

Indonesian National Army (INA) Unites Building Villages from a Corporate Social Responsibility (CSR) Perspective

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ABSTRACT

The Indonesian National Army Unites Building Villages (INAUBV) program as a social responsibility program carried out by the INA organization can be oriented as well as the Corporate Social Responsibility (CSR) program carried out by companies. This study aims to understand and analyze the implementation of the INAUBV program from the perspective of the CSR concept. The research was conducted in Sukoharjo Regency in 2021-2023. The research method is a case study. Sampling used purposive sampling. Research data used primary and secondary data. Data collection through observation, in-depth interviews, Focus Group Discussions (FGD), and documentation. The research results concluded that according to the perspective of the CSR concept, the implementation of the INAUBV program meets the following principles: (a) Accountability, as a form of organizational (INA) responsibility for community problems; (b) Transparency, involving related agencies and the community in program implementation and reporting; (c) Ethical behavior, trying to establish harmonious relationships with various parties, including society; (d) Respect for stakeholder needs, involving relevant agencies and the community; (e) Respect for legal regulations, because it is carried out based on the INA Law; (f) Respect for international behavioral norms by adopting CSR programs; (g) Respect for human rights, increasing equitable development, because it prioritizes disadvantaged areas.

Keywords: Indonesian National Army, INAUBV, Corporate Social Responsibility

INTRODUCTION

The presence of the Indonesian National Army (INA) Unites Building Villages (INAUBV) program or previously known as Republic of Indonesia Armed Forces (RIAF) Entering Villages (IEV) is in accordance with one of the characteristics of the approach in the community empowerment process which is synonymous with non-formal education, namely collaborative development and self-management. This is an approach with a system of equalization or distribution of authority in work relationships or activities. The community development process through INAUBV can be viewed from the perspective of community involvement. Community participation in the INAUBV program is in the form of idea participation and energy contribution, where the implementation of the program begins with the needs and problems of the local community. This is in accordance with the opinion of Christenson and Jerry (1989), community empowerment can only occur if citizens participate. A business can only be successfully assessed as community empowerment if the community group becomes a development agent or also known as a subject. Here the subject is the driving force, and not just the beneficiary.

The main objective of establishing and implementing the INAUBV program is to build unity or integration between the INA and the community, in accordance with the INA's vision "Together with the People, INA is Strong". The main task of the INA is to maintain the sovereignty of the Republic of Indonesia and carry out war and non-war military operations. As with non-war military duties, this means carrying out duties, principals, and functions as a state servant assisting the government in collaborating with the community in carrying out national development, both physical development and non-physical development. The INAUBV program is one of the INA's concrete programs to participate in community empowerment (Mulyono et al., 2020).

Law Number 34 of 2004 (Indonesia. The Audit Board [BPK RI], 2004b concerning the Indonesian National Army has regulated the role of INA as a state tool in the defense sector which in carrying out its duties is based on state policies and political decisions. The main task of the INA is to uphold state sovereignty, defend the territorial integrity of the Unitary State of the Republic of Indonesia which is based on Pancasila and the 1945 Constitution of the Republic of Indonesia, and protect the entire nation and all of Indonesia's bloodshed from threats and disturbances to the integrity of the nation and state.

The main task of the INA in assisting the government in the regions is to assist in the implementation of government functions in conditions and situations that require INA facilities, tools and capabilities to resolve the problems being faced, including helping to overcome the consequences of natural disasters, rehabilitating infrastructure, as well as overcoming problems resulting from strikes and community conflict. Therefore, the INA has the task of assisting the government in resolving problems currently being faced in society, including helping to overcome the consequences of natural disasters, rehabilitating infrastructure, and overcoming communal conflict problems.

INAUBV is one form of the INA Service Operation, which is a cross-sectoral integrated program between the INA and Departments, Non-Departmental Government Institutions and Regional Governments as well as other components of the nation, which is implemented in an integrated manner with the community, in order to increase the acceleration of development activities in rural areas, especially areas classified as underdeveloped, isolated, border areas, and urban slum areas as well as other areas affected by disasters (Marunduh et al., 2019).

