

Corporate Social Responsibility (CSR) PT. PLN Tanjung Jati Generator B Model of Livestock Culture Innovation Development in Jepara District

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Abstract: *The basic framework of the birth of the concept of corporate social responsibility is the emergence of the impact of corporate activities within the company. PT. PLN TanjungJati Teak B has implemented CSR commitments around its operational area. This commitment is manifested in the form of empowerment programs aimed at the Integrated Livestock group in Jepara Regency, which is then briefly referred to as "DotumanAngon". The purpose of this study is to examine the innovation development model of the Animal Husbandry Center "DotumanAngon" which is under the guidance of PT. PLN TanjungJati Teak B and to find out the CSR program recipient satisfaction index. The method of implementing CSR activities uses an approach with a participatory method, while the measurement of satisfaction index uses qualitative research methods and quantitative methods, which are the main points of this research that are supported by quantitative data and qualitative analysis. The results of this study are the empowerment program conducted by PT PLN TanjungJati B Jepara has two main focuses, namely the Human Capacity Building Activities Program in the form of training on Fermented Feed training, Training on making Organic Fertilizers; Training on processing and using biogas. While the environmental capacity development program in the form of utilization of livestock manure waste is converted into biogas and organic fertilizer in the form of solid fertilizer and liquid fertilizer. The biogas program has not been able to run properly due to constrained supply of raw materials for animal manure. Innovations made to fulfill it are by adding cattle variants. To attract investors, this group built an android-based livestock investment application system. the goal is that with this system there will be transparency between managers and investors, other than that as a form of modern governance. In connection with the value of the community satisfaction index in the existing CSR program, the "DotumanAngon" livestock group obtained a conversion interval score of 82.88 so that it can be said that the community satisfaction index for the DotumanAngon program is in the predicate "Good". While the value of the community satisfaction index of the impact element shows the number of conversion intervals of 84.89 so that it is included in the predicate "Good". The assessment on this element of impact includes CSR programs that can increase the knowledge and skills of the community, have an impact on increasing business revenue, and the existence of business sustainability after the mentoring program.*

Keywords: Development Model, Innovation, Cultivation, Livestock

1. Introduction

Along with the emergence of many reactions from various parties to environmental damage as a result of the management of production resources by companies that are not true, the issue of Corporate Social Responsibility (CSR) began to strengthen. CSR assumes that corporations not only have economic and legal obligations, but also certain responsibilities to society that go beyond those obligations (McGuire in Damanik, 2016). In this context, the activities carried out by the company have various impacts on the environment, both the internal and external environment. Impacts on the external environment are often highlighted, because of their effects on others or the social environment outside the company. This raises the opinion that business people or companies have a social responsibility to pursue a policy and make decisions or carry out actions that are in accordance with the aims and values of the community. The basic framework of the birth of the concept of corporate social responsibility to manage the impact of corporate activities in order to create sustainable development. This concept is known as Corporate Social Responsibility (CSR). With regard to SOE Ministerial Regulation Number: Per-02 / MBU/7/2017 dated July 5, 2017, concerning the Second Amendment to the Minister of State-Owned Enterprises Regulation Number Per-09/MBU/07/2015 concerning Partnership Programs and Environmental Development

Programs of Owned Enterprises Country. The SOE ministerial regulation contains two programs to be carried out, namely the Partnership Program and the Community Development Program. Understanding the partnership program can be explained further in the provisions of article 1 point 6 it is stated that the BUMN Partnership Program, hereinafter referred to as the Partnership Program, is a program to increase the ability of small businesses to become resilient and independent. Whereas the explanation for the Community Development Program is in the provisions of article 7 point 7, the contents of which are the Community Development Program hereinafter referred to as the BL Program, a program to empower the social conditions of the community by SOEs.

When discussing the empowerment of individuals and groups conceptually implies a relationship to control the quality of life towards a better direction. Whereas the control of one's own life cannot be achieved when the achievement of individual and group ideals does not yet have an established strategy. Therefore an empowerment process has the concept of independence. So that it can be strengthened through programs that become the main issue of poverty alleviation (Suharto, 2010: 59).

