

CSR Program PT. Pertamina Hulu Mahakam Towards the Empowerment of Farmer Women Groups in Muara Sembilang Village, Kutai Kartanegara Regency

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Abstract

The purpose of this research is to describe the Implementation of PT's CSR Program. Pertamina Hulu Mahakam towards the Empowerment of Women Farmer Groups in Muara Sembilang Village, Kutai Kartanegara Regency. This research uses qualitative research techniques, which is a research method to obtain descriptive data results in the form of describing observation results through words and verbally from objects and subjects. The research results show that PT Pertamina Hulu Mahakam cares in providing assistance and assistance to the Women's Farmer Group (KWT) in Muara Sembilang Village. Empowerment is carried out as a proof of social responsibility carried out by PHM to create citizens who are empowered and utilize family medicinal plants (toga) for their daily living needs. Apart from that, PHM is also committed to providing assistance and monitoring of the program, at least once every 3 months PHM always comes to supervise by collaborating with LPM.

Keywords: CSR, Pertamina Hulu Mahakam, Women Farmers Group

Introduction

Corporate Social Responsibility (CSR) is one part of the company's business strategy in an effort to fulfill the company's obligations to the long-term corporate environment (Sakti & Wahyanti, 2021, Pirsch et al., 2007; Sabatini & Sudana, 2019; Wulandari & Wiksuana, 2017). In concept and practice, CSR cannot be separated from the practice of community empowerment or often referred to as the term *Community Development*. Often, CSR activities, especially in the social and economic fields, are directed to community empowerment. Likewise, in community empowerment activities, it is not uncommon to always involve or hope for CSR programs. Therefore, it is always agreed that one of the ultimate goals of CSR activity programs is an empowered community (Saleh & Sihite, 2020).

CSR is a concept of the idea that requires companies not only to pay attention to the company's profit conditions but also to pay attention to the welfare of the surrounding community (Nabilla & Hamid, 2021). Corporate social responsibility (CSR) is one of the essences that must be given by the company to the community or social environment in which the company is located. Currently, CSR is carried out to protect companies from various risks of lawsuits, loss of business partners, and risks to the company's image as a result of the impact of globalization, technological information

advancement, and market openness that is not enough if the company only complies with laws and regulations (Octaviani et al., 2022).

The success of a company cannot be separated from a balanced, active, and mutually positive relationship with the surrounding community. Legal, social, moral, and ethical aspects are aspects that are accounted for by the company for the welfare of the surrounding community. For a company, the sustainability of business growth does not only depend on financial factors but also pays attention to social and environmental aspects in the area of operation as well. The company is responsible for the surrounding environment, in addition to its obligations to the government, whether it is a state-owned company (BUMN) or a private company. Increased company growth can potentially cause environmental damage and social inequality around it, so awareness to minimize these negative effects has encouraged many companies to adopt the concept of Corporate Social Responsibility (CSR).

CSR is a responsibility that a company carries to the community, with priorities that are around its operating area. This concept expects that the company not only benefits the community but also obtains sustainable financial benefits for shareholders. Therefore, CSR decisions and implementation by managers are considered an integral part of the company's strategic planning (Michael, et.al., 2019). According to Edi Suharto, Corporate Social Responsibility (CSR) not only aims to achieve maximum financial benefits for the company but also pays attention to the social and economic aspects of the surrounding environment. CSR reflects the company's concern for allocating a portion of its profits for the sustainability of the development of the environment (planet) with people in it. This is done by following proper and professional procedures (Suharto, 2010). The increasing awareness of the company's social aspects of the community is reflected in the increase in the budget allocated every year (Simatupang & Swara, 2019). However, despite the increase in the budget, it does not guarantee the success of the CSR program launched. Therefore, evaluations need to be carried out regularly (Aditya, 2017). One approach is to measure public satisfaction with the program that has been implemented. This allows companies to plan their next strategic steps.

The impact of corporate practices in developing countries and their implications Human rights also remain a major concern of international and utilization-oriented organizations. Corporate Social Responsibility (CSR) (Idris et al., 2023). CSR related to the empowerment of the community around the company in the sense of developing the surrounding community and creating social value that can prosper the community around the company has not been done much (Sakti & Wahyanti, 2021), such as in Muara Sembilang Village, namely with the involvement of PT Pertamina Hulu Mahakam (PT PHM).

