

**MODEL PEMBERDAYAAN MASYARAKAT ISLAM KOTA PADANG  
MELALUI DANA CORPORATE SOSIAL RESPONSIBILITY (CSR)  
PT. SEMEN PADANG BERBASIS KEARIFAN LOKAL**

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**Abstract**

*The purpose of this study is to find a model of empowering the Islamic City of Padang through the Corporate Social Responsibility Fund (CSR) of PT. Semen Padang based on local wisdom. The research method uses qualitative approach. The data source is the manager of empowerment through CSR funds of PT. Semen Padang and the community who received CSR funds from PT. Semen Padang. As the result, after applying the Islamic community empowerment model through the Corporate Social Responsibility Fund (CSR) of PT. Semen Padang, the people who were initially helpless become empowered, independent, and prosperous can also be used by various elements of people as an example of a model in implementing community empowerment.*

**Keywords:** *Community Empowerment Model, CSR, Local Wisdom*

**A. Introduction**

Actually, empowerment is a non-stop movement. This is in line with the paradigm of Islam itself as a religion of movement or change. In the context of Indonesia, the Islamic community as the inhabitants of the majority of the nation is still too far from all advantages when compared to fellow human beings from other

countries. However, this fact requires the efforts of systematic and continuous empowerment to produce quality Islamic societies. Empowerment is synonymous with developing human resources, emphasizing the importance of the ability (*empowerment*) of humans to actualize their potential as human beings. Ideally, empowering the society also requires their participation, creativity and initiative of the people. Empowerment will be effective when it is able to move people's participation in it. Therefore, one society empowering indicator must also be measured by the presence or absence of public participation in its community capacity. The increasing will become a central point in the development community.

Empowerment includes three things, namely development (*enabling*) by developing the potential that exists in the community by encouraging, motivating, awakening the community of its potential. Then, strengthening the potential or power (*empowerment*) by strengthening the potential as steps to improve the level of education, as well as economic access including infrastructure. Last, the creation of independence means empowering also means protecting by providing training and skills. According to Agus Efendi and Nani at least there are several aspects of empowerment that are urged to be fought for in the context of today's virtue, that is:

1. Empowerment in the Economic Order
2. Empowerment in the Religious Order
3. Empowerment at the Educational Level
4. Empowerment in the Social Order

The goals and objectives of the empowerment process itself are essentially providing welfare and happiness for all humans. The existence of the company is considered capable of making many contributions to human welfare such as opening up opportunities and employment opportunities, giving donations to the community, economic growth of the community. The role of companies is significant in developing a country and society. However, it cannot be denied that the existence of the company also often raises various social and environmental problems for the surrounding community, especially companies engaged in the management of natural / extractive resources. This arises because according to the character of the company that tends to only pursue economic benefits alone without weighing the problems or negative impacts. In this stage, there is control/management of the company's operations to create harmony and balance.

Corporate social responsibility or more popularly known as *Corporate Social Responsibility* (CSR) is one of the obligations that must be carried out by companies in accordance with the contents of Law Number 40 Year 2007 article 74 concerning Limited Liability Companies (PT) article one (1), which contains "Companies that carry out their business activities in the fields and/or related to natural resources are required to carry out social and environmental responsibilities". Through this law, industry or corporations are obliged to implement it, but this obligation is not a trouble.

PT. Semen Padang is one of the BUMN companies that are obliged to implement CSR programs in West Sumatra. The first cement company in Indonesia and Southeast Asia has been operating in Indarung, Lubuk Kilangan District, since