The empowerment problem that generally arises is who has the obligation and responsibility to run a program. If

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empowerment is done through a structural approach that is top-down, it can create a gap between the community and the government. Finally, the community is only the object of development because it is not included in planning and decision making. This kind of thing will lead to people who only have the nature of dependence.

To avoid these characteristics, the government seeks to establish partnerships with (private) companies to carry out welfare programs. In addition, companies as private parties have obligations that must be carried out through the mandate of the Law on corporate social responsibility (Syahputra and Suteki: 2018: 1-8). So in this context, it is an important synergy between the government and corporations to improve the welfare and safety of the environment through CSR programs.

During the period of 2014 to June 2019 PT. PLN TanjungJati Teak B has implemented CSR commitments for the communities around its operational areas. This commitment is manifested in the form of empowerment programs aimed at community groups, one of which is the Integrated Animal Husbandry Center of Bondo, Tubanan and KaliamanKembang sub-districts of Jepara Regency, which is then abbreviated as "DotumanAngon" which means the Dontuman is taken from the abbreviation for 3 villages that were targeted by PT. PLN TanjungJati B Power Plant, namely: Bondo, Tubanan and Kaliaman. As for the word "Anggon" from Javanese which means "to maintain". The selection of integrated livestock center groups as program recipients is based on the program target criteria and observations from the PLN TanjungJati B CSR team, namely: a) The group centers are in the ring one area of PT. PLN TanjungJati Teak B; b) many raise domestic sheep/goats which means they naturally have livestock experience and there is a passion for livestock raising; c) most group members have not received program assistance from the government or parties outside the government.

Recipients of the PT PLN (Persero) CSR program The TanjungJati B Generation is from a breeder background, so it is possible that it will continue in the future, whether or not there is assistance from the PT PLN (Persero) TanjungJati B. Generation program. The internal group turned out to affect all aspects of the "DotumanAngon" Livestock group program, both in terms of program effectiveness and the achievement of the program's goals. Groups that have good governance and do gather together because of the common vision see the "DotumanAngon" Animal Center program very positively, because there is a passionate side that arises when they meet. While on the contrary, groups that have poor governance and gather not because of a common vision (can also be motivated to get help) will not last long in running the Animal Center "DotumanAngon" program and even raising itself.

The problem faced by the group is firstly the lack of livestock management because the effort to keep goats/sheep is limited to the side. Second is the group members who initially only knew that cattle were only taken meat. While this paper has the objective to study the innovations developed by the Integrated Animal Husbandry Centers in the villages of Bondo, Tubanan, and Kaliaman, Kembang

sub-district, Jepara Regency, which are guided by PT. PLN TanjungJati Teak B. Besides that, this paper also aims to find out how far the recipients of the CSR program PT. PLN TanjungJati Teak B;

2. Theoretical Basis

According to The KianWie in Asniwaty, the partnership is a business partnership that is engaged in mutually beneficial production. This can be realized if community development and development meet the principle of mutually reinforcing through patterns in accordance with the characteristics of the business objectives. This partnership, in addition to getting business profits, is also a link to maintain a good image between the two parties (Asniwaty, 2010: 12).

3. Research Methods

The method of implementing this activity uses an approach with a participatory method meaning to position the Integrated Animal Centers in the villages of Bondo, Tubanan and Kaliaman, Kembang sub-district, Jepara Regency as subjects. Their involvement starts with planning, implementing, monitoring, and evaluating. By involving them directly, they aim to be able to carry out innovation independently.

Innovations applied in the community in the form of information technology-based institutional management, making animal feed, processing livestock manure into solid fertilizer, liquid fertilizer, and biogas. In addition, there are innovations developed by innovation planning in the form of an integrated center group in Tubanan village as an educational tour.

Position of PT. PLN TanjungJati B Power Plant as a companion and facilitator in the empowerment of integrated livestock centers in Tubanan village.

