Journal of International Conference Proceedings (JICP) Vol.5 No.2, pp. 441-449, July, 2022
P-ISSN: 2622-0989/E-ISSN: 2621-993X
https://www.ejournal.aibpmjournals.com/index.php/JICP

Implementation Corporate Social Responsibility Based on the Perspective of the Fish Farming Community Empowerment Model

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE
Kurniawan, R. et . al (2022). Implementation *Corporate Social Responsibility* Based On The Perspective Of The Fish Farming Community Empowerment Model*. Journal of International Conference Proceedings*, *5*(2), 441-449.

DOI:
https://doi.org/10.32535/jicp.v5i2.1706

Received: 2 July 2022
Accepted: 15 July 2022
Published: 26 July 2022

ABSTRACT

This study aims to analyze the implementation of Corporate Social Responsibility (CSR) conducted by PT. Multi Dimensi Kreasi (MDK) in the fish farming empowerment program in the Bokesan Village, Sindumartani Village, Sleman, Yogyakarta. The research method is qualitative. The sampling technique used was *purposive sampling*, *snow ball sampling, and* Forum *Group Discussion* (FGD). Data collection techniques: interviews, observation, and documentation. Data validation technique: method and source triangulation. The data analysis technique uses an interactive model. The results of the study concluded that the model of fish farmer empowerment through CSR PT. MDK is carried out in the following ways: (a) Intensification of aquaculture with MBG innovation; (b) Stages of empowerment, including: awareness, capacity, and empowerment .

Keywords: Corporate Social Responsibility, Empowerment, Fish Farmers

INTRODUCTION

Community empowerment is one of the approaches chosen in the implementation of PT MDK's CSR. 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 in an effort 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 in organizing Comdev, namely: (1) Strengthening partnerships with related parties; (2) Strengthening the management system through strengthening SOPs and their implementation; (3) Strengthening the quality of human resources through implementation; and (4) Community empowerment accompanied by assistance. Empowerment is designed based on the *empowerment is the road to participation* as a form of social responsibility that is implemented (Nasdian, 2014) .

Several problems related to fish cultivators in Bokesan Hamlet, namely: (1) 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; (2) Availability of land and water management, namely in the rainy season the land for ponds is 30 hectares but in the dry season it is only 15-20 hectares. In addition, the limitations of cultivated land because the land has been converted into permanent buildings; (3) Problems related to technology, namely the difficulty of public access to the latest technology, namely how to use MBG . The existing technology is considered not easy to implement in fish farming activities. Other conditions exist that the existing technology is still considered too *high-cost* or high-cost by business actors so that it is unable to be implemented in business activities; (4) There are 2 forms of institutionalization, namely self-growing institutions, for example the government which functions to obtain information, technological innovation, facilitating counseling, facilitating access to various government programs, facilitating 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 that it must be strengthened (Pranyoto, 2015) .

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 PT. MDK through MBG innovation in the community of fish breeders in Bokesan Hamlet ? ; (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 breeders in Bokesan Hamlet?; (3) What is the model for community empowerment in the economic field of fish breeders in Bok esan Hamlet 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 Hamlet ?

LITERATURE REVIEW

Community empowerment

Ife & Tesoriero (2008) explain that community empowerment is an effort to increase the power of disadvantaged groups over their personal choices and lives; opportunity; definition of needs; idea; institutions; resources; economic and reproductive activities by intervening through planning and policy making; political and social action; and education.

Community 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; and (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 and Ganescu, 2014 ; Hermawan & Yoyon, 2016)

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 Kalurahan Governments . (3) The community of fish breeders in Bo esan Village . The sampling technique used was *purposive sampling* , *snow ball sampling , and Forum Group Discussion* (FGD). Amount source person 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 Hamlet, Sindumartani Village

In the Mid-Term Development Plan of the Sindumartani Village (RPJMKal) for 2021-2026, it is explained that the Sindumartani Village was formed on May 20, 1946 which is a combination of three 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 breeders which reached 15.59% or as many as

1,300 people from 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 to rice fields both when planting and harvesting.

The fisheries sector is dominated by the Bokesan Village. Bokesan Hamlet in 2020, the population of men is 168 people and women are 169 people, and consists of 110 heads of families (KK). Tilapia fish seed cultivation is the largest fishery product. Fish Farmer Group "Mino Ngremboko" located in Padukuhan Bokesan. Padukuhan 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 fishery business.