PT. Pertamina Hulu Mahakam is one of the State-Owned Enterprises engaged in the oil and gas business of PT. Pertamina Hulu Mahakam is a fairly large company. Since 2018, the company that explores oil and gas in the Mahakam Delta is PT Pertamina Hulu Mahakam. In 2020, PT PHM received 29.4 thousand barrels of oil and condensate per day and gas of 605.5 million cubic meters per day (Luhur, et al., 2021). As a form of its responsibility to the community, PT. Pertamina Hulu Mahakam distributes its CSR in several fields including the education sector, the environment sector, the health sector,

the infrastructure sector, the economic sector, and the disaster sector with the aim of development, empowerment, and community welfare (PT. Pertamina Hulu Mahakam, 2021).

The priority of sustainability development in the agricultural sector in Indonesia needs to be increased by the government and companies, an example of a company involved in this effort is PT. Pertamina Hulu Mahakam. Through the CSR program, the company seeks to collaborate with the government to place sustainable development, especially in the agricultural sector, as a priority. One of the strategies taken is to empower the Women Farmers Group (KWT) in Muara Sembilang Village.

The Women's Farmers Group (KWT) in Muara Sembilang Village was formed on December 15, 2021, called KWT Suka Bersih which is chaired by Indianti and has 12 members outside the secretary and treasurer. The formation of KWT is an inspiration proposed by the local community which was then welcomed by the Village Head and PT Pertamina Hulu Mahakam (PHM). Initially, the Farmer Women Group only used vacant land and then planted medicinal plants, but gradually it was planted with Palawija, Rice, Lombok and other vegetables.

Based on this phenomenon, PT. Pertamina Hulu Mahakam takes on the role and designs a CSR program to empower women farmers with the aim of providing independence to the community through the development of agribusiness in Muara Sembilang Village, Kutai Kartanegara Regency.

Corporate Social Responsibility (CSR) Program

Several experts have put forward the definition of CSR, Elkington presented an argument that shows that a company that is responsible for paying attention to its social will contribute to the quality of the company, society, and the environment is improved (Susanto, 2007). As per the Regulation of the Minister of SOEs number PER-05/MBU/2007, CSR is regulated by dividing it into two programs, namely the partnership program and the environmental development program. The partnership program is a strategic step that aims to strengthen the resilience and independence of small businesses by using funds provided by the company. Through this program, SOEs have an obligation to provide business loans and assist Micro, Small and Medium Enterprises (MSMEs). Meanwhile, the environmental development program is an empowerment effort that is viewed from the social perspective of the community by SOEs, using funds from SOEs' profits. This program can include financial assistance to support community development programs or activities. Programs implemented within the framework of Corporate Social Responsibility (CSR) can be diverse, such as charity activities, infrastructure development, capacity building, and community empowerment.

CSR is a concept that puts forward ethical principles and philanthropy with the intention of improving the welfare of society as a whole. According to Carroll (2001), the focus of corporate responsibility is not only on economic aspects, but also includes legal, ethical, and philanthropic obligations:

1. Economic responsibility: Although achieving maximum profits is the main motivation for companies, if they have reached or even exceeded profit targets,

companies can organize social programs that support the economy of the community and the surrounding environment.

2. Legal liability: Companies are expected to comply with all applicable regulations and laws in the region in which they operate. Carroll emphasized the importance for companies to comply with government expectations and the rule of law, as well as maintain good governance, and provide products and services that comply with legal provisions.
3. Ethical responsibility: The management of the organization has the responsibility to adhere to the norms and principles accepted in society regarding correct and good behavior.

The company has a responsibility to carry out its operations with integrity and fairness. Corporate ethical responsibility aims to achieve standards, principles, values, and expectations by respecting the rights of consumers, employees, shareholders, and society, as well as adhering to social principles that guide the business world. In addition to prioritizing profitability, legal compliance, and ethical behavior, companies also have philanthropic responsibilities. This involves various forms of corporate contributions such as product, service, and financial donations, voluntary participation from employees and management, as well as community development programs aimed at improving the quality of life together within a community or stakeholder group.