1910. PT. Semen Padang has a slogan that is themed, "*Basinergi Mambangun Nagari*". "*Basinergy*" means: an attitude of mutual trust and collaboration between *stakeholders* (including the community) and PT. Semen Padang to achieve extraordinary results. "*Mambangun Nagari*" means, together empowering all the potential that exists in order to improve the quality of a more prosperous, independent and sustainable company, community and environment. Based on preliminary data that the authors search before, there are 4 programs from CSRPT. Semen Padang namely Campin Nagari, Semen Padang Pandai Nagari, Semen Padang Elok Nagari, and Semen Padang Paduli Nagari. PT. Semen Padang allocates funds from year to year also towards an increasing in CSR funding. PT. Semen Padang continues to increase from year to year. In addition, PT. Semen Padang is determined as the best company in implementing CSR activities in Indonesia. This achievement is the best in the history of the ICA award event which began in 2005. PT. Semen Padang again won awards at the 2017 *Indonesia CSR Award* (ICA). The numbers of awards won by the first cement company in Indonesia, as many as 15 awards were won in two categories, namely Individuals and Companies. In the Individual category, Semen Padang won the Best *Chief Executive Officer* (CEO) award, Best Management Level, and Best Partner level for CEO level.

Meanwhile the Management Level, was given by the Head of the Department of Communication & Public Facilities of PT Semen Padang, with the writing of "*CSR Semen Padang Basinergi Mambangun Nagari*". Then the Partner Level, achieved by Defriyeni Dahar as Semen Padang *Local Community Organization* (LCO) with the writing "*Empowering Household and Communal-Based Community Empowerment*". For the company level, the whole Semen Padang received a Grand Platinum in the Industrial and Manufacturing Sector. In this category, 11 programs were also included and all of these programs won awards, namely 5 Platinum, 5 Gold and 1 Silver. There are 5 programs that get Platinum, namely the program entitled PKBM Integration in Kelurahan Gatu Batu, Nagari Indarung Forum, Community Empowerment Based on 8 Asnaf Through UPZ PT. Semen Padang and Nagari Empowerment Integrated with Posyandu in Kel. Lambung Bukit, and Semen Padang Paduli Sehat Clinic. Then Gold, namely a program entitled Empowerment and Consumer Protection, Processing of Exhaust Gas into Electric Energy through WHRPG, Social Investment Empowering Nagari's Financial Reservoir, Community Empowerment through Household and Communal-Based Garbage Banks, and the Nagari Group Business Group Kel. Padang Besi. While for Silver, it was achieved through the Emergency Flood Response Program through the Construction of the Baringin Bridge.

This ICA award is very prestigious for Semen Padang, since this award is certainly a place to prove the company's commitment. However, through this ICA, the company's management knows where Semen Padang's CSR position empowering communities around the company, "Previously at ICA 2014, PT Semen Padang won 13 awards. The awards were six Platinum and four Gold, as well as two of the best awards for the individual category, namely the Best CEO of 33 participating companies, with various awards, placing Semen Padang as the best company in the history of the ICA Award event which began to be held since 2005.

In the 2017 *Indonesian Sustainable Development Goals Award (ISDA)*, PT Semen Padang also won another national level award. PT Semen Padang won two Platinum titles and one Gold, from the three programs included in the event the *Corporate Forum for Community Development (CFCD)* was held. The highest award and two platinum titles were achieved by Semen Padang through the Padang Pandai Nagari Scholarship Program for Anak Nagari and the Nagari Financial Granary Empowerment Program (LKN) in Batu Gadang Village, Lubuk Kilangan Subdistrict, Padang City. While the Gold title was won through the Poor Community Empowerment Program through the Nagari Business Group (KUN) in the city of Padang. Based on the above description, researchers assume that with various community empowerment programs, empowerment models carried out by CSR PT. Semen Padang has been able to elevate the degree of helpless people in the city of Padang. So that with the empowerment program and model, the community which initially positioned as helpless people can turn into a community that is empowered, independent, prosperous and can also empower other communities in the future. However, the researchers' assumptions need to be proven first in the form of a scientific study.

## B. RESEARCH METHODS

This type of research is classified as *field research* when viewed from the place of research conducted. Field research is using information obtained from research objectives, referred to as informants or respondents through data collection instruments such as questionnaires, interviews, observations and so on. Based on the case of this study, it is related to the issue of the empowerment model of the Padang City Islamic community through the *Corporate Social Responsibility (CSR)* fund of PT. Semen Padang.

