

The Success of Corporate Social Responsibility Program for Steam Power Plant in Empowering the Women Farmer Community in Cilacap

Lia Nopitarose¹, Muslihudin Muslihudin², Istiqomah³

1. Magister of Environmental Science, Pascasarjana, Jenderal Soedirman University, Purwokerto, Indonesia

2. Faculty of Social and Political Sciences, Jenderal Soedirman University, Purwokerto Indonesia

3. Faculty of Economy and Business, Jenderal Soedirman University, Purwokerto Indonesia

ABSTRACT: Community empowerment through the company's CSR program is expected to improve the community's quality of life, so it is necessary to evaluate the empowerment program to find out whether the program has succeeded in achieving the desired benefits. The research aims to evaluate the community empowerment program of the Indah Jaya Tani Women's Group to find out the company's CSR contribution and the success of the community empowerment program. The research uses qualitative research methods and samples/informants are determined using purposive sampling techniques. The data collection methods used in this research were interviews, observation, and documentation. The data analysis technique is carried out interactively and consists of three activity components, namely data reduction, data presentation, and conclusion drawing. Meanwhile, data validation used in this research is source triangulation. The research results show that the company's CSR contribution to the Indah Jaya Women Farmers Group empowerment program is in the form of facilities and infrastructure as well as training and mentoring. This empowerment program is by the needs of the community in Nusa Indah Hamlet so that it can become a sustainable program. The benefits of the empowerment program have been felt by group members both economically (profit) by providing additional income, Socially (People) by increasing knowledge and skills, and Environmentally (Planet) by creating better environmental quality.

KEYWORDS: CSR, Community Empowerment, Program Success, Women Farmer

I. INTRODUCTION

The concept of sustainable development cannot be separated from the Sustainable Development Goals (SDGs). Sustainable Development Goals (SDGs) are one of the international agendas prepared by the UN to improve the prosperity of the world community. The SDGs were designed with the principle of not leaving anyone behind, so that the implementation of the SDGs involves all development actors, including government, Civil Society Organizations (CSO), private sector, academics, and so on [1]. Implementing the achievement of Sustainable Development Goals (SDGs) is not only the responsibility of the government but requires participation from various parties including the community, academics, and the private sector. The development planning approach consists of three types, namely a top-down approach, a combination of top-down and bottom-up approaches, and a community-based/participatory approach [2]. Women's involvement in development and women's roles are still marginalized, as can be seen from the limited role of women in accessing economic resources and public spaces. Tjiptaningsih [3] stated that women have limitations in carrying out their activities to improve the economy of women in rural areas. Efforts to develop women's capacity continue to be promoted today from urban to rural areas as a form of empowerment-based development efforts [4].

Community empowerment through Women Farmer Groups will help increase women's capacity in empowerment-based development programs so that they can ease and help their husbands' work, and women become more productive and independent. According to Gasali & Thaher [5], the private sector, namely companies, has the role of advocating among business actors and the business sector, facilitating and implementing programs, increasing community capacity, and providing funding support. This can be done through corporate social responsibility activities better known as Corporate Social Responsibility (CSR). The World Business Council For Sustainable Development (WBCSD) defines CSR as the ongoing commitment of business people to behave ethically and contribute to economic development. Implementation of CSR in Indonesia is still at the stage of profit sharing which is used to answer felt needs (desires) rather than real needs (real needs) of society [6].

PT SumberSegaraPrimadaya (S2P)- Steam Power Plant (SPP)Cilacap is committed to implementing corporate environmental social responsibility / CSR programs as an effort to manage the social impacts caused by the company's activities. One of the CSR programs carried out by PT S2P – SPPCilacap is the community empowerment activity of the Indah Jaya Women Farmers Group located in Nusa Indah, Menganti Village, Cilacap Regency. It is hoped that community empowerment activities through the company's CSR program will improve the quality of life in the community. For this reason, it is necessary to evaluate empowerment programs to find out whether the program has succeeded in achieving the desired benefits. Therefore, the research aims to evaluate the community empowerment program of the Indah Jaya Tani Women's Group to find out the company's CSR contribution and the success of the community empowerment program.

II. LITERATURE REVIEW

2.1 Corporate Social Responsibility (CSR)

Implementing a CSR program can be one way to maintain or create a pattern of balance for the environment and humanity[7]. The policy issued by the government is contained in Article 74 of Law Number 40 of 2007 concerning Limited Liability Companies, which states that companies that carry out business activities in the field and/or related to natural resources are obliged to carry out social and environmental responsibilities/CSR. The derivative regulations that regulate CSR implementation obligations are Government Regulation Number 47 of 2012 concerning the Social and Environmental Responsibility of Limited Liability Companies. Research conducted by Putri & Nasdian[8] states that CSR or social responsibility is a company's commitment to building a better quality of life together with related parties, especially the surrounding community and the social environment where the company is located, which is carried out in an integrated manner with its business activities in a sustainable manner. CSR is a form of corporate concern based on the basic principles stated by John Elkington (1997) which is known as the triple bottom lines concept, namely Profit, People, and Planet (3P)[6].

