

THE COMMUNITY EMPOWERMENT IN DEVELOPING SUNDA SNACK BUSINESS THROUGH THE UTILIZATION OF CSR ASSISTANCE

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ABSTRACT

This research aims to examine and analyze the use of corporate social responsibility assistance PT. Tirta Investama (Aqua) through community empowerment for glass chip business actors in Kasomalang District, Subang Regency, which is one of the snacks in Pasundan land. By using the Triple Bottom Line (3P) concept from John Elkington (1998), regarding corporate social responsibility (CSR), this research focuses on the social sector, namely the implementation of community empowerment for business actors. Community Empowerment uses the concept proposed by Dubois in Shera (1992:2) that empowerment implies both the process and the result. As a process of empowerment to increase the strength of the individual and interpersonal. As a goal, empowerment is a final expression, namely the acquisition of certain abilities. The approach in this research is qualitative, and the selection of informants is carried out using a purposive technique. The data collection techniques used were observation, interviews, and documentation. The data analysis uses the stages of data reduction, data presentation, and drawing conclusions and verification. The data validity technique used is source triangulation. The results of this research indicate that the process of implementing community empowerment is the application of strategies in community empowerment, especially through training for the poor, which includes motivation, awareness raising and skills training, self-management, resource mobilization, network development and development. Meanwhile, the result is that business actors have increased in terms of: a. Level of awareness and desire to change (power to). b. Ability level increases capacity to gain access (power within). c. The level of ability to face obstacles (power over). d. The level of ability to cooperate and solidarity (power with).

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1. INTRODUCTION

The purpose of development is to improve and improve the welfare of the community, as well as create innovation in the community. The community as the subject of development must have the awareness to improve their lives for the better. Therefore, ideas are needed, the application of the latest technology that supports development programs, and the right strategy in empowering the community and including Micro, Small and Medium Enterprises (MSMEs), which will be able to become a national economic power.

Community development activities are activities that aim to develop a certain group in an area. Community development is known as community empowerment. Empowerment is centered on the people so that the people play an active role in the empowerment process. Community empowerment aims to create an independent community, able to explore and utilize the potential that exists in the area, and help the community to be free from backwardness or poverty.

Community empowerment is an approach that pays attention to all aspects of people's lives with the goal of all levels of society, motivated by independence (independence), so as to generate self-help abilities to improve people's quality of life (modernization) which refers to ways of thinking, behaving, and behaving to move forward.

The essence of community empowerment is the utilization of local resources (potential), increasing participation, fostering the concern of all parties for community independence (self-reliance). Community empowerment is an effort to develop community independence and welfare by increasing knowledge,

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attitudes, skills, behavior, abilities, awareness, and utilizing resources through the establishment of policies, programs, activities, and assistance in accordance with the essence of the problem and priority needs of the Village community. (Law Number 6 of 2014 concerning Villages, General Provisions Article 1 paragraph 12).

Through community empowerment, corporate social responsibility (CSR) programs are expected to be able to bring about real changes so that their dignity and status are restored. As well as achieving a village that is advanced, independent and whose people are physically and mentally prosperous according to their dignity.

The implementation of empowerment is not only the obligation of the government, but also the obligation of all levels of society. One of them is the Humane Care Center (PKPU) Human Initiative which has a program to help people who experience obstacles by helping to realize community independence in the economic field, PKPU Human Initiative conducts a number of empowerment programs at the individual, family, and environmental levels. To realize the vision and mission of the institution, PKPU Human Initiative focuses on four areas of work which include economy, health, education, and emergency response. PKPU Human Initiative is tasked with contributing to the world of humanity and being at the forefront of providing solutions to humanitarian problems.

The partnership model between PKPU Human Initiative and the business world is a convenience for the community in reaching assistance from the business world, and vice versa for the business world in achieving the target recipients of assistance. Likewise, in the implementation of its activities, PKPU as the manager of the implementation of the activities of the corporate social responsibility program carries out its role in various fields of activity including community empowerment for Micro, Small and Medium Enterprises (MSMEs).

