

## Characteristics and Level of Community Empowerment in Tani Harapan Village, Kutai Kartanegara Regency

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### ABSTRACT

The presence of a coal mining company in Tani Harapan Village will of course have an impact not only on the environment but also on the socio-economic community, both positive and negative. One of the company's efforts to overcome the negative impact that arises and as a form of corporate social responsibility, they are committed to implementing the Corporate Social Responsibility (CSR) program. Implementation of CSR is said to be successful if people are trained to become independent individuals and have a high level of empowerment. The level of community empowerment according to Indah S et al. (2018) is based on the ability to access information, make decisions, business ability, and collaborate. Achieving community empowerment through implementing CSR programs will run optimally if supported by individual characteristics. This research was conducted to analyze community characteristics and the level of empowerment of the Tani Harapan village community as recipients of the CSR Program. This research is quantitative descriptive research with 96 respondents selected using simple random sampling and analyzed using descriptive statistics. From the results of the research, it was found that the individual characteristics of the community and the level of empowerment of the Tani Harapan Village community were relatively high.

### Keywords

CSR;  
empowerment;  
community  
characteristics.

### 1. INTRODUCTION

Tani Harapan Village is one of the villages in Kutai Kartanegara Regency whose entire area is a Coal Mining IUP concession from 4 companies and is ring 1 of the 2 (two) IUP operational activities that are directly affected by both policies and mining activities. Currently, the community's economy still depends on the presence of this company, because most of the population are coal mining workers (Berita Kaltim, 2024). The presence of a coal mining company in Tani Harapan Village will certainly impact the environment and the social and economic aspects of the community, both positive and negative. One of the company's efforts to overcome the negative impacts that arise and as a form of corporate social responsibility, they are committed to implementing their Corporate Social Responsibility (CSR) program by focusing on community development and empowerment activities in the area around the company (PT KE, 2022). Of course, in fulfilling these obligations there must be involvement of all parties, including the government, companies, and affected communities, in implementing the CSR Program that has been created so that CSR implementation is not only a fulfillment of obligations but can also have a positive impact on the surrounding environment and can increase community capacity and empowerment.

According to Degie and Kebede (2019), CSR can effectively improve local communities' capabilities and welfare. Furthermore, research by Rela et al. (2020) revealed that various CSR practices in the economic, philanthropic, legal, and ethical dimensions of the nickel mining industry in Indonesia positively and significantly influence community welfare. Situmeang (2012) revealed that the implementation of CSR is said to be successful if people are empowered and trained to become independent individuals and do not always depend on help from other parties or

companies. The goal of community empowerment itself is to improve the economy and community welfare (Rosidi & Sumardjo, 2020). Achieving community empowerment through implementing a CSR program will run optimally if it is supported by individual characteristics as individual capital (human capital) that is capable of participating in the implementation of the program. According to Cohen, J., and Uphoff (1977), internal factors that influence individuals to participate in an activity are age, gender, status in the family, level of education, ethnicity, religion, language, job, income level, and distance from home to work location. or activities and land ownership. The individual characteristics of the community also support the achievement of the level of empowerment of the individual community.

The term empowerment or independence (reliance) itself is often referred to as autonomous, not dependent or free, managing oneself and self- sustainability (Agusta, 2014). The level of community empowerment according to Indah S et al. (2018) is based on the ability to access information, the ability to make decisions, the ability to do business, and the ability to establish relationships/cooperation which is described as based on aspects of knowledge (cognitive), attitudes (affective) and skills (psychomotor). Research by Huky Arvi Loany and Murdianto (2021) states that the results of research conducted in Kertajaya Village show that the level of empowerment of the community receiving the CSR program is in the high category with a percentage of 51.4 percent as evidenced by the development of community soft skills and economic growth through increased income. and product production results for program members.

Based on this description, this research was conducted to analyze the characteristics of individuals who support the implementation of the program and determine the level of empowerment of the Tani Harapan village community as recipients of the CSR Program of coal mining companies whose concession areas are in that area.

