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Strengthening Environmental Education through Beach Cleanup Action Program to Support Sustainable Tourism

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ABSTRACT

Corporate Social Responsibility (CSR) is essential for sustainable tourism development in Bali beach because it bridges the gap between profitability and responsibility of any corporation. CSR in sustainable tourism integrates environmental protection and local economic development through initiatives like beach clean-ups, environmental education and sustainable resource management. This study aims to analyze a company's activities in supporting environmental cleanliness education in coastal areas on the island of Bali. The framework of thought is corporate social responsibility, environmental communications, green banking, sustainable tourism, legitimacy theory and stakeholder theory. Corporate social responsibility activities can enhance the company's image and attract travellers who care about sustainable tourism. Sustainable tourism is more than just environmental conservation of a natural area, but that is must address the quality of life. Sustainable tourism is about making all travellers more compatible with the needs and resources of a destination area. The research method used is descriptive qualitative research with data collection techniques through digital media like BNI website, filantra website, bisnis website, and USAID Sustainable Ecosystems Advanced Project Report. The sampling time frame is from January 2026 to March 2026. The results show that National Bank of Indonesia (BNI) namely the green banking has successfully executed an environmental care program in coastal areas in Bali as Beach Cleanup Action. BNI holds a clean-up action at Mertasari Beach, together with around 200 volunteers from local community. The implementation of this research aims to reduce environmental pollution around the beaches in Bali and improve the company's image in the eyes of its public.

Keywords: *corporate social responsibility, environmental communications, green banking, stakeholder theory, sustainable tourism.*

1. INTRODUCTION

Every company is required to implement social activities as part of its corporate responsibility to the community. Corporate Social Responsibility (CSR) is a program designed to reduce the risk of environmental and social damage from business activities. CSR activities can help build stronger bonds between employees and the company, and connect all company stakeholders with the surrounding community. The legal basis for implementing CSR in Indonesia stated in Law Number 40 of 2007 concerning Limited Liability Companies / Perseroan Terbatas. (UU 40/2007). In the banking sector, CSR plays an important role in developing the concept of green banking.

According to T.T. Siueia et al. [1], the banking industry in Africa is important to increase the development of the economy of a country. The bank managers must do in an eco-friendly method as a concern for environmental protection, rather than the maximizing shareholder value. The bank is a depository institution which its major activities are collecting capital from community and distributing the assets back to the community and giving services to other banks. Green banking refers to environmentally responsible banking practices designed to protect the environment, reduce carbon footprints, and promote sustainability.

M.A.I. Gazi et al. [2] explain their research have demonstrated the positive impact on green banking initiatives on sustainability and corporate social responsibility in private commercial banks on China. A recent study [3] also identify the banks' green banking practices focusing green financing for ecological projects

to achieve green corporate social responsibility and sustainability in Bangladesh.

As a pioneer green banking in Indonesia, National Bank of Indonesia (BNI) has implemented various social activities by integrating Environment, Social, and Governance (ESG) principles into its corporate strategy. The idea of green banking is connected to corporate social responsibility. BNI focuses on waste management to support Indonesia's net-zero emission goals. BNI also supports the waste management at tourist area on the coastal area in the island of Bali.

Some beaches in Bali are often littered with debris, particularly plastic and wood, brought in by the west monsoon between November and March. This seasonal debris comes from both Bali's mainland and the sea, prompting regular, large-scale cleanups by the government and communities. Based on the previous research, it is known that research on BNI's CSR activities in the beach waste clean up program in Bali has never been carried out. The research question is how does BNI create a CSR program to clean up beach trash in Bali? Which stakeholders are invited to participate in the beach clean up program ?

2. LITERATURE REVIEW

Corporate Social Responsibility

Corporate social responsibility has been implemented for a long time in Indonesia. Normatively, Corporate Social Responsibility has been regulated in the Limited Liability Company Law (UU PT) No. 40 of 2007, Article 74 requires companies that do business in the field of or related to natural resources to carry out social and environmental responsibilities. There is also Law No. 32 of 2009 concerning Environmental Protection and Management and Government Regulation No. 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies also serve as the legal basis for implementing Corporate Social Responsibility.

According to M. Hendrawan [4], CSR is not just a voluntary initiative, but has aspects of legal obligations for a company. Previous research from H. Jillani et al. [5] investigates the projects taken by the Pakistani banking sector to foster and analyse the green growth of the financial sectors. Sustainable development is budding concepts that integrates social, economy, and sustainability to promote advancement and cut in environmental damage. D. Setiawati, and N.R.Ananda [6] conclude that CSR in industrial companies in Indonesia has not been integrated as a sustainable business strategy based on a circular economy. CSR is still predominantly formalistic and oriented towards legalistic compliance. Nurmila, and E.Sisdianto [7] explain that Bank Syariah Indonesia (BSI) Bandar Lampung Branch has implemented corporate social responsibility activities in the form of partnership programs and environmental development.

