

Social, Environment and Economy: Community Empowerment in Utilizing Organic Waste as Batik Dyes through CSR

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ABSTRACT

This research was conducted due to the problem faced by the artisans, namely the underdevelopment of the batik industry which is one indication that the independence of the community in managing the batik business is still not in line with expectations. The object of this research is the competitiveness and independence of Indonesian batik artisans. Based on the problem and the object of the research, this research is included in the type of qualitative research, and the research strategy used in this study is a case study. The results of this research indicate that the model of community empowerment implemented empowers, enables and makes the community independent in developing themselves and the environment.

Meanwhile, the increase in the independence of batik artisans in the utilization of organic waste to increase productivity and batik business income develops again and is able to compete.

Keywords: Community Empowerment; Batik; Ciwaringin, Indocement, Natural Dyes, Environment

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INTRODUCTION

After almost two decades of the 21st century, the developing countries still cannot independently find solutions to the great environmental problems that affect humanity (Licandro, García, Alvarado-peña, & Correa, 2019). Over the last this century (Bateman & Snell, 2002), developing countries have faced the highest population growth rates with increased urbanization (Ridwana, 2019).

In the developing world, the economy sector can act as a gateway towards alleviating poverty (Shumo et al., 2019). The legislative system that provides for the socio-economic development has been under significant scrutiny in recent times (Heyns, 2019). Funding for community development carried out by non-governmental organizations frequently comes from donor organizations, where acquiring funding often requires written proposals that clearly articulate planning objectives (Altman, 1998). Given the complexity of economic depravity, this stated, those championing community empowerment Institutions as an anti-poverty solution (Smith, 2005).

Rivera (2001) argue that communities are maintained, developed and survive through the every day practices of their values and beliefs (Karim, Mardhotillah, & Samadi, 2019). A fundamental premise of cultural activity theory is that during the daily activities and ritual in any given community, the community continues its course of development as well as guides the development of its members. Ivester (2006) states that the social links- i.e. social capital that are in large part destroyed in the gentrifying community, in contrast to the social links, are in large part strengthened in the upgrading community. Specifically, Shumo et al. (2019) argue that the large-scale rearing of insects is a promising and innovative alternative as several insects' species can feed of various types of organic waste streams. According to Pace (2017) that the

current methods of organic waste management include landfilling, composting, incineration, and anaerobic digestion. Many of these methods contribute to greenhouse gas emissions. Landfills are the largest contributors of emissions in the waste management sector. (Geislar, 2016) Even though this pathway from field to fork is global in some cases, the processes by which food instead becomes managed as a waste material are localized activities. The company must be responsible for its actions and business activities that have a direct or indirect impact on stakeholders and the environment where the company operates (Carrol, 2010).

This study provides an empirical description of the dimensions of community values in regards to education as it relates to community empowerment (Rivera, 2001). One of the earliest programs of the housing and community empowerment (Mattson, 1983). Community empowerment has helped turn community around from disadvantage—low education, unemployment, and low self-esteem (Gaeltacht, 2019). The scope of social activities has not been sufficiently enlarged. Systematic canalization of comprehensive development efforts through organizational media has not yet been adequately achieved (B. N. Singh, 1958). Despite difficult conditions in many inner-city neighborhoods in facing substantial adversity, a few communities are managing successful community improvement initiatives (Ivester, 2006). Action for empowerment has been increasing within communities around issues of access to resources, and local initiative and institutional development. One of the consequences of developing countries' growing rapid growth is a tremendous increase in the generation of waste. Waste management is now considered as one of the most serious environmental concerns for the people of both urban and rural areas (Mission, 2006). Illicit and improper use of hazardous chemicals is still on-going as an issue for many communities. Improper management of waste, and

uncontrolled dumping continues to release harmful substances into the environment with negative consequences for the ecosystems they rely on (United Nations Development Programme, 2017).