## 2. REVIEW OF LITERATURE

Individual Characteristics that Affect the Success of CSR Programs CSR is the implementation of Community Development. According to Iffe in Muhdar, et al (2014), one of the principles of Community Development (CD) is participation. Participation in community development must create active involvement of all people in the community in the community activity process. They realize that by involving the active participation of the community in every stage of implementing CSR activities, the goal of empowering the community to become independent will be achieved and the programs implemented will be sustainable (Siti Robiah Nurbaiti and Azis Nur Bambang, 2017). According to Prayogo and Hilarius (2012), participation is included in six indicators of the success of a CSR program. According to Cohen, J., and Uphoff (1977), internal factors that influence individuals to participate in an activity are age, gender, status in the family, level of education, ethnicity, religion, language, occupation, income level, and distance from home to work location. or activities and land ownership. According to Slamet (1994), individual characteristic factors can influence group activities, individual mobility, and financial capabilities. Of the four community characteristic variables studied, only the age and education level variables had a significant influence on participation levels. The characteristics of the community greatly influence the process and results of the CSR program, because apart from the company, the community is also the main role and milestone that will determine whether or not the CSR program implemented by a company is successful or effective.

### 2.1. Community Empowerment

Empowerment is a condition in which a person or a community is autonomous, not dependent or free, manages themselves, and is self-sustainable and independent in all aspects (Agusta, 2014). One indicator of CSR success can be seen from external success in addition to the level of program participation and sustainability (sustainability of the program), namely the level of community independence (Situmeang, 2016) because the ultimate goal of the CSR program is to build community independence. So, to measure whether the CSR program has been successfully

implemented by measuring the level of empowerment of the CSR recipient community.

The community's ability to access information is based on the community's knowledge (cognitive) aspects regarding the types and benefits of information and communication media, information access, information infrastructure, and facilities. The community's decision-making capacity indicator describes the community's ability to make decisions related to empowerment programs. The ability to do business is very important so that they can improve their family's welfare and open business opportunities. The ability to work together is interpreted as family ties with fellow relatives, friendship with friends or neighbors, and relationships due to the same interests in one community.

### 3. METHOD

This research is a descriptive study with a quantitative approach. Quantitative data was obtained through questionnaires to the Tani Harapan Village community as subjects who received the impact of implementing the CSR program. The population in this study was the entire community in Tani Harapan Village, namely 2,555 residents (Tani Harapan Village Profile Report, 2022) with the determination of the sample size carried out using the Slovin formula (Situmorang, 2008) so a sample of 96 respondents was obtained.

The sample selection of respondents in this study was simple random sampling, namely the people of Tani Harapan Village, community leaders, and the government of Tani Harapan Village with the criteria for respondents for this research being (a) people from Tani Harapan Village and (b) respondents aged  $\geq 20$  years.

The questionnaire uses a Likert scale to determine the measurement interval with an answer instrument consisting of 5 (five) items. Analysis of community empowerment is measured based on the highest index value and the lowest index value from the respondent's answers in the questionnaire with descriptive statistics.

### 4. RESULT AND DISCUSSION

Tani Harapan Village is one of the areas included in the Loa Janan District, Kutai Kartanegara Regency. The population in Tani Harapan Village is 2,555 people with 1,069 heads of families, where based on the Tani Harapan Village Profile Report (2022), 25% of the population earns their living as private employees and 10% are farmers, while the rest are mostly students and housewives. As a ring 1 area for coal mining activities, Tani Harapan Village is a recipient village for the CSR programs of mining companies in the area. One of the coal mining companies whose concessions are mostly in Tani Harapan Village explained that they have 7 (seven) CSR programs including the Seruling Program (Environmentally Friendly Schools), PROKESRA (Community Health Program), Berseri Village Program (Clean, Healthy and Mandiri), PAPAT 4.0 Program (Integrated Agriculture, Plantation, Fisheries and Livestock), PHILANTROPY Program (Community Care), Infrastructure Program and Astari Program (Alam Lestari) (PT KE, 2022). The CSR program is more of a community development and empowerment program with the hope of being able to create communities that are more empowered and ready to be independent as capital to face the end of mining activities in their area. Individual Community Characteristics The socio-economic characteristics of the community observed in the research include age, education level, and occupation. The distribution of individual characteristics of the community can be seen in Table 1.

