

Corporate Social Responsibility PT. Citra Palu Mineral: Community Empowerment

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Abstract: This study discusses community empowerment in Tondo Village, Mantikulore, through the CSR program of PT. Citra Palu Mineral (CPM). Tondo Village is affected by the activities of PT. CPM and rejects the company's program due to concerns about the loss of livelihoods, as the majority of residents are farmers. The qualitative research method involved observation, interviews, and documentation with the company, village government, LPM, RT/RW Vatutela chairpersons, and the community using purposive sampling. The results show that the company's CSR does not meet the needs of the community, who believe that the program aims to force them to accept the company's operations. Poor communication exacerbates community unrest. The researchers recommend improving communication to find a mutual solution so that the community will accept the CSR program.

Keywords: Community Empowerment, Corporate Social Responsibility (CSR), PT.CPM Company.

1. Introduction

The term Corporate Social Responsibility (CSR) began to be used in the 1970s and became increasingly popular, especially after the publication of *Cannibals With Forks: The Triple Bottom Line in 21st Century Business* (1998) by John Elkington. Developing the three main components of Sustainable Development, namely Economic Growth, as initiated by the World Commission on Environment and Development (WCED) in the Brundtland Report (1987), Elkington packaged CSR into three 3P affirmations, which stands for Profit, Planet, and People. A good company does not only pursue economic profit but also cares about environmental sustainability (planet) and community welfare (people) (Daud, 2024).

However, the term corporate social responsibility (CSR) is more familiar to the general public when applied to non-profit organizations. Social responsibility is an organization's

responsibility for the impact of its decisions and activities on society and the environment, through transparent and ethical behavior that contributes to sustainable development, including public health and welfare, taking into account the expectations of stakeholders, in accordance with applicable laws and consistent with internationally recognized norms of behavior, and integrated and practiced within the organization.

One of the crucial stakeholders for organizations, industries, and companies is the local community. Companies must establish good relationships with the community, because companies and communities are closely linked. The opinions of the community greatly influence the company's activities and practices, which often cause conflicts between the company itself and the surrounding community (Cahya, 2022).

Companies that build strong bonds and contribute to society can reduce the likelihood of conflict and achieve desired results through corporate social responsibility (CSR). CSR is beneficial in improving a company's reputation so that it is viewed positively by the community (Yusmanianti, et al, 2023). Corporate Social Responsibility (CSR) refers to a company's social responsibility towards society. Through its CSR programs, a company carries out activities to preserve the environment, especially the environment surrounding the company. The company also helps improve the welfare of the community. The implementation of CSR is a practice based on the values and norms that apply in society.

CSR serves as a tactic for the business world to take part in environmental protection and community development, as well as an effort to manage and avoid negative impacts on companies (Cahya, 2022). In fact, many companies turn a blind eye to the importance and numerous benefits of implementing CSR. It has become a crucial instrument in strengthening the reputation of organizations, industries, and companies in a more positive direction because organizations, industries, and companies build a positive image by encouraging community participation through social responsibility activities (CSR) (Arfina & Darwinsyah, 2023).

When companies implement CSR programs, they will reap certain benefits. As stated by the Eka Tjipta Foundation, CSR will become an inherent business strategy within companies to maintain or improve competitiveness through reputation and brand loyalty (loyalty) and the image of the Widjaja company (Pratama, 2022).

The importance of CSR for community empowerment is significant because through CSR, companies can play a role in improving the quality of life of the community, creating jobs, promoting sustainable development, strengthening relationships with the community, and encouraging innovation and collaboration. By implementing CSR programs, companies can make a positive contribution to the community through various activities such as education, health, infrastructure, and job training.

Through CSR, companies can also encourage innovation and collaboration with the government, non-governmental organizations, and the community in finding solutions to complex social and environmental problems. Thus, the importance of CSR for community empowerment is very significant because through CSR, companies can play a role in

creating a positive impact on society, the environment, and the economy as a whole (David Crowther, 2024).

The growth of social capital in society will be in line with the creation of trust in companies. In line with this, business ethics is a behavioral requirement for the business world to be able to distinguish between what is good and what is bad. PT.CPM is the largest gold mining company in the city of Palu, Central Sulawesi, as are other mining companies. PT. CPM has issues with the operational impact of production in the surrounding area, particularly in the Tondo sub-district of Mantikulore. Commission C of the Palu City Regional Representative Council (DPR) has emphasized to PT. CPM that it must address a number of issues that have arisen during the revision of the environmental impact assessment (AMDAL).