Rapid urbanisation and more sophisticated form of consumerism are leading to an increase in the amount of waste, which is in turn creating enormous challenges in providing effective waste collection services (Premakumara, Abe, & Maeda, 2011). Organic waste, including yard trimmings and food waste, is the largest component of the municipal solid waste stream (Pace, 2017). Wide variety of organic wastes which is comprising animal manure, industrial refuse, sewage sludge and crop residues (Raza, Bo, Ali, & Liang, 2019). Efforts to address the flow of food waste into landfills have largely ignoring the crucial social aspects of source separation (Geislar, 2016). The landfilled organic wastes emit greenhouse gases which are costly to recover requiring treatment and remove land which otherwise could be used for crop production (Adhikari, 2011).

The research in the area of economic growth and community empowerment is in the voluminous that has been produced (Rasiah, Guptan, & Habibullah, 2019). Organic waste is a big problem faced by people in the world today including in Indonesia, which releases carbon from waste into the air which adds to global warming (Soliaty, 2019). Even though, in Indonesia, the dynamics of the development model in the efforts against poverty for society changes from time to time in line with the formal regulations that govern it (Hadiyanti, 2016).

The gap in this research is that various community empowerment activities have been carried out. In fact, however, batik artisans in Ciwaringin Cirebon, Indonesia still face various problems in running their businesses. The community empowerment program of Ciwaringin batik artisans, which impressed the top-down, made the community feel that the policy did not accommodate their expectation. Community independence, which is the goal or target of the community empowerment program, has not yet produced results as expected, especially by the community. There is less optimal synergy between stakeholders in the empowerment of the batik village in Ciwaringin.

The questions of this research are formulated as follows: (1) how to formulate a model of community empowerment in the utilization of organic waste as the Ciwaringin batik dyes? (2) how to increase the independence of Ciwaringin batik artisans in the use of organic waste to increase the productivity and income of batik business?

The urgency of this research is as a consideration for related agencies/institutions in formulating development policies, especially the industrial development that exploits natural resources in relation to the empowerment of the poor. As a scientific input or recommendation to companies in order to implement the CSR program to overcome poverty around the company. Besides, this research can be the information for similar researches in the future.

METHODOLOGY OF RESEARCH

This research was carried out in two locations. The first was in the Ciwaringin Village, Gempol, Cirebon, specifically in

Blok Kebon Gedang and the second in PT Indocement Tunggul Prakarsa Tbk, located in Palimanan Barat Village, Gempol District, Cirebon Regency, West Java. Based on the problem, objectives and approach to the analysis (Brannen, 2005), this research is included in the type of qualitative research and the research strategy used in this study is a case study (as done by Karim et al., 2017).

The case study in this research is the embedded case study research (Yin, 2015), which is a case study that has determined the focus of the research in the form of the main variables to be studied based on the aims and interests of the research before the researcher goes to the field of study (see Zheng, Wang, & Song, 2014).

The primary data were the data from the community around the company about education, knowledge (science and technology), perceptions and participation in empowerment activities through CSR programs and other data relating to the focus and locus of the research (Miles & Huberman, 1994). The secondary data include procedures for community empowerment about planning, organizing, monitoring, evaluating, coordinating meeting results, and developing community empowerment activities (Kawulich, 2012).

The informants in this research came from several related parties including Indocement Tunggul Prakarsa Tbk, the batik artisan community in Blok Kebon Gedang, Ciwaringin, Cirebon, Gadjah Mada University, Cirebon Regency MSME Office, and the Cirebon Regency Industry, Trade and Cooperatives Office. The informants from PT Indocement Tunggul Prakarsa Tbk was Misnen, one of the staff in the company's CSR division. The informant who came from the batik artisan community in Blok Kebon Gedang, Ciwaringin, Cirebon was Fathoni, one of the batik artisans, who is also an administrator of the batik artisan association in Blok Kebon Gedang, Ciwaringin, Cirebon. The informant from Gadjah Mada University was Edia Rahayuningsih, a lecturer in the Department of Chemical Engineering, Faculty of Engineering, Gadjah Mada University. The informant from the Cirebon Regency MSME Office was Dedy Nurul. The informant from the Cirebon Regency Industry, Trade and Cooperatives Office was Endang Sri Pujiastuti. Besides being the informants in the interview activity, the informants mentioned above are the resource persons in the focused group discussion activity that discusses the implementation of CSR of PT Indocement Tunggul Prakarsa Tbk.