While measuring the community satisfaction index related to the CSR program of PT. PLN TanjungJati Teak B uses a combined method, qualitative research methods, and quantitative methods, which are the main points of this research that are quantitative, supported using qualitative data and analysis. The quantitative method used is a survey. Beneficiary satisfaction index values are calculated using the following formula:

- 1) Each survey question of each instance is given a rating
- 2) Values are calculated using the "weighted average value" of each element. In calculating the value of community satisfaction with the service elements studied, each service element has the same weight. The weight value is determined by the formula, as follows:

$$\text{Weighted average - weighted value} = \frac{\text{Number of Weights}}{\text{Number of Elements}} = \frac{1}{x} = N(1)$$

- 3) Weighted average value using the following formula:

$$SKM = \frac{\text{Total of Perception Value for elements}}{\text{Total Element Filled in}} \times \text{Weighing Value} \quad (2)$$

- 4) To facilitate the interpretation of SKM assessment, which is between 25-100, the results of the above

assessment are converted with a base value of 25, with the following formula: SKM Service Unit x 25

- 5) Since service units have different characteristics, it is possible for each service unit to:
 - a) Adding elements deemed relevant;
 - b) Give different weights to 9 (nine) elements that are dominant in the service unit, provided the total weight of all elements remains 1.

4. Result and Discussion

The establishment of the Integrated Center for Animal Husbandry in Tubanan village to answer the problems faced by every farmer in running their business, namely increasing economic needs. The empowerment program carried out by PT PLN's TanjungJati B Jepara CSR has two main focuses, namely human capacity development and environmental capacity development.

PT PLN's TanjungJati B Generation Jepara CSR program related to human capacity development in the Integrated Animal Husbandry Center in Bondo, Tubanan, and KaliamanKembang sub-districts in Jepara Regency in the form of Fermented Feed training, Organic Fertilizer training; Training on processing and using biogas. The reason for carrying out this activity is because the members of the group have very limited knowledge about farm management. In addition, group members still lack understanding about how to manage farms in a modern way. In general, ordinary people when raising only to meet economic income through business margins. There are some that have not been utilized to the maximum extent related to hereditary wastes from livestock, which so far the group members have still ruled out. In fact, if there is sufficient knowledge to manage hereditary waste, it will bring up business units that can get the economy of the members of the "DontumanAngon" livestock group in the livestock sector.

PT PLN's TanjungJati B Generation Jepara CSR program related to human capacity development in the "DontumanAngon" livestock group, described as follows:

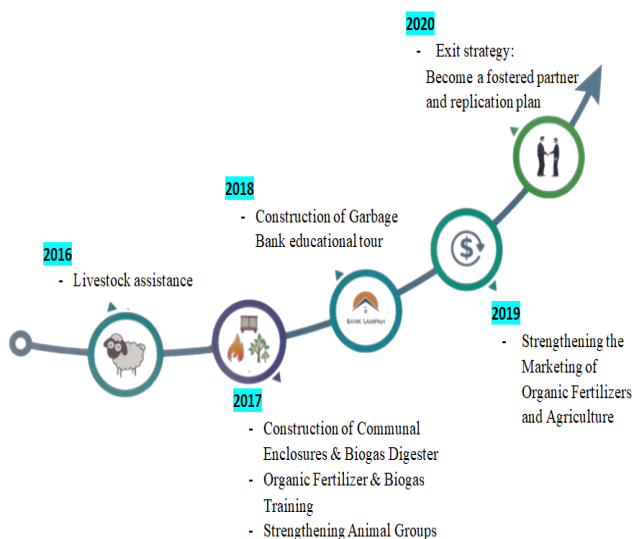


Figure 1: "DontumanAngon" Group Program Roadmap

First, Fermentation Feed training. This training is very

useful for the Integrated Animal Centers group in Bondo, Tubanan, and KaliamanKembang sub-districts, Jepara Regency because it provides insight into their alternative feed, as a reserve when in the dry season. The result of animal feed training after practicing the result is making cattle sick. The cause of the disease is still being carried out by the study and research by the Diponegoro University Faculty of Animal Husbandry Research Team in Semarang, whose results are not yet known. And now breeders are returning to animal feed as usual.