In carrying out its activities, PKPU Human Initiative partners with several companies in the business world in managing corporate assistance in the form of corporate social responsibility/CSR funds. This is considering that for the business world, especially companies in the form of limited liability companies, they are required to set aside a portion of their profits for the benefit of the community and the environment as corporate social responsibility, as stated in Law number 40 of 2007 concerning Limited Liability Companies, particularly in article 74. Some of the companies that are partners with PKPU Human Initiative include PT Tirta Investama (Aqua) Subang, which part of the profits is allocated for the benefit of the community in Kasomalang District, Subang Regency. PT. Tirta Investama (AQUA) Plant Subang in collaboration with PKPU HI runs its CSR program in the context of the Community Economic Development Program (ECODEV) in Kasomalang District, Subang Regency.

The Kasomalang Subang area is known for its agricultural products, including cassava (cassava). The community processes it into various kinds of snacks, including glass chips which are known as the typical food of the Subang community. Some of them use it as a business as a livelihood through MSMEs. To support this community activity, PT. Tirta Investama (Aqua) through its corporate social responsibility/CSR program provides assistance to business actors carried out by PKPU HI West Java through community empowerment.

The research on this corporate social responsibility program has been done before. As done by (Rahmadani et al., 2019) who conducted research on the Function of Corporate Social Responsibility (CSR) in Community Development and Empowerment. Likewise, (Barusman & Lindrianasari, 2017) conducted research on Determinant of Corporate Social Responsibility: Case from Indonesia. And Puspa Wargianti (2018) which examines the Study of CSR (Corporate Social Responsibility) at PT. Madubaru Yogyakarta Based on Law Number 40 of 2007 concerning Limited Liability Companies.

Based on this background, the authors conducted research on Community Empowerment in the Development of Glass Chips Business through the Utilization of CSR Assistance. This is a study on the implementation of corporate social responsibility (CSR) programs in Kasomalang District, Subang Regency. Regarding this matter, there were previously research results from Asa Ria Pranoto and Dede Yusuf (2014) and Achmad (2022) which stated that the CSR program implemented by PT. Pertamina EP Field Sanga-Sanga had been carried out proportionally in every aspect, both in terms of benefits, suitability, sustainability, and impact aspects. resulting from. Thus, the impact is that 95 percent are able to empower the community to build a sustainable, independent economy.

Likewise, the results of research by Netty Dyah Kurniasari (2015) and Achmad et al (2022) reveal that the role of companies with CSR programs is very important in reducing poverty and unemployment. Of the various forms of CSR programs, the more appropriate program is CSR based on community empowerment. The form of CSR that is carried out is to create training programs, partnerships and promotions. This program is a way to help the development of MSMEs considering that the main problems

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of MSMEs in Madura are packaging (marketing), capital and marketing. Thus the corporate social responsibility program is expected to reduce the poverty rate that hit some communities on the island of Madura.

The difference in this research with previous research is the impact of the use of CSR assistance on the empowerment of MSME actors. In connection with this, the researcher formulates the problem as follows: "What is the impact of using PT. Tirta Investama (Aqua) CSR program assistance through the implementation of community empowerment by PKPU Human Initiative West Java in Kasomalang District, Subang Regency?" The aim is to describe and analyze the impact of using CSR programs through community empowerment for micro, small and medium enterprises (MSMEs).

2. METHOD

The research method used is descriptive with a qualitative approach. Data sources include:

- a. Primary data sources; namely data directly sourced from informants, namely MSME actors who produce traditional glass chips (snacks) and HI PKPU Officers in the field of empowerment, which are determined purposively and harmonized with the object of research.
- b. Secondary data sources; namely data sourced from writings or documents in the form of written references, previous studies and documentation related to community empowerment in the use of CSR assistance. The data collection uses interviews, observations, literature studies and documentation.

In the analysis and interpretation of data, the data analysis techniques used are directed to answer the formulation of the problem that has been formulated. Researchers carried out a number of methodological steps on the data collected from data collection and data presentation, namely qualitative data analysis carried out through a systematic process whose implementation was carried out through a data reduction process carried out by collecting information, organizing data into categories, describing into units, synthesize, arrange into patterns, choose which ones are important and will be studied, and make conclusions so that they are easily understood by themselves and others. According to Sugiyono, the data analysis technique used is directed to answer the formulation of the problem that has been formulated.