The fish breeding business in Padukuhan Bokesan started in 1989, this Padukuhan 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 have 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 Hamlet

The fish farmer empowerment program in the CSR program carried out by PT. M DK in Bokesan Hamlet 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 this intensification pattern is suitable to be carried out in Bokesan Hamlet, 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.

Empowerment of fish farmers in Bokesan Hamlet in the CSR program by PT. M DK 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 Hamlet are generally tilapia. 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 that 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

The empowerment model carried out on fish farmers in Bokesan Hamlet in the CSR program of PT. MDK, it is carried out in the following ways : (1) a pattern of intensification of fish farming, and (2) empowerment is carried out in stages.

Fish Cultivation Intensification Pattern

The Decree of the Minister of Maritime Affairs and Fisheries Number: Kep.09/Men/2002 concerning the Intensification of Fish Cultivation Article 1 paragraph (1) confirms that the Intensification of Fish Cultivation, hereinafter referred to as INBUDKAN, is one of the aquaculture development programs, with an emphasis on the joint movement of various parties to develop fish farming business, which is carried out on the basis of cooperation between members of the Fish Farmer group as program participants in the area, which applies the recommended technology to improve the quality of production and productivity of fish farming business in an efficient and sustainable manner.

The pattern of empowerment of fish farmers in Bokesan Hamlet 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 Cahyo no (2008) , the pattern of cultivation intensification is:

First, take advantage of the relatively narrow production area which is generally owned by fish farmers in Bokesan Hamlet . In general, fish farmers in Bokesan Hamlet only have limited or narrow land for fish cultivation. Therefore, to increase fish production, an intensification pattern is carried out, namely utilizing the existing land conditions by intensifying technology, capital, and resources to obtain optimal results .

Second, Using technology (MBG) to increase fish production. The MBG technology used to increase fish production in Bokesan Hamlet uses an intensification pattern. "Intensification is an effort to increase production output by repairing or replacing the production equipment used, both production factors and working methods" (Astuti, 2015).

The use of MBG technology in increasing fish production in ponds in Bokesan Hamlet can be classified as a form of implementing innovation. According to Rogers (2005) Innovation is an idea, practice, or object that is considered or perceived as new by individuals or community groups. Innovation according to Neeleman (2003) can be

interpreted as a process and or result of developing and or utilizing knowledge, skills (including technological skills) and experience to create or improve new products (goods or services), processes, or systems, which provide significant value. or significantly (especially economically and socially).

Third, Requires relatively affordable capital , because the tools used can be made yourself, with easily available materials or components . Fish farmers in Bokesan Hamlet in fish cultivation using MBG technology require relatively affordable capital, because the tools used can be made by themselves, with easily available materials or components.

The manufacture of the Microbubble Frame uses a inch PVC TEE pipe fitting for the Nozzle house and for the water flow pipe it uses a inch size while the air flow uses a Clipsal pipe size. The Microbubble frame that will be used is made using PVC Pipes and Pipe Fittings because the shape is not so difficult and the cost is not too expensive. Vacuum pressure occurs in the air in the suction chamber, making the inlet area used for the entry point of water to the center (Afisna et al, 2017).

Fourth, The amount of production is relatively high, because the use of MBG technology can increase fish production between 30-50%. Improving the quality of fish growth, of course, many factors affect the growth of a fish. As for the maintenance of fish that needs to be considered, among others, regarding water management, feed regulation, mud and subgrade regulation, population estimates, and so on (Asma and Hasri, 2016). One of the factors that affect the growth of fish in a pond or pond is water control. Therefore water control in a pond is needed with the help of a microbubble generator (MBG), this tool has a function to produce air bubbles that can increase the supply of oxygen in pond water which is beneficial for fish growth .

Fifth , the length of time for cultivation is relatively shorter , because the harvest that was originally done twice becomes three times. In addition, fish growth is relatively faster, healthier, and fish weight increases. After using MBG technology, the fish farmers in Bokesan Hamlet only need a relatively shorter cultivation time , because the harvest was originally done twice to three times a year.

