

ABSTRAK

Kehadiran perusahaan di wilayah Kecamatan Bahodopi menyebabkan proses industrialisasi yang mengubah relasi sosial dan ekonomi masyarakat sekitar perusahaan sebagai masyarakat agraris. Penelitian ini difokuskan pada program CSR pemberdayaan masyarakat berbasis pertanian terpadu dan berkelanjutan di PT IMIP. Konsep pemberdayaan masyarakat dari Soetomo menekankan pemberian kewenangan keterlibatan masyarakat mengambil keputusan dalam tahapan pemberdayaan dan upaya peningkatan kapasitas. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data mencakup wawancara, observasi partisipatif dan studi dokumentasi. Hasil penelitian menjelaskan 5 tahapan pemberdayaan. Tahap identifikasi masalah dan kebutuhan menunjukkan belum adanya program berkelanjutan yang menasar potensi pertanian. Tahap perencanaan dilaksanakan survei lokasi lahan percontohan, penyusunan rencana kegiatan, serta sosialisasi ke pemerintah desa setempat. Tahap pelaksanaan berupa pembersihan lahan, pembangunan infrastruktur, peresmian kandang dan pelatihan budidaya ternak ayam potong. Tahap evaluasi menunjukkan hasil dan dampak belum optimal dan terjadi pemindahan lokasi lahan percontohan. Tahap menikmati hasil, masyarakat sempat membudidayakan dan memasok daging ayam ke perusahaan.

Kata Kunci: CSR, Pemberdayaan, Partisipasi dan Pertanian

ABSTRACT

The emergence of companies in the Bahodopi sub-district led to a process of industrialization that changed the social and economic relations of the community around the company, which was formerly an agrarian society. This study aims to examine the CSR program for community empowerment based on integrated and sustainable agriculture at PT IMIP. Soetomo's concept of community empowerment emphasizes empowering community involvement to make decisions in the stages of empowerment and capacity-building efforts. This study used a qualitative descriptive method with data collection techniques including interviews, participatory observation, and documentation studies. The results of the study explained the 5 stages of empowerment. At the stage of identifying problems and needs, the results of the study showed that there is no sustainable program that targets agricultural potential. Then, the planning stage includes a survey of the location of the pilot land, preparation of an activity plan, and socialization to the local village government. The implementation phase includes land clearing, infrastructure development, cage construction, and broiler cultivation training. The evaluation stage showed that the results and impacts are not optimal and there has been a transfer of the location of the pilot land. At the stage of enjoying the results, the community has the opportunity to cultivate and supply chicken meat to the company.

Keywords: CSR, Empowerment, Participation, and Agriculture