The implementation of corporate social responsibility is carried out on the basis of a number of considerations and requirements which include a combination of internal and external factors. According to Frynas (2009), common reasons behind a company's involvement in CSR include:

- a. Compliance with existing regulations and laws;
- b. Make social investments with the aim of building a positive image in the eyes of the public;
- c. Integration of CSR into the company's business strategy;
- d. Efforts to obtain the support of local communities and operating permits;
- e. As an element of corporate risk management to prevent and manage social conflicts.

Method

Descriptive research method with a qualitative approach. Descriptive research is research that aims to describe or explain something as it is (Sakti & Wahyanti, 2021). The main focus of this research is on the process and meaning derived from the theoretical foundation, which is then used as a guide to ensure that the research is in accordance with the reality that occurs in the field. The analysis method used is qualitative. This approach uses natural methods to understand the observed phenomenon, with the aim of not producing generalizations based on the quantity of data, but with the aim of obtaining a deeper qualitative understanding of the phenomenon.

Results and Discussion

CSR Program as an Effort for Social Responsibility to the Community

The implementation of CSR activities carried out by PT Pertamina Hulu Mahakam has been running since 2021. The existence of CSR programs has received positive responses from various elements of society (Syarifuddin, 2020). Through CSR activities, the company invites the public to participate or participate by channeling their ideas, aspirations, or opinions regarding the goals of each party (Octaviani et al., 2022). Corporate Social Responsibility (CSR) from Pertamina Hulu Mahakam (PHM) has an important role in supporting the Women Farmers Group (KWT) in Muara Sembilang Village. This CSR program not only helps improve the economic well-being of KWT members, but also contributes to sustainable development in the local community. The following are the real efforts of PT Pertamina Hulu Mahakam in providing social responsibility for the community:

Figure 1. Farmer Women's Group Likes Clean Gardens



Source: Author's Documentation, 2024

The picture above explains that the Women Farmers Group (KWT) in Muara Sembilang Village uses vacant land to be planted by medicinal plants and vegetables. Plantation products from the Women Farmers Group (KWT) in Muara Sembilang Village are marketed in local markets and it is not uncommon for buyers to directly transact in residents' gardens. Not only as plantation managers, the Women Farmers Group (KWT) in Muara Sembilang Village was also given training by PT Pertamina Hulu Mahakam to collect and separate organic and non-organic waste.

Some of the things that are added value with the CSR program for the Women Farmers Group (KWT) in Muara Sembilang Village include: First, through the CSR program, PT Pertamina Hulu Mahakam (PHM) provides the training and technical assistance needed by the Women Farmers Group (KWT) to increase productivity and quality of agricultural products in Muara Sembilang Village. This training includes

modern agricultural techniques, waste management, sustainable land management, and post-harvest processing methods to sales. With this new knowledge and skills, Women Farmers (KWT) groups are able to optimize their agricultural yields, increase income, and reduce their dependence on traditional farming methods that are less efficient. In fact, it is possible that this will have the potential to become a family tourist attraction in the future (Surya et al., 2021).

Second, PT Pertamina Hulu Mahakam (PHM) provides access to the necessary resources, such as superior seeds, organic fertilizers, and modern agricultural equipment. This assistance is very valuable for the Women Farmers Group (KWT) who often face limitations in obtaining quality production facilities. With this support, the Women Farmers Group (KWT) can improve the quality and quantity of their production, making them more competitive in the local and regional markets. In addition, PT Pertamina Hulu Mahakam's (PHM) CSR program also encourages entrepreneurship development among members of the Women Farmers Group (KWT). Through entrepreneurship training and access to business capital, the Farmer Women Group (KWT) is taught how to manage small businesses, market their products, and manage finances better. This not only improves the economic welfare of the family, but also provides financial independence for the Farmer Women Group (KWT).