INA leader, this program is also part of the INA Army's commitment to participate in building the nation and state together with other components of the nation in a synergistic

and sustainable manner. In this implementation, the Indonesian Army collaborated with the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia along with all their staff. Apart from that, collaboration is carried out with the Provincial Regional Development Planning Agency (PRDPA), Community Empowerment Agency, and Provincial Village Government (CEAPVG) as well as Regional or Regency/City Governments (Hasanah, 2017).

The research results of Iswahyudi et al. (2019) report that the implementation of Perkasad Number Perkasad/36-02/XII/2012 regarding the INAUBV program has not been implemented optimally, in terms of the content of policy and the context of implementation. Efforts that can be made are increasing the physical development budget from the Regional Government, determining INAUBV targets which must be bottom-up planning in accordance with the criteria, providing knowledge and skills to personnel in collaboration with the Regional Government, increasing the role of the Ministry of the Republic of Indonesia/LPNK by preparing contact facilities before implementing INAUBV. The research results of Wijaya et al. (2018) found that the level of citizen participation in the INAUBV program was not optimal (degree of tokenism). From planning to post-program, residents only participated, but did not participate in it. Research by Retnowati et al. (2020) concluded that a community empowerment program can be said to be successful if it fully involves the community as the spearhead.

This study aims to understand and analyze the implementation of the INAUBV program from the perspective of the CSR concept: accountability, transparency, ethical behavior, respect for stakeholder needs, respect for legal regulations, respect for international norms, and respect for human rights.

LITERATURE REVIEW

Community empowerment

According to Sumaryadi (2018), community empowerment is an effort to prepare the community along with efforts to strengthen community institutions so that they are able to realize progress, independence and prosperity in an atmosphere of sustainable social justice. According to Kartasasmita (2019), practical community empowerment is an effort to mobilize resources to develop the people's economic potential which is expected to increase productivity so that human and natural resources can also be improved. People and their environment participatively grow and produce added economic value so that poor people and their untapped potential will increase economically, in dignity, self-confidence and self-esteem. Empowerment develops not only economic values but also social and cultural values.

INA Unites Building Villages (INAUBV)

INA Unites Village Development (INAUBV) is one form of the INA Service Operation, which is a cross-sectoral integrated program between the INA and Departments, Non-Departmental Government Institutions, and Regional Governments as well as other components of the nation, which is implemented in an integrated manner with the community, in order to increase the acceleration of development activities in rural areas, especially areas classified as underdeveloped, isolated, border areas, and urban slum areas as well as other areas affected by disasters. The objectives of the INAUBV Program are: (1) increasing the smooth flow of transportation that supports transportation facilities in rural areas; (2) improving health and religious infrastructure and environmental order and security; and (3) able to stimulate the community to develop their village.

The statutory regulations that underlie the implementation of this INAUBV are Law Number 34 of 2004 (Indonesia. BPK RI, 2004b) concerning the Indonesian National Army, Law No. 11 of 2009 (Indonesia. BPK RI, 2009) concerning Social Welfare, Regional Government Law Number 32 of 2004 (Indonesia, BPK RI, 2004a), Republic of Indonesia Presidential Regulation Number 7 of 2005 (Indonesia. BPK RI, 2005) concerning the 2005-2009 National Medium Term Development Plan and Letter from the Minister of Home Affairs of the Republic of Indonesia concerning Guidelines for Preparing APBD Budgets for the INAUBV Program, as well as Decree of the Minister of Defense/Commander of the Army regarding Ratification of the Basic Pattern Book Concretizing the Unity of the Armed Forces and the People and the Operational Pattern of the Indonesian Armed Forces Entering Villages.

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is a form of company concern for the surrounding community, covering several aspects, namely economic, legal, ethical aspects as well as contributions to social issues (Carroll, 1991). Companies in implementing CSR as a form of social responsibility have abandoned charity which is only an obligation, leading to social responsibility as philanthropy and corporate citizenship which emphasizes the existence of shared interests, where the beneficiaries are not just poor people as in charity but also the wider community and companies. This shows that social responsibility is also more appropriate when considered as community development and is the spirit of implementing CSR activities (Frynas, 2019).

