

PROGRAM IMPACT ANALYSIS CORPORATE SOCIAL RESPONSIBILITY(CSR) PT AWANA SAWIT LESTARI TOWARDS ECONOMIC EMPOWERMENT OF OIL PALM FARMING COMMUNITIES IN SARUDU VILLAGE, PASANGKAYU REGENCY

ANALISIS DAMPAK PROGRAM CORPORATE SOCIAL RESPONSIBILITY (CSR) PT AWANA SAWIT LESTARI TERHADAP PEMBERDAYAAN EKONOMI MASYARAKAT TANI SAWIT DI DESA SARUDU, KABUPATEN PASANGKAYU

Fitriani, Syaifullah, Asriyana

Ekonomi Syariah, UIN Datokarama Palu

Email: fitrianiamrddin@gmail.com

**Corresponding Author*

ABSTRACT

Corporate Social Responsibility(CSR) is a concept that is increasingly gaining attention among companies, especially those operating in the natural resources sector. CSR not only functions as a form of corporate social responsibility, but also as a tool to accelerate local economic growth and empower communities. Currently, PT. Awana Sawit Lestari, which operates in Sarudu Village, Pasangkayu Regency, has implemented CSR programs since its establishment in 2019. These programs are designed to provide a positive contribution to the surrounding community, with a focus on economic empowerment, the environment, health, and education. The research method used in this study is a qualitative method. The data collection techniques are through observation, interviews, and documentation. This study uses data analysis techniques, namely data reduction, data presentation and data verification. Checking the validity of the data uses 4 triangulations, namely sources, methods, investigators and theories. The results of the study show that there is a real contribution in encouraging the economic empowerment of oil palm farmers around its operational area. Through a participatory approach and programs that focus on increasing capacity, strengthening farmer institutions, and providing production facilities, the company has succeeded in creating a positive impact that is not only short-term but also leads to long-term sustainability. Active community involvement in every stage of program implementation is one of the key factors for the success of this CSR. The community feels more appreciated and has a sense of ownership of the program being implemented. Supporting factors for the success of CSR implementation include support from community leaders and positive responses from residents, while inhibiting factors include lack of transparency and uneven community participation. In conclusion, the implementation of CSR by PT. Awana Sawit Lestari has had a positive impact on the community, but there needs to be improvement in the aspects of coordination and program expansion so that the results are more optimal and sustainable.

Keywords: Corporate Social Responsibility, Community Economic Empowerment, Palm Oil Farmers

ABSTRAK

Corporate Social Responsibility (CSR) merupakan konsep yang semakin mendapat perhatian di kalangan perusahaan, terutama yang bergerak di sektor sumber daya alam. CSR tidak hanya berfungsi sebagai bentuk tanggung jawab sosial perusahaan, tetapi juga sebagai alat untuk mempercepat pertumbuhan ekonomi lokal dan memberdayakan masyarakat. Pada saat ini PT. Awana Sawit Lestari yang beroperasi di Desa Sarudu Kabupaten Pasangkayu telah melaksanakan program-program CSR sejak didirikan pada tahun 2019. Program-program

tersebut dirancang untuk memberikan kontribusi positif terhadap sekitar masyarakat, dengan fokus pada pemberdayaan ekonomi, lingkungan, kesehatan, dan pendidikan. Metode penelitian yang digunakan dalam penelitian ini metode kualitatif. Adapun teknik pengumpulan data dengan cara observasi, wawancara, dan dokumentasi. Penelitian ini menggunakan teknik analisis data yaitu reduksi data, penyajian data dan verifikasi data. Pengecekan keabsahan data menggunakan 4 triangulasi yaitu sumber, metode, penyidik dan teori. Hasil penelitian menunjukkan bahwa adanya kontribusi nyata dalam mendorong pemberdayaan ekonomi masyarakat petani sawit di sekitar wilayah operasionalnya. Melalui pendekatan partisipatif dan program yang berfokus pada peningkatan kapasitas, penguatan kelembagaan petani, serta penyediaan sarana produksi, perusahaan berhasil menciptakan dampak positif yang tidak hanya bersifat jangka pendek tetapi juga mengarah pada keberlanjutan jangka panjang. Keterlibatan aktif masyarakat dalam setiap tahapan pelaksanaan program menjadi salah satu faktor kunci keberhasilan CSR ini. Masyarakat merasa lebih dihargai dan memiliki rasa kepemilikan terhadap program yang dijalankan. Faktor pendukung keberhasilan pelaksanaan CSR meliputi dukungan dan tokoh masyarakat dan respons positif dari warga, sedangkan faktor penghambatnya antara lain kurangnya transparansi dan partisipasi masyarakat yang belum merata. Kesimpulannya, pelaksanaan CSR PT. Awana Sawit Lestari telah memberikan dampak positif bagi masyarakat, namun perlu adanya perbaikan dalam aspek koordinasi dan perluasan program agar hasilnya lebih optimal dan berkelanjutan.