Last but not least, CSR from PT Pertamina Hulu Mahakam (PHM) also helps strengthen social networks and cooperation among members of the Women Farmers Group (KWT). Programs initiated by PT Pertamina Hulu Mahakam (PHM) often encourage collaboration and cooperation between KWT members, as well as with other stakeholders such as local governments and non-profit organizations. This creates a conducive climate for innovation and collective capacity building. Overall, CSR from PHM plays a key role in empowering the Farmer Women Group in Muara Sembilang Village. With various forms of support, PHM helps create sustainable positive change, strengthen the economic resilience of communities, and improve the quality of life of women farmers and their families. This initiative not only provides short-term benefits, but also builds a strong foundation for long-term progress and well-being in Muara Sembilang Village.

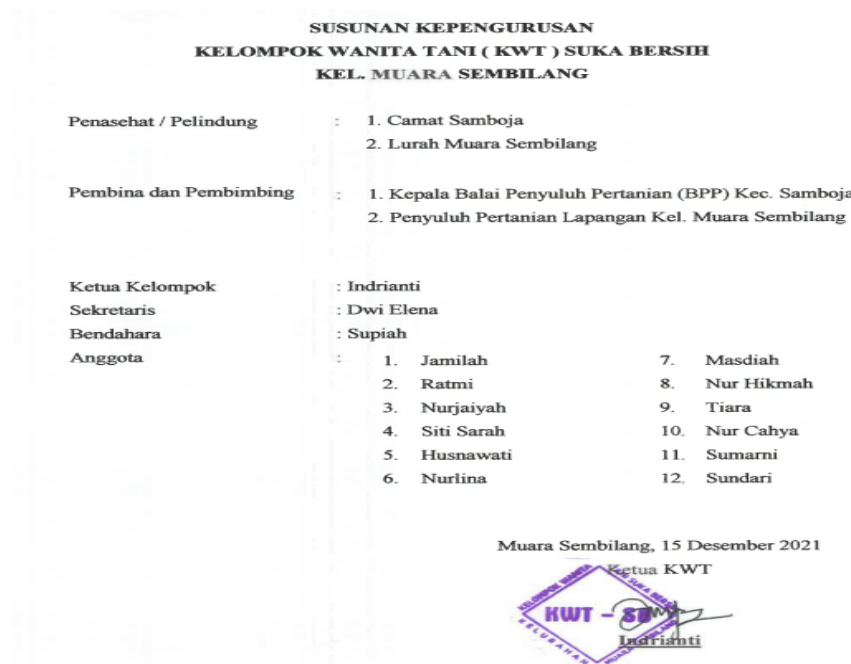
Empowerment of Farmer Women Groups (KWT) as Village Independence Efforts

Empowerment is an activity to explore the potential to improve the ability of the community by taking advantage of existing opportunities. PT Pertamina Hulu Mahakam is a company engaged in the upstream oil and gas sector for the Mahakam working area (Hadiyana et al., 2021). Research conducted by (Supriyatna et al., 2016) stated that the CSR program can have a positive impact on the socio-economic conditions of the local community. As a company engaged in oil and gas production, PT Pertamina Hulu Mahakam (PHM) operates in the Mahakam Delta area, Kutai Kartanegara Regency, East Kalimantan. PHM carries out its commitment to carry out social and environmental responsibilities where this village is included in Ring II of its community development program area (Satrio et al., 2021).

The empowerment of farmer women groups by PT Pertamina Hulu Mahakam in Kutai Kartanegara reflects the company's commitment to improving the welfare and

capacity of local communities, especially women who play an important role in the agricultural sector. PT Pertamina Hulu Mahakam, in its efforts to support sustainable development in Muara Sembilang Village, has implemented various empowerment programs. This is supported by data that the Women Farmers Group (KWT) in Muara Sembilang Village has received assistance, socialization, assistance with facilities and infrastructure, plant seeds to trainings to improve the skills of the Women Farmers Group (KWT) in Muara Sembilang Village. The following are the members of the KWT group in supporting the activities initiated by PHM:

Figure 2. KWT Suka Bersih Management Structure



Source: Muara Sembilang Village Head, 2024

The existence of KWT is the foundation for the running of social responsibility programs initiated by PT Pertamina Hulu Mahakam. These programs not only focus on increasing agricultural productivity, but also on the social, economic, and welfare aspects of peasant women groups. By providing skills training, technical assistance, access to modern agricultural technology, and assistance in marketing agricultural products, PT Pertamina Hulu Mahakam aims to increase the competitiveness and income of women farmers.

