

INTISARI

Kemiskinan perempuan di Kabupaten Cilacap masih menjadi problematika serius, terlebih dengan minimnya kesempatan perempuan dalam bekerja. Menurut data dari BPS Kabupaten Cilacap pada 2015, perempuan memiliki rasio tingkat partisipasi angkatan kerja yang masih rendah dengan skala 45.20 jika dibandingkan dengan laki-laki yang mencapai skala 79.82. Padahal, Kabupaten Cilacap memiliki banyak industri berkembang, salah satunya merupakan industri pengolahan minyak dan gas Pertamina RU IV. Melalui program *Corporate Social Responsibility*, yaitu pemberdayaan perempuan Kelompok Bina Usaha (KBU), Pertamina RU IV Cilacap ikut andil dalam memberikan kontribusi kepada masyarakat.

Dalam penelitian ini, peneliti bermaksud mengkaji partisipasi perempuan dalam program CSR. Sebagai pedoman untuk mempermudah proses analisis data, peneliti menggunakan tinjauan pustaka yang dikemukakan oleh Cohen dan Uphoff mengenai bentuk-bentuk partisipasi masyarakat dalam pemberdayaan, Teori Arnstein tentang derajat partisipasi, serta analisis Longwe oleh Sara H. Longwe mengenai analisis dan kriteria-kriteria pendekatan pemberdayaan perempuan. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan analisis deskriptif. Untuk memperoleh data yang dibutuhkan, peneliti menggunakan teknik penentuan informan dengan teknik *purposive*. Dalam prosesnya, peneliti mengambil 14 orang informan yang terdiri dari perempuan-perempuan penerima manfaat program, mitra CSR yaitu LKP Bu Nandang, pemerintah daerah pemberdayaan perempuan BKKBN Kabupaten Cilacap, dan CSR officer PT. Pertamina RU IV.

Peneliti menemukan bahwa pemberdayaan perempuan dalam korporasi berbasis partisipasi ditunjukkan dengan adanya 4 bentuk partisipasi. Pertama, bentuk partisipasi dalam pengambilan keputusan, seperti mengadakan dan menghadiri rapat koordinasi program. Kedua, bentuk partisipasi dalam pelaksanaan kegiatan, seperti kesanggupan dan kontribusi perempuan dalam program. Ketiga, bentuk partisipasi dalam pemanfaatan hasil, seperti pemanfaatan fasilitas dan peningkatan penghasilan. Keempat, bentuk partisipasi evaluasi seperti adanya penilaian dari perempuan terhadap keberhasilan program. Partisipasi perempuan dalam kegiatan ini juga mencapai derajat partisipasi *tokenism* (semu).

Kata Kunci : Partisipasi, *Corporate Social Responsibility*, Pemberdayaan perempuan

ABSTRACT

The poverty experienced by the women in Cilacap District still becomes one of the main problems that need to be solved, especially with the lack of employment opportunities for them. Based on the data acquired by Statistics Indonesia (Badan Pusat Statistik or BPS) in Cilacap on 2015, the participation ratio of women in the workforce was fairly insignificant with 45.20, while the men's ratio was 79.82. On the other hand, the industrial aspect in Cilacap is emerging; one of them is Pertamina RU IV which operates in the field of oil and gas processing. Through Corporate Social Responsibility program in the form of Business Coaching Community (Kelompok Bina Usaha or KBU), Pertamina RU IV was attempting to contribute toward the society's improvement.

In this research, researcher aimed to examine the women's participation in CSR program. As the guidance in analyzing the data, researcher referred to some literature reviews, specifically from Cohen and Uphoff about the form of society participations in the empowerment process, Arnstein's theory about the participation degree, and Longwe analysis from Sara H. Longwe which detailed about the analysis and the criteria of empowerment approaches. This research adopted qualitative research method by utilizing analytical descriptive approach. In collecting the data, researcher applied purposive sampling technique by working with 14 informants from the women who received the benefit from the program, namely Mrs. Nandang's LKP who was one of the CSR partners, the regional government of woman empowerment from National Family Planning Coordinating Board (Badan Koordinasi Keluarga Berencana Nasional or BKKBN) Cilacap, and CSR officers from PT Pertamina RU IV.

The finding showed that the women empowerment in the participation-based corporate was evident in four forms of participation. The first was the participation form in the process of decision making, such as conducting and attending program coordination meetings. Secondly, the participation forms in the implementation of the program, like the willingness and the contribution of the women who joined this program. The third form of participation was in utilizing the result, such as using the facility and the apparent improvement on their income. The last was the women's participation on the evaluation process in the form of assessing the program's successfulness. Moreover, the degree of the women's participation in this activity has reached the tokenism degree.

Keywords: participation, corporate social responsibility, women empowerment