3. RESULT AND DISCUSSION

Corporate Social Responsibility (CSR) is an ongoing commitment by the business community to act ethically and contribute to the economic development of the local community or the wider community, along with improving the standard of living of workers and their families (Wibisono, 2007: 7). The concept of the Triple Bottom Line (3P) was put forward by John Elkington (1998), that corporate social responsibility (CSR) includes three pillars, namely economic, social, and environmental.

There are benefits derived from the implementation of corporate social responsibility, both for the company itself, for the community, government and other stakeholders. Wibisono (2007, p. 99) describes the benefits that will be received from the implementation of CSR, including:

1. For Companies. There are four benefits obtained by the company by implementing CSR. First, the existence of the company can grow and be sustainable and the company will get a positive image from the wider community. Second, it is easier for companies to gain access to capital. Third, the company can maintain quality human resources. Fourth, companies can improve decision making on critical matters (critical decision making) and simplify risk management.
2. For the community, good CSR practices will increase the added value of the company in an area because it will absorb labor, improve social quality in the area. Local workers who are absorbed will get protection of their rights as workers. If there are indigenous peoples or local communities, CSR practices will respect the existence of these local traditions and cultures.
3. For the environment, CSR practices will prevent overexploitation of natural resources, maintain the quality of the environment by reducing pollution levels and the company will be involved in influencing the environment.
4. For the state, good CSR practices will prevent so-called "corporate misconduct" or business malpractices such as bribery of state officials or law enforcement agencies that trigger high levels of corruption. In addition, the state will enjoy reasonable tax revenues (which are not evaded) by companies.

One of the company's motives in implementing CSR and being an important part is establishing good relationships with regulators. The company was established based on a permit granted by the government, and is expected to be able to contribute to development through payment of obligations in the form of taxes

and others, as well as to consciously contribute to building concern for improving the welfare of the community and the environment through community empowerment.

The company's involvement in CSR programs is motivated by several interests. According to Mulyadi (2003, p. 4), at least three motives for company involvement can be identified, namely: the motive for maintaining the security of production facilities, the motive for complying with work contract agreements, and the moral motive for providing social services to local communities.

Several previous research on corporate social responsibility have been carried out. Among them by Barusman, Y. S., & Lindrianasari, L. (2017). which examines the Determinant of Corporate Social Responsibility: Case from Indonesia. *EQUITY (Journal of Economics and Finance)*, 20(1), 37. <https://doi.org/10.24034/j25485024.y2016.v20.i1.2036> Nurwulan, RL, & Mariane, I. (2018), researched on Strengthening Academic Business Government (ABG) Cooperation in Empowering Women Through Corporate Social Responsibility (CSR). *Journal of Economic Empowerment Strategy (JEES)*, 01(01). Rahmadani, R., Raharjo, S. T., & Resnawaty, R. (2019). Function of Corporate social responsibility (CSR) in Community Development and Empowerment. *Share: Social Work Journal*, 8(2), 203. <https://doi.org/10.24198/share.v8i2.20081>. Wachid, A., Wahyunigrum, Y., & Noor, I. (2014). The Effect of Corporate Social Responsibility Program on Increasing Community Empowerment (Study on CSR Implementation of PT. Amerta Indah Otsuka, Boyfriend Village, Kejayan District, Pasuruan Regency). *Journal of Public Administration*, 1(5), 115.

Community empowerment always involves two interrelated groups, namely the community as the empowered party and the concerned party as the empowering party. According to Jim Ife (1995) community empowerment is aimed at increasing the power (power) of disadvantaged groups of people (disadvantage). Meanwhile, Sumodiningrat (1999) suggests that community empowerment is an effort to make the community independent through the realization of the potential abilities they have. According to Dubois in Shera (1992:2) empowerment implies the process and results. As an empowerment process to increase the strength of the individual and interpersonal, so that individuals, families, and communities can be involved in their environment. As a goal, empowerment is a final expression, namely the acquisition of certain abilities.

