

INTISARI

Pemberdayaan masyarakat merupakan aspek yang sedang ditingkatkan dalam pelaksanaan CSR PT. Semen Indonesia (Persero) Tbk Pabrik Tuban dengan menargetkan sejumlah 80% alokasi anggaran ditujukan untuk program berbasis pemberdayaan masyarakat dan 20% pada program berbasis bantuan langsung, namun dalam pelaksanaannya, target tersebut memang masih belum terlaksana. Oleh karena itu, Seksi Bina Lingkungan dan CSR mencoba untuk mengoptimalkan program-program CSR yang berbasis pemberdayaan masyarakat, salah satunya ialah program pendampingan petani *green-belt*. Program ini mencakup 170 hektar area pertanian *green-belt* dengan petani dampingan sejumlah 370 orang, sehingga program ini menjadi salah satu program CSR utama bagi PT. Semen Indonesia (Persero) Tbk Pabrik Tuban untuk mencapai target pelaksanaan program berbasis pemberdayaan masyarakat. Dengan melihat pentingnya aspek pemberdayaan pada program pendampingan petani ini, maka karya ini mencoba menjelaskan bagaimana proses pemberdayaan masyarakat dan bagaimana aplikasi konsep dan prinsip dari pemberdayaan masyarakat itu sendiri di dalam program ini.

Karya ini merupakan hasil temuan penulis selama melakukan proses pemagangan di Seksi Bina Lingkungan dan *Corporate Social Responsibility* (CSR) selama 3 bulan. Proses pengambilan data dilakukan melalui observasi, wawancara, studi pustaka dan dokumentasi, kemudian metode analisis data dilakukan melalui reduksi data, kategorisasi data, interpretasi data dan pola penampilan data.

Hasil temuan terkait pelaksanaan program pendampingan petani *green-belt* ini menunjukkan bahwa proses yang telah dilakukan sudah diupayakan untuk menggunakan kaidah-kaidah pemberdayaan masyarakat meskipun masih ditemukan beberapa kendala. Tahapan yang dilakukan pada proses pelaksanaan program ini meliputi tahap pendekatan, identifikasi, perumusan program, implementasi program dan evaluasi. Aplikasi prinsip yang dilaksanakan dalam pelaksanaan ialah prinsip proses belajar dan keberlanjutan, serta strategi yang digunakan dalam pelaksanaan ialah pengkapasitasan dan pendayaan.

Kata kunci: Pemberdayaan Masyarakat, CSR, Pendampingan Pertanian

ABSTRACT

Community empowerment is an aspect that needs to be improved in the implementation of CSR at PT. Semen Indonesia (Persero) Tbk Tuban, therefore the company tries to improve it by targeting 80% of budget allocation for community empowerment and 20% in direct assistance program, but in practice, the target has not achieved yet. In order to afford the goal, the section of community development tries to optimize CSR several community empowerment-based programs, one of those programs is the green-belt farmer assistance program. The program covers 170 hectares of green-belt farming area with 370 farmers, therefore this program becomes one of the main CSR programs for PT. Semen Indonesia (Persero) Tbk Tuban to achieve the target of program implementation based on community empowerment. By considering at the importance of empowerment aspects of this farmer assistance program, this study aims to explain how the process of community empowerment and how the application of principles and strategies of community empowerment in this program.

This study is based on the findings of the author during the internship process in the Section of Community Development of the company for 3 months. The data collection process is done through observation, interview, literature study and documentation, then data analysis method is done by data reduction, data categorization, data interpretation and data appearance pattern. In analyzing this theme, the authors use the framework of the concept of community empowerment and its implementation principles and strategies, and the CSR concept framework and the stages of CSR implementation process.

The findings related to the implementation of green-belt farmers assistance program indicate that the process has been done to strive to use the rules of community empowerment although there are found several obstacles. The phases that carried out on the process of implementation of this program include the phase of approach, identification, program formulation, program implementation and evaluation. The principle application implemented in the implementation is the principle of learning process and sustainability, and the strategy used in the implementation is the capacity building.

Keywords: Community Empowerment, CSR, Agricultural Assistance