For example, these programs include the development of sustainable agricultural activities, product diversification, or even the formation of cooperatives to expand market reach. Through collaboration with local governments and non-governmental organizations, PT Pertamina Hulu Mahakam encourages the establishment of a cooperation network between farmers to strengthen their negotiating positions and improve the sustainability of their agricultural businesses in Muara Sembilang Village.

The following is the data of members of the Farmer Women Group (KWT) in Muara Sembilang Village, Kutai Kartanegara Regency:

Figure 3. Farmer Women Group Likes Clean



Source: Author's Documentation, 2024

The activeness of members of the Women Farmers Group (KWT) is the key to the success of the CSR program echoed by PT Pertamina Hulu Mahakam (PHM). The empowerment efforts of the Farmer Women Group not only help improve the living standards of the farmer women group directly, but also contribute to the development of a more inclusive and sustainable community. Thus, the empowerment of farmer women groups by PT Pertamina Hulu Mahakam in Kutai Kartanegara is not only a corporate initiative, but also a real commitment to sustainable and gender-equitable local socio-economic development.

Climate Village Program as One of the Indicators of Success of the Empowerment Program

Proklam or Climate Village Program is an initiative from the Ministry of Environment and Forestry of the Republic of Indonesia that aims to increase public awareness and participation in overcoming climate change. The program focuses on empowering local communities to take concrete steps in mitigating and adapting to climate change.

The Climate Village Program (Proklam) in Muara Sembilang Village is one of the strategic efforts to increase community resilience to climate change through the empowerment and active involvement of various groups, including the Women Farmers Group (KWT). This initiative not only focuses on climate change mitigation and

adaptation, but also on the economic and social empowerment of communities, especially women who play an important role in the agricultural sector.

In Muara Sembilang Village, KWT is the backbone of the implementation of various Proklim activities. One of the main activities is the implementation of sustainable agricultural practices. KWT members are provided with training and technical assistance on environmentally friendly agricultural techniques, such as the use of organic fertilizers, efficient water management, and conservation agricultural techniques. This training aims to increase agricultural productivity while preserving the environment.

KWT is also involved in the reforestation program which is an integral part of Proklim. KWT members actively participate in tree planting and small forest management around the village. These activities not only help sequester carbon and reduce greenhouse gas emissions, but also improve air quality and provide sustainable natural resources for communities.

Effective waste management is also a focus of Proklim in Muara Sembilang Village, with KWT playing an important role in this initiative. KWT members are trained to implement an integrated waste management system, including waste sorting, recycling, and composting. The program not only reduces the volume of waste thrown into the environment, but also produces compost that can be used to improve the fertility of agricultural land.

In addition, Proklim also initiated the use of environmentally friendly technology at the household and community levels, with the support and active participation of KWT. KWT members are introduced to renewable energy technologies, such as solar panels, as well as rainwater collection and storage systems. The application of this technology helps reduce dependence on conventional energy resources and improve water use efficiency.

KWT's participation in Proklim also has a positive impact on women's economic empowerment in Muara Sembilang Village. Through various productive activities and entrepreneurship training, KWT members are able to develop micro businesses based on agricultural products and environmentally friendly products. This not only increases family income, but also provides financial independence for women.

Overall, Proklim in Muara Sembilang Village shows how the involvement and empowerment of Farmer Women Groups can be a catalyst for positive change in climate change mitigation and adaptation efforts. With a participatory and collaborative approach, Proklim has succeeded in building a more resilient, independent, and sustainable community. These initiatives not only provide environmental benefits, but also strengthen the social and economic structure of local communities, making them better prepared to face the challenges of climate change in the future. The following is proof of the success of Proklim in Muara Sembilang Village:

Figure 4. Proklam Award by the Deputy Governor of East Kalimantan



Source: Author's Documentation, 2024

The picture above shows the success of Muara Sembilang Village in obtaining the Primary Category Climate Village Program award. This is certainly inseparable from the contribution of the government and the community who collaborate to create a clean, beautiful and comfortable environment to live in. PT Pertamina Hulu Mahakam is one of the drivers in creating a climate village through an empowerment program, namely planting plants on vacant land, then also providing socialization related to the collection of household waste so as not to damage the environment. The following are the activities of residents in empowerment activities:

Figure 5. Green plants and Crops of The Women Farmer Group



Source: Author's Documentation, 2024

Planting and harvesting activities carried out by the Women Farmers Group (KWT) under the empowerment of PT Pertamina Hulu Mahakam are things that must continue to be developed and preserved. This effort not only provides economic benefits for its members, but also helps maintain the balance of the environment around Muara Sembilang Village.

