



Corporate social responsibility program: Based on community development in the village

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ARTICLE INFO	ABSTRACT
<p>Article history Received: 2023-12-29 Revised: 2024-01-14 Accepted: 2024-01-21 Published: 2024-01-27</p> <p>Keywords Corporate social responsibility Community empowerment Village</p>	<p><i>Corporate Social Responsibility (CSR) is an action taken by a company as a form of social responsibility and the surrounding environment where the company operates. In this case, PT Pertamina Hulu Energi West Madura Offshore coordinates with Sidorukun Village to determine the fostered residents and beneficiaries of the CSR program. The purpose of this study to analyze/explain the community empowerment-based CSR program in the village. This research uses a qualitative approach. Data collection techniques were carried out using observation, documentation and interviews. Researchers used purposive sampling and snowball sampling techniques to determine informants. The findings show that the implementation of CSR by PT Pertamina Hulu Energi West Madura Offshore is based on the CSR theory according to Sen and Bhattacharya, namely Community Support; Employee Support; Diversity; Environment; Non-US Operations; and Products, it can be concluded that the CSR of PT Pertamina Hulu Energi West Madura Offshore has met the theoretical criteria, starting from company policies that support education, health, and SME development programs. The implementation of nature conservation activities, innovation of processed products, and the company also provides employment opportunities for the community and pays attention to public safety and health during community empowerment activities.</i></p>
<p>Kata Kunci Corporate social responsibility Pemberdayaan masyarakat Desa</p>	<p>Program corporate social responsibility: Berbasis pengembangan masyarakat di desa. Corporate Social Responsibility (CSR) merupakan suatu tindakan yang dilakukan oleh perusahaan sebagai bentuk tanggung jawab mereka terhadap sosial dan lingkungan sekitar di mana perusahaan itu beroperasi. Dalam hal ini, PT. Pertamina Hulu Energi West Madura Offshore berkoordinasi dengan Desa Sidorukun Gresik untuk menetapkan sebagai warga binaan dan penerima bantuan program CSR. Penelitian ini bertujuan untuk menganalisis/ menjelaskan program CSR berbasis pemberdayaan masyarakat di desa. Pendekatan penelitian ini menggunakan pendekatan kualitatif. Teknik pengambilan data dilakukan dengan observasi, wawancara, dan dokumentasi. Peneliti menggunakan teknik penentuan informan Purposive Sampling dan Snowball Sampling. Hasil penelitian menunjukkan bahwa pelaksanaan CSR PT. Pertamina Hulu Energi West Madura Offshore berdasarkan teori CSR menurut Sen dan Bhattacharya yaitu Community Support; Diversity; Employee Support; Environment; Non-U.S Operations; dan Product, dapat disimpulkan bahwa pelaksanaan CSR oleh PT. Pertamina Hulu Energi West Madura Offshore memenuhi kriteria teori tersebut, mulai dari kebijakan perusahaan yang mendukung program pendidikan, kesehatan hingga pengembangan UKM. Lalu, terselenggaranya kegiatan pelestarian alam, inovasi produk olahan, bahkan perusahaan juga memberikan kesempatan kerja bagi masyarakat Sidorukun tanpa memandang gender serta turut memperhatikan keselamatan dan kesehatan masyarakat ketika menjalani kegiatan pemberdayaan masyarakat. Sehingga masyarakat dapat mengikutinya dengan rasa aman dan nyaman.</p>

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INTRODUCTION

Corporate social responsibility (CSR) is an action taken by a company as a form of its responsibility towards the community and environment around where the company operates. Theoretically, CSR is central to business ethics, in that businesses have obligations to other interested parties. CSR refers to all relationships between businesses and customers, employers, investors, communities, governments and suppliers. Today's society demands that companies play an increasingly active role in solving social and environmental problems. This demand encourages companies to make social responsibility an integral part of their operations. In addition, today's society and consumers are increasingly aware of social and environmental problems. They require companies to pay more attention to transparency, ethics and social responsibility in all their business processes (Hayati et al., 2023). The new paradigm of Corporate Social Responsibility encourages a company to commit to responsibility or independent economic development in a sustainable manner, as well as reciprocity to society and the environment (Pranoto & Yusuf, 2016).

