

Community Empowerment in The Economic Field of Fish Farmers in The Corporate Social Responsibility Program

Rudy Kurniawan¹, Ravik Karsidi², Sapja Anantanyu³, Sugihardjo⁴
Doctoral Program in Development Extension/Community Empowerment Studies
Sebelas Maret University¹²³⁴
Jl. Ir. Sutami 36-A, Kentingan, Surakarta, 57126, Indonesia
Correspondence Email: rudy33kurniawan@gmail.com

ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Kurniawan, R., Karsidi, R., Anantanyu, S., & Sugihardjo. (2022). Community Empowerment In the Economic Field of Fish Farmers in the Corporate Social Responsibility Program. *Journal of International Conference Proceedings*, 5(2), 32-41.

DOI:

<https://doi.org/10.32535/jcda.v5i2.1494>

Copyright@ 2022 owned by Author(s).
Published by JCDA



This is an open-access article.
Licenses: Attribution-Noncommercial-Share Alike (CC BY-NC-SA)

Received: 15, MARCH, 2022

Accepted: 29, APRIL, 2022

Published: 20, MAY, 2022

ABSTRACT

This study aims to describe the concept of Corporate Social Responsibility (CSR) in PT. Multi Dimensi Kreasi (MDK), reviewing the implementation of PT. MDK's CSR program, formulating a model for empowering fish farmers and assessing the success of empowering fish farmers in the Bokesan, Sindumartani Village, Sleman, Yogyakarta. The research method is qualitative. The sampling technique used was purposive sampling, snowball sampling, and Forum Group Discussion (FGD). Data collection techniques consist of interviews, observation, and documentation. The data validation technique used is triangulation. The data analysis technique uses an interactive model. The results of the study concluded that the CSR in PT. MDK is done by applying the innovation concept of Micro Bubble Generator (MBG), the CSR Implementation is carried out with the principles of empowerment, and the empowerment model, namely Intensification of aquaculture with MBG innovation, Stages of empowerment, including awareness, capacity, and empowerment, Community empowerment in the economic sector through PT. MDK's CSR program for fish farmers is quite successful.

Keywords: Community Empowerment, Economy, Corporate Social Responsibility, Micro Bubble Generator.

INTRODUCTION

Community empowerment is an effort to improve the ability of the community, as well as to be able to stand alone with the skills and knowledge one's has to overcome its problem (Isa, 2019). Therefore, the researchers chose community empowerment as one of the approaches in the implementation of PT. MDK's Corporate Social Responsibility (CSR). According to Sehgal et al. (2020), state that CSR is an operating business in a manner that masters society's legal, ethical, commercial, and public expectations of the business. They also add that The purpose of CSR is for companies to integrate social and environmental concerns into their business operations and interaction between the company with their stakeholders. The community-based development project model chosen is expected to be able to prioritize the development of skills and abilities of community groups. By bringing the concept of "community-based development" PT. MDK collaborates with strategic partners to encourage the realization of a community that is independent, empowered, and has the capacity to be able to achieve prosperity in order to achieve a better life.

It has been stated in the CSR Strategic Plan (Renstra) document of PT. MDK 2018-2022, there are four strategies for organizing Comdev (Community Development). First is Strengthening partnerships with related parties. Second, Strengthening the management system through strengthening SOPs and their implementation. Third, Strengthening the quality of human resources through implementation. Fourth, Community empowerment is accompanied by assistance. According to Nasdian (2014), Empowerment is designed based on the empowerment is the road to participation as a form of social responsibility that is implemented.

