed to enhance the first-rate of society and awareness approximately the importance of maintaining cleanliness. Efforts to build the community are finished through encouraging, motivating and elevating consciousness of the ability that the community has. Such as presenting education for instructors to present directions to their students to guide Clean and Healthy Behavior (PHBS) conduct in youngsters from an early age in an educational environment whose urgency is starting to be felt amid the COVID-19 pandemic, education for 2,100 farmers in Surabaya to remain efficient in throughout the strain of the COVID-19 outbreak and teaching the public to maintain private hygiene so they stay wholesome to avoid viruses and bacteria.

2. Empowering, namely strengthening the potential of the community with concrete steps. The capacity for public awareness to be formed is supported by the conditions they're experiencing now, along with the condition of the COVID-19 outbreak.

3. Protecting, namely presenting protection to the network. Unilever has made each attempt to shield the public from the circulating epidemic, through donating diverse products, donating money, and constructing infrastructure, all of which can be achieved to guard the network from the spread of viruses, germs and bacteria.

Infrastructure Development Philanthropic Responsibility

Infrastructure development is carried out by Unilever to help the community's recovery from the strain of the epidemic which has pressed the network so hard. Infrastructure improvement is done as an attempt to boom the capability of public focus with the intention to affect the discount of outbreaks inside the destiny. Development has the basic phrase "Build" which means that to upward push, rise right here is aimed toward people who are suffering with the COVID-19 outbreak. An infrastructure development given to the community is a philanthropic act that may be at once felt by means of the community, because this obligation pursuits to rouse the network from the strain of the COVID-19 outbreak. Development has the meaning of the word "Build" which means that to upward thrust, just like the actions taken by means of Unilever in the case of managing the COVID-19 outbreak in Indonesia (Alikari et al., 2022) in (Indriani et al., 2023) defines improvement as a series of efforts in realizing growth and alternate in a deliberate and conscious way taken by means of a country closer to a better path. The dating among empowerment and infrastructure improvement is closely associated, with suitable community empowerment it will increase community potential. With an awesome network attitude, combined with the supply of centers, it is going to be the proper mixture in forming a exchange. This is similar to what Unilever has carried out in constructing infrastructure within the form of transportable sinks and everlasting sinks in various crowded places inside the Surabaya and Jakarta regions. Unilever is trying to trade humans's behavior slowly through offering public centers that aim to easy themselves from germs, viruses and micro organism. Provision of sinks in the Surabaya place as activities that can be loved by using the people of the Surabaya area via acquiring 250 portable sinks to be used by using the network thru the Clean and Healthy Behavior (PHBS) program in Surabaya, in addition to providing seven-hundred transportable sink gadgets to marketplace and residential groups. In addition to the PHBS software, Unilever Indonesia additionally donated 172 permanent sinks to Islamic boarding colleges and 162 everlasting sinks to schools which have participated within the Healthy Schools and Islamic Boarding Schools Program that is intended to guide college kids within the addiction of washing palms and brushing their enamel, as well as dispensing hygiene and health products. To faculties and Islamic boarding faculties in Indonesia to limit the spread of the virus. Apart from the Healthy and Clean Living Behavior (PHBS) software, 746 sink units were furnished for 192,000 people in Jakarta and 142,500 human beings in Surabaya and 40 hand washing stations for Bekasi district.

In understanding a health safety, Unilever as an MNC that runs with its CSR has the function of making donations inside the shape of merchandise and budget to assist the middle and lower lessons, imparting community empowerment with the aim of building community capacity and sporting out infrastructure development to assist the community recover. The community really has to be aware about the epidemic, and advocated through Unilever who constantly reminds, educates and offers assistance to the community to generate the need of the community in it

Actions taken by using Unilever with its obligation in managing the COVID-19 outbreak in Indonesia had been carried out sequentially to comprehend fitness protection. Philanthropic obligation activities were done through Unilever groups for a long term, that's the modern attention on Unilever's philanthropic implementation in dealing with the COVID-19 outbreak by way of making numerous donations to guide the rise of society and the host nation. Unilever's modern philanthropic duty is within the shape of giving donations to the community. This guide is carried out by donating goods from the organization's products to the network thru various partnership programs, including with fitness establishments, governments, and agencies (Indrasari, 2019). The act of philanthropic responsibility carried out via Unilever Indonesia by using donating to the community will increase the desire of the network to upward thrust from the cornered conditions resulting from COVID-19. The initial degree is very appropriate for Unilever in donating their merchandise to the community if you want to rebuild people's hopes for a healthful existence and keep away from germs, v viruses and bacteria. Various products had been donated to aid the network's rise within the face of COVID-19. After the network's hopes for recovery have arisen,

Unilever's next degree is to carry out community empowerment. Rebuilding the people's attitude to be extra disciplined in coping with matters, in carrying out network empowerment (Restu, 2021b) in (Puspitasari et al., 2021) states community empowerment is a community development idea that consists of values to build a brand new angle in a improvement that is people targeted, participatory, empowerment and sustainable.