Obligations in implementing CSR in Indonesia are regulated in Law Number 40 of 2007 concerning Limited Liability Companies (PT), Article 1 Number 3 which states that PTs that carry out their business in the field of or related to natural resources are obliged to carry out social and environmental responsibilities (Pujayanti, 2022). The idea that business has a greater duty than simply improving economic prosperity is not new (Stahl et al., 2020). The role of companies that produce goods and services for sale is always associated with society, politics and even the military (Chappell & Guerrina, 2020). Companies must comply with public and general policies, which explicitly regulate certain social areas that must be addressed by them, such as work safety, social security for workers, environmental preservation, etc (McBride et al., 2019; Rasyid et al., 2015).

The concept of corporate social responsibility consist of policies and practices related to values, legal fulfillment, community and environmental respect, and a company's commitment to supporting sustainable progress. Companies basically want to make as much money as possible without paying attention to the health of their employees, their communities, or the environment. Therefore, the concept of Corporate Social Responsibility emerged. The concept of CSR is popular among company stakeholders and has become an important part of corporate sustainability (Khuong et al, 2021).

Companies can implement Corporate Social Responsibility (CSR) in the form of different programs depending on company policy. Sen and Bhattacharya (2001) identified six main things that are included in CSR, among others: a) Community Support, which means the company supports health, education, arts programs, and so on; b) Employee Support, namely protection of company employees, incentives and rewards, as well as guarantees of work safety; c) Diversity is a company policy not to discriminate in terms of physical (disability), gender or certain races; d) Environment, namely creating a healthy and safe environment, effective waste management, and production of environmentally friendly products, etc.; e) Non-U. S Operations, namely the company's responsibility to provide equal opportunities to the community to get work opportunities, including by opening factories abroad (obroad Operations); and f) Products, namely the company makes products that are safe for health, not fraudulent, carries out research and development, and uses recyclable packaging.

The scope of CSR that becomes the standard (ISO 26000, 2010) is the environment, human rights, community development and involvement, employment practices, fair operating practices, and consumer issues. Compliant with ISO 26000, PT Pertamina Hulu Energi WMO conducts Corporate Social Responsibility to the community around the company, precisely in Sidorukun Village, Gresik District, Gresik Regency. The community empowerment-based CSR program carried out by PT Pertamina Hulu Energi WMO is a collective effort by the community and several stakeholders in carrying out economic, social and environmental empowerment.

In general, efforts to improve community welfare are known as community empowerment. Community empowerment includes various activities, such as self-help and initiative, mutual cooperation, environmental and settlement improvements, development of village economic enterprises, and activities that can improve community activities by increasing production (Ibrahim et al., 2020). Community empowerment in villages involves a number of activities and programs that aim to improve the quality of life of local residents, empower local potential, and create a better social environment.

Empowerment is a process and a goal. As a process, empowerment is a collection of activities to strengthen the power or influence of vulnerable groups in society, including those who suffer from poverty. Meanwhile, empowerment as a goal refers to the conditions or results to be achieved through social change, where people have power, knowledge and life skills, both physical, financial and social, such as self-confidence, being able to express desires, participating in social activities, and being able to carry out tasks (Mahendra, 2019). Empowerment is a dynamic continuous activity that synergistically encourages the involvement of all existing potential evolutively with the involvement of all potential (Suhendra, 2015). Efforts to prepare society by strengthening community institutions so that they are able to accomplish progress, independence and prosperity in sustainable social justice are known as community empowerment (Sumaryadi, 2005).

Corporate social responsibility based on community empowerment in villages is becoming increasingly relevant given the many social and economic challenges faced by rural communities, such as limited access to education, infrastructure, health, and limited economic opportunities. Through a corporate social responsibility program that focuses on community empowerment in the village, PT Pertamina Hulu Energi WMO not only provides financial assistance, but also acts as a sustainable development partner to explore local potential, as well as provide training and assistance so that village communities can be economically independent.

The community empowerment approach in corporate social responsibility programs not only involves the surrounding community as beneficiaries, but also involves the community as active partners in the planning, implementation, and evaluation of development programs. By actively involving the community, corporate social responsibility programs are more effective and sustainable because it meets the needs and expectations of local communities (Nur et al., 2023).

Seeing the potential that exists in Sidorukun Village is the mushroom cultivation business and the media used is briquettes with solid fuel made from small-sized biomass that is put together, either using adhesives or without adhesives. The potential of mushroom cultivation can be relied on and developed after the post Covid-19 pandemic which has an impact on the community's economy, PT Pertamina Hulu Energi WMO coordinates with the village to establish this village into the community and get support from the Corporate Social Responsibility program. Empowerment refers to people who are vulnerable and do not have access to productive resources to increase their income and create the services they need, as well as participate in the development process.