According to Susetiawan et al.,[9]social responsibility in the business world is the concern of entrepreneurs which is based on three basic principles, namely, First, Profit, meaning that entrepreneurs must continue to operate to seek economic benefits to continue operating and developing by improving and implementing cost efficiency. Second, People means that entrepreneurs must have concern and be committed to providing maximum benefits to the welfare of the surrounding community. Third, Planet means that the company cares about the environment and the sustainability of biodiversity so that the balance of the physical environment and human life can be maintained. Research conducted by Rahmadani et al., [10]states that there are three levels of activities in implementing a CSR program, these programs are:

- a) Charity, which is a form of corporate social and environmental responsibility program that is charity/providing direct assistance.
- b) Philanthropy, which is a form of CSR activity based on solving and helping partial problems, which means that the implementation of corporate social responsibility is based on the problems faced by the community around the company.
- c) Citizenship, namely the level of CSR activities that are oriented towards building community competitiveness, which means that program implementation seeks to increase community capacity so that they can be independent and able to solve problems faced by the community itself.

Empowerment or community development is a level of citizenship activity because in essence community development emphasizes community participation. The company's aim in implementing CSR based on empowerment is to create true community independence so that the CSR program can take place in a sustainable manner.

2.2 Community Empowerment

Empowerment is defined as a process of transferring power to the weak (powerless) or returning power to its original owner so that through this process people, groups, or communities can manage their own needs and problems [11]. Research conducted by Saputra defines community empowerment as an effort to restore or improve the ability of a community to be able to act with dignity and dignity in carrying out their rights and responsibilities as members of society. There are several areas for implementing community development, including the economic, educational, health, and socio-cultural sectors[10]. According to Nurbaiti & Bambang[12], in implementing community development there needs to be the collaboration of mutual interests between the company and the community, participation, productivity, and sustainability. The government, private sector, and non-governmental organizations have a role as media institutions that can build communication with all levels of society [13]. According to Maryani & Nainggolan [14]and Rahmadani et al[10], the principles that must be implemented in empowerment activities are:

- a) The principle of equality, is the main principle in the empowerment process where there must be equality of position between the community and the institutions that carry out community empowerment programs, both men and women.

- b) The principle of participation, in implementing community empowerment activities, an active role can be played and provide stimulation to encourage community independence through programs provided in the empowerment process. Therefore, in the empowerment process, the planned programs must be able to increase active participation through the role of officers involved in implementing activities.
- c) Self-reliance/independence, this principle is respecting and prioritizing people's abilities rather than the help of other parties. This concept does not view poor people as objects without abilities, but as subjects who have abilities.
- d) Sustainable, empowerment programs must be planned to be sustainable, even though initially the role of the companion is more dominant than the community itself. However, slowly and surely, the role of companions was reduced and in the end, there was no longer any assistance because people were able to manage their activities.

Sulistiyani [15] stated that the goal to be achieved from community empowerment activities is the formation of independent individuals and communities. This independence includes independence in thinking, acting, and controlling what they do. In the book written by Maryani & Nainggolan [14], it is stated that there are six goals of community empowerment, namely, better institution, better business, better income, better environment, better living and better community.

2.3 Farming Women's Group

Women's empowerment formed within the Women's Farmers Group is a means of improving the quality of women. Farming women constitute a large workforce in rural areas, apart from working in the domestic sector (house wives) they can also be empowered to work in the agricultural sector [16]. According to Muthia et al, [17] the empowerment of women through farmer groups has a social impact on women farmers. This can be seen in the expanded role of women not only as workers in vegetable farming activities but they act as decision makers with positive value and are beneficial for increasing knowledge and skills as well as increasing income contribution for the family. The definition of a Women's Farming Group, according to Noviyanti et al, [18] is defined as a group of women, farmers' wives, or women who have activities in the agricultural sector that grow based on closeness, harmony, and shared interests in utilizing agricultural resources to work together to increase the productivity of farming businesses and the welfare of their members.

Women farmer group activities in the form of empowering women farmers can take the form of processed agricultural products such as processed food, crafts, and administrative management of the farm itself. The aims and benefits of empowering women farming groups as a place to channel skills and knowledge, especially in the agricultural sector, are facing modernization in the agricultural sector [16]. According to Minarni et al, [19] empowering women by optimizing the use of yards by cultivating organic vegetables is one effort to increase family income so that there is an increase in the quality of life and independence of women. The women's empowerment program in agriculture, which uses various empowerment methods, has been proven to have a social impact, namely increasing knowledge, communication, and collaboration skills, as well as expanding the employment sector from the domestic sector to the public sector. So it can be said economically, the impact of empowerment is expanding employment opportunities, adding value to agricultural products, and increasing family income [20].

2.4 Evaluation Program

The definition of empowerment program evaluation is one of the actions or attitudes taken by the village government to make corrections or re-evaluate the entire work program carried out so that it is known whether the program can meet or suit the needs of the community or not as a real step in empowering the village community [21]. Ineffective program implementation can be seen from timeliness, human resources, work mechanisms, cooperation and communication, correct distribution of funds, no irregularities, monitoring, and evaluation [22]. Evaluation is an activity to assess the level of performance of a policy or program. Evaluation can be carried out if the program has been running for enough time, there is no definite time limit for when a program must be evaluated. Program evaluation has six objectives, namely: First, providing input for program planning. Second, provide input for decision makers related to follow-up, expansion, or termination of the program. Third, provide input for decision-makers regarding program modifications or improvements. Fourth, provide input regarding supporting and inhibiting factors for the program. Fifth, provide input for motivation and coaching activities for program organizers, managers, and implementers. Sixth, presenting data about the scientific basis for program evaluation [23].