The data collection activities include (a) collecting data at the research location by conducting in-depth interviews, observations and documentation, (b) conducting reviews and discussions of various data collected by carrying out the reflections, (c) determining the most appropriate data collection strategies and determining focus and deepening and consolidating the data in the subsequent data collection process, and (d) grouping the data for the purpose of discussion or analysis, taking into account the variables involved in the research framework (Abawi, 2013).

Data validation is needed to ensure the stability and correctness of the data collected and recorded. In this research, the methods used to increase validity include triangulation and informant review. The triangulation

techniques used are data or source triangulation and method triangulation (Miles & Huberman, 1994).

The data analysis techniques during data collection, the researcher made data reduction, data presentation, and conclusion drawing based on the data available in field notes in the form of a systematic story. This data reduction and presentation were done at the time of obtaining the data on poverty issues and the implementation of community empowerment activities through CSR programs needed in the research. In the end of data collection, conclusions are drawn and verified based on all matters contained in the reduction and presentation of the data. The inductive analysis is an analysis process that starts from zero, where the researcher initially feels completely ignorant. This analysis process did not lead to proof of theories or hypotheses submitted before the research was conducted. This analysis process, which includes the consolidation, deepening and initial conclusions, was carried out from the beginning along with the process of collecting data by reflecting up to the main points of the findings (Flick, 2013).

RESULTS

Based on the description above, it can be seen that choosing batik as one of the targets of the community action plan program is not without consideration. In accordance with the Social Mapping Report, the selection of the area was carried out because it was based on the findings found in the social mapping research activities. This was also said by Indocement Tunggul Prakarsa Tbk in an interview conducted on September 18, 2018. Misnen, one of the CSR staff at PT Indocement Tunggul Prakarsa Tbk, said that PT Indocement Tunggul Prakarsa Tbk has its own considerations in choosing CSR program objectives. One consideration is the existence of social capital in the community in the form of people's desire to develop. According to Misnen's speech, this capital is very important as one of the determinants of the success of the community empowerment program carried out through the CSR program (an interview with Misnen on September 18, 2018). Based on the community action plan recommendations, PT Indocement Tunggul Prakarsa Tbk then carried out a series of community empowerment activities to realize the batik craft center in Ciwaringin. The batik craft center in Ciwaringin was then called Indobatik Ciwaringin to show that batik artisans in this region were fostered by PT Indocement Tunggul Prakarsa Tbk.

As an initial step in building the batik craft center, PT Indocement Tunggul Prakarsa Tbk cooperated with several parties, one of which are the academics or university, which, in this case, is Gadjah Mada University. In addition, PT Indocement Tunggul Prakarsa Tbk also worked with the University of Muhammadiyah Cirebon in implementing CSR programs. This collaboration with Gadjah Mada University is one of the things that determines the success of Ciwaringin batik community empowerment activities. Through this synergy with Gadjah Mada University, PT Indocement Tunggul Prakarsa Tbk then held some trainings on the development of batik, one of which is about dyeing batik naturally using organic waste materials.

Community Empowerment, Natural Waste, and Batik Coloring

The preparation of the strategic plan was motivated by the existence of two objectives, namely first, to be the basis for PT Indocement Tunggul Prakarsa Tbk in carrying out CSR program policies and second, to ensure the proper, focused, and directed implementation of the company's community empowerment that can create effective two-way communication between the company and its stakeholders as well as the success of independent and sustainable community empowerment. The performance of CSR programs of PT Indocement Tunggul Prakarsa Tbk is then arranged based on the CSR strategic plan (*Renstra*) which will become the framework of all CSR programs. The basis for the preparation of the Strategic Plan is derived from the Company Policy & CSR Unit Policy by considering several aspects, including social mapping, legal basis, ISO, PROPER, SDG's, Musrebangdes, and the Village Bikilom Forum. The strategic plan is further elaborated in the form of the 5 Pillars program (Education, Health, Economy, Socio-Cultural Affairs, Security) and Sustainable Development Program (SDP).

The existence of the community empowerment strategic plan not only benefits the company in the form of careful program planning, but also makes the achievement of the company's CSR vision more measurable and effective every year. This framework serves as a reference for developing a directed and integrated community empowerment system that will provide a good foundation for the development of community empowerment programs.