Sources of data in this study are divided into two, namely primary data sources and secondary one. Primary data source is the manager of CSR PT. Semen Padang and PT. Semen Padang. While the secondary data are from books, magazines, BPS data, and other sources that support research (as subjects, respondents and data sources). To get the data in this study, researchers used three techniques (methods), namely observation, interviews and study of documentation relating to the empowerment of communities through funding model of CSR PT. Semen Padang.

## C. DATA FINDINGS AND DISCUSSION

### C.1. Data Findings

Based on the interview, the Head of *Corporate Social Responsibility (CSR)* unit of PT. Semen Padang stated that the empowerment model of the Basinegy Mambangun Nagari program basically constitutes the overall implementation of the activities from the activity stage starting from; a) examination of target villages, b) social mapping c) self-help mapping / social mapping, d) preparation of community empowerment action plans and community empowerment activities plans, evaluation

Basinerji mambangun nagari is a community empowerment program with the aim of preparing the independence of the nagari community in creating sustainable prosperity. Realizing about the objectives to the fullest, it requires the involvement of various parties who are expected to be able to carry out their roles and responsibilities properly. The head of *Corporate Social Responsibility (CSR)* Unit of PT. Semen Padang stated that in this case the roles of the actors involved either directly or indirectly in the Basinerji mambangun Nagari activities were, namely: Participating communities in Basinerji mambangun nagari, Lembaga-lembaga Sosial Ekonomi Masyarakat (LSEM), Kerapatan Adat Nagari (KAN), Kelompok Usaha Nagari (KUN), Lumbung Keuangan Nagari (LKN), forum nagari, Local Community Organizer (LCO), Penanggung Jawab Kegiatan Pendampingan (PJKP), Penanggung Jawab Tehnis (PJT), Penanggung Jawab Kebijakan (PJK), Pemerintah dan legislative, RW/RT, Kelurahan, Kecamatan, Kota dan Komite CSR Lembaga-lembaga Sosial Ekonomi Masyarakat (LSEM), Kerapatan Adat Nagari (KAN), Kelompok Usaha Nagari (KUN), Lumbung Keuangan Nagari (LKN), forum nagari, Local Community Organizer (LCO), Penanggung Jawab Kegiatan Pendampingan (PJKP), Penanggung Jawab Tehnis (PJT), Penanggung Jawab Kebijakan (PJK), Pemerintah dan legislative, RW/RT, Kelurahan, Kecamatan, Kota dan Komite CSR, Policy Responsibility (PJK), Government and legislative, RW / RT, Kelurahan, Kecamatan, Kota and CSR Committees

Nagari Forum is a forum formed at the village and sub-district level which is represented by representatives of the LSEM, KAN, Religious Leaders / Ulama, Community Leaders / Customary Penghulu as founding of the Nagari Forum by involving other actors. Nagari Forum was formed independently as a partner of the CSR work unit of PT Semen Padang where the legal aspects of the existence of Nagari Forum were based on the Decree of the Lurah and Camat. The Nagari Forum is a forum to bridge the community's needs for PT Semen Padang and the Nagari Forum is a forum for the association of community socio-economic institutions, the density of the nagari adat, and the stakeholders whose formation was initiated by PT Semen Padang. In the Lubuk Kilangan Sub district, seven village nagari forums have been formed to coordinate and synergize community, government and company empowerment activities in optimizing the resources, expertise and customs of the nagari in a sustainable manner. Next, consult community empowerment programs that can support the "Basinerji Building Nagari" program and communicate the community empowerment activities to all stakeholders, both inside and outside the village.

The Head of Administration and Finance Section, the Section Head stated that Lumbung Keuangan Nagari (LKN) is a financial institution in organizing the CSR program of PT Semen Padang, which was formed by the democratic nagari community through a nagari choice forum in LKN in the *Basinerji Mambangun Nagari* not only functioned as an Implementer of BMN Fund Managers, but can also collect other funds that can accelerate the empowerment of the community in Nagari. In the long run, LKN was developed as the only Nagari's financial barn in managing the nagari-intensive community asset funds.

