CORPORATE SOCIAL RESPONSIBILITY (CSR) BASED COMMUNITY EMPOWERMENT AS AN EFFORT TO IMPROVE THE ECONOMIC AND SOCIAL WELFARE OF COMMUNITIES IN THE MANDALIKA RESORT LOMBOK CENTRAL SPECIAL ECONOMIC ZONE

IMRAN*

Program Doktor Sosiologi, Fakultas Ilmu Sosial dan Ilmu Politik Pascasarjana Universitas Brawijaya Malang, Indonesia. Coresponden Author: 157120100111002, Email: Imranahmadlombok@gmail.com
Orcid: http://orcid.org/0009=0006-1764-981X

Dr. IR. SANGGAR KANTO

MS (Promotor), Professor, Program Doktor Sosiologi, Fakultas Ilmu Sosial dan Ilmu Politik Pascasarjana Universitas Brawijaya Malang, Indonesia.

Dr. IR. H. DARSONO WISADIRANA

MS (Ko-Promotor 1), Professor, Program Doktor Sosiologi, Fakultas Ilmu Sosial dan Ilmu Politik Pascasarjana Universitas Brawijaya Malang, Indonesia.

Dr. ALI MAKSUM

M.Ag (Ko-Promotor 2), Program Doktor Sosiologi, Fakultas Ilmu Sosial dan Ilmu Politik Pascasarjana Universitas Brawijaya Malang, Indonesia.

Abstract

This study aims to identify and analyze Corporate Social Responsibility (CSR)-Based Community Empowerment as an Effort to Improve the Economic and Social Welfare of Communities in the Mandalika Resort Special Economic Zone (SEZ) in Central Lombok. This study uses a type of qualitative research, primary data is collected using interviews and analyzed using an interactive model, namely; data collection, data display, data condensation and conclusion drawing/verification. analysis models. The KEK CSR-Based Community Empowerment process at Mandalika Resort Central Lombok involves the central government, provinces, regional companies, non-governmental organizations, community leaders, youth organizations, and the surrounding community. Community empowerment is faced with geographical conditions, infrastructure conditions and limited human resources. This community empowerment can provide more optimal and effective results in improving the economic and social welfare of the community, if the strategy is to improve with a Competent Security Reliable (CSR) model supported by optimal Planning, Organizing, Action, Control, then evaluated periodically and routinely. through better coordination.

Keywords: Community Empowerment, Corporate Social Responsibility, Increasing Welfare, Economy, Social Society

INTRODUCTION

West Nusa Tenggara Province, being a tourist destination province in Indonesia, continues to work to improve its tourism. The development of tourism is undoubtedly based on the tourism potential it possesses, such as beach tourism, culture, crafts, and nature. One form of

government attention in the context of developing tourism in West Nusa Tenggara is the issuance of Government Regulation Number 52 of 2014 concerning the Special Economic Zone (KEK) of Mandalika, West Nusa Tenggara. Apart from mandalika, there are several other Special Economic Zones in Indonesia, namely: Morotai in North Maluku Province and Tanjung Api - Api in South Sumatra. The Mandalika Special Economic Zone is concentrated on economic development in the tourism sector which is expected to accelerate economic development in Central Lombok Regency, West Nusa Tenggara Province.

To empower the tourism community, there are at least four main activities that must be carried out according to Hadiyanti (2016). "First, increasing the awareness on the cri tical position of society in the socio political structure. Second, with critical awareness, it is hoped that the comm. unity will be able to make arguments against various kinds of exploitation and at the same time, be able to make decisions. Third, community empowerment attempts are carried out by increasing the capacity of the community in various factors such as social, political, economic, cultural, and even security. Fourth, community empowerment also needs to be linked with social and cultural development as an invisible sector to organize community life". Steffek et al. (2008) emphasized that community participation in development can be created if mutual trust and understanding are fostered between the community and all development actors. This attempt is not easy because it must be based on the principles of interdependence, mutual need, mutual solidarity, and honesty. In line with the empowerment of the tourism community, the concept of CSR program philosophy according to Manfred and Nick (2010), Sidani (2012), and Wayne & Nick (2017) is a social obligation that is expressed in an action by adjusting the existing needs and values on society itself. Apart from that, the action is narrowed in three sectors known as the Triple Bottom Line (economic prosperity, environm ental, and social justice).

