



Corporate Social Responsibility Makin Mesra Program PT. Bank Aceh Syariah Meulaboh Branch

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ARTICLE INFO

Keywords:

*Community Welfare,
Corporate Social Responsibility,
Economic Empowerment,*

Date received : 22 July 2024

Revision date : 24 July 2024

Date published :

ABSTRACT

This study aims to understand the impact of Corporate Social Responsibility (CSR) Program "MAKIN MESRA" (Poor Community Towards Prosperity) on the welfare of the community in Gampong Lapang, Aceh Barat District. The program is designed to reduce poverty and improve the local economy through the provision of business capital assistance and mentorship. The research employs a qualitative approach with a case study method. Data collection techniques include in-depth interviews with key informants, observations of program implementation, and collection of relevant documents. The research sample includes various key stakeholders, including the regional government represented by the Regional Development Planning Agency (Bappeda) and related agencies, private companies involved in the program, and beneficiary communities in Gampong Lapang. The results indicate that CSR has successfully improved community welfare through the development of small businesses, such as free-range chicken farming. A significant increase in daily income from egg sales has had a direct positive impact on the quality of life of beneficiary families. Additionally, the program has strengthened economic independence and created a domino effect, increasing purchasing power and local economic growth. However, challenges such as business sustainability and adaptation to economic changes still need to be addressed. Closer collaboration between the government, private sector, and the community is crucial to optimizing the effectiveness and impact of the program in the future.

INTRODUCTION

Economic improvement of communities is a key element in achieving sustainable development at both local and national levels. Amid various social and economic challenges, Corporate Social Responsibility (CSR) has become increasingly important in strengthening the economic capacity of vulnerable communities, such as the poor. CSR not only affects a company's image in modern business but also plays a crucial role in shaping the company's reputation in the eyes of the public. CSR is not merely an additional policy or marketing strategy but is central to how a company interacts with its surrounding community and environment (Ansar et al., 2023; Astuti, 2020).

The success of CSR programs should focus on meeting the needs of both the company and directly benefiting the local community, with the aim of enhancing the company's reputation while empowering the local economy (Warni et al., 2023; Ambadar, 2008). The company's image built through CSR plays a crucial role in maintaining good relationships with stakeholders such as investors, government, and business partners. Analysis by Tjantika et al (2023) shows that CSR has a significant impact on company reputation, affecting investor confidence, employee motivation, customer preferences, as well as relationships with business partners and other stakeholders.

By becoming a positive change agent in the community, companies can open up broader cooperation opportunities and support long-term business growth. Through CSR initiatives, collaboration between the community and the private sector becomes key in stimulating sustainable local economic growth in the current global context (Apriliana & Pujianto, 2024).

Aceh Barat Regency, located in Aceh Province, faces serious challenges related to poverty and economic disparity. Although the region is known for its natural wealth, including agricultural, fisheries, and livestock resources, the high poverty rate remains a major barrier to achieving inclusive and sustainable development. Statistical data records that the poverty rate in the regency reached 18.34 percent in 2020 (Dewi & Husein, 2023), indicating that further efforts are needed to alleviate poverty and improve the welfare of local communities. This situation is exacerbated by unequal access to basic services such as education and healthcare, often making the poor even more marginalized and trapped in the cycle of poverty (Rachman et al., 2022).

Moreover, the limitation of regional government budget allocations complicates the situation. As

stated by Setiawan (in Idhom, 2022), "The limited APBD does not allow regional governments to optimally address various development issues, including poverty alleviation." This condition has sparked criticism from various quarters, as noted by Triyanti and Maulana (in Suwandi & Harleyandra, 2024), who argue that "a more holistic and balanced approach to development is needed to ensure that all layers of society can benefit from development." Amidst these limitations, regional governments are called upon to be more innovative in mobilizing resources and developing programs that not only focus on priority sectors but also provide direct and significant impacts on the overall welfare of the community (Basyir et al., 2015).

In response to this situation, the CSR innovation "Makin Mesra" (Masyarakat Miskin Menuju Sejahtera) emerges as a strategic step in strengthening poverty alleviation efforts and improving community welfare in Aceh Barat Regency. This innovation is not just a form of corporate social responsibility but a tangible manifestation of a collective commitment between regional governments, companies, and various stakeholders to create a positive impact on the most vulnerable communities. The program also forms part of the regional government's effort to comply with Presidential Regulation (Perpres) No. 105 of 2021 concerning the National Strategy for Poverty Alleviation (Ditjen, 2021), by integrating CSR programs into a comprehensive regional development plan. This collaborative approach allows for synergy between the public and private sectors, thereby enhancing the effectiveness and efficiency of program implementation.