The INAUBV program can be studied based on the perspective of CSR principles. According to Ife and Frank (2018) regarding the seven principles of social responsibility in ISO 2600, as standards for implementing social responsibility, namely: (1) Accountability; related to the responsibility of the company (INA organization) towards the effects that CSR has on the community environment and being accountable for these effects. Accountability also includes responsibility for wrongful activities and taking steps to prevent them from occurring; (2) Transparency; regarding the organization of CSR (INA organizations) must be transparent in decision-making and activities related to the community and environment. The organization must communicate its rules, decisions, and activities; (3) Ethical behavior; related to the attitudes that must be had in company activities (INA organizations) in CSR (INA organizations), namely honesty, equality, and integrity; (4) Respect for stakeholder needs, related to how the organization respects, considers and responds to the interests of each stakeholder in CSR activities (INA organization); (5) Respect for legal regulations; related that every CSR (INA organization) must follow the laws that apply as the basis for business activities in the flow of social responsibility; (6) Respect for international norms of behavior; related to CSR activities carried out must not exceed existing international norms; and (7) Respect for human rights; related to CSR activities, you must respect human rights and follow and realize the importance of human rights.

RESEARCH METHOD

This research was conducted in Sukaharjo Regency for the reason that the people of Sukaharjo Regency are the location of the INAUBV (INA Unites Developing Villages) program. Carrying out research in 2021-2023. This research focuses on the process of empowering Village Communities through the INAUBV (INA Unites Developing Villages) Program, namely: (1) 112th Regular INAUBV in Majasto Village, Tawang Sari District, Sukoharjo; (2) INAUBV Sengkuyung phase I was carried out in Sapen Village, Tawang Sari District, Sukoharjo.

The research method is a case study. Sampling used are purposive Sampling and Maximum Variation sampling. Research data used primary data obtained from informants through observation, in-depth interviews, and Focus Group Discussions (FGD); as well as secondary data obtained from several reports, articles, and documents (INAUBV program, the role of the INA and the empowerment process with the community. Data sources, namely: (a) INA; (b) Regional Government of Sukoharjo Regency; (c) District Government and Village, and (d) Literature and Internet Study.

Data collection was carried out through observation, in-depth interviews, Focus Group Discussions (FGD), and documentation. Data validity uses (1) source triangulation, namely testing data by checking data from different sources, and (2) method triangulation, namely matching data obtained from interviews, observations, FGDs, and documentation. The data analysis process is carried out using an interactive analysis model, which consists of three components, namely: data reduction, data presentation, and conclusion drawing or verification.

RESULTS

Based on the research results, the CSR principles in the INAUBV program can be explained as follows.

INAUBV Program Accountability

Based on the results of interviews with various sources, it is known that in terms of accountability (responsibility), the INAUBV program carried out by the INA is a form of INA responsibility based on the INA Law and also the INA's duty to empower the community, because the responsibility tasks include Binter, where INAUBV is cross-collaboration. sectoral cooperation between the INA, Polri, regional government, other institutions for the welfare of the people.

INAUBV Program Transparency

Based on the results of interviews with various sources, it is known that in terms of transparency, the INAUBV program carried out by the INA has been carried out transparently in making decisions on selecting locations and programs implemented for the community, because the selection of locations is in accordance with proposals from the bottom up, namely from the musrengbangdes level, sub-district, to district

Ethical Behavior of INAUBV Implementation

Based on the results of interviews with various sources, it is known that in terms of ethical behavior, the implementation of INAUBV carried out by the INA has been carried out based on the principles of honesty in serving the community, equality in treating the community, and integrity in helping the community's difficulties (needs), because the INAUBV program prioritizes the interests of the community. as well as the principle of mutual cooperation based on the spirit of cooperation with various parties for the welfare of the people.

Respect for Stakeholder Needs

Based on the results of interviews with various sources, it is known that in terms of respect for the needs of stakeholders (parties), the INA has respected, considered and responded to the interests of each stakeholder in INAUBV activities, because in implementing the INAUBV program it always coordinates with various other parties/agencies. others and the community in order to achieve INAUBV targets.

Respect for Legal Regulations

Based on the results of interviews with various sources, it is known that in terms of respect for legal regulations, the implementation of INAUBV carried out by the INA has a strong legal basis, because the INAUBV program is in accordance with the legal basis of INA Law no. 34 of 2004 concerning the INA in OMSP duties.