Magdalena, et al. [8] explains the Corporate Social Responsibility (CSR) in PT. BNI about Kampoeng BNI applied "doing with the community" motto in order to support the community to be dynamic and energetic and not depends on the assistance from government institutions and groups.

Environmental Communications

In general, communication is an important factor in efforts to save the natural environment and all its contents. P.C. Pezzullo, and R.Cox [9] argue that environmental communication includes pragmatic and constitutive functions to provide an understanding of the natural environment to the public in order to create an understanding of environmental problems. In terms of pragmatic function, environmental communication provides education and helps solve natural environmental problems, while the constitutive function views environmental communication as a supporter in the representation of nature and environmental problems. By building perceptions about nature, environmental communication directs the audience to see nature as a threat or a wealth that can be utilized to meet important life needs that must be appreciated.

Legitimacy Theory

According to John Dowling & Jeffrey Pfeffer (1975) on H.Y. Puspitaningrum, and Indriani [10], legitimacy theory explains that operating organizations/companies strive to conform to social norms in their activities within the community in which they operate. The goal of legitimacy theory is to gain recognition (legitimacy) from the wider community so that the company can survive and operate smoothly. Companies often implement corporate social responsibility programs as a strategy to gain recognition or reduce the legitimacy gap. M. Rankin et al. [11] explain that legitimacy theory is used to understand the actions and activities of companies related to social and environmental issues. This theory is rooted in the understanding of the direct and indirect expectations from society regarding how companies should act on their business activities to ensure the sustainability of their business.

Stakeholder Theory

The stakeholder theory proposed by R.E. Freeman [12], explains that stakeholders are groups or individuals who can influence the success or loss of an organization / company. Companies are seen as ecosystems where customers, employees, communities, distributors and investors are interconnected with each other. There are two main categories of stakeholders, namely: (1). Primary stakeholders as a group that plays an important role in the company's operational activities, such as: Customers, Employees, Owners, Investors, Suppliers and Local Communities. (2). Secondary stakeholders as a group that is not directly involved in the company's

economic transactions but has an influence or is affected, such as: Mass media, Government, Pressure Groups and Competitors.

Green Banking

As a key sector supporting national economic development, banking now faces new demands that are not only oriented towards economic profit, but also need to pay attention to the surrounding social and environmental aspects. The concept of green banking emerged from this awareness, so that the banking sector in Indonesia needs to integrate sustainability principles into all its activities. Green Banking aims to support sustainable development by integrating environmental aspects into the operations and financial decisions of financial institutions. The UNEP Finance Initiative Green Banking [13] explains the concept of green banking as a banking concept that integrates environmental principles into all aspects of operations and decision-making. This includes everything from financing environmentally friendly projects to implementing sustainable internal practices such as reducing paper and energy use in bank offices. Green Banking not only aims to support environmental sustainability, but also to ensure that environmental risks are considered in the financial decision-making process.

According to the UNEP Finance Initiative [14], the relevance of green banking in a global context is increasing with growing awareness of climate change and its impact on economies and ecosystems. Banks worldwide are beginning to recognize that they have a crucial role to play in driving the transition to a greener and more sustainable economy. By financing green projects such as renewable energy, sustainable transportation, and energy efficiency, banks can help reduce greenhouse gas emissions and support the achievement of global environmental targets. According to the World Bank in 2018, the goal of green banking is to support sustainable development by channeling funds to various environmentally friendly sectors, promoting energy savings, and managing environmental risks responsibly.

M. Iqbal [15] explains that green banking is an approach that aims to realize environmentally friendly and sustainable banking by implementing strategies to reduce carbon emissions. Green banking also seeks to optimize resource use and provide support for environmentally friendly projects. Green banking is not only about investing in climate-resilient projects, but can also implement environmentally friendly lending policies. One example of the implementation of green banking in Indonesia is through PBI regulation No. 17/12/PBI/2015 which requires banks to facilitate credit access for micro, small and medium enterprises (MSMEs) with a minimum portion of 20% of their total credit portfolio since 2018. This regulation is expected to encourage the development of MSMEs and increase employment opportunities so that it can help overcome existing social disparities.

3. METHOD

The method of the research is a qualitative descriptive that explores the activities of BNI creating CSR program in Bali Island as online observation. According to J.W. Creswell [16], qualitative research seeks to explore and understand the meanings given by individuals, groups, or organizations to a social problem in society. The research process includes analyzing various questions and procedures that arise, followed by interpreting the meaning of the digital data and producing a flexible written report.