The nature of the perfect improvement in question is that the implementation need to attention on people (people focused improvement) with an orientation toward community empowerment (public empowerment) so as to end up development actors who can foster network participation in development. In the improvement of humans centered the focus of attention is on the formation of the mind-set of the community to be more developed (growth), to be extra rich (Well-being), to have equitable outcomes due to the adjustments that have been felt through the network (fairness), and to be sustainable (sustainable). These stages are precisely the same as what Unilever has finished for Indonesia in handling the COVID-19 outbreak. Starting from the formation of the network's enthusiasm for a wholesome life through donating fitness products and anti-germ merchandise in order that a gap become shaped inside the mindset of the network to exchange to emerge as extra advanced (increase). After the network's mindset has been formed, Unilever's next moves will provide a help device, in the form of infrastructure development to offer greater opportunities for the network to continue to exist the COVID-19 outbreak.

The very last degree taken via Unilever in knowing fitness security is infrastructure development. Infrastructure development has a completely close courting with network empowerment due to the fact desirable community empowerment will increase network capability. So, with a great network mind-set and combined with the supply of assisting facilities, it will likely be the proper blend in forming a alternate. With these numerous Unilever moves, it will guide fitness safety in society and sustainability (sustainable).

CONCLUSION

A disaster that can not be acknowledged with certainty whilst it will come could be a venture for the kingdom in maintaining the health safety of the humans in it. Preparedness in the face of catastrophe ought to constantly be implemented in order that negligence does not occur in preserving human fitness protection. In maintaining health security, the country does now not paintings alone but can be assisted by agencies and companies within it. In the case examine in Indonesia in dealing with COVID-19, the kingdom is assisted by way of foreign businesses or Multinational Corporations (MNCs) that are involved in coping with the outbreak in Indonesia. MNC's purpose is to assist raise financial boom within the u . S . A ., create jobs and obtain technological traits. The presence of foreign capital inside the shape of Multinational Corporations is anticipated to develop/ deliver birth to different organizations that inspire industrial improvement within the united states (forward linkage and backward linkage). Because this MNC is a company wherein the agency in reality has the principle of minimizing losses, MNC need to interfere to stabilize what is happening in their host kingdom. In this example, Unilever as MNC is moving to assist Indonesia in managing the COVID-19 outbreak with company obligation which is usually called Corporate Social Responsibility (CSR).

In managing health security issues in Indonesia, Unilever, which is well-known for its merchandise labeled "anti-bacterial", has a method this is done through company duty (CSR) which can also be used as a promotional medium in a roundabout way. In implementing its duties, Unilever is making an attempt to create stability in Indonesia with philanthropic duty, in which this obligation may be at once felt through the network in order that it could improve human beings's hopes from the COVID-19 outbreak. There are three philanthropic duty sports achieved by means of Unilever, amongst others, with the aid of making donations to rebuild community spirit, network empowerment to boom network potential and infrastructure improvement to comprehend CSR that is sustainable in order to restore balance to the health and safety of society in Indonesia. After approximately 2 years till COVID-19 became declared over, Unilever's implementation has had a

superb impact on the humans of Indonesia. Growing community self-sufficiency and developing new good habits in preserving fitness is the final aim of Unilever's CSR implementation in coping with the COVID-19 outbreak in Indonesia. The researcher hopes that the relationship between the MNC and the host united states of america will always have a very good reciprocal dating in carrying out its CSR, bearing in thoughts that the role of the MNC within the united states is not best to assist boom financial increase in the u . S ., create jobs and obtain technological improvement, but also performs an important position in helping host country while there is a trouble that may destabilize the u . S .. In this examine, the authors comprehend that this research is a long way from best and still has many shortcomings in terms of writing, studies, references, and so forth in discussing the implementation of CSR by way of multinational organizations on host states. The creator hopes that this studies can offer advantages and proposal for readers in analyzing other issues associated with international members of the family. In addition, the authors also wish that there might be more studies on the implementation of CSR via MNCs in host nations. Implementation has not run optimally. This is because team coordination has not gone well. Policy standards and goals have not been created and explained, yet existence of SOP, the mechanism of division of tasks has not been explained so that coordination related to the division of tasks has not run smoothly effective.

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