The well-managed agricultural process by KWT produces high-quality products. KWT members, through training and technical support from Pertamina Hulu Mahakam, are able to apply modern agricultural techniques that are environmentally friendly. As a

result, the natural nuances around this area become more beautiful and productive, with green and lush fields.

This success demonstrates the importance of sustainability and further development of this empowerment program. By continuing to facilitate planting and harvesting activities, this program not only helps improve the economic well-being of KWT members, but also contributes to environmental sustainability. Therefore, it is important to ensure continued support and strengthen the commitment of all relevant parties in preserving and developing this program. Natural nuances that are processed correctly produce better quality, both in terms of agricultural products and in terms of a healthier and more beautiful living environment. Through continuous efforts and close collaboration, this planting and harvesting activity by KWT can be a successful example of environment-based community empowerment that can be applied in various other regions.

Obstacles to the Implementation of CSR Programs in Empowering Women Farmer Groups

The implementation of the CSR program in empowering the Farmer Women Group (KWT) in Muara Sembilang Village faces various obstacles that affect its effectiveness. One of the main obstacles is the limited knowledge and skills of KWT members in applying modern agricultural techniques and sustainable practices. Although training has been provided by PT Pertamina Hulu Mahakam, its application in the field is often not optimal.

In addition, access to resources such as superior seeds, organic fertilizers, and modern agricultural equipment is still limited. The assistance provided by PHM is sometimes insufficient to meet the needs of all KWT members, thus hindering productivity. Limited business capital is also a significant obstacle in developing farming and entrepreneurship.

The condition of inadequate agricultural infrastructure, such as irrigation and roads, also hampers the production and distribution process of agricultural products. In addition, participation and commitment from KWT members and the surrounding community are often lacking, which reduces the effectiveness of the program. Lack of coordination and collaboration between stakeholders also leads to program overlap and inefficient allocation of resources.

The high dependence on external assistance from PHM is a long-term constraint, as if support is reduced, KWT may find it difficult to continue with the initiatives that have already begun. Finally, the challenge of climate change requires increasing the capacity of KWT to adapt to uncertain weather conditions.

Addressing these constraints requires a comprehensive and sustainable approach, with periodic evaluations, capacity building, and strengthening collaboration between stakeholders. Only in this way can the KWT empowerment program in Muara Sembilang Village run more effectively and provide a sustainable positive impact.

Conclusion

The implementation of the Corporate Social Responsibility (CSR) program carried out by Pertamina Hulu Mahakam (PHM) in empowering the Women Farmers Group (KWT) in Muara Sembilang Village has great potential to improve the welfare of the local community. The program has successfully provided training, technical support, and access to the resources needed to increase agricultural productivity and entrepreneurship.

The program provides training and education to KWT members, helping them improve their knowledge and skills in agriculture and entrepreneurship. Continuous technical support from PHM also plays an important role in improving the quality and quantity of agricultural products. In addition, this program opens access to resources that were previously difficult for KWT members to reach, such as superior seeds, fertilizers, and modern agricultural technology.

However, the success of this program is also faced with various obstacles. Limited knowledge and access to resources are still limited challenges. In addition, economic and capital challenges, inadequate infrastructure, and lack of community participation and commitment also need to be overcome to achieve more optimal results. Therefore, better coordination between stakeholders and efforts to reduce reliance on external assistance are essential to ensure the sustainability of the program.

With a comprehensive and sustainable approach, as well as continuous evaluation and capacity building, this CSR program can be an effective model of empowerment. The program not only improves the economic well-being of KWT members, but also strengthens community resilience to the challenges of climate change and dynamic environmental conditions. Through close collaboration, this initiative can have a long-term positive impact on Muara Sembilang Village.

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