There are several problems related to fish cultivators in Bokesan. First, HR aspects. The limited capacity of human resources makes it difficult for people to accept technological changes and change attitudes and behavior in raising fish. The lack of knowledge possessed by the community can be overcome through intensive assistance and communication to change attitudes and behaviors that encourage changes in the way of raising fish. Initially, the community used windmills in aquaculture ponds, and in 2019 MBG was introduced to be used in freshwater fish farming ponds. Second, the availability of land and water management, namely in the rainy season the land for ponds is 30 hectares but in the dry season is only 15-20 hectares. In addition, the limitations of cultivated land that has been converted into permanent buildings. Third, problems related to technology, namely the difficulty of public access to the latest technology and how to use MBG. The existing technology is considered overpriced and not easy to be implemented in fish farming activities. Fourth, is institutionalization. Self-growing institutions example is the government which functions to obtain information, technological innovation, facilitate counseling, facilitate access to various government programs, facilitate access to financial institutions in the context of strengthening capital or facilitating infrastructure maintenance, facilities, and infrastructure built by the group. The problem in the institution is that the institutional function is still weak in supporting its function so it must be strengthened (Pranyoto, 2015).

Indicators of the success of the CSR program of PT. MDK can be determined by increasing the income of fish farmers. For this reason, CSR must be prepared

based on the real basic needs of the local community. From the description above, the research problems can be formulated as follows: 1) How is the concept of CSR MDK through MBG innovation in fish farming communities in the Bokesan? 2) How is the implementation of the CSR program of PT. MDK based on the perspective of community empowerment in the economic field of fish farmers in Bokesan? 3) What is the model of community empowerment in the economic field of fish farmers in Bokesan in the CSR program of PT. MDK? 4) How is the success of community empowerment in the economic sector through PT. MDK's CSR program for fish farmers in Bokesan?

LITERATURE REVIEW

Principles of Community Empowerment

The principles of implementing CSR programs through a community empowerment approach can be seen through Integrated Development, Human Rights, Sustainability, Empowerment, Self-Reliance, Organic Development, The Integrity of the Process, Cooperation, and Participation. Integrated development is a community development activity that must be integrated into the development, which can cover various aspects of human life. Meanwhile, Human Rights are community development activities that must be able to guarantee the fulfillment of the rights of every human being to live a decent and good life. Sustainability is a community development activity not only for the sake of a moment but must pay attention to the nature of the sustainability of the activities carried out. Empowerment is the goal of community development. Empowerment implies providing resources, opportunities, knowledge, and skills to the community to increase their capacity so that they can determine their future and can participate in community life, and influence people's lives. Self-Reliance is a community development activity as far as possible utilizing various sources owned by the community rather than relying on external support. Organic Development is a community empowerment activity that is a complex and dynamic process, and the community also has an organic nature. The resolution of problems that exist in society is entirely determined by the conditions and situations of the community itself. The Integrity of the Process means that community empowerment is not only concerned with achieving results but also with the process. Cooperation is community empowerment which requires a more cooperative structure. Participation in community development is to maximize community participation, with the aim that everyone can be actively involved in community activities and processes. This participation must also be based on the ability of each member of the community (Ife, 2008; Suharto & Yuliana, 2015).

Intensification of Fish Cultivation

intensification development pattern can be carried out by utilizing the existing land conditions by intensifying technology, capital, and resources to obtain optimal results. The pattern of intensification of development, namely: (1) Enough by utilizing a relatively narrow production area; (2) Using technology that tends to be more modern; (3) Requires quite high capital, but with a relatively shorter payback period; (4) The amount of production (output) is relatively high; (5) The length of time for cultivation is relatively shorter because the growth of fish is relatively faster; (6) Reduce damage to the carrying capacity of cultivated land if the land is used excessively (Cahyono, 2000; Afrianto & Liviawaty, 2018).

Successful Implementation of Innovation

As an innovation, the success of this CSR program is highly dependent on the aspects: (1) Relative advantages, are the extent to which innovation is considered better than other ideas that replace it. The greater the relative advantage of an innovation, the faster the innovation will be adopted; (2) Compatibility, is the extent to which an innovation is considered consistent with existing values, past experiences, and the needs of those who adopt it. An idea that does not conform to the general values and norms of the social system will not be adopted quickly; (3) Complexity, is the level of difficulty to understand and use the innovation. Easy-to-understand innovations will be adopted more quickly than more complex innovations; (4) Trialability, is the extent to which the innovation can be tested by others; (5) Observability, is the extent to which the results of innovation can be seen by others. The easier it is for someone to see the results of an innovation, the more likely he is to adopt it (Rogers, 2003; Adi, 2013).