According to Hendrawati (2018:11) As a process, empowerment refers to the ability to participate, obtain opportunities and access the resources and services needed to improve the quality of life (both individually, in groups and in society in a broad sense). Regarding the process, Suharto (1997) suggests 5 strategies for community empowerment that can be carried out in community empowerment, especially through training and advocacy for the poor, namely: Motivation, Awareness raising and capacity training, Self-management, Resource mobilization, Network development and development.

As impact/outcome; The impact of the implementation of corporate social responsibility is in the form of benefits obtained by the community for the use of the assistance they receive, namely the acquisition of empowerment and independence. Handini (2020: 76) argues that adhering to the principle of community empowerment which aims to make the community independent and improve their standard of living, the direction of community independence is in the form of assistance to prepare the community so that they are truly able to manage their own activities. In relation to this independence and empowerment, Suharto (2008) suggests four degrees of empowerment, namely:

- a. Level of awareness and desire to change (power to).
- b. Ability level increases capacity to gain access (power within).
- c. The level of ability to face obstacles (power over).
- d. The level of ability to cooperate and solidarity (power with).

The research on the implementation of community empowerment related to corporate social responsibility programs has been widely carried out, including by (Wachid et al., 2014) who revealed that the concept of Corporate Social Responsibility consists of social variables (x1), economic variables (x2) and environmental variables. (x3) has a significant influence on community empowerment in terms of education level and community health level.

(Rahmadani et al., 2019) revealed that the implementation of corporate social responsibility programs has an important role in the community around the company, if the program designed can improve the capacity, knowledge and welfare of the community for the better. Companies as program and policy makers for the implementation of corporate social responsibility programs are expected to be able to organize corporate social responsibility programs that empower the community. Because in community empowerment, the community is encouraged to be actively involved and participatory in recognizing potentials and problems to achieve better goals.

Other research results revealed by (Nurwulan & Mariane, 2018) that the provision of assistance in empowering women in the corporate social responsibility program of PT. Telkom has a positive impact on the community in the form of several benefits that are reflected in the fulfillment of the empowerment index which includes freedom of mobility, ability to buy small commodities, ability to buy large commodities. Involved in making household decisions. Relative freedom from family domination, Legal and political awareness, Involvement in campaigns and protests, and Economic security and contribution to the family.

Aqua CSR Partnership with PKPU HI West Java

In its operational activities, Aqua has a double commitment to maintain a balance between business, social and environmental sustainability around the company. This commitment is realized through Aqua Lestari as a reference for the implementation of the Corporate Social Responsibility program in a sustainable manner. This social responsibility is also implemented with other programs, such as programs for providing clean water facilities, conservation programs and community economic development programs based on community empowerment. <https://www.kotasubang.com/17262/program-csr-pt-tirta-investama-aqua-subang-baik-senomor-ruas-jalan>

In implementing community empowerment activities for business actors in Kasomalang District, Subang Regency, PT. Tirta Investama (Aqua) Plant Subang and the Humanitarian Post Peduli Ummat Human Initiative (PKPU HI) are institutional resources that play a role in providing assistance to business actors in the form of guidance and training to develop business actors.

PKPU HI is an institution that focuses on presenting solutions and realizing concern for the community by empowering the community to increase community capacity while promoting local wisdom by elevating the potential of the local area.

On September 12, 2013 PT. AQUA Subang Factory in collaboration with the non-governmental organization (NGO) Pos Keadilan Peduli Ummat (PKPU) through the Community Economic Empowerment Program (Ecodev) formed the Pasgajaya Abadi Cooperative. It is hoped that this cooperative will bring blessings and prosperity to local residents. According to the ECODEV Program Manager project. (HI West Java), Bustan Arip, West Java Human Initiative as assistants in the field have been trusted by the company for 5 years in the field of cooperatives and MSMEs.

Pasgajaya Cooperative provides training on cooperative financial management reporting and strengthening of basic SOPs and business strategies for cooperative stalls, branding and packaging training. Activities carried out and facilitated by this cooperative focus on business development and governance, cooperative services, and assistance for Micro, Small and Medium Enterprises (MSMEs) in the form of providing cooperative business capital in the local economic development program of PT. Tirta Investama's CSR (AQUA) Plant Subang The assistance in the form of business capital and a set of cooperative facilities is expected to be a stimulus so that not many people are ensnared by mobile banks.