Community empowerment through CSR programs is participation in all stages of development, planning, implementation, production, enjoyment, and preservation. Thus, through CSR programs, it is included in a ttempts to affirm and in the social responsibility of a corporate in the form of activities that are managed by placing the community as the subject of actors at every stage of the plan (Coombs & Holladay, 2012). In line with the empowerment of the tourism community, the concept of CSR program philosophy according to Manfred and Nick (2010), Sidani (2012), and Wayne & Nick (2017) is a social obligation that is expressed in an action by adjusting the existing needs and values on society itself. Apart from that, the action is narrowed in three sectors known as the Triple Bottom Line (economic prosperity, environmental, and social justice). Community empowerment through CSR programs is participation in all stages of development, planning, implementation, production, enjoyment, and preservation. Thus, through CSR programs, it is included in attempts to affirm and in the social responsibility of a corporate in the form of activities that are managed by placing the community as the subject of actors at every stage of the plan (Coombs & Holladay, 2012).

According to Merriam Webster and the Oxford English Dictionary in Manuscript No. 20, June-July 2000 written by Mardi Yatmo Hutomo on Community Empowerment in the Economic Sector: Theoretical Review and Implementation, states that the word empower contains two

meanings, namely: (1) to give power or authority to or to give power, to transfer power or to delegate authority to other parties; (2) to give ability to or enable or attempt to give ability or deception. According to Prijono, S. Onny and Pranarka, A.M.W (1996) empowerment is a process of strengthening individuals or communities so that they are empowered. Encourage or inspire them to have skills in life. Empowerment can be said as a process and a goal. As an empowerment process, it is a series of activities to strengthen the power of weak groups in society. Meanwhile, as a goal, empowerment to realize social change is to make communities or groups and individuals strong enough to participate in fulfilling their physical, economic and social needs (Soeharto, 2018).

Economic empowerment is strengthening the ownership of production factors, strengthening distribution and marketing control, strengthening the community to get adequate salaries/wages, and strengthening the community to obtain information, knowledge and skills, which must be carried out in multi aspects, both from the aspect of the community itself, as well as its policy aspects (Friedman: 1992) The concepts of community economic empowerment proposed by Umidiningrat and Gunawan (1999) include the people's economy, namely the economy organized by the people; economic empowerment is an effort with the aim of strengthening the economy and on a larger, modern, and highly competitive scale in the market mechanism.

LITERATURE RIVIEW

In the social sciences, social structure is a patterned social order in a society that emerges from and determines individual actions (Coleman, 2004). Society is seen as a social system, namely a pattern of social interaction consisting of an ordered and institutionalized social component. The characteristics of a social system, namely the social structure that includes the status and roles in social units, give rise to values and norms that will regulate the interaction between these social statuses and roles (Coleman, 1996). Therefore, social structures are structures and patterns that have internalized and become part of people's lives. To observe the nature of the social structure, it is necessary to observe the community's daily activities, except for the social structure of rural communities.

The social structure in rural areas is related to patterns of social relations, interactions that are intensely intertwined, and create interdependence that takes place continuously, which will then form an organized pattern and the functions and roles that exist in the rural social structure. Regarding the land conversion action, the social structure of the Ngringo community, which is increasingly open and dynamic, it is possible to open access to the land-use change action. For Durkheim (Coleman, 1996), social structure is as objective as nature itself. According to him, the nature of the structure is given to citizens from the moment they are born, just as nature has given to natural phenomena, whether living or not. We don't choose to believe in something we now believe or choose the action we take now.

The concept of empowerment emerged in the field of community psychology, and it was first defined intentional, active, ongoing "process by which people gain control over their lives, democratic participation in the life of their community, and a critical understanding of their

environment" (Rappaport, 1987; Cornell Empowerment Group, 1989). In their review of empowerment theory, research, and application, Perkins and Zimmerman (1995) affirm that empowerment is a highly popular concept nowadays, but it is often inadequately conceptualized and loosely defined. Empowerment is the object of multiple conceptualizations: theoretical models and empirical studies have been developed in various fields.

Since the inception, empowerment is recognized as a contextand population- specific construct: both empowerment processes and outcomes vary since it is not possible to define a sole standard to comprehend all richness and variety of its meaning for different people in different contexts and developmental stages (Rappaport, 1984; Zimmerman, 1995). Perkins and Zimmerman (1995) defend that it is fundamental to clearly conceptualize and communicate what empowerment means in each context or in a particular theoretical proposition. Traditionally, empowerment theory distinguishes three levels of analysis: individual, organizational, and community empowerment.