Village Business Group Empowerment (KUN) is the activity of organizing target communities who are entitled to become participants in developing villages in each village into business groups or non-business activity groups. Organizing participants into interest groups (based on organized subprograms for example; farmer groups, livestock groups, fisheries groups, household business groups, small industry groups, food supply groups, savings and loan groups, social and cultural activities groups, health activity groups, groups infrastructure development activities and basic infrastructure, etc.). It will facilitate the process of mentoring by LCO and the nagari forum, besides that it will also facilitate the process of managing partner grant funds and revolving partner funds. LCO is a social worker-assistant in the community of basinerigi to build the Nagari at the village and sub-district levels. Assistance is given to LKN, LSEM, KAN, KUN and program beneficiaries and the implementation of the 4 (four) pillars of the basinerigi program to build the Nagari

PT Semen Padang's CSR Bureau assigned the Community Development Officer (CDO) to function as the Person in Charge of the Mentoring Activities (PJKP) to develop the nagari under the supervision of the Kabid and the Head of the PT Semen Padang CSR Bureau who acted as Technical Responsibility (PJT). Head of Bureau, Government and Legislature, CSR Committee, Head of RT / RW and related parties function as supporters of the implementation of basinerigi activities to build the nagari

## C.2. Discussion

Based on interviews, observations and documentation there are several theories of empowerment models used by PT. Semen Padang through CSR funds. There are three models of community development that are often used in empowerment science, namely: (1) *local community development*, (2) *social planning* and (3) *social action*.

1. *Local community development (locality development)* is a process aimed at creating social and economic progress for the community through the active participation and initiative of community members themselves. Community members are not seen as unique and potential communities; only that potential has not been fully developed. Local community development is basically a process of interaction between members of the local community facilitated by social workers. Social workers help raise awareness and develop their abilities in achieving expected goals.
2. *Social planning (social planning)* here refers to the pragmatic process to determine decisions and determine actions in solving certain social problems such as poverty, unemployment, juvenile delinquency, public health problems and so on, social workers act as planners who see them as "consumers" or "recipients of servants" (*beneficiaries*).
3. *Social action (social action)* the main goals and objectives of social action are fundamental changes in the institutions and structures of society through the distribution of power, resources and decision making. The social action approach is based on a view that the community is a client system that is often a

victim of structural injustice. Society is organized through a process of awareness, empowerment and actual actions to change the structure of power to better meet the principles of democracy, equity and justice.

In relation to this empowerment, there are forms of community empowerment in a program of activities including:

1. At the time of socialization, the public is expected to attend, listen, listen, understand, and if they are able to convey their ideas.
2. At the planning stage, the community is expected to participate in deciding on a program proposal / idea to be carried out.
3. At the implementation stage, the community is expected to take part in carrying out activities that have been decided together voluntarily and cooperatively.
4. At the control stage, the community is expected to take an active role in monitoring to anticipate irregularities or to align directions that are not appropriate to fit the original agreement's objectives.
5. At the preservation stage, the community is expected to share in the responsibility of caring for, maintaining, and repairing in case of damage and others.
6. At the activity development stage, the community is voluntarily expected to continue to participate in perfecting and developing activities so that the value of the benefits is maintained and increasingly widespread.
7. In the post-activity stage, the community is expected to feel the results and still maintain the value of these benefits so that they can continue to be enjoyed by the next generation.

#### **D. Conclusion**

Based on the research findings and discussion above, the researcher understands and concludes an example or concept model of community empowerment by: There is good cooperation between those who carry out empowerment, empowered communities, all levels of society including the government and including administrators of a nagari forum that accommodates community aspirations as well as community liaison to PT. Semen Padang, the management of the nagari / KUN business group and the nagari / KUN financial granary, which finances all basinergi empowerment activities to build the nagari, and examination of target villages, socialization, self-help mapping / social mapping, preparation of community empowerment action plans and plans for community empowerment activities, evaluation.

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