As stated by Dwi Nofriyadi, Head of AQUA Subang Factory, coaching and training is carried out so that the Pasgajaya Cooperative remains strong even though there is no longer any interference from AQUA's corporate social responsibility (CSR) program. AQUA assesses that sustainable CSR can have a positive impact and greater benefits, both to the community, company and related stakeholders. Therefore, every activity carried out involves synergies from all parties to continuously build and create prosperity in order to realize the independence of the people involved. <https://aqualestari.aqua.co.id/article/single/koperasi-pasgajaya-jadi-andalan-warga-yang-resah-hasil-riba-dan-bank-keliling/>

Together with PKPU HI, Aqua continues to strive to continue to innovate and synergize with local communities in developing the potential of local products and making cooperatives a locomotive for financing MSME business. (<https://human-initiative.org/csr-aqua-subang-bersama-human-initiative-jabar-salurkan-modal-usaha-bagi-koperasi-mandiri-jaya-subang-ditengah-pandemi/>)

Pasgajaya cooperative membership is open to the public, as of 2020 there are 235 people, the majority of which are traditional food MSME entrepreneurs including glass chips, as many as 165 people, and the rest consist of various work backgrounds.

The Activity Implementation Process

In its implementation, the community assistance and empowerment program uses the Participatory Learning and Action (PLA) method. Through this PLA method, the involvement of a target community in determining action is greater, this is because the identification of needs and decision making is carried out jointly through groups.

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As for technically, this method uses a group teaching and learning process carried out by all stakeholders interactively in a joint analysis process by reflecting various interpretations of existing problem solving (Multi-perspective Case).

The economic development program (ECODEV) is implemented with an emphasis on community involvement in building the local economy. Because the success of a program is determined by the approach, both in the form of an approach to the aspect of the object being carried out, namely in the form of productive economic efforts, the aspect of needs, namely in the form of absolute prerequisites that support each other for the implementation of the program, and the aspect of actors, namely the parties involved in the success of this program. The object aspect shows the interrelationships between one aspect with other aspects, both input, process and output (integrated system). The needs aspect focuses on the level of community needs in accordance with the characteristics of the target group in the field. The actor aspect is carried out with the aim of involving stakeholders related to the program process to participate actively in order to achieve program success in the field.

From these three aspects, the approach implemented in this program refers to the concept of a participatory approach. The approach is the involvement of all parties and levels of society. In this regard, the process that is built adapts to the needs and developments of targets in the field.

Technical Organizing activities are carried out in order to face various conditions and challenges in the future and to achieve optimal community empowerment. Human Initiative as a partner appointed by the company as the person in charge of technical implementation forms a program implementation team with the required number of people and parts. This program involves 3 core personnel, namely 1 Project manager and 2 field assistants. (Annual Report PKPU HI, 2020).

The activities carried out were coaching from the companions, starting with educating and advocating procedures for the safety process of processed food production according to health standards, capital requirements, BIMTEK PKP workshops from the Health Service, workshops & Food Processed Innovation Training from Expert, Packaging, Quality Control, Branding, Promotion and marketing to the consumption needs of members. All of this cannot be separated from the participation of all cooperative management and MSME actors who continue to work together for the sake of the economic progress of the community so that they earn better.

The research data was obtained from informants of glass chip business actors and HI PKPU officers, both information regarding the implementation of community empowerment activities in the use of CSR assistance, as well as information about the results of these empowerment activities.

Analysis of the process of implementing activities using the concept according to Suharto (1997), that there are 5 community empowerment strategies that can be carried out in community empowerment, especially through mentoring and empowerment of the community, there are:

1. Motivation;

One of the programs carried out by PKPU HI West Java in Kasomalang District is the Initiative for Empowerment with the target of Community Independent Business Groups or business actors. The goal is to empower local communities and promote local wisdom in the village of Pasanggrahan, Kasomalang District. Communities are motivated to engage in income-generating activities using existing resources.