Kata Kunci: *Corporate Social Responsibility, Pemberdayaan Ekonomi Masyarakat, Petani Sawit*

1. INTRODUCTION

In developing countries like Indonesia, the contribution of the agricultural sector always occupies a vital position, therefore the agricultural sector is placed as the mainstay of national development supported by the elements of strength it has. As one of the economic actors in a regional area, be it a country, province, sub-districts and villages, the business world is expected to gain maximum profit. The role of the business world (companies) is one of the factors that contribute to regional economic development. However, the principle that a business should only focus on its profits has begun to be abandoned, companies must also have social responsibility towards the community in relation to their existence in the midst of their operating environment. As in the Limited Liability Company Law No. 40 Article 74 of 2007, paragraph (1) of which reads: "Companies that carry out their business activities in the field of and/or related to natural resources are required to carry out social and environmental responsibilities." The company's responsibilities include taking part in improving the economic welfare of the community, the company's social responsibility towards the community is called Corporate Social Responsibility (CSR). (Ismail Sholihin, 2010). The palm oil industry is one of the main sectors in the economic order in Indonesia. In many cases the palm oil industry has a dominant position in socio-economic development, this plantation sector has a very significant impact in both positive and negative terms. In a positive sense, this plantation sector is able to increase local revenue (PAD), and create jobs for the community, improve the economy and development. while the negative impacts in the social, environmental, political and cultural realms that can be caused by the industrial sector. (Muhammad Ardi Angga, 2021)

Corporate Social Responsibility (CSR) is a commitment or agreement of a company or business world to participate in sustainable economic development by paying attention to corporate social responsibility and emphasizing the balance between attention to economic, social and environmental aspects. The implementation of corporate social activities has experienced rapid development in line with the development of the concept Corporate Social Responsibility. This is related to the world's mandate not to merely seek profit, but also to be ethical and play a role in implementing social investment. Corporate Social Responsibility (CSR)

not only functions as a form of corporate social responsibility but also as a tool to accelerate local economic growth and empower communities. needed to create balance, sustainability of life and reciprocal partnerships between the company and its partners in order to improve the quality of life. Improving quality here is the company's ability to respond to existing social conditions, and to enjoy and utilize the environment including existing changes while maintaining. The role of the company here is to organize efforts to produce positive impacts on the surrounding community. (Fathya Naila Frranjla, 2024).The implementation of CSR programs in Indonesia is currently increasing, both in terms of quality and quantity. Activities and management are increasingly diverse and when viewed from a financial perspective, the number is increasing. Not only in the form of material, the form of corporate social responsibility today is also widely empowering the community in order to improve the standard of living of the community. With various CSR programs carried out by companies in order to create the welfare of the surrounding community which is considered less than optimal. Improving the quality of life of the community is the same as striving for community welfare in various forms. Forms of efforts to realize the fulfillment of basic human rights. (Rafadin Noor, et al 2020)

The establishment of companies in certain areas by implementing CSR programs certainly has an impact on the socio-economic conditions of the community around the companies where they were established. The contribution of the plantation sector always occupies a very vital position, so that the plantation sector is placed as the mainstay of national development supported by the elements of strength it has. Palm oil is the commodity that dominates the plantation area in Indonesia. Based on data from the Central Statistics Agency, the area of palm oil plantations in Indonesia reaches 14.32 million hectares. The details are, large plantations of 8.51 million hectares with a palm oil production of 26.57 million tons. Then the people's palm oil plantations of 5.81 million hectares with a production of 13.99 million tons. (Muhammad Ardi Angga, 2021)West Sulawesi Province is one of the regions in Indonesia that produces palm oil, with an area and production in 2022 reaching 108,443.89 hectares and 262,837.47. Pasangkayu Regency, Sarudu Village is one of the potential plantation areas. Plantation resources, especially the palm oil sector, are the mainstay of the Sarudu community. The Sarudu village community has a main livelihood, namely oil palm plantations. With the high interest of the community in oil palm plantations and the increasing area of plantations owned by the community, it is utilized by the private sector to establish a palm oil processing industry. (Jimmy Hanggara, 2023) The establishment of PT. Awana Sawit Lestari is one of the palm oil plantation companies located in Sarudu Village, Pasangkayu Regency. PT. Awana Sawit Lestari has implemented Corporate Social Responsibility(CSR) The Company since its inception in 2019. This CSR program certainly has an impact on the economic empowerment of the oil palm farming community around the PT. Awana Sawit Lestari location.