Second, organic fertilizer training. This training is directed at the management mechanism of animal husbandry management. The objectives of this activity are: a) It is expected to be able to provide a support system to group members towards developing knowledge about organic fertilizer processing; b) the training can educate the public to develop organic products, so it is hoped that in the future it will raise public awareness of the importance of land management using organic fertilizer; c) new businesses related to organic fertilizers both solid and liquid. Organic fertilizer training activities have been practiced by breeders by producing 2 kinds of organic fertilizers, namely organic solid fertilizer taken from the utilization of livestock slurry waste into solid fertilizer reaching 12,000 kg per month or 144,000 kg per year. 4 cubic digesters produce 500 kg of solid fertilizer per month. The capacity of the digester is 4 cubic and 20 cubics. In addition to solid fertilizer the livestock group "DontumanAngon" also produces organic fertilizer in the form of liquid fertilizer derived from the utilization of goat urine waste into liquid fertilizer reaching 50,000 liters per month or 600,000 liters of liquid fertilizer annually. The current capacity produces 200 liters of urine per month to 50,000 liters of liquid fertilizer.

Third, training on processing and use of biogas, Regarding the biogas training provided by PT PLN (Persero) TanjungJati B Generation, was carried out by cooperating with technical assistants from universities. Biogas is one of the technological innovations in the field of animal husbandry in terms of livestock manure waste management. This activity is an attempt to understand the mechanism of animal management if they are able to formulate the problem that is being faced together. This behavior reflects the success of the training program by encouraging livestock management mechanisms through modern means. The skills of breeders who initially lacked knowledge of biogas became improved after there was training from animal husbandry experts. Illustration of downstream biogas production will produce gas that can replace LPG needs. The process of making biogas starts by collecting livestock manure. Furthermore, the manure is put into the rotation tool to collect livestock manure mixed with clean water. After the dirt becomes soft like pulp, it automatically enters the biogas digester. The existing biogas production capacity in the "DontumanAngon" livestock group can only be used to turn on 3 gas stoves, 1 stove in a cage, and 2 other stoves for household consumption, so it cannot be used commercially. Because the biogas register which is owned by a group with a capacity of 4 cubics and 20 cubics has not been able to supply livestock manure to meet the capacity of the existing digester. The use of biogas in 3 resident's home kitchens

saves Rp.198,000 / month or Rp.2,376,000 / year, by rationalizing the average household sector gas needs to be 9 Kg (3 gas cylinders 3 Kg/melon gas cylinders), with the price of Rp. 22,000 / 3 kg / tube.

In addition to the supply of livestock manure, the obstacle faced by the group was constrained by the savings process. Based on the constraints related to the supply of livestock manure as raw material from biogas production which has been less than optimal, then the latest innovations are developed by adding the types of livestock that were previously goats/sheep now developed by cattle. For the development of cattle, the "DontumanAngon" cattle group tries to make innovations in the form of livestock investment, where the livestock group provides opportunities for investors who want to invest their capital to be developed in the field of cattle farming in particular. This form of investment will be beneficial for both parties. The advantage of the investor is that he will benefit from the investment, while for the investment manager, in this case, the livestock group "DontumanAngon" will get the benefit of obtaining the results in the form of profit sharing and can utilize livestock waste that can be turned into organic fertilizer and biogas.



Figure 2: Homepage Based Android Livestock Information System

There are 2 types of cattle investments that have been developed, namely cattle fattening and rowdy. For the fattening model, the time period is up to 5 months, while for the guiding livestock the time period is 13 months. What gives another livestock investment system is that during the course of 8 months in the rowdy system there are no signs of pregnancy, so there will be a re-agreement between the investment manager and the investor to change the system from rowdy cattle to fattening.

