

## INTISARI

Saat ini, isu mengenai kerusakan lingkungan sedang menjadi perbincangan yang hangat. Hutan-hutan di Pulau Kalimantan sampai Papua terus mengalami eksploitasi yang masif, baik itu penggundulan hutan maupun pengalihfungsian lahan. Sama halnya yang terjadi di Dataran Tinggi Dieng dimana lingkungan disana dapat dikatakan kritis. Banyak dilakukan pengalihfungsian lahan hutan lindung menjadi lahan pertanian yang tidak diiringi dengan pengelolaan tanah yang berkelanjutan. Dengan begitu, sangat diperlukan pelaksanaan kegiatan yang mendukung pemulihan lahan seperti budidaya tanaman kopi. Dalam konteks penelitian ini, pelaksanaan budidaya tanaman kopi direalisasikan dengan kegiatan pemberdayaan masyarakat dari CSR PT. Geo Dipa Energi Dieng. Teori pemberdayaan masyarakat menurut Mardikanto dan Soebianto (2013) digunakan dalam penelitian ini. Penelitian ini bertujuan untuk mengetahui proses pemberdayaan masyarakat dengan budidaya tanaman kopi melalui program CSR PT. Geo Dipa Energi Dieng di Desa Tambi.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data-data penelitian diperoleh dari teknik wawancara, observasi, dan studi dokumentasi. Lokasi penelitian dilakukan di Desa Tambi, Kecamatan Kejajar, Kabupaten Wonosobo dengan potensi alam yang dimilikinya.

Hasil penelitian ini menunjukkan bahwa; (1) program didasari dari keresahan warga Desa Tambi atas kerusakan lingkungan yang terjadi; (2) pelaksanaan program mencakup tiga prinsip yaitu prinsip mengerjakan (partisipasi aktif masyarakat Tambi), prinsip akibat (program berdampak bagi kehidupan sosial, ekonomi, dan lingkungan), prinsip asosiasi (program dilaksanakan sebagai bagian dari Geodipa Hijau dan Geodipa Pintar); (3) program pemberdayaan budidaya tanaman kopi menghasilkan perubahan bagi masyarakat baik di sisi pendidikan, aksesibilitas, usaha, pendapatan, tindakan, kelembagaan, dan lingkungan; (4) program pemberdayaan mencakup empat upaya pokok bina manusia (keterlibatan aktif masyarakat), bina usaha (tercipta usaha baru produksi kopi), bina lingkungan (merubah lahan hutan yang tandus menjadi hijau kembali), dan bina kelembagaan (LMDH Argo Mulyo lebih terstruktur); (5) keberhasilan program dapat dilihat dari tiga tingkat analisis yaitu individu, organisasi, dan masyarakat; (6) dalam pelaksanaannya program ini mencakup tiga tahapan inti penyadaran (sosialisasi dan studi banding), pemberdayaan (proses pemeliharaan sampai produksi kopi), dan kemandirian (masyarakat bisa membuat usaha produksi kopi).

**Kata Kunci:** Kesadaran Kritis, Budidaya Tanaman Kopi, CSR, Pemberdayaan Masyarakat

## ABSTRACT

*Currently, the issue of environmental degradation is a hot topic of discussion. Forests on the islands of Kalimantan to Papua continue to experience massive exploitation, be it deforestation or land conversion. The same thing happened in the Dieng Plateau where the environment there can be said to be critical. Many conversion of protected forest land into agricultural land is not accompanied by sustainable land management. That way, it is very necessary to implement activities that support land recovery such as coffee plant cultivation. In the context of this research, the implementation of coffee plant cultivation is realized with community empowerment activities from CSR PT Geo Dipa Energi Dieng. The theory of community empowerment according to Mardikanto and Soebianto (2013) is used in this study. This study aims to determine the process of community empowerment with coffee plant cultivation through the CSR program of PT Geo Dipa Energi Dieng in Tambi Village.*

*This research uses a qualitative method with a descriptive approach. Research data were obtained from interview techniques, observation, and documentation studies. The research location was conducted in Tambi Village, Kejajar District, Wonosobo Regency with its natural potential.*

*The results of this study indicate that; (1) the program is based on the unrest of Tambi Village residents over the environmental damage that occurs; (2) the implementation of the program includes three principles, namely the principle of doing (active participation of the Tambi community), the principle of effect (the program has an impact on social, economic, and environmental life), the principle of association (the program is implemented as part of Geodipa Hijau and Geodipa Pinter); (3) the coffee plant cultivation empowerment program produces changes for the community both in terms of education, accessibility, business, income, actions, institutions, and the environment; (4) the empowerment program includes four main efforts: human development (active involvement of the community), business development (creating a new coffee production business), environmental development (changing barren forest land into green again), and institutional development (LMDH Argo Mulyo is more structured); (5) the success of the program can be seen from three levels of analysis, namely individuals, organizations, and communities; (6) in its implementation, this program includes three core stages of awareness (socialization and comparative studies), empowerment (maintenance process to coffee production), and independence (the community can make coffee production businesses).*

**Keywords:** *Critical Awareness, Coffee Plant Cultivation, CSR, Community Empowerment*