The purpose of the evaluation is to identify the level of achievement of program goals/indicators of success, measure the direct impact that occurs on the target group, and find out and analyze other consequences that may occur outside the plan (externalities) [24]. One indicator of program success is the program's benefits. In Putri & Nasdian's research [8], it is stated that the success of a program can be seen from two indicators, namely economic and social benefits. The economic benefits of the program can be measured by assessing the improvement and improvement of facilities and infrastructure that support the program and can be utilized by members, increasing members' economic independence, and the quality of life of members. These social

benefits can be seen from an assessment of the frequency of conflict, the quality of members' social relations with the company, and the satisfaction felt by members while participating in the program.

III. RESEARCH METHODS

This research was carried out at the PT S2P – SPPCilacap assisted group, namely the Indah Jaya women farmer group located in Nusa Indah Hamlet, Menganti Village, Kesugihan District, Cilacap Regency and the PT S2P – SPPCilacap office. PT S2P – SPPCilacap is a company that is administratively located on Jl. East Ring, Karangandri Village, District. Kesugihan, Kab. Cilacap. The research method used in this research is a qualitative research method. Qualitative research is used to conduct a comprehensive evaluation of all aspects of the program being evaluated [25]. The samples/informants in this research were determined using purposive sampling techniques with certain considerations and objectives, namely sources that are considered to know and understand and can be trusted as sources of complete data and know existing problems.

The data collection methods used in this research were interviews, observation, and documentation. Interview activities use a recorder and field notes as well as a camera so that the results of the interview can be recorded well. The observation that will be used is passive participant observation, that is, the researcher is at the location of the activity to be observed, but is not involved in the activity. Data collection through documentation methods is carried out by reviewing documents, archives, reports, and references that are relevant to research studies obtained from the Indah Jaya women's farmer group program and companies.

Data analysis techniques are carried out interactively (Miles & Huberman, 1994) which consists of three activity components, namely data reduction, data presentation, and conclusion. Meanwhile, data validation used in this research is a triangulation of information data sources. Source triangulation is carried out in three ways, namely comparing observation data with interview results, comparing a person's situation and perspective with various opinions and views of people from various social classes, and comparing interview results with the contents of a related document.

IV. RESULT AND DISCUSSION

4.1 Description of Research Data

The research location is located in Nusa Indah, Menganti Village, Kesugihan District, Cilacap Regency, which is surrounded by a swamp called RawaBendungan. Nusa Indah Hamlet has excellent natural resource potential, including a fairly large yard area of around 239,296 m² and abundant water sources in the rainy season and dry season. Nusa Indah Hamlet has a population of 1,235 people, consisting of 476 heads of families (based on population data for December 2022). Based on gender, the population of Nusa Indah consists of 630 women and 605 men, with productive age characteristics (17 - 60 years) of 754 people. The male population of productive age is 367 people and the female population is 387 people.

The existence of swamps around the hamlet provides a distinct advantage for Nusa Indah Hamlet, namely that it never lacks water. On average, the people of Nusa Indah Hamlet use their home gardens as vegetable farming land. Apart from using their home gardens as personal vegetable farming areas, the people in Nusa Indah Hamlet have also formed groups of Women Farmers to carry out vegetable farming activities. Through this Women's Farming Group, the community has other positive activities, not only vegetable farming, the community also has craft production activities, a waste bank, and savings and loans.

The informants in this research were the administrators and members of the Indah Jaya women's farmer group, representatives of PT S2P – SPPCilacap (CSR staff and facilitators/program assistants) as well as community figures including the Head of Menganti Village and the Head of Nusa Indah Hamlet. The informants in this study had various educational characteristics, including 3 elementary school students, 1 middle school person, 4 people from high school, 1 person with a bachelor's degree, and 1 person with a master's degree. Meanwhile, there were 4 informants aged 30 – 40 years, 3 people aged 41-50 years, and 3 people aged 51-60 years.

4.2 Profile of the Indah Jaya Farming Women's Group

The Indah Jaya Women's Farmers Group was founded in 2013, and then in 2020 there was a change in management which was officially ratified by the Head of Menganti Village. The Indah Jaya Farming Women's Group has 106 members, all of whom are women, most of whom are housewives. The percentage of members of the Indah Jaya Women's Farmers Group when compared to the total population of Nusa Indah Hamlet who are female is 27.4%. Activities currently running within the Indah Jaya Farming Women's Group include agricultural/vegetable gardening activities, making handicrafts from Polyester Strapping rope (plastic rope which has many functions besides being used as rope, it can also be used as a craft material and is available in various colors) and water hyacinth, nurseries and compost making activities, waste banks, social gatherings, and regular meetings and savings and loans.