The implementation of CSR performance is to adopt an integrated empowerment system which is a pattern of interaction of various elements of empowerment within a community that form a system that reinforces the role of each against other elements, both the integrated and external. The element of empowerment can take the form of various entities that run businesses, whether small, medium or large scale, social activities, and individual activities that interact with each other, support each other and are interdependent. An integrated empowerment system allows other elements of the community to be involved in order to improve their own welfare.

Related to the successful performance of the CSR program, PT Indocement Tunggul Prakarsa Tbk uses the Key Performance Measurement (KPM) instrument which contains parameters for budget accuracy and program implementation. In addition, it is measured from community complaints and responses to CSR programs. The governance of community empowerment programs stems from the company's strategic management processes based on internal and external inputs of the company's environment, which are then applied in CSR strategic management processes and applied in CSR operational management processes.

Community empowerment activities in the utilization of organic waste as batik dyes carried out by PT Indocement Tunggul Prakarsa Tbk, Blok Kebon Gedang, Ciwaringin, Cirebon also cannot be separated from company policy as stated above. First, it needs to be understood that the community empowerment activities in the utilization of

organic waste are preceded by a preliminary research, namely a social mapping research activity, which, in this case, was carried out in 2013. This is one proof that PT Indocement Tunggul Prakarsa Tbk does not run a CSR program without planning. It carried out the CSR policy step by step so that the program is run on target. It also implemented community empowerment activities in the utilization of organic waste as batik dyes in Blok Kebon Gedang, Ciwaringin, Cirebon.

Community empowerment activities in the utilization of organic waste as batik dyes were carried out in Blok Kebon Gedang, preceded by an action plan recommendation after the implementation of the social mapping research. The selection of Blok Kebon Gedang as the location for implementing the program is not without any reason. One reason, as stated by Misnen, is related to the policy of PT Indocement Tunggul Prakarsa Tbk itself. For the company, the selection of target program communities is not determined, but chosen with a variety of considerations. One consideration is directly related to the purpose of the community empowerment itself. Empowerment is an active and creative process by looking at the community involvement from the stages of decision making, implementation, sharing and evaluation of results. These stages can be taken in three ways, including: (1) creating an atmosphere or climate that allows the community's potential development. This condition is based on the assumption that every individual and society has the potential to be developed; (2) strengthening the potential or power possessed by the community by implementing concrete steps, accommodating various inputs, providing both physical (irrigation, roads, and electricity) and social infrastructure and facilities (schools and health service facilities) that can be accessed by the low-class community; and (3) protecting and defending the interests of the weak. Based on the above theory, one important aspect that must be considered in community empowerment activities is the potential aspects possessed by the target community. This is also a consideration of PT Indocement Tunggul Prakarsa Tbk. The company ultimately chose Blok Kebon Gedang as the location for community empowerment because of the potential for development that the community has.

Based on various information related to the potential of the target community, PT Indocement Tunggul Prakarsa Tbk then carried out a series of CSR activities that lead to community empowerment activities utilizing organic waste as batik dyes. One part of the activity is the involvement of tertiary institutions, in this case Gadjah Mada University, as the party believed to have the authority of knowledge and science of batik dyeing techniques. One of the academics from Gadjah Mada University involved in the event was Edia Rahayuningsih, a lecturer in the Department of Chemical Engineering, Faculty of Engineering, Gadjah Mada University. Based on the results of the interviews conducted on February 20, 2019, Edia Rahayuningsih said that the UGM's involvement in community empowerment activities using organic waste as batik dyes has been conducted since 2013 (interview on February 20, 2019). One of the contributions of UGM at that time was to become a guest speaker in several training activities for batik artisans

in Blok Kebon Gedang, Ciwaringin, Cirebon, which was coordinated by PT Indocement Tunggul Prakarsa Tbk. This information shows that as an academic institution, UGM is one party that supports the successful implementation of community empowerment activities by PT Indocement Tunggul Prakarsa Tbk.

As a conclusion of the discussion about company policies related to this CSR program, it can be explained that the CSR policies implemented by PT Indocement Tunggul Prakarsa Tbk are well planned. The social mapping research and preparation of community empowerment strategic planning documents are little evidence of the efforts made by PT Indocement Tunggul Prakarsa Tbk in implementing the CSR program. Planning carried out by the company more or less affects the successful implementation of community empowerment activities by the company.