With the corporate responsibility program, the community around the company receives assistance from PT Pertamina Hulu Energi WMO to be empowered in the social, economic and environmental fields in the form of skills training, small business development, and environmental conservation efforts. Initially before there was Corporate Social Responsibility assistance from PT Pertamina Hulu Energi WMO, the community only receives financial assistance from the village but there is no follow-up. Community empowerment activities carried out by PT. Pertamina Hulu Energi West Madura Offshore is in line with SDGs (Sustainable Development Goals) Decent work and Economic growth, where empowerment activities can encourage sustainable economic growth, create higher productivity and technological innovation in Sidorukun village. Encouraging entrepreneurship and job creation is key. Taking into account these targets, the aim is to achieve full and productive employment and decent work for all groups by 2030. Therefore, the aim of this research is to analyze/ explain the implementation of PT Pertamina Hulu Energi West Madura Offshore Corporate Social Responsibility program, especially the community empowerment program in Sidorukun Village, Gresik District, Gresik Regency.

METHOD

This research was conducted in Sidorukun Village, Gresik District, Gresik Regency, East Java (Figure 1). This research used a qualitative approach. The qualitative approach by (Creswell & Creswell, 2018) is defined as follows: "Qualitative research focuses on the processes that occur as well as the products or results. In particular, researchers are interested in exploring how things happen". The definition by Creswell above asserts that qualitative research is process-centered; this suggests that it is not limited. The researcher is also important in the research to understand the social symptoms that occur during the research Tenny et al., 2022).f

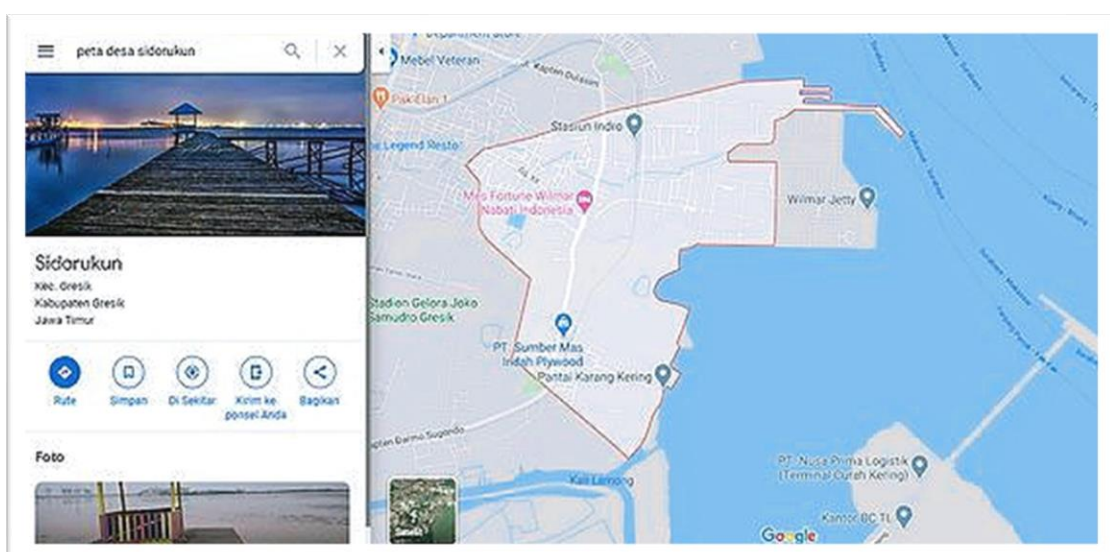


Figure 1. Research location (Sidorukun Village, Gresik District, Gresik Regency, East Java)

The researcher chose this method for this study because he wanted to thoroughly study the Corporate Social Responsibility program based on community empowerment in the village. The researcher is not limited by measuring instruments as in quantitative research, so the author can obtain new information. The information, for example, is related to the background of the phenomenon of social symptoms that appear, or other things that were initially unknown to the author.

The data collection technique in this research is by conducting field observations, interviews and documentation. To determine informants in this research, researchers used Purposive Sampling and Snowball Sampling techniques (Lenaini et al., 2021). The informant sample represented by one of PT Pertamina Hulu Energi WMO (totaling 1 person) used the Snowball Sampling technique, while the use of the Purposive Sampling technique was represented by the Fleuir Youth Organization (KUBE) group (totaling 2 people). This research aims to explain/describe the CSR program based on community empowerment in the village.