The agricultural products of Pasanggrahan include cassava. Cassava by the community is made into snacks called pakreng/glass chips. Opak cassava is fried to a crisp and given a seasoning that has a savory taste with variants of red chili and green chili with a spicy taste. Pakreng is a typical food that is produced throughout the Pasanggrahan Village, so that it becomes a typical food of Pasanggrahan Village.

CSR PT. Tirta Investama Plant Subang as a partner of PKPU HI West Java provides additional business capital assistance for cooperative development, which is then used by the cooperative as a revolving loan for capital assistance for business actors for business development. The provision of this assistance can increase community productivity, especially business actors so that it can boost the economy of rural communities. Capital assistance is one of the strategic reinforcements to encourage the development of cooperatives to support the development of savings and loan capital for members, in this case business actors. To motivate the community, CSR PT. Tirta Investama also provided material assistance in the form of a set of production equipment for MSME players, including equipment for the production of glass chips.

2. Awareness raising and capacity training;

PKPU HI West Java implements empowerment by providing Business Model Canvas Training to MSME members of the Pasgajaya Cooperative, Kasomalang District as CSR Guided by PT. Tirta Investama (Aqua) Plant Subang. This training aims to provide an introduction and understanding of the Business Model Canvas to business actors, so that business actors can apply the material according to their

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respective businesses and increase public awareness of the potential of their area so that beneficiaries become independent and can improve their family's economy and achieve prosperity.

The training is carried out by combining the knowledge possessed by the community with knowledge of more modern business management. Where the development of the current pace of digital and technology makes e-commerce market opportunities wide open for business actors. To keep up with the development of this technology, it is necessary to have a special strategy in running MSME businesses in the digital era as it is today. Therefore, PKPU HI also carries out skills training in Online Marketing Strategies and Partner Networks for business actors who are members of the Pasgajaya Abadi Cooperative in Kasomalang District.

3. Self-management,

Self-management activities are carried out by PKPU HI as an external party in helping to develop the system by holding meetings between business actors and discussing their business, so that business actors can manage their business better by recording, saving, and business management. Business people are advised to set aside a portion of their income for joint savings and make voluntary donations, especially to people in need.

In the training, it was stated the importance of understanding the product to be sold by positioning yourself as a buyer, because attracting buyers from the online world has its own tricks and skills that must be mastered by business actors or Cooperative online shop admins.

PKPU Human Initiative and CSR PT. Tirta Investama Plant Subang continues to contribute to the community in a series of economic empowerment programs through cooperatives and MSMEs. The community and village officials hope that with the assistance and training of online marketing strategies and partner networks, business actors will be able to survive and compete in the digital era so that their businesses can grow.

4. Resource mobilization,

Resource mobilization is the use of existing resources in the surrounding environment, both internal and external to support and develop a social movement. Resource mobilization is carried out to collect individual resources to create social capital and natural resources as local potentials.

The empowerment program is implemented by involving youth, local community leaders, and village officials as sources of information about the potential of the region, both human resources and natural resources. Furthermore, the training activities carried out also include the use of natural resources. In this case, business actors utilize local natural resources, namely cassava (cassava) to be produced into local snacks, namely glass chips.

Thus, PKPU HI can mobilize human resources and natural resources in Kasomalang District, Subang Regency. This is in line with the results of research by Hairi Firmansyah (2012) who conducted research on the Level of Community Empowerment in the Community Empowerment Program. Hairi obtained findings that illustrate that community empowerment programs are the easiest to "work on" with population participation and begin to be able to pioneer the development of local resources.

5. Network development and development;

One of the missions of PKPU HI is to establish partnerships and collaborations between humans and the business world based on the harmony of values held by the institution. PKPU HI establishes a partnership with PT. Tirta Investama (Aqua) Subang in the management of aid funds sourced from the CSR funds of the company concerned, in addition to funding sources obtained from community donors.

Assistance provided to cooperatives in the context of strengthening cooperative organizations. This is accompanied by an increase in the ability of cooperative members to build and maintain networks with companies as a social system while maintaining cooperation with MSMEs. MSMEs are subjects that must be developed and honed in order to become more competitive following the flow of increasingly modern technology. Therefore, commitment from all components is needed to synergize in generating and developing MSMEs.