Organic Waste, the Use of Organic Waste, and Increased Independence

Empowerment is the elements that enable the community to be able to survive and (in a dynamic sense) develop themselves to achieve their goals. Based on this notion, community empowerment can therefore be called an effort to (continuously) improve the dignity of the "lower-class" people who are unable to escape the pitfalls of poverty and underdevelopment. Community empowerment, in other words, is an activity to increase capacity and community independence. In line with this, empowerment can be interpreted as an effort to increase the ability of the community to participate, negotiate, influence, and control the community institutions in an accountable manner (for the sake of improving their lives). The main indicator of community empowerment activities, in other words, is in the form of increasing the independence of the target community.

Batik crafts found in the area of Blok Kebon Gedang, Ciwaringin have been handed down over generations. Over time, various obstacles and problems lead the batik industry in the region to dim. Among the various problems, some of them include the issue of resources or capital problems, lack of knowledge and skills of the people in the production of batik with natural dyes, lack of people's skills in batik marketing strategies, and the lack of opportunities given to batik artisans in displaying their products. PT Indocement Tunggul Prakarsa Tbk in the social mapping research activities carried out has successfully identified various kinds of problems and included batik business development activities in Ciwaringin as one part of the action plan activities to improve the welfare of the community around the company's operational areas. Since PT Indocement Tunggul Prakarsa Tbk carried out community empowerment activities in the Ciwaringin region, batik industry has been slowly progressing. Since 2013, PT Indocement Tunggul Prakarsa Tbk has made various efforts to deal with various problems and obstacles faced by these artisans with the aim of improving the welfare of the community in the area of Blok Kebon Gedang, Ciwaringin, Cirebon. PT Indocement Tunggul Prakarsa Tbk CSR has conducted various trainings to increase the productivity of batik crafts at Ciwaringin.

Fathoni, one of the batik artisans in Blok Kebon Gedang area, said that PT Indocement Tunggal Prakarsa Tbk has assisted the development of batik in Ciwaringin by providing various trainings for batik artisans directly related to the production process as well as the support for batik businesses, such as financial management and online-based marketing strategies.

“... the education (training by PT Indocement Tunggal Prakarsa Tbk, - Authors.), on average, began with the making of patterns, batik training, dyeing training, financial management, and then online business and exhibitions, mainly about batik from upstream to **downstream**.”(An interview with H. Fathoni, September 18, 2018).

Various efforts of PT Indocement Tunggal Prakarsa Tbk through community empowerment activities in the utilization of organic waste as batik dyes aim to improve community welfare, in the form of increasing community independence. The efforts that have been taken have brought good results for the revival of the batik industry in the Ciwaringin region. Batik tradition that has begun to be abandoned slowly began to be cultivated by the community since PT Indocement Tunggal Prakarsa Tbk organized various kinds of training and coaching, one of which is the utilization of organic waste as batik dyes. One significant impact for the improvement of batik craft in the Ciwaringin area is the increasing number of residents in Blok Kebon Gedang, Ciwaringin who are back to work on the batik industry.

“Yes indeed ... (the most noticeable development - Authors.) is the growth of batik artisans. It was only 10 or 20 ... Yes, there were many, then it stopped for a while and then revived. The point is there are an increase number of artisans and the second is the quality of batik that is getting better. The batik starts from the making of pattern and design and dyeing till there is an **increase**.” (An interview with Fathoni, September 18, 2018).

The information put forward by Fathoni is one thing that shows an increase in the direction of improvement that exists in the batik artisan community in the Blok Kebon Gedang area. In terms of batik dyeing, Ciwaringin batik unable, which was previously lost in competition with printed or screen printing that developed in other regions, has now been able to compete since PT Indocement Tunggal Prakarsa Tbk facilitated training in batik dyeing using organic waste. This shows that the community empowerment activities carried out by PT Indocement Tunggal Prakarsa Tbk in the use of organic waste as batik dyes does have a positive impact on the community independence.