Respect for International Norms of Behavior

Based on the results of interviews with various sources, it is known that in terms of respect for international behavioral norms; The implementation of INAUBV carried out by the INA in Indonesia is also carried out by military organizations abroad (all over the world), because abroad the INA also has empowerment programs for the community, but INAUBV only exists in Indonesia because it is in accordance with the INA Law, which includes helping local governments to increase empowerment. and people's welfare.

Respect for Human Rights

Based on the results of interviews with various sources, it is known that in terms of respect for human rights, the INAUBV program carried out by the INA has been linked to efforts to respect human rights and follow and realize the importance of human rights, because INAUBV is in accordance with the mandate of the INA Law that INAUBV is to improve the welfare of the people, especially the people. those in disadvantaged areas.

DISCUSSION

Judging from its objectives, the INAUBV program carried out by the INA can be equated (similar) to the CSR program carried out by companies, because they both prioritize welfare aspects. Meanwhile, what is different is that in INAUBV there are aspects of resilience that must also be met.

The INAUBV program as a social responsibility program carried out by the INA organization can be oriented like a CSR program carried out by a company, because the implementation of the INAUBV program can contain the principles contained in CSR. Apart from that, judging from the objectives of the INAUBV program, this program is an empowerment program for the community. This is because in the INAUBV program there are also principles that characterize or characterize empowerment programs.

INAUBV Program Accountability

Regarding the principle of accountability, the INA must be able to account for the performance of INAUBV. Accountability or responsibility contains various meanings. It is often used synonymously with responsibility but emphasizes the obligation to answer/explain actions, enforce rules, and/or be ready to accept punishment for wrong actions. Accountability is an important concept in discussions about good governance and is related to the private sector and government (Pranarka & Vidyandika, 2019). The INA must be able to demonstrate the principle of accountability in implementing INAUBV, namely: (1) being responsible for fulfilling all its obligations in accordance with the objectives of implementing INAUBV; (2) responsible, fair and innovative behavior of INA officers; (3) able to explain the actions and results that have been achieved by the INA in INAUBV, and able to provide concrete evidence of the results and processes that have been carried out; (4) The results of INAUBV can be enjoyed by the community, so that the community will give appreciation to the INA; (5) The INA is able to establish good relations with the community, is able to allocate the right resources, and evaluate INAUBV performance (Pangumpia et al., 2018).

INAUBV Program Transparency

Transparency means: providing information in a timely, adequate, clear, accurate and comparable manner and easily accessible to stakeholders in accordance with their rights (Friedmann, 2018). In this regard, INAUBV has been carried out transparently, because the planning stage of the INAUBV program consists of: (1) Determining the program involving all relevant agencies; (2) Coordination activities to synchronize existing programs with regional government programs; (3) Target determination is adjusted to the priority needs of the community; (4) Detailed checks involving all relevant agencies in accordance with the allocation of available time and available funds; (5) Program exposure activities are conveyed to all relevant elements, including regional government, INA and community representatives, who must be present so that deficiencies that need to be corrected will be known. During the presentation, usually the Regent, accompanied by the Dandim, explains the preparations for the implementation of INA Unites Building Villages to the level 1 regional government and Danrem (Sembiring, 2011).

Ethical Behavior in Implementing INAUBV

According to Argandoña (2017), Theresia et al. (2021), and Mulyono et al. (2020) there are several ways to apply the principles of ethical behavior, which can also be applied to INA organizations in carrying out INAUBV, namely: (1) Study and understand local customs. For this reason, the INA can collaborate with local community leaders to better understand local etiquette and can involve them in providing explanations to their members; (2) Set an example in the organizational environment. The INA can provide training to its members on the principles of ethical and social behavior in order to maintain the good name of the INA. The leadership itself must set an example in building relationships with its staff and interacting with other parties; (3) Creating closer relationships with the community. Carrying out activities together with the community makes relations with the community more intimate, through sports activities, participating in mutual cooperation or voluntary activities carried out by the INA in the community. Research by Rayyani et al. (2023) concludes that CSR should be aimed at promoting positive impacts on society and the environment. In the Indonesian context, the CSR concept needs to be rooted in community wisdom