Empowerment Stage

Empowerment consists of three stages, namely: (1) Awareness stage, namely providing enlightenment or awareness to the target that they have the right to be able to deal with the problems they face. They must be motivated that they have the capacity to move out of poverty; (2) Capacity building. This stage consists of three types of capacity, namely (a) human capacity is carried out by providing education, training, and other activities to improve individual or group skills; (b) organizational capacity is carried out by restructuring the organization so that it can create new innovations in the changes made, (c) the capacity of the value system is carried out by making regulations that must be obeyed by all its members; (3) Empowerment stage. This stage gives power and trust to the community to manage the resources they have and apply the abilities and skills that have been given (Gangone, Asandei, Ganesescu, & Chirila, 2014; Hermawan & Yoyon, 2016).

Indicators of Success in Economic Empowerment

Indicators of the success of the economic empowerment program, namely: (1) Reducing the number of poor people; (2) The development of income-generating efforts by the poor by utilizing available resources; (3) Increasing public awareness of efforts to improve the welfare of poor families in their environment; (4) Increasing group independence which is marked by the development of productive businesses of members and groups, stronger group capital, neater group administration, and wider group interaction with the community; (5) Increased community capacity and income distribution, which is marked by increasing the income of poor families who are able to meet their needs (Pranoto & Yusuf, 2016; Cahyono, 2000).

RESEARCH METHOD

The research method is qualitative research. The objects and research subjects are: (1) the company, namely PT MDK as the owner of the CSR policy authority; (2) Sub-district and Village Governments. (3) Community of fish farmers in Bokesan. The sampling technique used was purposive sampling, snowball sampling, and Forum Group Discussion (FGD). Amount interviewees as many as 13 informants. Data collection techniques using interviews, observation, and documentation. The data validation technique uses method triangulation and source triangulation. The data analysis technique uses an interactive model,

including data reduction, data display, and data analysis drawing conclusions and verification.

RESULTS

Fish Cultivation in Bokesan, Sindumartani Village

As contained in the Sindumartani Village Medium-Term Development Plan (RPJMKal) 2021-2026, it is explained that the Sindumartani Village was formed on May 20, 1946, which is a combination of three urban villages, namely: Johosari Village, Jambusari Village, and Pencarsari Village. The population of the Sindumartani Village in December 2020 was 8,336 people, consisting of 4,202 women or 50.40% and 4,134 men or 49.60% of the total population.

The economic structure of the Sindumartani Village is divided into several sectors. The main sector is the agricultural sector, including fisheries and livestock. This can be seen from the data on the number of farmers who reached 15.59% or as many as 1,300 people of the total population. The agricultural sector is strongly supported by a large area of rice fields in Sindumartani Village and adequate water sources. Irrigation channels and agricultural roads are also very important to pay attention to so that it is easier for farmers to irrigate rice fields and also farmers can more easily access rice fields both when planting and harvesting.

The fisheries sector is dominated by the Bokesan. Bokesan in 2020, the population of men is 168 people and women are 169 people, and consists of 110 heads of families (KK). Fish Farmer Group "Mino Ngremboko" is located in Bokesan. Bokesan is a village where most of its livelihoods rely on the fishery sector. This is due to various factors, the first being the condition of the water that flows throughout the year, besides the existence of a tenacious population in the fisheries business. The fish breeding business in Bokesan started in 1989, this Bokesan was used as a place for PKL (Field Work Practice) by the Fisheries Public School from the city of Bogor who introduced ways to cultivate catfish. From the results of this training, it turned out to provide profitable business opportunities and has developed well until now. Then the existing fish farmers established a farmer group with the name "Mino Ngremboko". In 2001 this farmer group won first place at the National level for INPERAK, namely Intensification of People's Breeding.

Empowerment of Fish Farmers in the CSR Program in Bokesan

The fish farmer empowerment program in the CSR program was carried out by PT. MDK in Bokesan is focused on the fish farming intensification program. This program emphasizes the utilization of existing land conditions by intensifying the use of technology, capital, and resources to obtain optimal results.