Qualitative research essentially uses data collection techniques from empirical objects through case studies. According to R.K.Yin [17], a case study is a research method that asks "how" and "why" questions. Data collection techniques were carried out through searching and analyzing various digital publications, such as text and video. C. Dawson [18] explains that online observation is a research method that involves selective and detailed viewing, monitoring, acquisition and recording of online phenomena.

4. FINDINGS AND DISCUSSION

Brief History of BNI

PT. Bank Negara Indonesia (Persero), Tbk or BNI is a public enterprise which is the first to became a public company after listing its shares on the Jakarta Stock Exchange and the Surabaya Stock Exchange in 1996. BNI vision to be a trustworthy and groundbreaking global financial institution that gives sustainable functioning. BNI missions are (1). Provide creative financial services and technology solutions for local and international customers. (2). Maximize value for investors and uphold integrity and effective corporate management. (3). Be a core alliance partner for Indonesia's economic growth. BNI as a pioneer in green banking encourages sustainable business. BNI continues to support the government's green economy by continuously encouraging sustainable business expansion. The company has outlined this commitment in BNI's 5 pillars of sustainability, namely BNI for Indonesia, BNI for customers, BNI for the environment, BNI for the community, and BNI for employees. According to A. Salsabila et al. [19] green banking means promoting environmentally friendly practices and reducing the carbon footprint of banking activities. Banks may not participate in financing projects that are expected to have a detrimental impact on the ecosystem.

According to E.Appah et al. [20] in Nigeria, green banking is also called social banking, ethical banking, responsible banking or sustainable banking. B. Burhanudin et al. [21] explains that green banking knows

the responsibility to adopt practices which can keep the environment green and clean.

As a tangible manifestation of its commitment to improving the quality of life of the community and the environment, BNI implements Corporate Social Responsibility (CSR) with the goal of creating sustainability by balancing economic, social, and environmental aspects while enhancing its corporate image. Overall, BNI's CSR represents a commitment to growing with the community, not solely focused on commercial profit but also providing significant social and environmental impact. The three pillars of CSR are environmental (conservation), social/community (health, education), and economic (empowering micro, small, and medium enterprises), which aim to create a sustainable positive impact in accordance with the three pillars of the SDGs 2030 implementation guidelines: Economic, Environmental, and Social.

BNI continues to support the government's green economy initiative by continuously encouraging a sustainable business expansion. BNI is considered a bank in Indonesia that pays serious attention to environmental management. Some of the activities carried out by BNI



Figure 1. Three Pilars As Guidance for SDGs 2030 Activities
Source : www.filantra.org

include maintaining environmental cleanliness in coastal areas on in Bali by providing education on waste processing and managing waste with a long-term orientation. Based on a report from M.Fanza [22], it is known that Mertasari Beach on Jl. Tirta Empul, Pakraman Intaran Village, Sanur Subdistrict, Denpasar District is one of the marine tourism destinations that attracts the attention of domestic and international tourists. The calm sea waves and long coastline make this beach area suitable as a place to play water sports, such as: stand up paddle, water bikes, canoes, or visitors take a boat to the middle of the sea and stop at places filled with sharks. However, the condition of the garbage at Mertasari Beach which is located in the bay makes this area often become an estuary for seaweed waste, plastic packaging, cigarette butts and stereo foam that cannot be recycled (residual waste). Although the Regional Government in Bali has issued a Circular Letter of the Governor of Bali number 9 of 2025 which regulates the condition of waste in Bali, however, in reality it does not have a significant impact, especially for waste management in coastal areas in Bali where trash bins / trash cans are not available in various marine tourism destinations so that tourists often complain about cleanliness there.



Figure 2. Piles of Plastic Waste On the Beach in Sanur
Source : www.filantra.org



Figure 3. Scattered Residual Waste Reduces The Appeal of Marine Tourism.
Source : www.filantra.org

According to S.P. Manurung et al. [23] explained that plastic waste is very dominant in polluting the coastal area of Putra Deli Beach and the types of polypropylene (PP) and low-density polyethylene (LDPE) plastic originating from beverage and food packaging as well as disposable tableware are most commonly scattered along the beach. PT Bank Negara Indonesia (Persero) Tbk or BNI emphasized that efforts to protect the environment are not enough to be done through a single symbolic action, but require education and continuous behavioral changes. This commitment is realized through educational activities on waste management and environmentally friendly behavior to the community in a series of BNI Go Green Dare to Clean Mertasari Beach programs in Bali. The activities that took place in the Mertasari Beach area, Denpasar are part of BNI's collaboration with the Malu Dong Community.

