AN IMPACT OF CSR PROGRAM IN ENHANCING WELFARE (A CASE STUDY OF CATFISH CULTIVATION GROUP TANAH BERONGGA-SIDO UREP KEBUN TANJUNG SEUMANTOH VILLAGE, KARANG BARU SUB DISTRICT ACEH TAMIANG DISTRICT, ACEH PROVINCE)

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Abstrak: Tanggung Jawab Sosial Perusahaan adalah bagian dari komitmen penuh dari perusahaan kepada masyarakat. Tanggung jawab ini diterapkan dalam kebijakan CSR yang bertujuan untuk meningkatkan sensibilitas dan menimbulkan dampak positif bagi perusahaan. Prinsip CSR yang diterapkan oleh PT Pertamina EP-Lapangan Rantau mengacu pada lima hal penting: berbasis sumber daya lokal, berbasis masyarakat, pemberdayaan ekonomi, keberlanjutan, dan perencanaan partisipatif. Undang-undang nomor 25 tahun 2007 tentang investasi modal dan Undang-undang nomor 40 tahun 2007 tentang perusahaan terbatas menyebutkan untuk tripple buttom line. Pada tahun 2010 PT Pertamina EP-Lapangan Rantau telah melakukan pemetaan sosial ke Dusun Makmur. Hasilnya menunjukkan bahwa penduduk desa hidup dalam garis kemiskinan dan remaja tidak bekerja dengan baik. Prospek utama yang dikembangkan adalah budidaya perikanan karena topografi dusun ini adalah tanah liat dan lebih disukai untuk kolam tanah dan ketersediaan pakan alami seperti siput emas dan belatung. PT Pertamina EP-Lapangan Rantau berkomitmen untuk membentuk kelompok budidaya lele Tanah Berongga-Sido Urep. PT Pertamina EP-Lapangan Rantau membantu bantuan teknis melalui kemitraan lokal. Strategi ini sejalan dengan tujuan MDGs dalam membangun kemitraan global untuk mengurangi kemiskinan. Ada 8 anggota sebelumnya dan sekarang 24 anggota bergabung dengan grup ini. Metode yang digunakan adalah studi kasus sedangkan ini identik dengan penjelasan dengan menarik kausalitas untuk objek. Uang muka yang diterima oleh kelompok budidaya ikan lele Tanah Berongga-Sido Urep dihargai dari media lokal dan nasional. Berita besar dipengaruhi oleh pesatnya pengunjung dengan tujuan untuk belajar, studi banding dan rekreasi. Saat ini masing-masing anggota mendapat untung 6 juta / tergantung jumlah kolam lele yang dimiliki. Upaya ini menunjukkan bahwa budidaya ikan lele memberikan dampak yang signifikan bagi kelompok-kelompok ini dan keinginan untuk membuat Desa Makmur sebagai pusat budidaya ikan lele di Kabupaten Aceh Tamiang.

Kata kunci : CSR, PT Pertamina EP-Field Rantau, kelompok pembudidaya, Tanah Berongga- Sido Urep

Abstract: Corporate Social Responsibilities was part of fully commitment from the company to communities. This responsibility applied into CSR policy aims to increase sensibility and occuring positive impact for the company. The principle of CSR implemented by PT Pertamina EP-Field Rantau refers to five essentials: local resources based, community based, economic empowerment, sustainability and participatory planning. Act number 25 tahun 2007 about capital investment and Act number 40 tahun 2007 about limited company mentions for tripple buttom line. In 2010 PT Pertamina EP-Field Rantau has conducted social mapping to Makmur Sub-village. The result indicated that the villagers are living in poverty line and teenagers were not working well. The main prospect developed were fishery cultivation due to the topography of this sub village were clay and preferable for ground pool and the availability of natural feeds like golden snail and maggot. PT Pertamina EP-Field Rantau committed to establish group of cultivation of catfish Tanah Berongga-Sido Urep. PT Pertamina EP-Field Rantau assisted technical assistance through local partnership. This strategy synchronizes with MDG's goal in establishing global partnership in order to decrease poverty. There were 8 members previously and now 24 members joining to this group. The method was used case study whereas this was identical with explanatory by attracting causality for the object. The advance accepted by group of

cultivation of catfish Tanah Berongga-Sido Urep appreciated from local and national media. The massive news was influenced to the rapidly of visitor with aiming to study, comparative study and recreation. Currently each of members was getting profitable 6 millions/ depends on the amount of catfish pool owned. This effort shown that catfish cultivation was giving significant impact for these groups and the desire to create Makmur Sub-village as a center of catfish cultivation in Aceh Tamiang.