RESULTS AND DISCUSSION

In this section, the researcher will present the results and discussion of the Corporate Social Responsibility Program: Based on Community Empowerment in the Village. The Corporate Social Responsibility Program was developed as a community empowerment-based program that has a form of program in its implementation depending on company policy. In this research, PT Pertamina Hulu Energi West Madura Offshore is a state-owned company that is growing rapidly in the field of oil management. This company produces pure oil from the Gresik-madura region, which has oil raw materials.

Therefore, the aim of this research is to reveal the role of Corporate Social Responsibility of PT Pertamina Hulu Energi West Madura Offshore, especially the community empowerment program, and what impact it has produced. Then to start the discussion in this study, researchers identified the main things in Corporate Social Responsibility (CSR) according to Sen and Bhattacharya. The results of the research and discussion are as follows:

Community Support

Education sector

In the field of education, there are often many problems, ranging from problems with the physical condition of schools, the relevance of education to needs, and the low quality of education (Agustang et al., 2021). Therefore, the CSR of PT Pertamina Hulu Energi WMO intervenes to help overcome existing problems. The program created must be based on problems that occur in the community so that the program established can be useful and beneficial to the surrounding community (Ramada et al., 2020). This community support/community development program's activities are carefully planned and carried out to assist development and increase HDI covering the fields of education, health and the economy (Mulyana & Zainuddin, 2017).

In this field of education, there are several programs created by CSR PT Pertamina Hulu Energi WMO including: Cooperating with the Sidorukun Village Government to renovate the Sidorukun Gresik Elementary School building, increasing Human Resources by holding job training, and providing scholarships (Figure 2 and Figure 3).



Figure 2. Providing educational scholarship assistance



Figure 3. Security Garda Pratama training

Scholarships are assistance to continue education. Scholarships can be categorized as gifts without fees or gifts with work ties, or service ties, after the scholarship recipient completes his education (Liesnaningsih et al., 2020). Scholarship assistance is provided in order to help the community to be able to receive formal education, through this scholarship assistance it is hoped that it can increase the enthusiasm for learning and achieve their goals. In addition, to foster an interest in reading to students, PT Pertamina Hulu Energi WMO also provides books for the school library to increase students' insight and knowledge so that they can learn more.

Health sector

Similar to the education sector, the health sector also requires serious attention because it affects the quality of life of the community (Firliani, 2022). PT Pertamina Hulu Energi West Madura Offshore provides various health programs, including health counseling for children, pregnant and lactating mothers, providing masks and hand sanitizers, and procuring health center equipment to support these activities (Figure 4).



Figure 4. Providing masks and hand sanitizer to the Sidorukun village community

Development of Small and Medium Enterprises

Given that the tendency of people in entrepreneurship is to look for small risks, this method is usually used by entrepreneurs with very minimal experience capital (Malik & Mulyono, 2017). PT Pertamina Hulu Energi WMO understands the conditions of the surrounding community and tries to help fulfill what they want. Through this community empowerment activity, PT Pertamina Hulu Energi WMO organizes training and skills activities for the Sidorukun community, thus that the community can still feel the positive impact of the empowerment activities provided by the company.

PT Pertamina Hulu Energi WMO applies the principles of Sustainable Development with the purpose of the company's Corporate Social Responsibility and not eliminating the rights of the community in the future (Octaviani et al., 2022). Therefore, companies work together to realize sustainable programs for the community as an effort to build good relations in the future. Sustainable development programs are programs that focus on the needs of the community, such as business training, procurement of merchandise, grouping, and management management assistance. In this case, PT Pertamina Hulu Energi WMO held a Joint Business Group (KUBE) training and development program because it saw a lot of potential that would be obtained through this program. KUBE itself is an activity that is designed and carried out together, but the income earned by each individual KUBE participant is not necessarily the same amount, this is influenced by the contributions of each member participating in meetings and works (Figure 5).



Figure 5. Training and development of mushroom cultivation of KUBE

Diversity

In terms of company policies related to gender, physical (disability) and certain races, PT Pertamina Hulu Energi WMO does not discriminate against the community in the implementation of these community empowerment activities. The community gets the same treatment without getting improper treatment (Maisyura & Ameliany, 2021).