Although positioned as a study of empowerment at the individual level, the present work is also integrative since it recognizes the interdependence of levels and addresses multiple interplaying processes. We identified the need to build a comprehensive model of developmental empowerment in the transition to adulthood, addressing specific contexts and challenges of early adulthood and integrating inputs from interdisciplinary theories. Experiences of empowerment that surround the early adult have important contributions to positive development.

Findings from research in health programs for youth (Chinman and Linney, 1998) showed that empowering experiences led to outcomes such as healthy identity experimentation, gains in confidence, critical awareness, self-efficacy and self-esteem. Identity development and career exploration are key processes requiring empowerment in this period. Although Zimmerman's theory addresses relevant components of empowerment at the individual level, it lacks a clear explanation of how the empowerment process actually happens. For more insights to this process, Christens (2012) proposed a theoretical addition to the psychological empowerment model a relational component.

According to Tolkach et al. (2015) and Gunarekha et al. (2017), tourism is a strategy in reducing poverty. It is also stated by Scheyvens (2011) that tourism is a promising economic sector for poverty alleviation strategies. Lucchetti et al. (2013) explained that related to poverty alleviation, CSR programs have an important role because they support their contribution to sustainable community development.

This research applies a qualitative descriptive with a single embedded case study Creswell (2009), so it tries to describe in detail the portrait of the program that has been carried out through a participatory approach. It means that by placing the program executors and the program targets as the main source of data collection about the empowerment of the tourism community through the Corporate Social Responsibility (CSR) program.

RESEARCH METHODS

The method that is considered appropriate in this study is qualitative research in order to be able to dig up in-depth information. Data was collected using interviews and documentation. The informants for this study were competent parties, namely local government officials, company leaders or representatives, sub-district and village government officials, community empowerment agencies, community leaders, youth and non-governmental organizations and the local community. Data were analyzed using an interactive model, namely; data collection, data display, data condensation and conclusion drawing/verification. The analysis model is described as follows.

Figure 1: Interactive Analysis Model
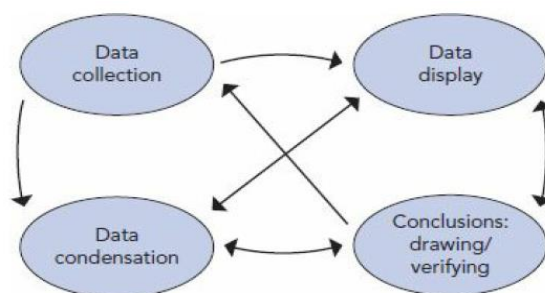
Source: Miles & Huberman (2014)

This research is also supported by the validity of the data, which consists of; 1). Degree of trust (credibility) researchers carry out activities that support. To support this, researchers also coordinate and consult with supervisors, as well as discuss with colleagues; 2). Transferability, the degree of transferability can be achieved through careful, detailed, thick or in-depth descriptions and the existence of similar contexts between the sender and the recipient; 3). Dependability, so that the degree of reliability can be achieved, it is necessary to have an audit or careful examination of all components and research processes and their research results; and 4). Certainty (comfirmability), namely objectivity based on emic and etic as a qualitative research tradition. This degree can be achieved through an audit or careful examination of all components and research processes and research results.

RESULTS AND DISCUSSION

Central Lombok Regency as the development center for West Nusa Tenggara SEZ is proclaimed by the government as one of the prima donna of corridor V. Tourism facilities that will be built and developed include high end and low density hotels, villas, apartments, resorts, residential. Also equipped with an 18 hole golf course , leisure/recreation facilities, medical/wellness center, training center, art village, marina and so on. The construction and development of the Mandalika SEZ will also apply the concept of eco green and event based destinations. With the concept of eco green tourism facilities to be built must be eco green standard so that it will increase the selling value of the area. Meanwhile, the event-based destination concept will highlight the provision of international standard non-accommodation

tourism facilities which will attract tourists while enjoying the beauty of the tourism area.

