

ABSTRACT

Inadequate welfare leads to poverty and abandonment. The majority of the poor live in rural areas, and they depend on low-income farming and low quality of life. Based on these conditions, PT. Semen Indonesia (Persero) Tbk. Pabrik Tuban seeks to empower the local farmers of the green belt so that the farmers can confabulate and agree to support the increased well-being of both the farmers and the surrounding communities. But in fact, the green belt farmers' life is still not feasible. Thus, the researcher is enticed in comprehending the green belt farmers' welfare through the green belt farmer groups empowerment process, and the capabilities—as a result of being empowered—of green belt farmers.

The study uses qualitative research methods with a descriptive approach and was conducted in five villages that represent the green belt location and the location of green belt farmers empowerment: Desa Sumberarum, Desa Karanglo, Desa Sugihan, Desa Pongpongan, and Desa Temandang. While the CDO, the farmer group leaders and members, the agricultural extension agents, and the community leader are key informants who are involved in the green belt farmer empowerment program. Research data and information analysis are enhanced by using the CSR concept, community empowerment, and the community capabilities.

The findings of the study show that the green belt farmer empowerment process which includes planning, implementation, monitoring and evaluation, and reporting has a substantial contribution to the green belt farmers capabilities. Numerous green belt farmers are still powerless which is indicated by the bargaining power of farmers are low due to green belt field and agricultural product marketing management individually. There is a discrepancy between agricultural technology science and the reality of its application due to soil characteristics and water availability in the limestone green belt field, and farmers inability to access resources. The sense of belonging and motivation of the farmers are decreased due to intervention from the vendor, while limestone green belt farmers are experiencing dependence on company assistance. Both organizational structure of the limestone and clay green belt farmer groups has been built, however, this is not followed by the development of cultural aspects.

Kata-kata Kunci: Welfare, CSR, community empowerment, green belt farmer empowerment program, capabilities

INTISARI

Kesejahteraan yang belum memadai menjadi penyebab kemiskinan dan ketertinggalan. Sebagian besar penduduk miskin tinggal di pedesaan dan bergantung pada sektor pertanian dengan penghasilan dan kualitas hidup rendah. Berdasarkan kondisi tersebut, PT. Semen Indonesia (Persero) Tbk. Pabrik Tuban berupaya memberdayakan para petani lokal yang berada di sabuk hijau tambang (*green belt*) agar petani bersepakat untuk mendukung peningkatan kesejahteraan, baik bagi petani itu sendiri maupun masyarakat sekitarnya. Pada kenyataannya, kehidupan petani *green belt* masih terbilang belum layak. Kondisi tersebut menarik perhatian penulis untuk melihat kesejahteraan petani *green belt* melalui proses pemberdayaan kelompok tani *green belt*, dan keberdayaan petani *green belt*.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Penelitian dilakukan di lima desa yang menjadi representasi dari letak lahan *green belt* dan lokasi pemberdayaan petani *green belt*: Desa Sumberarum, Desa Karanglo, Desa Sugihan, Desa Pongpongan, dan Desa Temandang. CDO, ketua kelompok tani *green belt*, anggota kelompok tani *green belt*, penyuluh pertanian, dan tokoh masyarakat merupakan informan kunci yang terlibat dalam program pemberdayaan petani *green belt*. Analisis informasi dan data penelitian dipertajam dengan konsep CSR, pemberdayaan masyarakat, dan keberdayaan masyarakat.

Hasil dari penelitian ini menunjukkan bahwa proses pemberdayaan petani *green belt* yang meliputi perencanaan, implementasi, *monitoring* dan evaluasi, hingga pelaporan memiliki kontribusi penting terhadap keberdayaan petani *green belt*. Berdasarkan fakta di lapangan, masih banyak anggota kelompok tani yang belum berdaya. Hal ini ditandai dengan *bargaining power* petani *green belt* yang masih lemah karena pengelolaan lahan *green belt* dan pemasaran hasil tani secara individu. Terdapat diskrepansi antara ilmu teknologi pertanian yang disampaikan dan realita penerapan di lapangan karena karakteristik tanah dan ketersediaan air di lahan *green belt* batu kapur, dan kemampuan petani yang rendah dalam mengakses permodalan. Rasa kepemilikan dan motivasi petani *green belt* menurun karena ada intervensi dari pihak *vendor*, sedangkan pada petani *green belt* batu kapur mengalami dependensi terhadap bantuan yang diberikan perusahaan. Struktur organisasi kelompok tani *green belt* batu kapur dan tanah liat memang telah dibangun, namun tidak diikuti dengan pengembangan aspek kulturalnya.

Kata-kata Kunci: Kesejahteraan, CSR, pemberdayaan masyarakat, program pemberdayaan petani *green belt*, keberdayaan