The Indah Jaya Women's Farmers Group has a total of 106 members and 31 members are active in participating in and managing the activities carried out by the Indah Jaya Women's Farmers Group. The percentage of active members of the Indah Jaya Farming Women's Group of the total members is 29.2 percent. This is because most of the group members have private gardens/land which are managed independently, apart from that, some members also run their farms. Members of the Women's Farmers Group have various educational characteristics, ranging from 15 elementary school students, 9 junior high school students, 5 senior high school students, and 2 vocational school students, with the age range of active members ranging from 32 to 57 years.

4.3 CSR Contribution

PT S2P – SPPCilacap hopes that by carrying out CSR program community empowerment activities, PT S2P will be able to contribute to the development of the surrounding area by focusing on developing the potential of natural resources and human resources, as well as reducing all existing deficiencies and obstacles, so that the company's CSR program can provide benefits to the surrounding community optimally and sustainably. The CSR program provided by PT S2P – SPPCilacap to the Indah Jaya Women Farmers Group from 2015 to 2021 is still mostly in the form of direct assistance and not yet intensive assistance. In 2022, the company, through its CSR program, will provide intensive assistance to the Indah Jaya Women's Farmers Group. The Company's CSR contribution in the form of facilities and infrastructure assistance that has been provided to the Indah Jaya Farming Women's Group can be seen in Table 1.

Table 1. Company CSR Contribution (Facilities and Infrastructure Assistance)

Period	CSR Program	Objective
2015	Making a greenhouse for seedlings	As a means for groups to seed vegetable plants before they are planted/transferred to the yard.
2016	Rent Agricultural Land	As a means for groups to carry out vegetable gardening activities, which are carried out jointly with group members who are involved in the plantation sector.
2017	Training on planting systems & plant diseases	Providing knowledge to members of the Indah Jaya Women's Farmers Group in vegetable farming activities
2018	Assistance in the vegetable village competition	Increasing enthusiasm and motivating members of the Indah Jaya Women's Farmers Group in vegetable farming activities by utilizing yard land
2020	Provision of mini tractor facilities	Equip the Indah Jaya Women Farmers Group with equipment to carry out vegetable farming activities, making it easier for group members to prepare the land before planting.
2020	Providing capital for craft activities	Providing capital in the form of craft materials
2022	Construction of greenhouses and storage warehouses	As a means for groups to carry out vegetable plant nurseries and store group plantation equipment

(Source: CRS Activity Report PT S2P – SPPCilacap)

PT S2P is planning a community empowerment program in Nusa Indah Hamlet through the Indah Jaya Farming Women's Group until 2025. PT S2P - SPPCilacap is collaborating with the Community Assistance and Empowerment Institute in implementing the mentoring program for the Indah Jaya farming women's group. Intensive mentoring as an effort to develop the capacity of the Indah Jaya Women's Farmers Group has been carried out since mid-2022. The mentoring activities carried out by PT S2P - SPPCilacap in the community empowerment program at the Indah Jaya Women's Farmers Group can be seen in Table 2.

Table 2. Mentoring Activities of the Indah Jaya Women's Farmer Group

No.	Empowerment Program	Activity Description
1	Training and capacity development on vegetable farming as well as seeding and making planting media	<ul style="list-style-type: none"> • Training in vegetable plant nurseries, planting media, and making organic fertilizer. • Technical assistance in vegetable farming (preparing seedling media, selecting good vegetable plant seeds, sowing and caring for plant seeds). • Technical guidance on strengthening seeding techniques, controlling planting media and water content. • Assistance in comparative studies to other Women Farmer Groups. • Technical assistance in evaluating nursery activities. • Socialization of vegetable villages and agro-tourism in Nusa Indah Hamlet.
2	Training and capacity development for making handicrafts	<ul style="list-style-type: none"> • Training in making crafts made from water hyacinth (ecenggondok) • Routine mentoring and monitoring of member capacity building. • Assistance by practitioners to increase skills in the production process (pattern making, smoking, and product). • Transfer of skills by internal cadres to group members.
3	Training and capacity development on waste management	<ul style="list-style-type: none"> • Socialization and awareness to the public regarding waste management and the concept of waste banks • Assistance in the formation of waste banks (management and management mechanisms for waste banks) • Launching the waste bank and planning waste bank activities by internal cadres. • Providing activity capital for implementing waste bank activities • Technical assistance for internal strengthening of waste banks related to waste bank management mechanisms by creating standard operating Procedures for waste bank management • Technical assistance by bringing in waste bank managers from other villages to motivate group members • Technical assistance in utilizing plastic waste (recycling)
4	Strengthening group institutions	<ul style="list-style-type: none"> • Arranging the management of Women Farmer Groups for each sector to prepare Nusa Indah Hamlet to become a tourist destination for vegetable villages and vegetable farming education. • Technical assistance in preparing financial reports on sales of plant seeds. Strengthening group institutions.

Source: Research Results, (2023)

PT S2P – SPPCilacap's contribution to the community empowerment program through the Indah Jaya Women's Farmers Group includes 3 programs, namely vegetable farming using yard land, capacity building for craft making, and waste management through the waste bank concept as well as efforts to strengthen institutions in the Indah Jaya Women's Farmers Group. It is hoped that these three programs can support the realization of a vegetable village in Nusa Indah hamlet.