DISCUSSION

Community Empowerment, Natural Waste, and Batik Coloring

Community empowerment activities in the utilization of organic waste for batik dyeing carried out in Blok Kebon Gedang, Ciwaringin have several stages. The stages are carried out not only in one but also in several periods. As described in the discussion of the research results, this community empowerment activity has been started since 2014 and ended approximately in 2018(Mission, 2006). The

implementation of such a long activity shows that there are indeed many passed stages in the context of developing batik in Ciwaringin. PT Indocement Tunggal Prakarsa Tbk has been holding and facilitating various trainings ranging from the use of natural dyes in the batik industry training, batik marketing training, to training for filing patents on some typical Ciwaringin batik motifs. Various kinds of activities have been carried out because the scope and activities of community empowerment include both human development, environmental development, business development, and institutional development(Soliaty, 2019). Each of the scope of community empowerment activities provides a very significant contribution in the development of batik businesses in Blok Kebon Gedang, Ciwaringin, Cirebon.

- a. Human development is the first and foremost effort to be considered in every effort to empower the community. This is based on the notion that the purpose of development is to improve the quality of life or human welfare and that humans are one resource as well as the actor or management itself(Hediger, 2010).
- b. Business development is an important effort in every empowerment because human development without giving impact or benefits for improvement for welfare will not get support in the form of community participation. Business development includes (a) ownership of commodities and types of business, (b) business feasibility and planning studies, (c) establishment of business entities, (d) investment planning and determination of financing sources, (e) management of human resources and career development (Qodriah, Hartati, & Karim, 2019), (f) production and operations management, (g) logistics and financial management, (h) research and development, (i) development and management of business information systems, (j) network and partnership development, and (k) development of supporting facilities and infrastructure (Andolina et al., 2012).
- c. Community empowerment is the environmental preservation (physical) that will greatly determine the sustainability of investment activities and operations, especially those related to the availability of raw materials. In practice, it is important to note that the social environment is also very influential on business and life sustainability. Social responsibility includes all obligations to be carried out to improve the social welfare of the people who live in and around the work area and experience negative impacts caused by investment/corporate activities (Hohnen, 2007). Then, environmental responsibility includes fulfilling all obligations stipulated in investment and operating requirements related to the protection, preservation, and restoration of natural resources and the environment(Moggi, Bonomi, & Ricciardi, 2018).
- d. Institutional development is availability and

institutional effectiveness that will greatly affect the success of human development, business development, and environmental development. The definition of institution is a general instrument which is obeyed by the community members. The word *institution* is often associated with two meanings, namely social institutions and social organizations(Weber, 1966).

Based on the description above, we can sum up that empowerment activities are not sufficiently carried out to “human development” efforts only without being followed by “business development” efforts in the sense of providing better revenue or income(Holme & Watts, 2000). The four scopes of community empowerment activities can also be found in community empowerment activities in the utilization of organic waste as batik dyes carried out through the PT Indocement Tunggal Prakarsa Tbk CSR in Cirebon(Geislar, 2016).

Human development activities were carried out through a series of training activities aimed at increasing human capacity as the main actor in the batik business(Unerman & O’Dwyer, 2007). PT Indocement Tunggal Prakarsa Tbk. organized various trainings in collaboration with tertiary institutions, in this case Gadjah Mada University, which is an indirect activity for human development. The batik artisans in Blok Kebon Gedang, Ciwaringin, who originally did not have the ability and capability to use natural dyeing agents, were trained and taught various natural dyeing techniques in order to gain new abilities in the natural dyeing technique of batik. This is a clear example of the scope of community empowerment activities in the form of human development activities(Smith, 2005).

Community empowerment activities in the form of business development can be seen from a number of activities aimed at business development(Altman, 1998), for example the activities of making Indobatik brand and facilitation in the context of filing patents on several typical Ciwaringin batik motifs. In addition to these two activities, assistance activities in the context of marketing batik products in Ciwaringin are also an implementation of business development activities carried out by PT Indocement Tunggal Prakarsa Tbk. This activity also finally paid off. Over time, the batik business of the Blok Kebon Gedang community in Ciwaringin has also increased. The quality of batik artisans in this region began to be known by the public. Through various exhibitions initiated by the company and related agencies, the products of the community’s crafts are well known to the public(United Nations Development Programme, 2017). All these activities are the result of implementing business development activities carried out as part of community empowerment activities(Travers, 1977).