Employee Support

The company provides support for its employees through fair behavior between employees, support for employee welfare from supervisors, awards given by the company to employees, and a safe and comfortable work environment (Prastyo, 2020). In this dimension, PT Pertamina Hulu Energi WMO as the perpetrator of community empowerment activities pays attention to the safety and health of the community when undergoing community empowerment activities/programs. So that the community can follow it in good physical condition with a sense of security and comfort.

Environment

Environmental Preservation

PT Pertamina Hulu Energi WMO understands that its location in the coastal area is very important to maintain the balance of nature through nature conservation activities. The activities carried out by PT Pertamina Hulu Energi WMO are as follows: domestic waste management by conducting counseling and procuring composter equipment, planting mangrove trees around the coast, and assisting the Adiwiyata program.

Non-U.S. Operations

Employment Opportunities

Workers are one of the most important components in a business. No business can be run by an entrepreneur alone. One of the ways a company can grow quickly is by assembling a team of skilled workers. Workers are people who work by expending energy to produce goods or services and earn wages on a monthly or direct basis. In addition, employment opportunities can be defined as the number of jobs that are available and those that have not been filled are filled or unfilled (Saputra et al., 2021).

The increase in orders produced by the Sidorukun village community that runs consistently will clearly have an impact on the additional number of workers needed to improve the production process in terms of quantity and quality of goods produced. The increase in production must also be accompanied by an increase in the welfare of the workers, so it can be said that business actors have helped the government's task in improving the welfare of the community while providing employment.

At present, unemployment can be saved by the availability of jobs in the informal sector. Therefore, small and medium enterprises have done social good for others and themselves in current socio-economic reality (Arifin & Firmsyah, 2017).

Product

Seeing the geographical condition of Gresik Regency which is located in the coastal area, so that Sidorukun village has potential in the mushroom cultivation sector. The potential of the Karang Taruna group involved in empowerment and community activities supports this. Seeing this potential, PT Pertamina Hulu Energi WMO began to pioneer assistance and cooperation programs to prepare for an independent community economic life in its working area. The initial conditions in this oyster mushroom cultivation business, Karang Taruna Sidorukun Village have several obstacles and limitations that do not yet have competence in their fields and also limited business support facilities and infrastructure. Facilities and infrastructure in this initial condition include: lack of new barns and baglogs used for oyster mushroom cultivation. After knowing the problems and obstacles faced in the field, targets and strategies for program implementation, availability of human resources, area mapping, allocation of funds, and implementation and evaluation strategies are carried out (Yuliarini et al., 2021).

After the planning stage is carried out, PT Pertamina Hulu Energi WMO provides a periodic socialization stage by PHE WMO Corporate Social Responsibility members by gathering and conducting meetings with KUBE. The community involved in KUBE is provided with training to process oyster mushrooms into processed products in the form of wet and dry food products and explain the potential and opportunities that local residents have in developing oyster mushroom processed products. Because initially this oyster mushroom cultivation activity had indeed been carried out by the Fleur Youth Organization (KUBE) group in RW. 04 but the implementation of its activities was not optimal. The youth group submitted a proposal to partner with PT Pertamina Hulu Energi WMO Corporate Social Responsibility to conduct a partnership in the hope of developing its business. Because the youth group wants to make innovations in order to reach the empowerment aspects of the community in Sidorukun village so that cooperation with the CSR of PT Pertamina Hulu Energi WMO program is carried out. PT Pertamina Hulu Energi WMO provides 400,000 Baglogs, where mushroom seeds are stored, can produce 20 kg of mushrooms every day and produce an average of 400,000 rupiah every day. It is expected that these results can meet the demand of traditional markets and even existing malls in Gresik Regency. KUBE is responsible for program implementation, but PT Pertamina Hulu Energi WMO continues to provide assistance, supervision, and program assistance (Ratih & Chandra., 2018)

Community Empowerment through Corporate Social Responsibility PT. Pertamina Hulu Energi WMO

In the community empowerment activities that have been carried out, Corporate Social Responsibility PT Pertamina Hulu Energi WMO sees a lot of potential generated in the oyster mushroom cultivation business activities so that community empowerment through this oyster mushroom cultivation business is the main activity carried out, because through the empowerment activities of this oyster mushroom cultivation business, it has changed the lives of the Sidorukun Village community to be more prosperous (Figure 6).