Figure 2: President Jokowi Officially Inaugurate Operation of KEK Mandalika


Source: research documents, 2023

The President asked the governors and regents directly about the problems that occurred so that development there did not work. The President said that he would always pursue all problems until answers and solutions were found. "Is the land too expensive? Or is the community not supportive? It turns out that the community is supportive and the price of the land is also reasonable. What then? If there is a problem, I will definitely continue to pursue it. The absence of a legal umbrella has resulted in the ranks of government in the regions not daring to make decisions. Move fast, at that time, the President immediately issued a Presidential Instruction (Inpres) that regulated land acquisition. "We had a meeting, issued the Presidential Instruction, after that, no two months, thank God, the land acquisition went smoothly. If you all work in detail and don't convey the problem to the existing leaders, then it won't be finished. If I don't come here, I don't understand," he said. Therefore, after these obstacles have been successfully resolved, there will be no more reasons not to develop this special area. The CSR-based community empowerment process in KEK Mandalika is carried out in collaboration between the central government, local government, companies in this case State-Owned Enterprises, non-governmental organizations, community leaders, youths and the community. Regarding community empowerment through Corporate Social Responsibility (CSR) funds, it can be said that it has been going quite well. Support from the government and private parties as well as existing institutions can bring benefits, such as creating jobs for the community. So if it is said that there is CSR-Based Community Empowerment in the KEK Mandalika Resort Central Lombok, it is a community economic empowerment that needs to be developed. The CSR distribution companies in KEK Mandalika Resort who work together with the Central Lombok government certainly carry out several activities, namely building facilities and infrastructure that are deemed necessary, outreach and awareness of the community, providing guidance and training activities, providing infrastructure development assistance, mentoring assistance, facility assistance and it is believed that the guidance of MSMEs around the SEZ Mandalika Development site along with various activities there is believed to be able to accelerate the economic growth of NTB. The impact is also felt by all levels of society, including women. In this regard, the Head of the NTB Women's Empowerment, Child Protection, Population Control and Family Planning (DP3AP2KB) Office, Husnanidiaty Nurdin in Mataram, Friday

(24/9/2021), said that her party was encouraging women in the Mandalika Circuit Circle to take part. "Women's participation in the Mandalika Circuit Circle can increase their welfare and productivity, both in the economic, social, and fulfillment of children's rights," The CSR-Based Community Empowerment process at KEK Mandalika Resort Central Lombok, was faced with several constraining factors that were still visible, namely; geographical conditions where this is an obstacle because the geographical area of Lombok is a challenge in empowerment, then the ability of human resources where some people are still less educated, the facilities and infrastructure they have are also less supportive. Facilities to provide or for other supporting activities in increasing the ability of the community to develop skills. The district government has a role to participate in developing the Mandalika Special Economic Zone through institutional settings. It is felt that the district government, in this case Central Lombok, has the power to participate in strengthening and promoting tourism attractions in the Mandalika Special Economic Zone. In an institutional setting, the government has a role to strengthen and promote certain services to the public. The Mandalika Special Economic Zone itself is tourism that is directly related to the community through the multiplier effect that tourism itself has. However, the institutional setting must reach all the multiplier effects of existing tourism so that it will be able to cover and optimize the potentials that exist in the region.

Figure 3: The proposed CSR-Based Community Empowerment Model
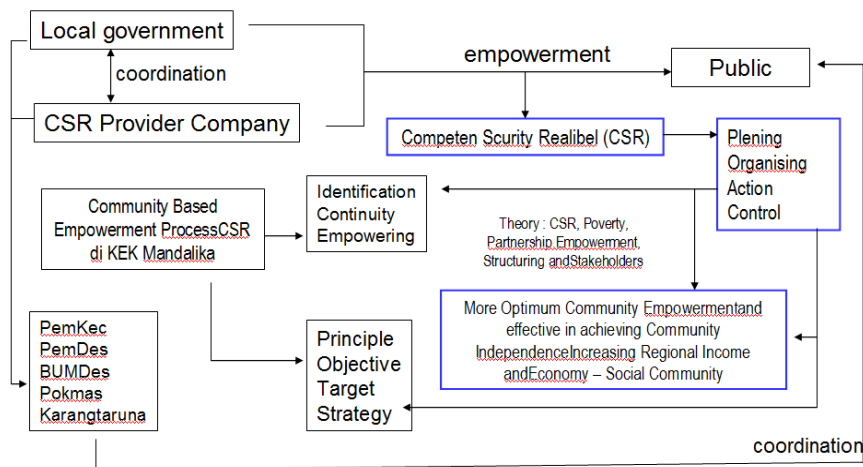
Source: processed research results, 2023