The livestock investment model in the "DontumanAngon" livestock group has been developed based on the Android system, this is an innovation developed by the livestock group as a form of utilizing information technology. In addition to this, the system makes it easy for investors to

know the development of livestock that is managed by the manager. Public services are needed by the community to support their various needs. Public services can be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been determined. The public service according to Sinambela is "Every activity carried out by the government towards a number of people who have every activity and offers satisfaction even though the results are not tied to a product physically". (HarbaniPasolong, 2010: 199). So the public service, it can be concluded that public service is every service activity provided by the government to the community both public service goods and public services.

To measure the level of services provided by the government or non-governmental organizations, a measure of the level of community satisfaction with the services provided is measured. From the satisfaction of the community will be seen how well the services can be felt by the community. The measurement of community satisfaction is very important because it is related to community trust.

PLN The development of TanjungJati B as a business entity has carried out a commitment to sustainable development. In an effort to achieve sustainable development, PLN TanjungJati B Jepara has implemented CSR commitments for the communities around its operational areas. This commitment is carried out as a form of corporate awareness of the importance of company involvement in realizing sustainable development. PLN as one of the State-Owned Enterprises engaged in the energy sector, wherein the provisions of Law number 40 of 2007 concerning Limited Liability Companies and Law number 19 of 2003 concerning State-Owned Enterprises regulates the company's environmental awareness obligations stipulated in Article 2 Paragraph (1) of Law number 19 of 2003 concerning State-Owned Enterprises, it is determined that the aims and objectives of establishing a BUMN are:

- a) Contribute to the development of the national economy in general and state revenue in particular;
- b) Chasing after profits;
- c) Carrying out public benefits in the form of providing goods and / or services of high quality and sufficient for the fulfillment of the lives of many people;
- d) Pioneering business activities that cannot yet be carried out by the private sector and cooperatives;
- e) Also actively providing guidance and assistance to economically weak entrepreneurs, cooperatives, and the community.

Table 1: Value of Community Satisfaction Index DontumanAngon

Number of respondents filling	40
Index Value	2,69
Conversion Interval Value	82,88
Service Quality	B
Service Unit Performance	Good

Source: Results of data of IKM PLN generation of TanjungJati B Jepara, 2019.

While the Community satisfaction index value of the impact element shows the number of conversion interval values of 84.89 so it goes in the "good" predicate. Assessment of this impact element includes CSR program can increase knowledge and skills of community, impact on increased business income, as well as the sustainability of business after mentoring program.

Table 2: CSR Program Impact Index value

Number of respondents filling	40
Index Value	2,62
Conversion Interval Value	84,89
Service Quality	B
Service Unit Performance	Baik

Source: Results of data of IKM PLN generation of TanjungJati B Jepara, 2019

5. Conclusion

The empowerment program carried out by PT PLN's TanjungJati B Jepara CSR has two main focuses, namely human capacity development and environmental capacity development. Human Capacity Building Activities Program in the form of Fermentation Feed training, Organic Fertilizer manufacturing training; Training on processing, and using biogas. While the environmental capacity development program in the form of utilization of livestock manure waste is converted into biogas and organic fertilizer in the form of solid fertilizer and liquid fertilizer. Fertilizer production has been going well and the results are being traded to farmers around the "DotumanAngon" livestock group. As for biogas, it has not been able to run properly due to constrained supply of raw materials for animal manure. With this obstacle, the livestock group seeks to innovate in the form of adding livestock variants, cows. To get cows this group opens opportunities for those who have the capital to invest in livestock. To keep abreast of current developments this group is making innovations in the form of android-based livestock investment application systems, the goal is that with this system there will be transparency between managers and investors.

Associated with the value of the community satisfaction index in the existing CSR program the "DotumanAngon" livestock group obtained a conversion interval number of 82.88 so it can be said that the community satisfaction index of the DotumanAngon program is in the predicate "Good". While the value of the community satisfaction index of the impact element shows the number of conversion intervals of 84.89 so that it is included in the predicate "Good". The assessment on this element of impact includes CSR programs that can increase community knowledge and skills, have an impact on increasing business revenue, as well as the existence of business sustainability after the mentoring program.

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