The results of the changes/transformation that occurred are as follows:

Transformation of Increased Community Income

The form of welfare achievement through one of the oyster mushroom cultivation-based economic empowerment programs is an increase in welfare from the main livelihood of the majority of fishermen, then there is a change in the additional income of the Sidorukun Village KUBE group. People who previously did not have additional income, with the development of oyster mushroom cultivation business as a form of cooperation assisted by Corporate Social Responsibility PT. Pertamina Hulu Energi WMO adds a new form of innovation in the form of their daily income.

Transformation of Community Social Activities

Since the innovation of processed oyster mushroom cultivation products began to be developed, there has been a change in the transformation of improving the economic welfare of the community, which initially depended on finding a living outside, now many have joined the mushroom cultivation business KUBE so that they can increase their income.

Transformation of Processed Product Innovation

Companies innovate by making new products that are different from existing products or by improving existing products (Pattipeilohy, 2018). The form of innovation in the development of processed products from the direction of CSR PT Pertamina Hulu Energi WMO wants the availability of processed products with various variants where the raw material comes from oyster mushrooms. Corporate Social Responsibility PT Pertamina Hulu Energi WMO teaches how to process oyster mushroom raw materials so that they can be consumed with various types and quality flavors in order to compete in the market. Thus, various business ideas and innovations emerged from local residents such as: ice fleurir (ice from processed oyster mushrooms), krispi mushrooms, oyster mushroom botok, and oyster mushroom chicken roasted rice.



Figure 6. Processed products of Micro, Small, and Medium Enterprises PT. PHE WMO-assisted.

Simple Digital Marketing Transformation

Previously, the sales system was carried out by word of mouth, through the development of KUBE they were taught to sell through social media that is familiar to the community such as Facebook, Instagram, and WhatsApp. So that the processed products sold are easier to sell and the market reach is expanding. Businesses must keep up with the increasingly advanced times that are controlled by digitalization (Apriani, 2020).

Relationship Development Transformation

Through the Corporate Social Responsibility program of PT Pertamina Hulu Energi WMO, the network of cooperation partners is quite felt by the KUBE group and many fellow oyster mushroom entrepreneurs come to learn, where KUBE is used as a reference for the success of the community empowerment program in collaboration with PHE WMO Corporate Social Responsibility.

Human Resource Development

The development of strong Human Resources in Indonesia to increase national awareness of the industrial revolution 4.0, because Indonesia's strategic position between two continents and two oceans will face many challenges (Shinta & Daihani, 2019). Human Resource Development is carried out in Sidorukun Village such as the large number of workers who initially depended on making a living outside, now many have joined the oyster mushroom cultivation business KUBE so that the community gets additional side income from the oyster mushroom cultivation activities. The improvement of abilities and skills is carried out through innovative activities such as teaching how to make financial reports, forms of online sales through social media and forming confidence to create additional opportunities.

Addition of Business Development

The form of cooperation between the community represented by Karang Taruna and Corporate Social Responsibility PT Pertamina Hulu Energi WMO in the form of funds purchased tools (baglogs) as mushroom nursery media.

The results of the analysis of the situation by looking at the SWOT analysis factors: (1) Internal factors: (a) Strengths, a sense of optimism that Sidorukun village which has an oyster mushroom cultivation business can be developed by looking at the potential of the operational area; (b) Weaknesses, comes from erratic weather conditions that can affect the harvest period of oyster mushrooms. (2) External factors: (a) Opportunities, namely the consumption of mushrooms which are quite a lot liked in terms of several ages ranging from small children to adults; (b) Threats, namely the increasing number of oyster mushroom cultivation entrepreneurs due to the fairly easy way of cultivating mushrooms.

CONCLUSION

PT Pertamina Hulu Energi West Madura Offshore's CSR is part of community empowerment. In addition to acting as a company that provides financing or capital to small and medium enterprises, Pertamina Hulu Energi WMO Corporate Social Responsibility has the ability to implement community empowerment programs that can increase productivity and economic welfare, especially in Sidorukun village. PT Pertamina Hulu Energi WMO offers this community empowerment program as a form of social responsibility to residents living around the production site. PT Pertamina Hulu Energi West WMO Corporate Social Responsibility through an oyster mushroom cultivation program carried out by youth groups in Sidorukun village. To encourage community empowerment, the Corporate Social Responsibility program helps expand assets, expand business networks, and provide skills to those who want to become entrepreneurs.

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