There are not a few empowerment programs that are less successful, or in other words there are no sustainable (sustainable) activities, so that community independence as the ultimate goal, after the completion of an empowerment program, cannot be realized. This generally occurs because the assistants do not/do not carry out their function as a facilitator, they often decide unilaterally, or more often determine the five matters mentioned above themselves, including determining the methods for implementing empowerment activities. Dealing with people who are less powerful requires extraordinary patience for an empowerment agent, especially how to be a good listener, because people's character is usually more introverted and

often even feel suspicious of new people who come from outside their area. Therefore, efforts should be made to ensure that most of the facilitating team comes from the local area or is known by the beneficiaries, unless there is a very urgent problem that requires new experts. In addition, there is a need for the direct involvement of local community leaders, to assist in program implementation, starting from socialization and identification of problems. To create an empowered society, it is necessary to take sides with people's economic growth which is directed directly at people's access to development resources accompanied by the creation of opportunities for the community. This community empowerment cannot be separated from the discussion about social structure in a sociological perspective cannot be separated from the social system. Both are concepts in sociology to understand and explain social dynamics as a subject of study and approach. However, the system is not something unique in sociology, but a conceptual device that is widely accepted in the natural and social sciences (Abercrombie et al. 2010). The social system is an interaction between two or more social actors that is stable in a limited environment. The focus of social system attention is not only in the context of interpersonal relationships, but also groups, institutions, communities, and inter-social entities (Abercrombie et al. 2010). The social system is a social relationship, group or community as a set of interconnected elements that function to maintain the boundaries or unity of its parts. Therefore social systems over time have a tendency towards a balance or "homeostasis" (Wenger, 2008). The social system is the unity or wholeness of a social entity that is built through the organization of relations from the components. There is no system without units and each entity can always be seen as a system. The opposite of a social system is a collection or crowd which are components that happen to be in the same space or happen to be close together (Muadz 2014). In implementing community empowerment programs or activities, the group approach is very important.

Through groups, information related to the empowerment process can reach beneficiary communities more quickly, besides that if it is supported by the creation of dynamic groups (group dynamics) in society it will make it easier for empowerment facilitators to carry out coaching, because not a few community empowerment activities only can run well and successfully if carried out in groups. For example, an empowerment program where almost all activities must be carried out in groups, or in other words there must be good cooperation starting from simultaneous planting times, controlling pests and diseases, up to the same harvesting time, and group marketing. With groups, the resulting production will be much better (quantity, quality and continuity). If production marketing is carried out through groups, it will have a positive impact because it has a strong bargaining position, so that the level of profit obtained will be greater, which can have an impact on increasing welfare and creating independence.

CONCLUSION

Corporate Social Responsibility (CSR) funding assistance with channeling companies creates management in the form of corporate strategic plans and social mapping to be able to determine an appropriate activity. As for those involved in social mapping, the groups deemed necessary include; Bumdes, Pokdarwis, Pokmaswas, Karang Taruna Youth, communities, companies,

local government. The process can run smoothly but has not been able to achieve optimal goals in increasing the ability of the region to achieve the targeted income, has not been able to increase the distribution of economic and social welfare in the community. It is necessary to carry out a more in-depth and sharp evaluation so as to identify the fundamental problems that exist in the field, identify the causes of the problems precisely so that they can find solutions, and develop appropriate and appropriate joint strategies to achieve long-term goals, namely increasing regional capabilities in increasing income and improving lives community social economy. Community empowerment strategy based on Competency Reliable Security (CSR) by taking into account the aspects of "Plening, Organizing, Action and Control" as a solution and the novelty of this research. The expected results are; Patterns of interpersonal relationships; patterns of interaction between individuals and their role in creating social order l Group patterns; interpersonal relations within a group or organization so as to create social order and patterns of social order; comprehensive interaction of social organizations, communities and society so as to create social order

Funding

Competing interests

This article original is a requirement for completing for Tri Dharma University which must be published and I chose the this Journal. I am willing to comply with the rules of journal and I have assumed responsibility for any made to the manuscript, if problems occur in any form, then I declare full responsibility for my paper.

References

1) Abercrombie, Nicholas, Stephen Hill, dan Bryan S. Turner. (2010). Kamus Sosiologi. terj. Desi Noviyani. Yogyakarta: Pustaka Pelajar.

2) Asmara, T. T. P., & Murwadji, T. (2020). Analytical Investigation of the Application of the Quadruplehelix Idea in the Implementation of CSR for MSMEs. 38, Journal of Indonesian Law, 17(1).

3) Barauskaite, G., & Streimikiene, D. (2021). Corporate social responsibility and financial performance of companies: The puzzle of concepts, definitions and assessment methods.Corporate Social Responsibility and Environmental Management,28(1), 278-287.