The following table shows the novelty of the CSR innovation "Makin Mesra" in the context of poverty alleviation:

Table 1. Novelty of the Makin Mesra CSR Innovation

Aspect	CSR Implementation Period		September 2021 to Present (Makin Mesra CSR)
	2014 to August 2021	vs	
Regulation	Regulation No. 26 of 2014 on Corporate Social and Environmental Responsibility		1. Regulation of the Regent of Aceh Barat No. 36 of 2021 on Economic Empowerment Through Corporate Social and Environmental Responsibility in Aceh Barat Regency 2. Regulation of the Regent of Aceh Barat No. 72 of 2022 on Amendments to the Regulation of the Regent of Aceh Barat No. 36 of 2021 on

			Economic Empowerment Through Corporate Social and Environmental Responsibility in Aceh Barat Regency
Specific Program Regulation	None		Exists, for poverty alleviation
Regulation of Program Budget Limits	None		Exists, between 10 - 30% of each company's CSR budget must be allocated for poverty alleviation
Regulation of Beneficiaries	None		Exists, it is mandatory for communities listed in DTKS/P3KE
Pattern of Specific Program Implementation	None		Exists, Economic Empowerment Program Assistance
Priority for Reducing Poor Families	None		Exists, a minimum of 1 - 10 households per company according to each company's TJSLP budget allocation

This introduction aims to provide a comprehensive overview of the CSR innovation "Makin Mesra" by outlining the general context, background of the issues, and the urgency of the program in improving community welfare in Aceh Barat Regency. Furthermore, the introduction will detail various aspects related to the implementation and results achieved by this initiative to date. This discussion is essential for evaluating the program's success, identifying challenges, and providing recommendations for improvement and sustainability in the future. It is hoped that with an in-depth analysis, new opportunities can be identified to optimize the impact of CSR programs and ensure that similar programs can continue to contribute significantly to poverty alleviation and community welfare enhancement in Aceh Barat. Comprehensive evaluation will also help understand the social and economic dynamics affecting the program's success, and how interventions can be improved to achieve more optimal results

METHOD

This research adopts a qualitative approach using a case study method to deeply understand the CSR program "MAKIN MESRA" and its impact on the community in Gampong Lapang. Data collection techniques include interviews with key informants, observations of program implementation, and collection of related documents. The collected data is analyzed using thematic analysis to identify key themes related to the feasibility of the Free-Range Egg-Laying Chicken Farming business and the impact of the "MAKIN MESRA" CSR program (Edowai et al., 2019). Ethical considerations are ensured by obtaining informed consent from participants and

protecting the confidentiality of the data. The research schedule includes stages from literature review to report writing. The limitations of the research include the fact that it is a single case study and potential bias in data collection techniques. Expected outcomes include a deep understanding of the feasibility of the Free-Range Egg-Laying Chicken Farming business and recommendations for improving the implementation of the "MAKIN MESRA" CSR program. The findings will be disseminated through research reports and presentations in academic and community forums (Jamili, 2022; Yaman, 2012).

RESULTS AND DISCUSSION

Results

Relevant Stakeholders

The relevant stakeholders in this research include various parties involved in the implementation and benefits of the CSR program "MAKIN MESRA" in Gampong Lapang. First, the local government, represented by the Regional Development Planning Agency (Bappeda) and various related departments such as the Department of Social Affairs, Fisheries, Agriculture, and Trade, Industry, Cooperatives, and MSMEs, play a crucial role in coordinating, supporting, and facilitating the program's implementation. Through cross-sectoral collaboration, the program can gain the institutional support and resources needed for its sustainability and success. Next, the private companies involved in the program are also key stakeholders, as their financial contributions and human resources significantly influence the program's scale and impact. The involvement of these companies opens opportunities for enhancing synergy between the private and public sectors in supporting local economic development and community empowerment. Additionally, the beneficiaries themselves are also primary stakeholders, as the success of this program is measured by the positive impact felt by them. Through active participation and a deep understanding of their needs and expectations, the community can become strong agents of change in sustainable development in their environment. Thus, close collaboration among all relevant stakeholders is key to achieving the shared goal of improving the welfare and economic resilience of the community in Gampong Lapang (Fauziah & Yudho, 2013).

Table 2. Visit Locations

Beneficiary	Type of Assistance	Implementing Company	Welfare Development	
			Before	After
Jamaliah/Syarifah Nur	Development of Egg-Laying Chickens	PT. Bank Aceh Syariah Meulaboh Branch	<ol style="list-style-type: none"> 1. Husband (Jamaliah) works as a laborer in agriculture and construction with an uncertain income; 2. Wife (Syarifah Nur) is a housewife with no job or income. 	<ol style="list-style-type: none"> 1. The family now has an additional business in the form of free-range laying hens through the CSR Makin Mesra Innovation program, managed by the wife; 2. Each day, the free-range laying hens produce between 30 - 50 eggs, sold at Rp. 3,000 per egg; 3. Additional daily income from egg sales ranges from Rp. 90,000 - Rp. 150,000 per day.