4.4 Success Program

Indicators of program success used as references in this research are program suitability and program sustainability proposed by Prayogo and Hilarius (2012), as well as program benefits seen from the perspective of people, profit, and planet (3P) stated by John Elkington as principles for implementing CSR programs. This is also by Putri & Nasdian's statement [8], that the success of a program can be seen from two indicators, namely the economic and social benefits felt by program recipients.

4.4.1 Suitability Program

Purnamasari & Ramdani [26] explained that the accuracy/suitability of a program is related to the question of whether the program is right for the community, in the sense that the program that has been implemented is truly valuable/beneficial for the community receiving the program. Based on the results of interviews with informants, observations, and documentation carried out by researchers, it was found that all empowerment programs provided by PT S2P - SPPCilacap through the Indah Jaya Farming Women's Group started from providing facilities and infrastructure, capacity development in vegetable farming activities, handicrafts and Waste management and assistance are felt to be by the needs of the community in Nusa Indah Hamlet.

The existence of natural potential in the form of the availability of large yards of land to be used as vegetable farming land by the community and supported by abundant water resources supports vegetable farming activities carried out by the community. Apart from that, assistance and training in the fields of agriculture, handicrafts, and waste management are needed by members of the Indah Jaya Women's Farmers Group to develop the capacity/skills to be able to carry out each field optimally. Putri & Nasdian [8] stated that one of the supporting factors for achieving success in a program, especially a development program, can be obtained if the program is by the needs of the community.

4.4.2 Sustainability Program

Community empowerment programs have goals, one of which is to create an independent and empowered community. Community independence will be achieved if the empowerment program is designed to be sustainable. Based on the results of interviews with informants as well as the results of observations and documentation carried out by researchers, the informants stated that community empowerment through the Indah Jaya Farming Women's Group will continue despite assistance from PT S2P - SPPCilacap will end eventually. The community empowerment program through the Indah Jaya Farming Women's Group is a bottom-up empowerment program because the Indah Jaya Farming Women's Group was founded on the initiative of the Nusa Indah Hamlet community which is supported by the Village Government.

Based on the results of interviews with informants as well as the results of observations and documentation carried out by researchers, the informants stated that community empowerment through the Indah Jaya Farming Women's Group will continue even though assistance from PT S2P - SPPCilacap will end. There are currently 31 active members of the Indah Jaya Farming Women's Group, who have realized that the activities in the Indah Jaya Farming Women's Group can change their lives both economically, socially, and environmentally. The development of the activities of the Indah Jaya Women's Farmers Group, which initially only carried out vegetable farming using yard land, is now increasing the types of activities carried out, including seeding and making compost.

Vegetable plant nursery activities carried out by the Indah Jaya Women's Farmers Group increase the economic benefits received by group members from the sale of vegetable seeds, for example in February 2023 sales of plant seeds reached IDR. 649,000; and in March 2023 it will be IDR. 136,000. The economic benefits felt by group members from the activity of making handicrafts provide additional motivation for members to continue pursuing this activity. Sales of handicrafts from the Indah Jaya Women's Farmers Group in 2022 will reach IDR. 57,261,000. Due to the economic benefits obtained, community empowerment through the Indah Jaya Farming Women's Group can continue even though the mentoring program from PT S2P – SPPCilacap has ended.

4.4.3 Benefits Program

The benefits of the program are seen from the perspective of people, profit, and planet (3P), which can be stated that the perspective of people and planet is included in the category of social benefits, while profit in this case is included in the category of economic benefits.

a. Profit (Economy)

The economic benefits of the program can be measured by assessing the increase and improvement of facilities and infrastructure that support the program and can be utilized by members, increasing members' economic independence, and the quality of life of members. Based on the results of interviews, observations, and documentation in this research, the economic benefits of the community empowerment program through the Indah Jaya Farming Women's Group have been felt by group members, although they have not been seen significantly when measured by the income earned by members. These economic benefits depend on how much participation members have in the group, for example, members who are active in several areas of activity will receive more profit sharing compared to members who only participate in one area of activity or are not even active in group activities.

The economic benefits of the Indah Jaya Women's Farming Group program can be seen from the increase and improvement of facilities and infrastructure that support the program, one of which is the existence of greenhouse facilities that are used for nursery activities. The Indah Jaya Women's Farmers Group has been able to sell vegetable seedlings, apart from selling vegetable farming products and with the activity of making

compost fertilizer using raw materials available in Nusa Indah Hamlet, it has also reduced the purchase of fertilizer for caring for vegetable plants cultivated by members of the Women's Farmers Group. Beautiful Jaya. Other facilities and infrastructure assistance that support the Indah Jaya Women's Farming Group program, namely the provision of mini tractors, also really support the group's agricultural activities at the land preparation stage before planting.

Another economic benefit felt by members of the Indah Jaya Women's Farmers Group is that each member who has a private garden can exchange vegetables from their plantation, so they can meet each other's daily vegetable needs without having to buy them. There is assistance, monitoring, and training related to vegetable farming provided by PT S2P - SPPCilacap to the Indah Jaya Women Farmers Group, starting to plant various types of vegetable crops, previously only growing kale, eggplant, and spinach, now group members have started to develop various types. other vegetable plants, including chilies, cucumbers, tomatoes, cauliflower, cabbage, celery, lettuce, long beans, mustard greens/caisim and Brazilian spinach. Another economic benefit from the Indah Jaya Women's Farmers Group comes from handicraft-making activities, each group member will receive wages for each order of goods that can be completed by group members. The handicrafts that have been produced and marketed by the Indah Jaya Farming Women's Group are presented in Figure 1.