Based on interviews with several informants, information was obtained that the fish farming model with an intensification pattern is suitable to be carried out in Bokesan, because residents generally have relatively narrow land for fish cultivation, and still protect the land from environmental damage. Therefore, to increase fish production, it is necessary to use technology, it's just that the technology used is easy for fish farmers and does not require relatively high costs. Through this technology, it is expected that the duration of cultivation (harvest) is shorter, and the amount of production is relatively high.

The fish farmer empowerment program with the intensification pattern approach is also in accordance with one of the missions of the Sindumartani Village, namely Productive. The purpose is to encourage the growth of agriculture, animal husbandry, fisheries, and tourism industries, through entrepreneurial training programs for residents in appropriate fields and the situation. As well as conducting entrepreneurship training for productive age residents who have not worked in the formal sector (people in need). Also improving the welfare of rural communities by realizing Village Owned Enterprises (BUMDes) and other programs to create employment opportunities for rural communities, as well as increasing production.

The Success of Fish Cultivation with MBG Technology in Bokesan

Empowerment of fish farmers in Bokesan in the CSR program by PT. MDK done using Micro Bubble Generator (MBG) technology can be said to be quite successful. Based on the results of interviews with various sources, it can be explained that MBG technology is able to increase the amount of oxygen dissolved in water, and can accelerate fish growth. MBG technology can channel oxygen into the pond to the maximum so that the fish rearing process will be faster, more efficient, and healthier. Therefore, with better water quality, it can support the rapid growth of fish in fish. The fish produced is heavier. The harvest period is shorter than the average harvest before using MBG technology. Before using MBG, the average harvest was two times, and after using MBG it was three times. In addition, the weight of the fish increases, and the length of the fish also increases by 30% to 50%.

The types of fish that are cultivated using MBG technology managed by the "Mina Ngremboko" Group in Bokesan are generally tilapia. Tilapia fish seed cultivation is the largest fishery product. The use of MBG technology has increased the income of fish farmers and has been able to encourage people's economic activities in their area. The success of fish farming with MBG can be used as an example for fish farmers in other areas to increase fish production in order to meet people's consumption needs. According to several informants, it was explained that the fish cultivation technology with MBG technology is very suitable to be applied to freshwater fish cultivation with limited land, and the use of electricity is quite efficient to turn a mill, so this cultivation is quite efficient but can produce fish optimally. Less feed, shorter rearing time, faster, healthier fish, and higher yields. MBG technology, in addition to producing small air bubbles that can dissolve oxygen in water, can also remove mold and stimulate the growth of plankton which can be added to fish feed.

DISCUSSION

CSR Concept with MBG Innovation

The CSR concept implemented by PT. MDK to the community of Bokesan is to introduce an innovation in fish cultivation through MBG innovation, so the success of this CSR program. According to Rogers (2003) can be seen from the aspects of Relative advantages (MBG technology can adopt by fish farmers and able to increase fish production), Compatibility (MBG technology according to the needs of fish farmers, and the ability to solve problems faced by fish farmers), Complexity (MBG technology can be easily understood and used by fish farmers because the technology is simple), Trialability (MBG technology is easy to be tested by fish

farmers to increase fish production), Observability (how the MBG technology works can be observed by fish farmers).

Implementation of Empowerment through CSR

Based on the opinion of Ite (2008), Mardikanto (2013), and Wilson (2015), judging from the principle of empowerment, the implementation of the CSR program of PT. The MDK can be explained as follows: (1) Integrated Development, namely the empowerment of fish farmers is an integrated development, because it can cover various aspects of the lives of residents in Bokesan in particular and Sindumartani Village in general; (2) Human Rights, namely empowerment activities can improve the standard of living of fish farmers, because fish harvests increase and income increases; (3) Sustainability, namely the empowerment of fish farmers is not only for temporary interests, but can be sustainable; (4) Empowerment, namely empowerment for fish farmers is done by increasing the knowledge and skills of fish farmers in fish cultivation, and fish farmers also actively participate in this empowerment program; (5) Self-Reliance, namely empowerment activities using an intensification pattern by maximizing the use of land owned by fish farmers by using MBG technology; (6) Organic Development, namely empowerment activities for fish farmers to pay attention to the situation and condition of fish farmers, and the use of MBG technology does not damage the environment; (7) The Integrity of Process, namely empowering fish farmers not only to increase harvest production, but also to prioritize the process or stages of empowerment; (8) Co-operation, namely the empowerment of fish farmers is also carried out to improve the institutional performance of fish farmers who are members of the Fish Farmer Group "Mino Ngremboko" located in Bokesan; (9) Participation, namely Empowerment of fish farmers involves all fish farmers, both personally and institutionally (farmer groups), taking into account the ownership of land area and capital owned by fish farmers.