Community empowerment, as another part of community empowerment activity, can be seen in the efforts made by all elements of the activity in trying to utilize organic waste as batik dyes(Smith, 2005). The community empowerment activities carried out in the Blok Kebon Gedang area in Ciwaringin were carried out not solely because they wanted to improve the community’s economy. More than that, these activities were also motivated by the desire to improve

environmental conditions by utilizing organic waste in the environment around the residents of Blok Kebon Gedang to then be used as natural dyes from the batik industry developed by the community(Shumo et al., 2019). The scope of these activities shows that indeed corporate social responsibility activities are not the activities intended not only to develop the economy alone but also to improve the environmental conditions around the company(Joshi, 2008). Through these activities of utilizing organic waste as batik dyes, the company can kill two birds with one stone. On the one hand, these activities contribute to improving the environmental conditions surrounding the company’s residence(Moggi et al., 2018). On the other hand, these activities are also aimed at improving the community’s economy(Ibrahim, 2017).

The fourth scope of community empowerment activities is the institutional development activities. Community empowerment activities carried out by PT Indocement Tunggal Prakarsa Tbk is a batik industrial center development activity in Ciwaringin. That is, the target of the activity is indeed not individuals, but groups who are members of the Kebon Gedang Ciwaringin batik artisan community. In order that community empowerment activities can be optimally successful, it is necessary to do planned activities with the target of collective society(Flora & Allen, 2006). Institutional development eventually becomes a necessity in order to ensure the sustainability of the programs implemented. One of the efforts made by the company in the context of carrying out this institutional development activity is establishing a cooperative association of batik artisans in Blok Kebon Gedang, Ciwaringin(Sandıkci, Peterson, & Ekici, 2015). The existence of cooperatives will help the community in dealing with various kinds of business difficulties, for example the problem of capital and raw materials(Flora & Allen, 2006). From the interviews written in the description of the research results, it was mentioned that the existence of this cooperative was very helpful in developing the batik business in Blok Kebon Gedang, Ciwaringin in Cirebon.

Organic Waste, the Use of Organic Waste, and Increased Independence

One of the goals of carrying out community empowerment activities is to increase independence among Ciwaringin batik artisans. The increase in independence specifically includes the utilization of organic waste to increase productivity and income of batik businesses. Given the objectives of the community empowerment activities, the success of the community empowerment activities is measured from the increased ability in the utilization of batik waste to increase the production of batik crafts(Mission, 2006).

As described in the description of the research results, it has been stated that along with the ongoing community empowerment activities carried out through CSR PT Indocement Tunggal Prakarsa Tbk(Mining, 2018), the independence of the people in Blok Kebon Gedang has also increased. This can be seen from the analysis of the conditions before and after the implementation of

community empowerment activities through CSR (Crowther & Aras, 2008).

Before PT Indocement Tunggul Prakarsa Tbk carried out CSR activities, the tradition of batik has indeed existed among the people of Blok Kebon Gedang, Ciwaringin, Cirebon. This craft has been ongoing over generations with typical Ciwaringin batik motifs. As time goes by, this batik tradition is increasingly abandoned by the community (Moggi et al., 2018). The reasons vary, but one of the main reasons is because the income from the batik industry is no longer able to be relied upon as the main source of income for the community (Ivester, 2006). Why does this happen? One of the answers is because the batik industry in Ciwaringin is unable to compete with the batik industry in other regions of Cirebon Regency. As a result, the batik industry in Ciwaringin has become difficult to develop.

Seeing these conditions, PT Indocement Tunggul Prakarsa Tbk has the intention to re-develop the batik industry which has long experienced such difficulties. Various trainings were held. One of the main targets of the training activity is on the use of organic waste as batik dyes (Geislar, 2016). The strategy implemented by the community together with PT Indocement Tunggul Prakarsa Tbk is that batik in Ciwaringin will increase its bargaining power by using natural agents as batik dyes. In this way, the community is expected to recognize Ciwaringin batik as the batik that uses natural dyes, making it more environmentally friendly and certainly healthier for the wearers (Alkis & Temizel, 2017).