**Table 1.**  
Number and Percentage of Individual Community Characteristics

Indicator	Category	Amount	Percentage
Age	Teenagers (< 25 Years)	22	23.40%
	Adult (25 - 45 Years)	61	64.89%
	Old (46 - 65 Years)	11	11.70%
Level of education	Low ( $\leq 6$ years)	27	28.13%
	Medium (7-9 years)	19	19.79%

Work	High (10-12 years)	39	40.63%
	Very high (>13 years)	11	11.46%
	Farmer	26	27.08%
	Civil servants	2	2.08%
	Employee Private	32	33.33%
	Other	36	37.50%

The general characteristics of individual people can be seen in Table 1 where the adult age range (46-65 years) is 64.89%. Adulthood is the ideal age for individuals in the community to improve their abilities. Adult age will make respondents more able to communicate, have sufficient experience, dare to make decisions, and have a wide network of friends. Rosana et al, (2008) stated that age is significantly related to communication activities, meaning that the higher the age level, the higher the intensity of communication. This can be a positive point from the individual characteristics of the Tani Harapan Village community to be able to actively participate in implementing the CSR program.

The level of formal education is classified as high with an education period of 10-12 years as much as 40.63%. Educational factors are considered important in supporting the success of activity programs because, through education, a person will more easily communicate and interact with other people and be more responsive to developments in knowledge and technology. The higher the education, the more extensive knowledge they have about development and the forms and procedures for the participation provided (Y. Slamet, 1994). Apart from that, based on research by Rina Suhandidan Djuara P Lubis (2020) individuals with a low level of education do not think objectively about a program, taking into account the rewards obtained in the form of money or goods rather than insight. Meanwhile, individuals who have a high level of education are more loyal and open. This can be a positive point from the individual characteristics of the Tani Harapan Village community to be able to actively participate in implementing the CSR program.

In terms of employment, 33.33% of respondents worked as private employees. This cannot be separated from the existence of companies, especially coal mining, in this area. Meanwhile, 27.08% are farmers because there are still people who depend on pepper farming for their livelihood. The majority of respondents are individuals who have jobs. According to Budiharjo & Sujarto (2009), a person's free time to be involved in organizations or activities in the community is also influenced by the type of work, many residents who are busy with their main job or daily activities are less interested in taking part in meetings, discussions or seminars. Apart from that, for private employees, their erratic work shifts make people inflexible in their activities. This can be a concern for the individual characteristics of the people of Tani Harapan Village because it can influence the level of participation in implementing the CSR program.

#### Level of Community Empowerment

The level of community empowerment in Tani Harapan Village is relatively high, this can be seen from the distribution of respondents, namely 70.83% in the high category, 25% in the very high category, and 4.1% in the medium category. This condition illustrates that the community's ability to empower itself in efforts to overcome poverty is quite high, reflected in the community's high ability to access information, the ability to make decisions, the ability to do business, and the ability to collaborate. The distribution of respondents based on each indicator of the level of community empowerment can be seen in Table 2.

**Table 2.**

Distribution of respondents based on each indicator of community empowerment level

Dimensions	Low	Medium	High	Very High
Information Access Ability	0%	4,17%	70,83%	25,00%
Decision-Making Ability	2,08%	6,25%	63,54%	28,13%
Business Ability	1,04%	9,38%	52,08%	37,50%

Ability to Establish Collaboration	0%	19,79%	63,54%	16,67%
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This is in line with research by Huky Arvi Loany and Murdianto (2021) which states that the results of research conducted in Kertajaya Village show that the level of empowerment of the community receiving the CSR program is in the high category with a percentage of 51.4 percent as evidenced by the development of the community in soft skills and growth. economy through increasing income and product production for program members.

#### 4.1. Information Access Ability

The indicator of the ability to access public information is classified as high, 70.83%. It is known that almost all respondents use cellular telephone facilities as a means of communication, and have television as an information medium for the public. This is apart from information and telecommunications networks that are easily accessible to the public, also the accessibility of Tani Harapan Village to the nearest city is quite close and can be reached by two- wheeled vehicles so that exchanging information from outside areas is quite easy and fast. The community's ability to access information is also quite high because the community views the importance of access to information for increasing their capacity, so they must always update information, to support their work, and to increase their competitiveness. In the skills (psychomotor) aspect, people generally have mastered information and communication technology to support their daily activities. Apart from being used as entertainment, communication facilities are also used to find information to increase their capacity and even to help with marketing and promotional media for their business. Through the CSR Program, the community was also given training regarding promotion and marketing through e-commerce until finally one of the farmer groups in Tani Harapan Village, namely UKM Madu Kelulut, marketed their honey so that they were able to penetrate the national market.