Keywords: CSR, PT Pertamina EP-Field Rantau, Group of cultivation of catfish, Tanah Berongga- Sido Urep

I. INTRODUCTION

In the globalization era, a company required establishment and development for communities welfare. From economic perspective, whereas a company determined to assist the development such as PT Pertamina EP-Field Rantau through corporate social responsibility program in Aceh Tamiang District. Province of Aceh, Indonesia. The main purpose of corporate social responsibility was received a profit and bussines sustainabilities. The profit reflected through the admittance of dividen for exchange holder, in spite of responsilibities to focus for surrounding environment. Currently, CSR was implemented tripple button line theory namely people, profit and planet (3P_s). The first P was the company must be remembered that their operation was potentially giving direct impact for communities. In otherwise, the company should be done all the activities based on the communities basic need and actively contribution for environmental safety. Second P were the company profit should be contributed to surroundings communities and the last P were all the activities acted by human being referred with their environmental such as fresh water for drinking, air for breathing and the whole of instruments derived from the environment. (Yusuf Wibisono. 2007)

By using definition of CSR the commitment and bussines from the company for contributing to sustainable economic by CSR and concentrate for balancing such as the aspect of economy, social and environment. CSR was an effort of company to integrate social awareness into business operation based on voluntarily and partnership which on had implemented by PT Pertamina EP-Field Rantau. CSR was not charity program, but that were part of togetherness for mankind in releasing from the difficulties that they faced, maintain and support company image, getting licence to operate, to reduce business risk, expanding resources access for business operational, opening market share, cost reduction, to relate partnership with stakeholders. One of the CSR commitment conducted by PT. Pertamina EP-Field Rantau assisted working capital to communities business such as handycraft, cow breeding, sewing and embroidery, fishpond,

tempes crackers and oyster mushroom enterprises.

Based on above the statement, one of the beneficiary group was catfish group cultivation Tanah Berongga-Sido Urep. The group established based on social mapping assisted by North Sumatera University in 2003. The recommendation required PT. Pertamina EP-Field Rantau to implement CSR program to the group.

Since 2011 the group income enhance significantly until 2015, namely the group income starting from 2011 IDR 7.000.000 with the number of fishpond 8 units, 2012 IDR

49.000.000 with the number of fishpond 56 units, 2013 IDR 98.000.000 with the number of fishpond 112 units, 2014 IDR 129.500.000 with the number of fishpond 148 units and 2015 IDR 162.500.000 with the number of fishpond 186 units.

Based on above explanation, it could be shown that there was welfare enhancement of group members such as they were able to pursue their son and daughter to higher institution, buying a motorbike, enlarge new fishponds, built up the house and etc. Regarding that, recently CSR Program initiated by PT Pertamina EP-Field Rantau awarded officially government award for Best Practice CSR to MDG's organized by Ministry of Social Welfare Republic of Indonesia, and also awarded gold proper conducted by the Ministry of Forestry and Enviroment Republic of Indonesia. Therefore, the researchers interested to study the impact of CSR program conducted by PT.Pertamina EP-Field Rantau toward group of catfish cultivation Tanah Berongga-Sido Urep in Aceh Tamiang District, Aceh Province, Indonesia.

The formulation of the problem to be discussed are:

1. How did the impact of CSR assistance implemented by PT Pertamina EP-Field Rantau to Group of cultivation catfish Tanah Berongga-Sido Urep District of Aceh Tamiang Aceh Province, Indonesia?

2. How far the effectiveness of CSR assistance in enhanching welfare of group member catfish cultivation Tanah Berongga-

Sido Urep District of Aceh Tamiang Aceh Province, Indonesia?

II. METHODOLOGY

This research conducted into one of the village located at Aceh Tamiang District which partly of Aceh Province, Indonesia. This village was Kebun Tanjung Seumantoh. The village has the unique one rather than other village in Indonesia. The uniqueness from the village was Maakmur Sub village whereas the inhabitants had utilized unused land for cultivating catfish.

Currently catfish was competitive commodities cultivated by local communities and assisted by PT Pertamina EP-Field Rantau. The attention from PT Pertamina EP-Field Rantau had enough contribution especially to communities living around this company. Their contribution shown by facilitating communities enterprise for them who had never permanent occupation and income gradually like as employee working to company or state institutions. By having income generating automatically the member of group was able to enhance their own economic nowday.

Due to this research required comprehensive information, for this instance this research was applied by using descriptive qualitative method. The research should be guided to postpositivisme philosophy or interpretative paradigm namely one realistic or object could not be seen partially and divided into several variables. (Sugiono, 2014: 49). Furthermore, Sugiono explained that through qualitative research required to pay attention an object as something intact, dynamic, the result of construction of thought and interpretation for the symptoms observed and holistic. Each of aspects from the object have unity that can not be separated.

The method used for data collecting procedure were:

- a. Data collecting by using indirect observation

The researcher acts as instrument into this research who do indirect toward several activities conducted by each of catfish business group. The observation conducted monthly by visiting and seeing the progress of the activities at the field. The researcher also observed financial status from catfish cultivation group.

- b. In-depth interview

In order to receive relevant information and data accurately, the researcher will conducted interview with catfish breeder starting from the new breeder until the breeder who have significant experiences in enjoying CSR fund allocated by PT Pertamina EP-Field Rantau.