Fish growth is the increase in length and weight of fish from a certain time. According to Cahyono (2000) that many factors affect growth, including the amount and size of available feed, temperature, and dissolved oxygen. The speed of the growth rate is strongly influenced by the type and quality of the feed given, both from the sufficient amount and the environmental conditions that support it, it is certain that the growth rate of fish will be fast.

Sixth, Utilization of MBG technology does not damage the carrying capacity of cultivated land , but can actually remove fungi and stimulate planton growth which can increase fish feed. The use of MBG technology provides many benefits for fish farmers in Bokesan Hamlet, because it does not damage the carrying capacity of the cultivated land , but can actually remove fungi and stimulate planton growth which can increase fish feed.

Stages of Empowerment of Fish Farmers

Empowerment of fish farmers in Bokesan Hamlet in the CSR program of PT. MDK is carried out by paying attention to the process or stages of empowerment. According to

Gangone and Ganescu (2014; Agus (2009) , empowerment consists of three stages, namely:

First, the awareness stage, which is providing enlightenment or awareness to fish farmers about the problems they face and solutions that can be taken to solve the problems they are facing , as well as providing motivation to fish farmers that they have the ability to increase fish production.

This stage is the initial stage of empowerment, in the stage of community awareness, socialization is given so that they have the motivation to get out of poverty. At this stage the target to be empowered is given "enlightenment" in the form of awareness that they have the right to own "something". For example, the target is a group of poor people, they are given an understanding that they can be rich, and that can be done if they have the capacity to get out of poverty. Programs that can be given at this stage can be done, for example publishing knowledge that is cognitive, belief, and healing. The basic principle is to make the target understand that they need to be empowered and the empowerment process starts from themselves (Wrihatnolo & Dwidjowijoto, 2007).

Second , the capacity stage , consisting of three types of capacity building, namely: (a) providing education and training both personally and institutionally for the "Mino Ngremboko" farmer group ; (b) organizational empowerment ("Mino Ngremboko farmer group") by restructuring the organization adjusted to the needs ; (c) make agreements and regulations that must be obeyed by all members of the "Mino Ngremboko" farmer group .

This capacity stage is often referred to as capacity building, or in simpler language enabling or enabling. To be given power or power, the person concerned must first be able. For example, before granting regional autonomy, regions that want to be autonomous should be given an empowerment program or capacity building to make them "capable" in managing the given autonomy (Wrihatnolo & Dwidjowijoto, 2007).

In development capacity in something community Public, It must be realized that they have unique cultural, geographic, social, political, and demographic characteristics, so that the experience of capacity building in a community may not necessarily work in a community. other societies are even at greater risk of failing and weakening the experience of people from that society because it is not a process that suits them (Ife and Tesoriero, 2008). Institutional capacity building means efforts to increase the role and develop institutional arrangements at the community level so that they are able to accommodate every idea, proposal and aspiration from the community for progress in their community. The outcome of this effort is the formation of community-based institutions for development in their environment. Capacity building also includes efforts to improve managerial and community organizational capabilities in an effort to realize participatory and transparent institutional arrangements.

Third , the empowerment stage , which is to give power and trust to the "Mino Ngremboko" farmer group to manage their resources and apply the abilities and skills that have been given.

Giving power itself or empowerment in a narrow sense. At this stage the target is given power, power, authority, or opportunity. Empowering the community is an effort to increase the dignity of the layers of society in general and society in particular, which in

its current condition are unable to escape the trap of poverty and underdevelopment. In other words, empowering is being able to become self-reliant and self-reliant (Wrihatnolo & Dwidjowijoto, 2007). In another sense, empowerment contains two key meanings, namely power and weak groups. This power is interpreted not only regarding political power in a narrow sense, but also the power or control of the client over (Suharto and Yuliana, 2015).

CONCLUSION

The results of the study concluded that the model of community empowerment of fish farmers in the CSR program of PT. M DK, namely: **First,** the empowerment model used is the intensification of aquaculture with the *microbubble generator (MBG)* innovation; **Second,** the empowerment stage is carried out through three stages, namely : the stage of awareness about the importance of fish cultivation technology; capacity level with provide knowledge and skills in using MBG technology to fish farmers to increase fish production, and increase the empowerment of the "Mino Ngremboko" farmer group; and the empowerment stage, where fish farmers can apply the abilities and skills that have been given , and have succeeded in increasing fish production.

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.

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