As stated by Suharto (2010) that networks are very important in providing and developing various accesses to resources and opportunities for increasing community empowerment.

Results of Community Empowerment Activities

Community empowerment in the use of CSR assistance from PT. Tirta Investama (Aqua) Plant Subang by business actors in Kasomalang District, Subang Regency has an impact on the results achieved by business actors. This is in line with the objective of providing assistance through CSR programs. As stated by Wibisono who describes the benefits that will be received from the implementation of CSR, which in this case is the benefit for the community, that good CSR practices will increase the added value of the

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company in an area because it will absorb labor, as well as improve the social quality of the area. . In addition to the surrounding community can be absorbed as labor in the company, the existence of the company PT. Tirta Investama Aqua Plant Subang provides benefits to the business community through community empowerment activities carried out by PKPU HI. Business actors receive assistance in the form of production equipment and participate in local economic development programs through empowering MSME actors in Kasomalang District, Subang Regency.

With the community economic empowerment program in the target location of the group, it is hoped that it will have a direct or indirect impact on sustainable economic sustainability in the community. Among them that have a direct impact are: Cooperatives can contribute in marketing MSME processed products to the market, and they also provide guidance and assistance as well as education for existing and new MSME actors, regarding the safety of their processed food production with health standards and standardization of distribution permits for MSME products to the market with accommodated by the cooperative. This is done in order to create economic growth that continues to grow while at the same time creating jobs around the house for residents or residents who have no income in the future. (PKPU HI annual report, 2020).

Based on the PKPU HI annual report, the implementation of the program has proven to have provided benefits to the community, including:

- a. Increase public awareness of the importance of growing a locally based economy.
- b. Increase public knowledge regarding business asset management, product marketing, and tourism management.
- c. Improving the economic welfare of the community by increasing family income and increasing tourist visits.
- d. Fostering friendship and strengthening ties of brotherhood between members, and all elements of society

The conceptual studies on the impact of empowerment are implemented through four degrees of empowerment (Soeharto, 2008), there are:

- a. Level of awareness and desire to change (power to);

Starting from his ability to make snacks for family consumption, business actors realize that their skills can be developed into a business. Then the business actor took the initiative to open a small business. By participating in the training conducted by PKPU HI, business actors have a great desire to develop their business. Business actors involve families in managing their businesses in the utilization of human resources as a first step. Over time, the current business has developed into an MSME with ten employees. This shows a high level of awareness and desire to change.

- b. Ability level increases capacity to gain access (power within).

Business actors have high enthusiasm in carrying out all their activities, especially after they have participated in the training carried out by PKPU HI. Knowledge and practical experience from training activities add enthusiasm and insight to gain access to business activities. These changes include being more creative in obtaining sources of basic ingredients, skilled workers in packaging and gaining access to market their products.

As evidence of this capability is that MSME products in the form of glass chips/pakreng are well known by the wider community. Especially by using an online marketing strategy. This is able to raise the local wisdom of the local area, especially snack products. Thus the level of ability to increase capacity to gain access is quite high.

- c. The level of ability to face obstacles (power over).

Business actors have the ability to overcome problems in their business activities, both raw material problems, marketing and product packaging problems, so that they become more creative in product packaging and marketing. For example, when faced with a shortage of cassava raw materials, business actors can overcome it by looking for materials from other sources. Marketing problems, especially online marketing, business actors can ask for help from family members who understand information technology. Likewise, in the case of packaging, business actors involve family members so that work can be completed more quickly. In addition, business actors are more open in expressing ideas and innovations in developing their businesses. Thus, the level of ability to face obstacles or overcome problems in their business activities is quite high.

- d. Ability level of cooperation and solidarity (power with);

This ability obtained apart from training is also supported by the character of business actors personally and the character of rural communities, so that business actors have the ability to work together. Cooperating with fellow business actors, such as in accessing sources, collaborating with partners, for

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example in terms of information on production materials, as well as collaborating with employees such as giving work assignments or warnings.