Figure 1. Handicraft results from the Indah Jaya Farming Women's Group

Based on the results of interviews, observations, and documentation, the economic benefits of community empowerment through the Indah Jaya Women's Farmers Group have been felt by members of the Women's Group who are active in carrying out various fields of activity within the Indah Jaya Women's Group. These economic benefits are in the form of increased facilities and infrastructure that support group activities as well as additional income from increasing the skills of group members in each field of activity.

b. People (Social)

Based on the results of data analysis, the social benefits for group members as recipients of empowerment programs are increased knowledge and skills which they can implement both in group activities and agricultural activities carried out personally by group members. Another social benefit is the impact on relationships between group members, namely that community relations in Nusa Indah Hamlet become closer and more harmonious. The informant stated that the empowerment program through the Indah Jaya Farming Women's Group made it easier to mobilize the community when there were activities carried out by the village government. Another social impact can be seen in the relationship between members of the Women's Farmers Group and the community of Nusa Indah Hamlet which is becoming increasingly close, for example, at harvest time, group members exchange vegetable crops which in the end can meet their own food needs.

Another social benefit can be seen from the Indah Jaya Women's Farming Group which has become an educational tourism site for vegetable farming and received visits from several schools as well as several other visits from other agencies and institutions. This community empowerment program through the Indah Jaya Farming Women's Group also develops the social spirit of group members. The Indah Jaya Farming Women's Group sets aside social funds which are taken from part of each member's monthly fees. Apart from that, the Indah Jaya Women's Farmers Group also regularly carries out Blessing Friday activities by distributing rice boxes to those who are entitled and needy. This is a sense of concern from the Indah Jaya Women's Farmers Group towards the social environment of the community in Nusa Indah Hamlet.

The quality of social relations and satisfaction of members of the Indah Jaya Women's Farmers Group with PT S2P - SPPCilacap is considered good, this can be seen from the good relations between the company facilitators and group members and the community. The good relationship between the Indah Jaya Women's Farmers Group and PT S2P - SPPCilacap can also be seen from the involvement of the Indah Jaya Women's Farmers Group in several company activities and at the same time as a promotional event for the Indah Jaya Women's Farmers Group to the wider community. One example of company activities that the Indah Jaya Women's Farmers Group participates in is the development parade held by the Cilacap Regency government. The Indah Jaya Women's Farmers Group used a pick-up truck provided by PT S2P - SPPCilacap, then decorated

it with harvested vegetables and handed over parcels containing the harvest to the Cilacap Regency government officials. This is one of the activities to open up opportunities for the Indah Jaya Women's Farmers Group to be known more widely and is expected to be able to establish partnerships with various parties/stakeholders.

c. Planet (environment)

Community empowerment aims to a better environment and the benefits obtained by the people of Nusa Indah Hamlet from the community empowerment program through the Indah Jaya Farming Women's Group, one of which is the benefit to the environment. The environmental benefits felt by members of the Indah Jaya Women's Farmers Group in Nusa Indah Hamlet include the environment becoming cleaner with the program to establish a waste bank. In line with the aim of the waste bank stated by Hapsari et al., [27] namely to help handle waste management in Indonesia, to make people aware of a healthy, neat, and clean environment, and to turn waste into something better. useful in society.

There is a program to establish a waste bank. Air pollution is felt to be reduced as the intensity of the habit of burning waste begins to decrease. Apart from that, the amount of plastic waste is decreasing because plastic waste that still has economic value will be handed over to the waste bank and then sold by the waste bank manager to collectors. However, some members of the Indah Jaya Women's Farmers Group, with their creativity, have used plastic packaging waste as pots for vegetable plants. The training program for making organic fertilizer received by the Indah Jaya Women's Farmers Group is an empowerment program that also has an impact on the environment. The existence of compost fertilizer-making activities has succeeded in utilizing organic waste produced by the community as raw material.

By using organic fertilizer produced by the Indah Jaya Women's Farming Group in vegetable farming activities, it is hoped that it can maintain soil fertility compared to using chemical fertilizers. Based on several empowerment programs provided to the Indah Jaya Women's Farmers Group, the environmental benefits felt by the community as recipients of the program include the environment of Nusa Indah Hamlet becoming cleaner and neater, reduced air pollution due to burning inorganic waste, and yard areas becoming better by starting to switching from the use of chemical fertilizers to organic fertilizers produced by the Indah Jaya Women's Farmers Group.

V. CONCLUSION

Based on the results of research conducted on the evaluation of the Indah Jaya Women's Farmers' Group Empowerment program, which is one of PT S2P - SPPCilacap's CSR programs, it can be concluded that the contribution of PT S2P - SPPCilacap in the Indah Jaya Women's Farmers' Group community empowerment program is generally in the form of facilities and infrastructure. as well as training and mentoring (capacity development of group members). The community empowerment program through the Indah Jaya Farming Women's Group is to the needs of the community in Nusa Indah Hamlet so that it becomes a sustainable program supported by existing natural potential and human resources as an indicator of the program's success.