PT. Awana Sawit Lestari since its establishment in 2019 has contributed to the surrounding community, based on the results of the researcher's observations that the company has indeed implemented CSR, the process of implementing the CSR program of PT. Awana Sawit Lestari is carried out through several programs, namely: community economic empowerment programs, environmental programs, health programs and education programs. These CSR programs are implemented by considering the needs of the community, so that the targets and targets for recipients of assistance are prioritized for the underprivileged community in Sarudu Village. However, there are several communities that have not received and felt the impact of the CSR program and challenges in its implementation need to be overcome so that the positive impact can be felt optimally. Active involvement of the community and stakeholders in every stage of the program is very important to achieve sustainable success. From the background above, it encourages me to raise and submit a research entitled "Impact Analysis of the CSR ProgramCorporate Social Responsibility(CSR) PT.

Awana Sawit Lestari Towards the Economic Empowerment of Palm Oil Farming Communities in Sarudu Village, Pasangkayu Regency. (Andri Jamilus, 2019)

2. LITERATURE REVIEW

Corporate Social Responsibility(CSR) is part of the Company's commitment to running the company's operations in accordance with business ethics. The intended business ethics, a company's environmental aspects around it. The Company's commitment to its obligations. One of the company's obligations is to prioritize stakeholder interests. (CSR as an obligation of entrepreneurs to formulate policies, make decisions or follow the desired lines of action in terms of the goals and values of society. social responsibility is the responsibility of an organization for the impact of its decisions and activities on society and the environment, through transparent and ethical behavior that is consistent with sustainable development that has an impact on the welfare of the community around the company while still taking into account stakeholder expectations. Corporate Social Responsibility(CSR) is a commitment to improve the welfare of society through business practices that contribute from the Company's resources. This means that in turn the production economy must be worked on in such a way as to be able to improve the overall socio-economic welfare. Social responsibility, in the final analysis, implies a public attitude towards the resources used not only limited to personal and corporate interests, but also for broader social goals. (Toktok Mardikanto, 2018)

3. METHODS

The research approach used is a qualitative approach with a descriptive research type. According to Sugiyono, the descriptive qualitative research method is research based on the philosophy of postpositivism used to research the conditions of natural objects where the researcher is the key instrument. (Sugiyono, 2017). The type of qualitative research is a research whose findings are not obtained through statistical procedures or other forms of calculations, which seek to understand and interpret the meaning of an event of human behavioral interaction in certain reasonable situations, qualitative research is more based on phenomenological nature that prioritizes appreciation and seeks to understand and interpret the meaning of an event of human behavioral interaction, qualitative research aims to develop the concept of sensitivity to the problems faced, and explain the reality related to the exploration of theory from below and develop an understanding of one or more of the phenomena faced. The main purpose of qualitative research is to capture the deepest meaning of an event, symptom, fact of reality or prove the existence of a causal relationship or correlation of a problem or event, qualitative research data is obtained in various ways, namely by interview, observation, documentation. (J.R. Raco, 2010).

4. RESULTS AND DISCUSSIONS

4.1. Impact of the Program Corporate Social Responsibility(CSR) Towards the Economic Empowerment of Palm Oil Farming Communities in Sarudu Village

In the context of sustainable development, companies are not only required to gain economic benefits, but also have social responsibility towards the community and the surrounding environment. PT. Awana Sawit Lestari as a company engaged in the palm oil plantation sector has demonstrated its commitment through the implementation of programs Corporate Social Responsibility(CSR) aimed at communities around the company's operational areas, especially palm oil farmers. The implementation of CSR is focused on aspects of economic empowerment, not just temporary assistance, but trying to create an independent and competitive community.

This CSR program includes a number of strategic activities such as training to increase farmer capacity, providing assistance for facilities and infrastructure as well as market access and business funding. All of these activities aim to strengthen the position of farmers as the

main actors in managing their own agricultural products, as well as improving people's standard of living through increased productivity and economic efficiency. The implementation of this program is not done top-down, but with a participatory approach. This means that the community is involved from the planning stage to implementation and evaluation, so that the program being run is truly in accordance with local needs and characteristics. In addition, the company also collaborates with various parties such as agricultural extension workers, community leaders, and village governments to support the implementation of this CSR program effectively and sustainably. Through this integrated and collaborative approach, PT. Awana Sawit Lestari hopes to encourage social and economic transformation among the palm oil farmer community. The CSR program is no longer interpreted as one-way assistance, but as a form of strategic partnership between the company and the community in creating shared prosperity.