After holding various kinds of trainings, the goal was reached. Now, the batik industry in Ciwaringin has experienced very rapid development (Qashmer, 2016). The exhibition held by PT Indocement Tunggul Prakarsa Tbk together with related government agencies in Cirebon brought positive results for the progress of the batik industry in Ciwaringin. Along with this progress, the independence of the people in Ciwaringin is increasing. The first is related to capital issues e.g. the community already has a cooperative that helps batik artisans in overcoming various financial problems related to their respective batik production (Mckinley, 2000). This is the same as the marketing issues. Along with the development of information technology, the people in Ciwaringin batik village have been able to take advantage of the Internet as a means to market their products. Batik in Blok Kebon Gedang is now much developed with a brand revived by PT Indocement Tunggul Prakarsa Tbk with the name Indo Batik Ciwaringin.

All the progresses seen in the community batik business in Blok Kebon Gedang above show that the community empowerment efforts that have been carried out by PT Indocement Tunggul Prakarsa Tbk have brought many positive impacts, one of which is in the form of increased community independence, especially in the utilization of organic waste for the batik industry in the region (Adhikari, 2011). Around 2018 ago, PT Indocement Tunggul Prakarsa Tbk had reduced community empowerment activities in Kebon Blok Gedang, Ciwaringin, Cirebon. The reduction of these activities is certainly based on the consideration that the empowerment activities undertaken have brought

success as targeted (Travers, 1977). Now, only the people in Blok Kebon Gedang, Ciwaringin have the choice to continue the businesses initiated by PT Indocement Tunggul Prakarsa Tbk by utilizing the science and knowledge shared (Yeoh & Koronios, 2010).

CONCLUSION

From the above discussion, conclusions can be drawn as follows:

The CSR approach of PT Indocement Tunggul Prakarsa Tbk (Indocement) is carried out holistically, meaning that not only does Indocement run business activities, but it also has a social responsibility program that takes into account social, economic and environmental aspects, which emphasizes more on the sustainability of community empowerment for the strategic stakeholders. The synergy between the company, the government and the community are also very important in supporting the continuity of sustainable development. One of the most tangible CSR implementations of PT Indocement Tunggul Prakarsa Tbk is a social mapping research conducted periodically to see the social and environmental conditions in the area around the company's operational site. Social mapping is a depiction of activities to identify or know the strategic actors as well as the socio-cultural conditions in a location to be the area of program implementation.

The increased independence of batik artisans in the utilization of organic waste to increase the productivity and income of batik businesses can be seen among batik artisans in Blok Kebon Gedang, Ciwaringin in Cirebon. In terms of batik dyeing, Ciwaringin batik unable, which was previously lost in competition with printed or screen printing that developed in other regions, has now been able to compete since PT Indocement Tunggul Prakarsa Tbk facilitated training in batik dyeing using organic waste. This shows that the community empowerment activities carried out by PT Indocement Tunggul Prakarsa Tbk in the use of organic waste as batik dyes does have a positive impact on the community independence.

SUGGESTION

In terms of regulation, the CSR program actually has a fairly strong formal foundation. It's just that this program cannot be used significantly by the community. Based on the research done about PT Indocement Tunggul Prakarsa Tbk CSR to the batik artisan community in Blok Kebon Gedang, Ciwaringin, it is suggested that proactive efforts from the community to welcome CSR programs that will be implemented by companies be done. Active efforts to welcome the CSR program by the community will affect the accuracy of the targets of the program carried out, so that in the end, the implementation of CSR can be successful as expected. The active efforts of the community can be increased by organizing various trainings to prepare event proposals. Communities, especially those who have the desire to develop their businesses, need to be educated with the ability to work together with various parties in order to advance their business. The cooperation can be initiated by submitting an event proposal which will later become the foundation for the implementation of the cooperation.

In addition to suggestions to the community, the author in this respect also provides suggestions for the development of the research in the future. One aspect that can be developed in this research is related to the scope of the research location. At present, the research location is in Blok Kebon Gedang, Ciwaringin in Cirebon. In terms of the geography of the region, we can see that the scope of this research can still be extended to other areas, both in Cirebon in particular and Indonesia in general. The similar research in a broader scope will enrich the insights on the implementation of community empowerment models in Indonesia. Through this research, from the academic side, this discussion will indirectly contribute to the efforts to achieve public welfare.

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