The success of the community empowerment program through the Indah Jaya Women's Farmers Group, seen from a profit (economic) perspective, has been felt by group members, although the increase in income has not been seen significantly. Meanwhile, from a people (social) perspective, social benefits are felt by group members, namely in the form of increasing the knowledge and skills of group members and the ability of the Indah Jaya Women's Farming Group to become a place for vegetable farming education. The benefits of the program from a planet (environmental) perspective can be seen from the environmental benefits felt by members of the Indah Jaya Women's Farmers Group, namely the creation of a cleaner and tidier Nusa Indah Hamlet environment with reduced air pollution resulting from burning waste and improved soil quality from the use of organic fertilizer produced. itself by the Indah Jaya Farming Women's Group.

Based on the research results and conclusions in this study, several recommendations that can be taken into consideration in improving the company's CSR program in empowering the community through the Indah Jaya Women's Farmers Group include the need to increase the involvement of the Indah Jaya Women's Farmers Group in company activities as a form of synergy with Indah Jaya Farming Women's Group as an effort to expand the partnership network. There is a need to increase the capacity of the Women Farmers Group members in preparing reports on the activities of the Indah Jaya Women Farmers Group so that accountability for the management of the Indah Jaya Women Farmers Group can be more transparent and can support ongoing program monitoring and evaluation activities.

VI. ACKNOWLEDGEMENTS

I would like to thank the Menganti Village Government and PT S2P - SPPCilacap for granting research permission. I also thank all parties for their support so that the research process can be completed and run smoothly.

REFERENCES

- [1] F. Cahyadi, B. T. P. Parlinggomon, and D. A. Kawuryan, "Derajat Pemahaman Publik: Sebuah Pijakan Bagi Kolaborasi SDGs Indonesia," *Int. NGO Forum Indones. Dev.*, 2021.
- [2] M. Muslihudin, T. R. Wulan, T. Sugiarto, S. Wardhianna, and S. Wijayanti, "Integration of Human Resources and the Environment on Productive Migrant Village Programs in Banyumas Indonesia, E3S Web of Conferences **125**, 09014 (2019) <https://doi.org/10.1051/e3sconf/201912509014>
- [3] W. Tjiptaningsih, "Pemberdayaan Perempuan Dalam Upaya Peningkatan Ekonomi Keluarga (Studi Kasus Pada Kelompok Usaha Perempuan di Desa Sindangkempeng Kecamatan Greged Kabupaten Cirebon)," *Reformasi J. Ilm. Adm.*, vol. 1, no. 2, pp. 28–35, 2017.
- [4] S. N. Afifah and Ilyas, "Pemberdayaan Kelompok Wanita Tani Asri," *J. Nonform. Educ. Community Empower.*, vol. 5, no. 1, pp. 54–70, 2021, doi: 10.15294/pls.v5i1.36404.
- [5] M. Gasali and S. Thaher, "Analisa Keselarasan Program Corporate Social Responsibility (Csr) Perusahaan Yang Beroperasi Di Kabupaten Indragiri Hilir Dengan Sustainable Development Goals (Sdgs)," *J. Selodang Mayang*, vol. 4, no. 2, pp. 118–122, 2018.
- [6] G. B. Nayenggita, S. T. Raharjo, and R. Resnawaty, "Praktik Corporate Social Responsibility (CSR) Di Indonesia," *J. Pekerj. Sos.*, vol. 2, no. 1, pp. 61–66, 2019, doi: 10.28918/jupe.v14i1.813.
- [7] M. B. Santoso and S. T. Raharjo, "Diskursus Corporate Social Responsibility (Csr) Dalam Mewujudkan Sustainable Development Goals (SDGs)," *Share Soc. Work J.*, vol. 11, no. 2, pp. 100–121, 2022, doi: 10.24198/share.v11i2.37076.
- [8] A. P. W. Putri and F. T. Nasdian, "Hubungan Antara Tingkat Partisipasi Masyarakat Dengan Kemanfaatan Program CSR PT Holcim Indonesia TBK (Kasus : Program Sampireun , di Desa Kembang Kuning , Kecamatan Klapanunggal , Kabupaten Bogor , Jawa Barat)," *J. Sains Komun. dan Pengemb. Masy.*, vol. 5, no. 6, pp. 908–924, 2021.
- [9] Susetiawan *et al.*, *Corporate Social Responsibility Komitmen Untuk Pemberdayaan Masyarakat*, Edisi Pert. Yogyakarta: Azzagrafika, Anggota IKAPI, Yogyakarta, 2012.
- [10] R. Rahmadani, S. T. Raharjo, and R. Resnawaty, "Fungsi Corporate social responsibility (CSR) Dalam Pengembangan dan Pemberdayaan Masyarakat," *Share Soc. Work J.*, vol. 8, no. 2, pp. 203–210, 2019, doi: 10.24198/share.v8i2.20081.
- [11] Damsar and Indrayani, *Pengantar Sosiologi Perdesaan*, Pertama. Jakarta: Kencana, 2016.
- [12] S. R. Nurbaiti and A. N. Bambang, "Faktor – Faktor yang Mempengaruhi Partisipasi Masyarakat dalam Pelaksanaan Program Corporate Social Responsibility (CSR) Factors Affecting Community Participation in the Implementation of Corporate Social Responsibility Program," *Proceeding Biol. Educ. Conf.*, vol. 14, no. 1, pp. 224–228, 2017.
- [13] N. H. Syarif and A. Wijaya, "Partisipasi Masyarakat dalam Kegiatan Pemberdayaan melalui Program Kampung Tematik (Studi Kasus di Kampung Batik Kelurahan Rejomulyo Kecamatan Semarang Timur Kota Semarang)," *Solidar. J. Educ. Soc. Cult.*, vol. 8, no. 1, pp. 515–531, 2019.
- [14] D. Maryani and R. R. E. Nainggolan, *Pemberdayaan Masyarakat*, Cetakan Pe. Yogyakarta: Deepublisher, Anggota IKAPI Yogyakarta, 2019.
- [15] A. T. Sulistiyani, *Kemitraan dan Model - Model Pemberdayaan*, Edisi Kedu. Yogyakarta: Gava Media, Yogyakarta, 2017.
- [16] A. Syarif, "Pemberdayaan Perempuan Menghadapi Modernisasi Pertanian Melalui Kelompok Wanita Tani (Kwt) Pada Usahatani Sayuran Di Kecamatan Bissapu Kabupaten Bantaeng," *Ziraa'Ah*, vol. 43, no. 1, pp. 77–84, 2018.
- [17] M. Muthia, E. Evahelda, and I. Setiawan, "Partisipasi Anggota Kelompok Wanita Tani (KWT) Dalam Program Kawasan Rumah Pangan Lestari (KRPL) Di Kecamatan Merawang Kabupaten Bangka," *J. Integr. Agribus.*, vol. 2, no. 1, pp. 47–61, 2020, doi: 10.33019/jia.v2i1.1135.
- [18] R. Noviyanti, Syaefuddin, L. Yuliani, and W. Herwina, "Partisipasi Kelompok Wanita Tani dalam Meningkatkan Program P2WKSS untuk Memanfaatkan Lahan," *J. Cendekiawan Ilm. PLS*, vol. 4, no. 2, pp. 59–70, 2019.
- [19] E. . Minarni, D. . Utami, and N. Prihatiningsih, "Empowerment of Women Farmer Groups Through Optimalization of Garden Utilization With Organic," *J. Pengabd. dan Pemberdaya. Masy.*, vol. 1, no. 2, pp. 147–, 2017, [Online]. Available: <http://jurnalnasional.ump.ac.id/index.php/JPPM/article/view/1949>
- [20] E. Suherman, A. Faqih, and U. Trisnainingsih, "Hubungan Partisipasi Anggota Kelompok Wanita Tani dengan Tingkat Keberhasilan Pemberdayaan di Bidang Pertanian," *J. Paradig. Agribisnis*, vol. 4, no. 2, pp. 94–102, 2022, doi: 10.33603/jpa.v4i2.6791.
- [21] Burhanuddin and B. S. Kehik, "Evaluasi Program Pemberdayaan Masyarakat Miskin Pedesaan (Studi Kasus di Desa Oenenu Utara Kabupaten Timor Tengah Utara)," *J. Agribisnis Lahan Kering*, vol. 3, no. 2,