Respect for Stakeholder Needs

In INAUBV activities, the INA needs to be aware of, respect, and pay attention to the interests of other parties, not only those who frequently interact with the company but also those who do not have a direct relationship. According to Mardikanto (2018) and Soetomo (2019), there are several ways to apply the principle of respect for stakeholder needs, which can also be carried out by the INA in the INAUBV program, namely: (1) Stakeholder analysis. Identify groups as a whole before developing an activity plan; (2) Involvement of (representatives from) all groups. Attention and involvement of all groups in discussing or preparing an activity plan, whether carried out by the organization (INA) or the government, so that all groups can convey their interests in the planning; (3) Special attention to the weakest groups. Research by Kurniawan et al. (2022) concluded that the stages of empowerment, include awareness, capacity, and empowerment.

Respect for Legal Regulations

The implementation of INAUBV carried out by the INA has a strong legal basis because the INAUBV program is in accordance with the legal basis of INA Law number 34 of 2004 (Indonesia. BPK RI, 2004b) concerning the INA in OMSP (Military Operations Other Than War) duties. OMSP's tasks are related to numbers 8, 9 and 12, namely: (8) Empowering defense areas and their supporting forces early in accordance with the universal defense system; (9) Assisting with regional government tasks; (12) Helping to overcome the consequences of natural disasters, displacement, and providing humanitarian assistance.

OMSP's duties are also related to the national defense program, namely efforts to uphold state sovereignty, defend the territorial integrity of the Unitary State of the Republic of Indonesia and the safety of the entire nation from military threats and armed threats to the integrity of the nation and state. National defense is the main effort to realize one of the national goals as stated in the preamble to the 1945 Constitution, namely protecting the entire nation and all of Indonesia's bloodshed. Indonesia, which consists of more than 17 thousand islands, is the largest archipelagic country and has a very extensive maritime jurisdiction.

Respect for International Norms of Behavior

Even though the term INAUBV only exists in Indonesia, similar activities are also carried out by militaries in other countries. This is like a research report conducted by Jirásková (2014). This research was carried out at an Armed Forces Academy. Jirásková (2014) explains that the concept of CSR, modified for higher education as "University Social Responsibility" (USR), is part of activities related to the basic needs of sustainable growth and development. Profit or non-profit organizations around the world are realizing the need for responsible social behavior because social responsibility has become one of the most important factors in their evaluation. Organizational performance in relation to the social environment has become an important part of total performance evaluation. In a competitive higher education environment, this also applies to the behavior of state universities, including military academies.

Respect for Human Rights

Kenny (2019) and Wolska (2019) explained that there are several ways to apply the principle of respect for human rights, including through INAUBV activities, namely (1) Disseminating information and discussions about human rights within the organization; (2) Supporting other parties (especially the community) in obtaining their human rights. As a form of concern for the implementation of human rights, the organization (INA) can encourage or accompany community participation in spatial planning; (3) Conducting multi-stakeholder dialogue regarding the implementation of human rights. Dialogue with various parties, including the surrounding community, on INA activities to develop villages evenly and fairly.

CONCLUSION

According to the perspective of the CSR concept, the implementation of the INAUBV program has fulfilled the following principles: (a) Accountability, as a form of organizational (INA) responsibility for community problems; (b) Transparency, involving related agencies and the community in program implementation; (c) Ethical behavior, trying to establish harmonious relationships with various parties, including society; (d) Respect for stakeholder needs, involving relevant agencies and the community; (e) Respect for legal regulations, carried out based on the INA Law; (f) Respect for international norms of behavior in adopting CSR programs; (g) Respect for human rights, increasing equitable development, because INAUBV is prioritized in underdeveloped areas.

Theoretically, as seen from CSR theory, the community empowerment program through the INAUBV program is a Community and Broader Society, namely an organization carrying out activities to empower the community. Methodologically, this research model can be applied to different locations, provided that these locations have relatively the same characteristics. Practically, the findings of this research can be used by the government and academic circles to increase the empowerment of village communities.

Recommendations can be formulated as follows: (1) Village communities are expected to be open, accommodating and play an active role in the INAUBV program; and (2) The central government, regional government, and also the Central or Regional Disaster Management Agency need to provide sufficient budget support for the implementation of the INAUBV program.

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DECLARATION OF CONFLICTING INTERESTS

The researcher states that the results of this research do not have a conflict of interest

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