#### 4.2. Decision-Making Ability

The indicator of the decision-making ability of the people of Tani Harapan Village is classified as high at 63.54%. This condition illustrates that the respondent's ability to make decisions related to the empowerment program is quite high. The community's fairly high ability to make decisions is reflected in the knowledge, attitudes, and skills of respondents in making decisions. The people of Tani Harapan Village are accustomed to making decisions regarding their village by deliberation to reach a consensus through the Badan Permusyawaratan Desa (BPD) of Tani Harapan Village, one of which was during the village head election last September 2022 which went smoothly and was quite conducive. Apart from that, the community's ability to make decisions can be seen from community participation in decision-making at the MUSREMBANG Desa regarding community needs that are proposed as CSR programs. According to Slamet (2003), an empowered society is a society that knows, understands, is motivated, has the opportunity, takes advantage of opportunities, has energy, can work together, knows various alternatives, can make decisions, is brave enough to take risks, can seek and capture information and can act according to the situation.

#### 4.3. Business Ability

The business capacity indicator of the community in Tani Harapan Village is classified as high at 52.08%. This condition shows that the community's ability to do business is quite high. The respondent's ability to do business is relatively high, reflected in the respondent's ability in the knowledge (cognitive) aspect, based on the knowledge that the business being carried out has kept pace with current developments. People carry out business based on knowledge that has followed technological advances and developments in information that they can easily access. For example, the people of Tani Harapan Village, who previously mostly made their living as pepper farmers, where the produce they obtained was sold directly to collectors, are currently starting to diversify

their pepper yields into several derivative products through the CSR Program. Apart from that, they try to increase the selling price of the product by using attractive packaging.

In the attitudinal (affective) aspect, people agree that the ability to do business is very important so that they can improve family welfare, open up business opportunities, facilitate access to capital, open marketing channels, and be able to compete. In the skills (psychomotor) aspect, the community can conduct business in a modern and professional manner.

#### **4.4. Ability to Establish Collaboration**

The indicator of the ability to build relationships or community collaboration in the research area is classified as high at 63.54%. This condition illustrates that the level of community ability to build cooperation with other parties is high so it has an impact on the level of community welfare which is quite high. This is because the people of Tani Harapan Village generally conduct commercial economic activities with a market orientation. Apart from that, the people of Tani Harapan Village who have received guidance through the CSR Program always receive counseling and training regarding business orientation and partnerships in managing their businesses. Purnaningsih (2006) in research on partnership patterns revealed that farmers need to collaborate in a partnership pattern to receive benefits both economically, technically, and socially.

The community's ability to collaborate is reflected in a fairly high level of knowledge (cognitive) about how to build relationships or collaborate with other parties in a professional manner, understanding of networks, and knowledge of negotiation. In the attitudinal (affective) aspect, people value cooperation not only to increase solidarity with friends' neighbors, or other parties but also to support professional activities or work. In the skill (psychomotor) aspect, the majority of people consider that the ability to collaborate is an activity that must be carried out in the social environment of society.

#### **5. CONCLUSION**

The individual characteristics of the people in the research area are relatively high, which is reflected in the high level of education. Educational factors are considered important in supporting the success of activity programs because it will be easier for a person to communicate and interact with other people and respond more quickly to developments in knowledge and technology. The respondent's age is in the adult category which will make the respondent more able to communicate, have sufficient experience, dare to make decisions, and have a wide network of friends. Most of the community's job types are private employees, this can be a factor inhibiting the success of the program because many residents who are busy with their main job or daily activities are less interested in attending meetings, discussions, or seminars. Apart from that, private employees with erratic work shifts, people are not flexible in their activities

The level of community empowerment is relatively high, which is reflected in the community's high ability to access information, ability to make decisions, ability to do business, and ability to collaborate in the aspects of knowledge, attitudes, and skills.

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