Integration of Village Development with the Company’s CSR Program in the Environmental Priority Program Formulation

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Abstract. The village development program is still prioritized for infrastructure development and less community development. On the other side the company's CSR program is still not in line with the village program so it is less a solution to the community's problems. This study aims to identify environmental problems around the work area of Labuhan Sumbawa PLTD and determine short-term environmental priority programs that are integrated with the village development program. The method used is social mapping and need assessment. The results showed there were five problems on environmental aspects, namely the problem of garbage, the availability of clean water, air pollution, noise in the area around the Labuhan Sumbawa PLTD and the problem of greening. Formulation of priority programs that are integrated with Labuhan Sumbawa village development program including the provision of clean water networks, procurement of waste management infrastructure facilities, training and assistance on household scale waste management and clean water treatment training as well as greening and procurement of Green Open Space (RTH).

1. Introduction

One of the globalization trends that are emerging today in terms of corporate ethics is social and environmental responsibility by each business entity [1]. This is reinforced by the increasingly strong paradigm that departs from the commitment to sustainable development as a result of the Rio Summit agreement, in which demands on the role of corporations to support the implementation of a fairer world economic order, both for present and future generations [2]. This is what drives the development of business ethics that is more environmentally responsible (including the social environment). With this business ethic, corporate orientation does not only focus on increasing shareholder assets, but also includes ecological and social responsibility [3].

Corporate Social Responsibility (CSR) is a basic obligation that must be fulfilled by the company in order to maintain relations between the company and its stakeholders, including the community that is around the company's work area [4]. Besides maintaining relationships, CSR also functions to maintain the sustainability of the company's business activities [5]. One aspect of corporate social responsibility is the involvement of companies both directly and indirectly in community empowerment activities, as stipulated in the Limited Corporation Law No. 40/2007 and the Investment Law article 15 letter b "every investor is obliged to carry out corporate social responsibility" [6].

Some CSR programs carried out by the company are felt to have not yet given optimal results because the preparation of the company's CSR programs is not based on the results of an in-depth study of the situation and condition of the community that will be the target of the program so that it is not in line
with the village government's program and not according to the needs of the village community [7]. In order to encourage optimal village development for the independence and welfare of village communities and to optimize the use of CSR funds allocated by companies, there needs to be synergy between village governments and companies in the form of integration of village development programs with company CSR programs [8]. The integration is expected to minimize the obstacles and obstacles that have been discovered by the village government in the implementation of village development, especially in terms of limited development budget [9]. Integration is also expected to be a solution for problems that have been faced by companies in implementing CSR activities.

One of the companies in Sumbawa committed to implementing CSR programs is Labuhan Sumbawa PLTD. In realizing the success of the CSR program the PLTD must begin by understanding the communities around the company's operations and their dynamics. The understanding needed is starting from the potential and condition of resources owned by the community, the structure, social structure and community institutions around the company's operations, as well as the potential for conflict and other social changes [10]. With a correct understanding of the community, the company can establish communication with the community more easily and the community development activities will be in accordance with local needs and potential [11]. To be able to obtain a true and in-depth understanding of the environmental aspects of the community around the PLTD work area, as well as the identification of community needs and expectations, it is necessary to conduct Social Mapping and Need Assessment activities. This study focuses on environmental problems. The objectives of this research are (1) Identifying environmental problems around the Labuhan Sumbawa PLTD work area; (2) Determine short-term priority programs in the environmental sector that are integrated with village development programs.

2. Method

This research was conducted around the PLTD work area of Labuhan Sumbawa Village, Labuhan Badas District, Sumbawa Regency, West Nusa Tenggara Province.

![Figure 1. Research Sites](image-url)

The method used in this research is social mapping and need assessment using the Participatory Rural Appraisal (PRA) approach by involving key figures and representative communities in mapping
the problems as well as the potential that exists in their environment and formulating steps for handling in a joint plan [12]. This PRA approach is a combination of the bottom up planning approach and top down planning by involving all parties involved in a joint mapping process in Focussed Group Discussion (FGD) [13]. However, before entering into the joint mapping phase through the FGD, the Research Team began by conducting Rapid Appraisal, in order to be able to identify the resource persons who will be involved in the FGD truly representing the local community groups and at the same time they have a good understanding of the issues and potential it has. The research procedure is shown in Figure 2 as follows:

![Diagram](image)

**Figure. 2. Social Mapping and Need Assessment Method**

The program formulation and determination of the program priority scale is carried out by inviting FGD participants to discuss and develop criteria/categories as a basis for determining priority programs. From the discussion process, 3 (three) criteria were agreed in determining the priority program. These criteria, namely: 1). Level of urgency 2). Number of beneficiaries; and 3). Potential support in the area. The following criteria were agreed upon as the basis for determining priority programs:

1) Level of urgency
   
   Score 5 if left untreated will result in fatalities
   Score 4 if left untreated will cause other problems
   Score 3 if left untreated will get worse but not cause casualties
   Score 2 if left untreated will get worse but does not cause other problems
   Score 1 if left untreated has no other impact

2) Number of beneficiaries
   
   Score 5 if felt by all residents
   Score 4 if felt more than half of the population
   Score 3 if felt by half the population
   Score 2 if felt less than half the population
   Score 1 if felt by certain individuals / groups

3) Potential Support
   
   Score 5 is very available (human resources, natural resources, artificial resources)
   Score 4 available (human resources, natural resources)
   Score 3 is quite available (human resources, artificial resources)
   Score 2 less available (only 1 resource available)
   Score 1 is not available
3. Result
3.1. Analysis/Review of Village Development Planning Documents
Analysis/review of village development planning documents is aimed at finding links between existing development planning documents and the results of social mapping and need assessment through the PRA approach that the research team did. The analysis results of the planning document show what the village government has or has not done so that it becomes a part in formulating priority programs that could be developed by Labuhan Sumbawa PLTD. The analysis/review of planning documents in this study is limited to the 2016-2021 RPJMDes document. The results of the analysis show that there are 38 types of programs that are now funded throughout 2016 to 2021. Of the 38 planned programs, (89.47%) were infrastructure and the rest (10.51%) were capacity building. Then when viewed in the perspective of issues, 50% of them included in the category of socio-cultural issues, the rest were environmental and economic issues respectively 34.21% and 15.79%. In terms of the amount of funds allocated, the largest percentage is in the environmental aspect of 63.3%. Funding allocation is through the Village Fund (APBN), PNPM and the Village Fund Allocation (ADD/APBD). Environmental and non-physical environmental programs are as follows:

| Table 1. Village Program Funding for the Environment in the 2016-2021 RPJMDes |
|----------------------------------------------------------|
| **Program/Type of Activity** | **Percentage of Funding** |
| Infrastructure Program | |
| Street drainage | 9% |
| Artificial levee | 16% |
| River normalization | 1% |
| Shore protection building | 26% |
| Shore protection maintenance | 15% |
| Concrete pavement | 20% |
| Arrangement of the skum house | 13% |
| Bore wells/clean water | 1% |
| Capacity Building Program | 0% |

Source: [14]

3.2. Social Mapping and Need Assessment Result
Social mapping and need assessment to describe an area/village by emphasizing the excavation and identifying problems and potentials of the village, is expected to describe the problem, the location of resources and the boundaries of certain areas/villages, such as forests, gardens, agriculture, fisheries, water sources, public infrastructure etc. The results of the mapping carried out by the community illustrate the boundaries of the hamlet in Labuhan Sumbawa Village. From the map produced, the community realizes that there are similarities in potential and problems being faced by hamlets in Labuhan Sumbawa Village. Pasir Village and Kali baru village, for example, both complained about noise problems due to the Sumbawa Labuhan PLTD activity. Then padak village, griya idola village and part of Kauman village complain about flood-related problems that often occur every year. Then the garbage problem is also experienced by all the villages. The environmental issues identified through social mapping and need assessment activities as follows:

| Table 2. Strategic Problems and Environmental Issues in the Work Area of Labuhan Sumbawa PLTD |
|---------------------------------------------------------------|
| **Strategic Issues and Problems** | **Potential Impact** | **Location** |
| Waste management | Illegal landfill emergence in residential areas, the environment becomes dirty and become a source of disease vectors | Padak village, Pasir village, Kalibaru village |
| Clean water treatment related to indications of oil pollution by Labuhan sumbawa PLTD | The quality of community water wells is not feasible to be used as a source of clean water, so people must find other sources of clean water | Pasir village |
Strategic Issues and Problems | Potential Impact | Location |
--- | --- | --- |
Clean water treatment related to sanitation pollution | The quality of community well water has become unfit for use as a source of clean water so that the level of community health has declined [15] | Pasir village |
Air pollution and noise in the area around Labuhan Sumbawa PLTD | Discomfort and affect the degree of public health | Pasir village, Kauman village RT 03 RW 02 |
River normalization | Flood | Padak village, Kauman village dan Griya Idola village |
Greening and the need for green open space in Labuhan Sumbawa Village | The lack of shade trees caused Labuhan village to become arid and hot | Kalibaru village, Kauman village, Olat Rarang village dan Pasir village |

(Source: Data analysis, 2020)

3.3. Needs dan Priority Program
The program needs/types of activities needed to address issues and problems in Labuhan Sumbawa Village are classified into 2 forms, namely: infrastructure programs and capacity building programs.

Table 3. Program Needs/Types of Environmental Activities in the Labuhan Sumbawa Village

| Strategic Issues and Problems | Program/Activity | Location |
| --- | --- | --- |
| Program needs/Infrastructure program | Garbage cart procurement | Padak village, Pasir village, Kalibaru village |
| Clean water treatment related to indications of oil pollution by Labuhan sumbawa PLTD | APATM procurement | Pasir village |
| Clean water treatment related to sanitation pollution | APATM procurement | Pasir village |
| Air pollution and noise in the area around Labuhan Sumbawa PLTD | Polyalthia longifolia procurement | Pasir village, Kauman village RT 03 RW 02 |
| River normalization | Artificial levee | Padak village, Kauman village dan Griya Idola village |
| Greening and the need for green open space in Labuhan Sumbawa Village | Procurement and planting of trees | Kalibaru village, Kauman village, Olat Rarang village dan Pasir village |

Program needs/Capacity building

| Strategic Issues and Problems | Program/Activity | Location |
| --- | --- | --- |
| Waste management | Training and Assistance in household scale waste management [12][16] | Padak village, Pasir village, Kalibaru village |
| Clean water treatment related to indications of oil pollution by Labuhan sumbawa PLTD | Water treatment training and assistance using APATM | Pasir village |
| Clean water treatment related to sanitation pollution | Water treatment training and assistance using APATM | Pasir village |

(Source: Data analysis, 2020)

The priority program is the result of a combination of the 2016-2021 Labuhan Sumbawa Village development plan analysis and the results of the social mapping and need assessment process through the FGD forum. With a combination of these two approaches, priority programs were formulation that PT PLN could develop as part of the community development program around the Labuhan Sumbawa PLTD work area. By combining the two approaches, the priority program formulation that the team produced will certainly have strong legitimacy and certainly support the achievement of the development vision and mission of the Labuhan Sumbawa village government.

Table 4. Priority Program
| No | Program/Activity                                      | Program criteria/categories | Amount of support | Rank |
|----|-------------------------------------------------------|----------------------------|-------------------|------|
|    |                                                       | Urgent | Number of beneficiaries | Potential |
| 1  | Garbage cart procurement                              | 5      | 5                             | 4     | 14   | 2    |
| 2  | APATM procurement                                     | 5      | 5                             | 5     | 15   | 1    |
| 3  | Clean water network procurement                        | 5      | 5                             | 5     | 15   | 1    |
| 4  | Polyalthia longifolia procurement                      | 4      | 4                             | 3     | 11   | 4    |
| 5  | Procurement and planting of trees                     | 4      | 4                             | 3     | 11   | 4    |
| 6  | Training and assistance in household scale waste management | 5      | 5                             | 3     | 13   | 3    |
| 7  | Water treatment training and assistance using APATM   | 5      | 5                             | 3     | 13   | 3    |

(Source: Data analysis, 2020)

4. Conclusion

The results of identification environmental problems in the area around the Labuhan Sumbawa PLTD are (1) waste problems (2) availability of clean water (3) air pollution (4) noise (5) greening. The integration of the Labuhan Sumbawa village development program and the PLTD CSR program resulted in the formulation of priority programs including (1) procurement of clean water networks (2) procurement of waste management infrastructure facilities (3) training and assistance on household scale waste treatment and clean water treatment training (4) Greening and procurement of Green Open Space (RTH).

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