4.2. Supporting and Inhibiting Factors for the Success of CSR Programs in Empowering the Economy of Palm Oil Farming Communities in Sarudu Village

The existence of PT. Awana Sawit Lestari's CSR program in the midst of the lives of village communities around the plantation has benefited since the program was implemented, especially the absorption of workers from the community and other assistance provided through CSR practices. From the results of the research data analysis, the researcher found several inhibiting factors for the success and effectiveness of CSR implementation at PT. Awana Sawit Lestari. The inhibiting factors identified during the research can be input for the company to find solutions so that CSR implementation can be more effective, efficient, and on target and bring benefits to all stakeholders. At the planning/preparation stage of the CSR program, the company should hold meetings with the community to accommodate the aspirations and complaints of the community so that a written agreement is formed between the company and the community which will eventually lead to a CSR program that is in accordance with the needs of the community and the surrounding environment. It is hoped that the CSR programs of PT. Awana Sawit Lestari in the future will focus more on efforts to strengthen the potential of human resources so that the community is able to become a driver of people's economic activities.

5. CONCLUSION

CSR program of PT. Awana Sawit Lestari has given a positive impact to the community. With participatory approach, PT. Awana Sawit Lestari does not only provide temporary assistance, but also encourages community independence through training, provision of production facilities, and micro-business assistance. The CSR program is designed by involving the community from the planning stage, thus increasing the sense of ownership, strengthening social solidarity, and avoiding internal conflict. Support from community leaders, agricultural extension workers, and village government are important factors in the effectiveness of implementation. Evidence of initial success can be seen from the increase in farmer productivity, diversification of family income, and the growth of micro-businesses in the farmer environment. However, the implementation of the program also faces several obstacles. Some people still view CSR as short-term assistance, low level of economic literacy, and limited resources are challenges that need to be overcome with a sustainable educational approach.

In addition, the success factors of PT. Awana Sawit Lestari's CSR program includes the availability of special funds, good communication and coordination between the company and the community, and the implementation of routine monitoring and evaluation. On the other hand, inhibiting factors include the lack of community participation and dependence.

6. REFERENCES

- Hanggara Jimmy, "Implementasi Corporate Social Responsibility (Csr) Pt. Tamora Agro Lestari Dalam Pemberdayaan Ekonomi Masyarakat Desa Serosah Kecamatan Hulu Kuantan Kabupaten Kuantan Singingi" (Skripsi- UIN Sultan Syarif Kasim Riau Pekanbaru 2023),
- J. R. Raco. "Metode Penelitian Kualitatif, Jenis, Karakteristik dan Keunggulannya". (Jakarta: Grasindo 2010)
- Jamilus Andri, "Dampak Keberadaan Perusahaan Kelapa Sawit Pt.Brama Bina Bakti Terhadap Kesejahteraan Masyarakat Di Desa Lubuk Ruso, Kecamatan Pemayang, Kabupaten Batanghari" (Skripsi- Universitas Batanghari 2019),
- Korporasi)". (Bandung: Alfabeta 2018),
- Mardikanto Toktok, Corporate Social Responsibility (Tanggung Jawab Sosial
- Muhammad Angga Ardi, Nuraeni, Mais Ilsan "Dampak Keberadaan Perusahaan Kelapa Sawit Terhadap Kondisi Sosisal, Ekonomi Dan lingkungan Masyarakat (Studi Kasus Perusahaan Kelapa Sawit di Desa Tobadak, Kecamatan Tobadak, kabupaten Mamuju Tengah)", Jurnal Ilmiah Agribisnis Vol 4 no.1 (2021)
- Naila Fathya Frranajla, Dewi Erowati. "Dampak Pemberdayaan Masyarakat melalui Program Corporate Social Responsibility (CSR) oleh PT. Tirta Investama terhadap Masyarakat Desa Juwiring, Kabupaten Klaten, Tahun 2022". Jurnal Studi Polotik dan Pemerintahan. Vol. 13 no. 3 (2024)
- Noor Rafadin, et al., eds., "Implementasi Corporate Social Responsibility (Csr) Terhadap Pemberdayaan Masyarakat Dalam Mempertahankan Citra Perusahaan Pada Pt Pupuk Kaltim". Jurnal Eksis,. Vol. 16 no. 2 (2020):
- Rizal Fitra, "Pelaksanaan Tanggung Jawab Sosial Perusahaan (Csr) Dalam Perspektif Islam", Indonesian Journal of Islamic Studies Vol 1, no 1 (2020).
- Sholihin Ismail, Corporate Social Responsibility, (Kencana, Jakarta, 2010), 12.
- Sugiyono, Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif dan R & D (Bandung: Alfabeta, 2017)