Discussion

Analysis of the Kampung Chicken Farming Business CSR Program

The analysis of the Free-Range Chicken Farming CSR Program provides deep insights into the impact and effectiveness of corporate social responsibility (CSR) programs in improving community welfare, particularly in the context of developing free-range chicken farming enterprises. Such CSR programs aim not only to provide financial assistance to the community but also to empower them economically by offering training, mentoring, and the necessary resources to start and grow their farming ventures. This analysis identifies several important aspects (Aisyah, 2023).

First, the effectiveness of the program in increasing the income and welfare of the beneficiaries. By providing capital and training, the CSR program can help the community start free-range chicken farming businesses effectively. Through this business development, it is hoped that family income will significantly increase, allowing them to meet daily needs and improve their standard of living.

Second, the sustainability of the business and its long-term impact. It is crucial to analyze whether the CSR program provides adequate support to ensure the sustainability of the free-range chicken farming

enterprises by the beneficiaries. This includes aspects such as resource availability, market access, and the business management skills provided to the beneficiaries.

Third, the role and involvement of stakeholders in the program's implementation. This analysis includes evaluating the engagement and support from relevant parties such as the company, local government, related institutions, and the local community. Strong stakeholder involvement can enhance the effectiveness and sustainability of this CSR program.

Fourth, the broader social and economic impacts. The CSR program not only affects the beneficiaries directly but can also have wider impacts on local economic development, improved quality of life, and social changes in the surrounding community.

By conducting a thorough analysis of free-range chicken farming through the CSR program, we can better understand the effectiveness, sustainability, and impact of the program in economically and socially empowering the community. This will provide a more comprehensive perspective for companies and stakeholders to improve and optimize CSR programs in the future (Krista, 2013; Sartika, 2016; Suryana, 2013).

Success of CSR Innovation Makin Mesra

The success of CSR Innovation Makin Mesra reflects concrete efforts to address poverty issues in Aceh Barat District. One notable success is providing business capital assistance to poor communities, which directly opens opportunities for them to start productive enterprises. The assistance includes not only financial support but also continuous mentoring and guidance. This mentoring covers various aspects, such as skill training, business management, marketing, and administration, aimed at ensuring that beneficiaries have the knowledge and skills needed to run their businesses effectively. Additionally, mentoring helps them face various challenges and obstacles that may arise during business operations, thus improving long-term success prospects. With this comprehensive approach, CSR Innovation Makin Mesra not only provides one-time aid but also strives to build capacity and economic independence among beneficiaries, creating a sustainable impact in reducing poverty in the region.

Positive Impact

The positive impact of CSR Innovation Makin Mesra is significant in transforming the lives of poor communities in Aceh Barat District. One of the most

striking impacts is the increase in income and welfare of the beneficiary families. With the provision of business capital and mentoring, many have successfully developed their small businesses to become more independent and productive. This is reflected in the increased daily income from the businesses they have established. Beyond meeting daily needs, this additional income also provides greater access to healthcare, education, and other facilities that enhance their overall quality of life. Furthermore, the program also has broader positive impacts on the community as a whole, with increased purchasing power and sustainable local economic growth. This not only reduces poverty levels in the area but also helps strengthen social and economic networks among the local population. Thus, CSR Innovation Makin Mesra not only provides financial aid but also acts as a catalyst for broader change in combating poverty and improving community welfare in Aceh Barat District (Parinduri et al., 2019).

Challenges and Opportunities

The discussion of this research delves deeper into the impact of the CSR MAKIN MESRA Program and its implications for the community in Gampong Lapang, based on the obtained data. Firstly, it is important to highlight the program's success in boosting the community's economy through local economic empowerment. Data shows that the provided business capital has stimulated the growth of micro and small businesses (UMKM) in the community. These businesses, such as free-range chicken farming and catfish farming, provide additional income for program participants, which in turn reduces poverty levels and enhances community welfare.

CONCLUSION

CSR Innovation Makin Mesra has had a significant positive impact on improving the welfare of poor communities in Aceh Barat District. Through providing business capital and comprehensive mentoring, the program has successfully helped communities start and develop their small businesses, which in turn has increased income and family welfare. However, there are still challenges to address, such as ensuring the sustainability of beneficiary businesses and dealing with changing economic environments. To optimize the effectiveness of this program, collaboration among various stakeholders and the use of technology and innovation are key

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