pp. 19–22, 2018.

- [22] Muslihudin, T. R. Wulan, T. Sugiarto, S. Wardhianna, and S. Wijayanti, “Migrant Workers Empowerment through Productive Migrant Village Programs in Banyumas, Indonesia,” *Society*, vol. 9, no. 1, pp. 319–330, 2021, doi: 10.33019/society.v9i1.261.
- [23] C. H. A. Permana and D. Purnomo, “Evaluasi Program Pemberdayaan Masyarakat (Suatu Analisis Dalam Perspektif Pemberdayaan Masyarakat),” *Cakrawala J. Penelit. Sos.*, vol. 3, no. 1, pp. 173–195, 2016.
- [24] D. Megawati, “Evaluasi Program Pemberdayaan Mustahik ‘Ternak Kambing Etawa Muara Fajar’ Pada BAZ Kota Pekanbaru,” *Pekbis J.*, vol. 6, no. 3, pp. 169–179, 2014.
- [25] Sugiyono, *Metode Penelitian Evaluasi (Pendekatan Kuantitatif, Kualitatif, dan Kombinasi)*, Cetakan Ke. Bandung: Alfabeta, Bandung, 2018. [Online]. Available: <https://www.belbuk.com/metode-penelitian-evaluasi-pendekatan-kuantitatif-kualitatif-dan-kombinasi-p-65521.html>
- [26] H. Purnamasari and R. Ramdani, “Evaluasi Program Badan Usaha Milik Desa Oleh Dinas Pemberdayaan Masyarakat dan Desa Di Kabupaten Karawang,” *J. Polit. Indones.*, vol. 4, no. 2, pp. 136–149, 2019, doi: <http://doi.org/10.35706/jpi.v4i2.3239>.
- [27] R. S. Hapsari, E. Suwasono, and A. Daroini, “Bank Sampah Sebagai Upaya Pemberdayaan Masyarakat R,” *Revital. J. Ilmu Manaj.*, vol. 8, no. 2, pp. 226–231, 2019.