Fish Farmer Empowerment Model

The empowerment model was carried out on fish farmers in Bokesan with the CSR program of PT. MDK. This is carried out in a pattern of intensification of fish farming in which the empowerment is done in stages.

Fish Cultivation Intensification Pattern

The pattern of empowering fish farmers in Bokesan is carried out with an intensification pattern, namely utilizing existing land conditions by intensifying technology, capital, and resources to obtain optimal results. Based on the opinion of Cahyono (2000), the pattern of intensification of cultivation is: (1) Utilizing relatively narrow production land which is generally owned by fish farmers in Bokesan; (2) Using technology (MBG) to increase fish production; (3) Requires relatively affordable capital, because the tools used can be made yourself, with easily available materials or components; (4) The amount of production is relatively high because the use of MBG technology can increase fish production between 30-50%; (5) The length of time for cultivation is relatively shorter because the harvest which was originally done twice has become three times. In addition, fish growth is relatively faster, healthier, and fish weight increases; (6) Utilization of MBG technology does not damage the carrying capacity of cultivated land, but can actually eliminate fungi and stimulate plankton growth which can increase fish feed.

Stages of Empowerment of Fish Farmers

Empowerment of fish farmers in Bokesan in the CSR program of PT. MDK is carried out by paying attention to the process or stages of empowerment. According to the opinion of Gangone et al. (2014); Ife and Tesoriero (2002), empowerment consists of three stages. The first one is the awareness stage, which is to provide enlightenment or awareness to fish farmers about the problems they face and the solutions that can be taken to solve the problems they face and provide motivation to fish farmers that they can increase fish production. The second one is the capacity stage which consists of three types of capacity building (Providing education and training both personally and institutionally for the "Mino Ngremboko" farmer group, Organizational empowerment by restructuring the organization adjusted to the needs, then making agreements and regulations that must be obeyed by all members of the "Mino Ngremboko" farmer group). The Third one is the empowerment stage which gives power and trust to the "Mino Ngremboko" farmer group to manage their resources and apply the abilities and skills that have been given.

The Success of Empowering Fish Farmers in the Economic Sector

The success of empowering fish farmers in Bokesan in the CSR program of PT. MDK in the economic field can be seen from several indicators. Based on Pranoto and Yusuf (2016); Cahyono (2000), the success indicators of the economic empowerment program are: (1) Utilization of MBG technology can increase the income of fish farmers and reduce the number of poor people; (2) Maximizing the use of land owned by fish farmers by utilizing MBG technology, and increasing the development of fish farmers' businesses, because in addition to fish products that can be sold directly to consumers, fish products can also be processed first to increase business income; (3) Increased awareness of fish farmers and the community around Bokesan in an effort to improve family welfare and environmental development; (4) Increasing the independence and performance of members and institutions of the "Mino Ngremboko" farmer group which is marked by the development of productive businesses of members and groups, stronger group capital, neater group administration, and wider group interaction with the community; capacity of fish farmers and income distribution as indicated by the increase in the income of members of the "Mino Ngremboko" farmer group and also the surrounding community.