4) Chinman, M. J., and Linney, J. A. (1998). Toward a model of adolescent empowerment: theoretical and empirical evidence. J. Prim. Prev., 18, 393–413. doi: 10.1023/A:1022691808354

5) Christens, B. D. (2012). Toward relational empowerment. Am. J. Community Psychol. 50, 114–128. doi: 10.1007/s10464-011-9483-5

6) Coleman, J. (2004). A Rational Choice Perspective in Economic Sociology. J. Econ. Sociol. 5, 35–44. doi:10.17323/1726-3247-2004-3-35-44

7) Coombs, W. T. & Holladay, S. J. (2012). Managing Corporate Social Responbility. United Kingdom: A. John Wiley & Sons, Ltd., Publications

8) Cornell Empowerment Group (1989). Empowerment and family support. Network. Bull. 1, 1–23.

9) Creswell, J. W. (2009). Research Design-Qualitative, and Mixed Methods Approach-Third Edition. USA: Sage Publications.

10) Freda, M. (2017). The Influence of Self-Regulation and Stakeholder Theories on Corporate Social Responsibility (CSR). International Journal of Multicultural and Multireligious Understanding, 4(3), 29–34

11) Hadiyanti, P. (2016). A Group Approach in A Community Empowerment: A Case Study of Waste Recycling Group in Jakarta. Journal of Education and Practice, 7 (29): 157-167.

12) Kroeber, A. L. dan Talcott Parsons. (1988). "The Concept of Culture and of Social System." The American Sociological Review 23: 582–3.

13) Manfred, P. & Nick, T. (2010). Responsible Business: How to Manage A CSR Stategy Successfully. United Kingdom: A. John Wiley & Sons, Ltd., Publications.

14) Manfred, P. & Nick, T. (2010). Responsible Business: How to Manage A CSR Stategy Successfully. United Kingdom: A. John Wiley & Sons, Ltd., Publications.

15) Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). Qualitative Data Analysis-A Methods Sourcebook Edition 3. USA: Sage Publications

16) Muadz, M. Husn. (2014). Anatomi Sistem Sosial. Mataram: Institut Pembelajaran Gelar Hidup.

17) Perkins, D. D., and Zimmerman, M. A. (1995). Empowerment theory, research, and application. Am. J. Commun. Psychol. 23, 569–579. doi: 10.1007/BF02506982

18) Rappaport, J. (1981). In praise of paradox: a social policy of empowerment over prevention. Am. J. Community Psychol. 9, 1–25. doi: 10.1007/BF00896357

19) Rappaport, J. (1984). Studies in empowerment: introduction to the issue. Prevent. Hum. Serv. 3, 1–7. doi: 10.1300/J293v03n02_02

20) Rappaport, J. (1987). Terms of empowerment/exemplars of prevention: toward a theory for community psychology. Am. J. Commun. Psychol. 15, 121–148. doi: 10.1007/BF00919275

21) Scheyvens, R. (2011). Tourism and Poverty. New York: Routledge. Schubert, S. F., Brida, G., & Risso, W. A. (2011). The Impacts of International Tourism Demand on Economic Growth of Small Economies Dependent on Tourism. Tourism Management, 32 (2): 337-385.

22) Sidani, Y. (2012). CSR in The Middle East: Fresh Perspectives. New York: PALGRAVE MACMILLAN.

23) Soeharto dan Azizah, (2018). Pemberdayaan Masyarakat Melalui Ekonomi Kreatif Pada Masa Covid-19 Di Desa Sepakek Kecamatan Pringgarata Lombok Tengah. Seminar Nasional Paedagoria, Volume 1, hal. 46-52. Mataram

24) Steffek, J., Kissling, C., & Nanz, P. (2008). Civil Society Participation in European and Global Governance. A Cure for The Democratic Deficit? New York: PALGRAVE MACMILLAN

25) Tolkach, D. & King, B. (2015). Strengthening Community-Based Tourism Contribute in A New Resource-Based Island Nation: Why and How? Tourism Management, 48: 386-380.

26) Tolkach, D. & King, B. (2015). Strengthening Community-Based Tourism Contribute in A New Resource-Based Island Nation: Why and How? Tourism Management, 48: 386-380. Umidiningrat and Gunawan (1999

27) Wayne, V. & Nick, T. (2017). The World Guide to CSR: A Country- by-Country Analysis of Corporate Sustainability and Respobility. New York: A Greenleaf Publishing Book.

28) Wenger, Etienne. 2008. "Learning Social System." in V9N5 Cover 4, Sept 2008.