Sharing information and having frequent discussions shows that business actors have a sense of solidarity with fellow business actors who have not yet developed by providing ideas or thoughts to develop together. Mutual support among business actors is a common thing to do. This shows that the level of cooperation and solidarity between business actors is quite high.

The results of research in the field indicate that the empowerment achieved by business actors is the impact of the implementation of empowerment by PKPU HI West Java in the CSR program of PT. Tirta Investama (Aqua) Plant Subang. Business actors make maximum use of activities so that they gain skills and have empowerment in running their business. This shows that community empowerment activities by PKPU HI can increase the four degrees of empowerment of business actors (MSMEs) in Kasomalang District. Thus the Corporate Social Responsibility (CSR) program of PT. Tirta Investama (Aqua) Subang is doing well.

The description above can answer the formulation of the problem in this study regarding the use of Corporate Social Responsibility assistance that through community empowerment affects community empowerment. That the use of PT Tirta Investama (Aqua) CSR assistance in community empowerment can increase the community empowerment of MSME actors in Kasomalang District, Subang Regency.

Referring to the opinion of Wibisono (2007) from the implementation of corporate social responsibility, in addition to the benefits obtained by the community above, it also improves the social quality in the area. In addition, there are benefits for the company itself, namely PT. Tirta Investama (Aqua) Plant Subang, namely the company's existence is growing and sustainable and the company gets a positive image from the wider community, especially the people of Kasomalang District. In addition, the Company has easier access to capital, namely in accessing production raw materials. As for the benefits for the environment, the implementation of CSR can prevent overexploitation of natural resources, maintain environmental quality and companies are involved in influencing their environment. Then the benefit for the state is that the implementation of corporate social responsibility can maintain business sustainability so that the state will enjoy income from corporate taxes.

Especially from the benefits obtained by the business community, when viewed from the perspective of social welfare, this is in line with the social work principle of "to help people to help themselves". By participating in community empowerment activities, the social functions of business actors can be fulfilled, which include:

- 1) That business actors can fulfill their needs, both the basic needs of their families and their business needs.
- 2) Can carry out social roles, business actors can carry out their roles in the family, in the community, as well as their role as business actors.
- 3) Can solve problems; business actors can solve problems both problems in the family, as well as problems in their business activities.

The concept as put forward by Pincus and Minahan in Sukoco (2011: 19), that social functioning can be viewed from various aspects including: 1. As the ability to fulfill needs. 2. As the ability to carry out social roles. 3. As a problem solving ability, good, that exist within themselves and their environment.

5. Conclusion

Based on the results of the research, it can be concluded that the Corporate Social Responsibility/CSR of PT. Tirta Investama (Aqua) Plant Subang is implemented in collaboration with PKPU HI West Java, an institution that cares about social problems that exist in the community. With the focus of activities on community empowerment in the economic, social and environmental fields, especially Micro, Small and Medium Enterprises (MSMEs). Community empowerment activities carried out in Kasomalang District, Subang Regency are the implementation of the CSR program of PT. Tirta Investama Aqua Plant Subang in the social sector. PKPU HI West Java implements it through cooperative assistance activities and training for Micro, Small and Medium Enterprises (MSMEs). The results of this study indicate that community empowerment in the use of CSR assistance from PT Tirta Investama (Aqua) Subang through these activities is analyzed and meets the indicators of motivation, awareness raising and skills training, self-management, resource mobilization, and network development and development. The results of research on the impact of activities reveal changes in business actors, where MSME actors become more independent, creative and open in expressing ideas and innovations in business development. The results of these activities meet the following indicators: a. Level of awareness and desire to change (power to). b. Ability level increases

capacity to gain access (power within). c. The level of ability to face obstacles (power over). and D. Ability level of cooperation and solidarity (power with).

Thus, the use of CSR assistance from PT. Tirta Investama (Aqua) Plant Subang by business actors through community empowerment has an impact on increasing the empowerment of micro, small and medium enterprises (MSMEs) in Kasomalang District, Subang Regency. Where the empowerment of this snack business actor can affect the sustainability of Sundanese food originating from the city of Subang, namely glass chips made from cassava as a product of the Subang area.

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