CONCLUSION

Based on the research study above, it can be concluded that the CSR concept of PT. MDK through the innovation of the Microbubble Generator has several advantages such as producing more fish, innovation according to farmers' needs, simple technology, easy-to-test tools, and easy-to-observe tools by farmers. The implementation of the CSR program of PT. MDK is based on the perspective of community empowerment in the economic field of fish farmers. They are carried out with the principles like integrated development, human rights, sustainability, empowerment, self-reliance, organic development, the integrity of the process, cooperation, and participation. Furthermore, the focus of empowerment is the intensification of aquaculture with Microbubble Generator innovation and empowerment stages (including the awareness about the importance of fishery technology, capacity level with providing training on microbubble *generators* to improve farmer skills, empower farmer groups, and the empowerment stage where

farmers can apply the abilities and skills that have been given). Not only that but the success of community empowerment in the economic sector is indicated by the increase in production yields, income, environmental awareness, and independence of farmer groups.

ACKNOWLEDGMENT

Thank you to the fish farming in Bokesan, who have agreed to be respondents and participate in this research.

DECLARATION OF CONFLICTING INTERESTS

Source of funding: None

Conflict of interest: The authors declare that they have no conflict of interest.

REFERENCES

- Adi, I. R. (2013). *Pengembangan masyarakat sebagai upaya pemberdayaan masyarakat*. Jakarta: Rajawali Pers.
- Afrianto, E., & Liviawaty, E. (2018). *Beberapa metode budidaya ikan*. Yogyakarta: Kanisius.
- Cahyono, B. (2000). *Budi daya ikan air tawar (ikan gurami, ikan nila, ikan mas)*. Yogyakarta: Kanisius.
- Ganescu, M. C., Asandei, M., Gangone, A., & Chirila, C. (2014). Performance determinants for responsible supply chain management in the European emerging countries. *Amfiteatru Economic Journal*, 15(33), 154-169.
- Hermawan, Y., & Yoyon, S. (2016). Jurnal pendidikan dan pemberdayaan masyarakat. *Jurnal Pendidikan dan Pemberdayaan Masyarakat*, 3(1), 97–108.
- Isa, R. (2019). Improve community income through community empowerment programs joint business group (Kube) in Dumati Village, Telaga Biru District. *Asia Pasific Journal of Management and Education*, 2(1), 1-7.
- Ife, J., & Tesoriero, F. (2002). *Community development: Creating community*. Australia: Longman.
- Ife, J. (2008). *Alternatif pengembangan masyarakat di era globalisasi: Community development*. Yogyakarta: Pustaka Belajar.
- Lindawati, A., & Puspita, M. (2015). Corporate social responsibility: Implikasi stakeholder dan legitimacy gap dalam peningkatan kinerja perusahaan. *Jurnal Akuntansi Multiparadigma*, 6(1), 163–174.
- Mardikanto, T. (2013). *Pemberdayaan masyarakat oleh perusahaan, corporate social responsibility, acuan praktisi, akademisi, dan pemerhati program CSR*. Surakarta: Sebelas Maret University Press.
- Nasdian, F. T. (2014). *Pengembangan masyarakat*. Jakarta: Pustaka Obor Indonesia.
- Pranoto, A. R., & Yusuf, D. (2016). Program CSR berbasis pemberdayaan masyarakat menuju kemandirian ekonomi pasca tambang di Desa Sarijaya. *Jurnal Ilmu Sosial dan Ilmu Politik*, 18(1), 33-39.
- Pranyoto, V. S. (2015). Pembudidayaan ikan bokesan dikembangkan dengan konsep wisata. Retrieved from <https://jogja.antaranews.com/berita/331847/pembudidayaan-ikan-bokesan-dikembangkan-dengan-konsep-wisata>.
- Rogers, E. M. (2003). *Diffusion of innovations*. London: The Free Press.
- Sehgal, G., Kee, D. M. H., Low, A. R., Chin, Y. S., Woo, E. M. Y., Lee, P. F., &

Almutairi, F. (2020). Corporate Social Responsibility: A Case Study of Microsoft Corporation. *Asia Pasific Journal of Management and Education*, 3(1), 63-71.

Suharto, E., & Yuliana. (2015). *Membangun masyarakat dan memberdayakan masyarakat*. Jakarta: Refika Aditama.

Wilson, I. (2015). *The new rules of corporate conduct: Rewriting the social charter*. Westport: Greenwood.