In accordance with its pragmatic function, environmental communication serves to provide

education about environmental conservation in coastal areas. Education includes the dangers of waste dumped into the sea which can cause damage to marine ecosystems. According to N.N. Mahardika [24]. There are seven impacts of plastic waste in the sea on habitats and humans, namely: (1). Threatening the lives of marine biota. (2). Damage to marine habitats. (3). Inhibiting the growth of coral reefs. (4). Contamination of the food chain. (5). Chemical pollution. (6). High cleaning costs. (7). Threatening tourism.

Community relations activities to support the beach clean-up program are in accordance with the opinion of N.Lenze [25] who explains that in Kuwait in the Middle East, The Kuwait Dive Team regularly helps ocean clean-up and protects the marine environment.



Figure 4. ***Working Together To Clean Up Mertasari Beach***
Source : Bisnis.com

In addition to the beach cleanup, the program also focused on educating people about waste sorting at the source and consistently implementing an environmentally friendly lifestyle at the household and community levels. The founder of the Malu Dong Community expressed his appreciation for BNI's active involvement in promoting long-term environmental initiatives.



Figure 5. Dare To Clean Mertasari Beach Action
Source : Bisnis.com

According to him, the waste problem cannot be solved with a single, temporary action but must be accompanied by the formation of new habits within the community. Waste management cannot be a one-time action, but rather a continuous process. Therefore, education is key to developing new habits in waste management, especially starting at home. The results of this study confirm the opinion of M. Tanuja and M. Kavya [26], CSR and Corporate Partnerships act an important role in promoting environmental education by sharing expertise and creating community behavior change.



Figure 6. BNI With The Malu Dong Community Held A Clean-Up Action on Mertasari Beach
Source : Bisnis.com



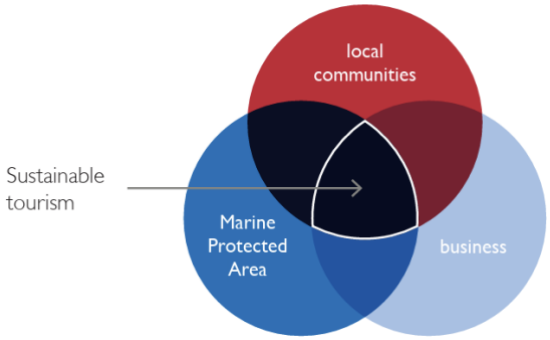
Figure 7. Good Collaboration With BNI and The Malu Dong Community
Source : Bisnis.com

The BNI Go Green program Dare to Clean Mertasari Beach in Denpasar City, Bali, on February 7, 2026 clarifies the research conclusions of N.P. Purba, et al. [27] which states that the problem of coastal debris has been a critical issue in countries in Southeast Asia, such as : Brunei Darussalam, Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor Leste and Vietnam so that strengthening partnerships among governments, communities, universities and the private sectors are crucial to manage and reduce coastal debris on the beaches. Y.C. Chang, and M. Saqib [28] report that plastic waste is an environmental pollution problem which negatively impacts ecosystems, public health, and domestic economies in China.

According to R.E. Freeman, and S. Dmytriyev [29], stakeholder theory and CSR as individual concept with some overlap. The main commonality between two concepts is that both CSR and stakeholder theory focus the importance of integrating social responsibility into business operations. Business are rooted in society. BNI's Corporate Social Responsibility contribution in maintaining environmental cleanliness in the Metrasari

Beach area in Bali according to the stakeholder perspective is in accordance with the opinion of X. Font and J. Lynes [30], who stated that in tourism and hospitality industries, internal stakeholder such as employees and management and external stakeholders such as communities are the main focus for the development of sustainable tourism.

Based on the opinion of D.L.Aragão et al. [31] there are three factors of sustainable tourism : environment, social & economy that already done by Corporate Social Responsibility of BNI. In economy factor, tourism activity tries to contribute positively to the natural environment, including contributing to clean-up action on the beach of Metrasari and surroundings. In social factor, tourism activity involves communities and BNI's employees who educate stakeholders about the dangers of residual waste in coastal areas and how to manage waste properly. In economy factor, tourism activity contributes to the financial security of the community, creates shared posperity for local community.