Meanwhile the business group interviewed will prepare several questions related with how did the group accepted CSR fund owned from PT Pertamina EP-Field Rantau until the utilization for other groups while providing positive impact to enhancement of welfare to their families. This was considered necessary because it will be applied to the group accepted CSR fund at future and attempted to reduce failure factors. To explore further information concerned with the utilization of CSR fund allocated by PT Pertamina EP-Field Rantau, the researcher required person who have urgent information and they were a group of catfish cultivation Tanah Berongga-Sido Urep comprising 40 members. From totally 40 members selected 5 members acted as local hero. The fifth members will be interviewed relate with the usage of CSR fund assisted by PT Pertamina EP-Field Rantau for cultivating of catfish.

- c. Data Analysis

All of the data received through interview will analyze by using in-depth interview technique. The reliability of this technique was able to get the data directly and accurately through the informant. Whereas the informant asked several questions concerned with the impact of CSR program initiated by PT Pertamina EP-Field Rantau that utilized by communities particularly the business group of catfish cultivation. Meanwhile the data collected through interview with the beneficiaries of CSR program in form of question like as the total amount of members, land area used as fishpond, seedlings procurement, fluctuation in incomings report of the beneficiaries of CSR fund supported by PT Pertamina EP-Field Rantau, significance of CSR program toward the communities welfare around PT Pertamina EP-Field Rantau operation, the total amount of visitor, the total amount of membership income and other that relevant in completing this research. In analysing the data collected from the field, the researcher will use tabulation form.

III. RESULT

Since accompanying by LP2K as local partner designated by PT Pertamina EP-Field Rantau. The group had shown significant progress through hard work, commitment, motivation and willingness to wake up. The achievement received by the group such as the enhancing of the number of members, the number of fishpond, the number of productivity, the number of seed, the number of visitor locally and nationally, transfer of knowledge belong to the group members, establishment of synergy between

stakeholders, the emergence of local hero whom was able to establish economy locally, poverty reduction, utilization of natural feed as one of alternative feeds, utilization of aquaponic through installation of waste water disposal, social inclusive between the members of group, establishment of community learning center, gender equity between the members of group and establishment of small business at the local levels.

One of the advance and creativity developed by the group was traditional medicine (herb) that utilized to reduce the number of catfish death and accelerating the enlargement process. By using herb the numbers of catfish increase significantly while harvesting 120-140 Kg/round. From the financial aspect, since 2011 IDR 7.000.000/year, 2012 IDR 49.000.000/years, 2013 IDR 98.000.000/years, in 2014 IDR 129.500.000/years and 2015 IDR 162.750.000/years.

From the production aspect, since 2011 the number of fishpond 8 units, in 2012 the number of fishpond 56 units, in 2013 the number of fishpond 112 units, in 2014 the number of fishpond 148 units and 2015 the number of fishpond 186 units. Meanwhile for seedling production, since 2012 the number of fishpond seedling was 4 units, in 2013 the number of fishpond seedling was 16 units, in 2014 the number of fishpond seedling was 27 units and in 2015 the number of fishpond seedling was 41 units.

From the quantity of members of group of catfish cultivation Tanah Berongga-Sido Urep since 2011 the number of members was 8 persons, 2012 there was 18 persons, 2013 there was 24 persons, 2014 there was 35 persons and 2015 there was 40 be joining to the groups. From the educational aspect, there was interesting to study at university level, most of them starting from 2012 there was one student, in 2014 there was one student and in 2015 there was one student studied at university.

In 2017 the group had succeeded to establish microfinance center Maju Bersama whereas the members were 40 persons as well as the members of catfish cultivation Tanah

Berongga-Sido Urep. Actually the function of microfinance center gave working capital loan to the members.

Pokdakan Tanah Berongga-Sido Urep had succeeded pest substitution to 60% through the utilization of alternative feed such as soyabean, blended maggot, herbal medicine, golden snail, unused fruits and borak substitution for 100% by using water fregmentation conducted by women groups. By using alternative feeds, the members of group had minimalized the usage of manufacture feeds for 25% and enhancing the quantity of catfish for 40%.

Currently, the groups had enlarged to enchanching of sale added value to food derived product. The activity organized by women groups that joining to POKHLASAR Tanah Berongga-Sido Urep including with marketing of the products to communities. The activity had succeeded to enhance income for members. All the activities conducted by women groups directly effected to the basic needs of the household and positioning as creative business women.

IV. CONCLUSION

Aceh Tamiang government through fishery and marine department had dedicated Pokdakan Tanah Berongga-Sido Urep as learning center for fishpond cultivation and their production area declared as central for studying of catfish in Aceh Tamiang district. The partnership established by involving all of stakeholders such as fishery and marine department, Bapelluh, parliament, community development board, women empowerment board, healthcare department, department of industry, trading and cooperation, sub district government, village government and local institution had succeeded to create Pokdakan Tanah Berongga-Sido Urep as the central of catfish cultivation in Aceh Tamiang district. One of the formulation of partnership established at Pokdakan Tanah Berongga-Sido Urep was financial assistance, 87.000 of seedlings assistance and establishment of community learning center. The whole of the assistance funded from aspiration funds of members of parliament

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