Picture 8. Component of Sustainable Tourism : Environment, Social, Economic
Source : USAID Sustainable Ecosystems Advanced Project

Based on the component of sustainable tourism in Bali so Mertasari beach is the sustainable tourism destination in Bali collaborates with local communities, business and marine protected area. The local community is *Malu Dong Community*. Based on the information from maludong.org/id/, The Malu Dong Community is a social and environmental movement focused on public attitude reform toward cleanliness, particularly waste management with the slogan "Shame on You to Throw Your Waste Anywhere". The community inspire people to develop a sense of shame when littering and to cultivate a habit of maintaining environmental cleanliness, starting with small things everyday. The community works together with government, companies, organizations and schools. Through edutainment, The Malu Dong Community educates people about waste management in Bali.

From the perspective of the Marine Protected Area, according to A.Kurniawan et al. [32] the Intaran traditional village in Sanur Kauh village, South Denpasar district, has managed Pantai Mertasari which has been a coastal tourist attraction since 2014 through a Village-Owned Enterprise, which covers the supervision, cleanliness, and utilization of coastal areas. The managed coastline is used for traditional and religious activities such as purification (melasti) and swimming rituals, along with environmental protection. Coastal management by the Traditional Village encourages community participation in oversight, labor, and socio-economic resilience. As part of a broader conservation area in South Denpasar, its role helps prevent abrasion and maintain coastal ecosystems. The Intaran Traditional Village plays a role in implementing customary rules in accordance with Bali Provincial Regulation (Perda) Number 4 of 2019 concerning Traditional Villages, which authorizes villages to manage customary assets, including the coastline.

For this case, Corporate Social Responsibility BNI is financial business which supports Mertasari beach as sustainable tourism in Sanur area. BNI implements CSR with the goal of building long-term viability by balancing economic, social, and environmental aspects while enhancing its corporate image. CSR BNI portrays a commitment for growing with the community, not only focused on commercial profit but also offering considerable social and environmental impact. This dedication is realized through learning activities on waste management and green behavior to the community in a series of BNI Go Green Dare to Clean Mertasari Beach programs in Bali.

Besides the CSR program to clean up beach trash in Bali, according to Y.Hendrayani et al. [33], CSR program led by the Central Bank or Bank Indonesia supported Nglanggeran Village in Yogyakarta as sustainable tourism destination overcome its economic and environmental challenges. This included the development of cocoa-based tourism product. This result of this study is in accordance with the opinion of M.T. Nguyen et al. [34], sustainable tourism development in the Mekong Delta Vietnam displays that positive tourist perceptions are a strategic connector for revolutionizing corporate responsibility behaviours into eco-friendly outcomes for destinations. Likewise with the results of M.D. Rahman et al. [35] to accomplish sustainable tourism, collaboration with interested parties has to be increased. Giving education and awareness program has to be realized to make the business aware of the profit of Corporate Social Responsibility procedures. Tax concessions and subsidies for corporations will inspire them to involve more in green banking.

According to E. Taliouris and N. Trihas [36], corporate social responsibility made in the European Union approach has great opportunities in promoting sustainable tourism in Greece. In Indonesia, N.N. Arief et al. [37] explain that corporate social responsibility programme at PT. Bio Farma Indonesia (BFI) has played an important role to gain economic, sosial and environmental success by accommodating sustainable tourism development in West Java Province, Global Geopark Ciletuh. This research also support the explanation from A.Athirah and M.Kholmi [38] that evaluates Corporate Social Responsibility (CSR) implementation strategies and meanings of Indonesian

travel industry reflects achieving the sustainable tourism destinations. C.S.Wu et al. [39] also support this research by explaining that CSR and sustainable tourism development team up to preserve and promote local cultures. Governments, businesses, communities, and visitors can work together to transform how tourism affects local cultures in the evolving tourism landscape.

N. Septiyaningsih and B. Suharto [40] also give confirmation that in Melati Bintan Resort on Riau Island, the resort has successfully blended CSR implementation into economic, social, cultural, and environmental aspects so that it can create a lasting positive impact on the environment, local communities, and the marine tourism industry in the Bintan Islands. Besides that, M.Y.Pratama et al. [41] confirmed that in Tirang Beach area in Semarang, Central Java, the local community service in the revitalization of Tirang Beach has successfully gained in increasing public awareness of the importance of keeping up a pristine conditions and lack of pollution.

5. CONCLUSIONS

PT. Bank Negara Indonesia (Persero), Tbk or BNI creates a Corporate Social Responsibility program to clean up beach trash in Mertasari Beach in Sanur, Bali based on the three pillars of CSR: (1). Environmental (conservation), (2). Social / Community (health, education), (3). Economic (empowering micro, small, and medium enterprises) which aims to create a sustainable positive impact for society. The Malu Dong Community, the Intaran traditional village in Sanur Kauh village, local government and national government are invited to participate in the clean up beach program.

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