By integrating the revised Environmental Impact Assessment (EIA) of PT.CPM, it is hoped that issues such as these can be addressed, said Muslimun. He emphasized that this needs to be encouraged by Commission C to prevent future environmental damage in the city of Palu. In addition, Commission C also expects PT.CPM, which involves community empowerment institutions (LPM) and exclusive parties within the Palu City government in the EIA revision process, to consider a number of issues that have arisen during mining activities by implementing CSR correctly and appropriately. It is hoped that the company will not only gain a good image in the eyes of the community but also make a meaningful contribution to the realization of community welfare.

Thus, the company has contributed part of its profits to community empowerment, which will ultimately lead the community to a better level of welfare. Thus, the company has contributed to economic development, particularly in relation to community empowerment, because community participation is essential for the success of CSR implementation. Therefore, the government needs to encourage the implementation of targeted CSR. In this case, local governments need to have accurate and up-to-date community data so that various forms of assistance can be received by the communities that are entitled to them.

Based on initial observations of the Tondo village community, which is located in one of the villages surrounding the mine, particularly in the Vatutela area, where they directly feel the impact of PT. CPM's mining activities due to the proximity of their area to the mining activities, the community said that they are very open to any efforts by the company to empower their community. The community generally demands that the company ensure that such empowerment is carried out evenly and comprehensively, as they claim that the entire Vatutela community is affected by the company's activities. Therefore, the empowerment efforts must be evenly distributed, not just to a handful of people, let alone selectively. So far, the empowerment efforts attempted by the company have been limited to the provision of 25 food packages, 50 sacks of cement for the mosque, and stunting prevention for children. The community considers this to be far from their demands, which are for the efforts to be equitable and comprehensive.

2. Method

This research was conducted using a qualitative descriptive method. According to Miles and Huberman (1992), qualitative research is based on providing an objective description of the actual situation related to the research object and data that appears in the form of words rather than numbers. This study attempts to describe in depth the empowerment of the community through the Corporate Social Responsibility (CSR) of PT. Citra Palu Mineral in the Tondo Village community, Mantikulore District. Time Conducting this research took six months, including several preparations and all the necessary arrangements for carrying out the research. This research was conducted in Tondo Village, Vatutela District, Mantikulore Subdistrict, Palu City. The location was chosen based on several factors, namely that Tondo Village in Vatutela District is one of eight villages in Mantikulore Subdistrict, Palu City, which is the most affected by the company's activities and must be empowered through the Corporate Social Responsibility (CSR) of PT. Citra Palu Mineral (CPM).

The unit of analysis is the source of information about the variables to be processed in the study (Zulganef 2008: 56). The units of analysis in this study are the company and the community of Tondo Village, Mantikulore District. To obtain relevant (accurate) and in-depth information, for this study, informants were determined using purposive sampling, in which informants were deliberately selected by the researcher based on certain criteria or considerations (Faisal, 1995: 20). The criteria or considerations referred to are by looking at or determining informants who are located in the research location in accordance with the informants and data needed by the researcher. For informants, the author determined proportionally, namely: the company, the village government, the head of the community empowerment institution (LPM), the head of the economy and development section, the head of the Vatutela neighborhood association (RW), the head of the Vatutela community association (RT), Posyandu cadres, and the Vatutela mosque imam. Primary data is research data obtained directly from the original source in the form of interviews, opinion polls of individuals or groups (people), or observations of objects, events, or test results (objects). The primary data source in this activity is the informant directly (Martono, 2015: 62). Secondary data is a source of research data obtained through intermediaries or indirectly in the form of books, records, existing evidence, or archives, whether published or not published publicly (Martono, 2015: 62).

Observation is the direct observation of objects and research locations related to community empowerment through the Corporate Social Responsibility (CSR) of PT Citra Palu Mineral in the Tondo Village community, Mantikulore District, Palu City, and to obtain a general description of certain objects. The interviews were conducted face-to-face with the company, village officials, and affected communities in Tondo Village. Documentation in the form of photographs related to community empowerment through the Corporate Social Responsibility (CSR) program of PT Citra Palu Mineral in Tondo Village at PT Citra Palu Mineral (CPM). Data analysis is the stage of collecting data information from empirical research, the stage of data reduction, data presentation, and finally conclusions.

3. Community Empowerment Through Corporate Social Responsibility (CSR) of PT. Citra Palu Mineral (CPM) in the Tondo Village Community, Mantikulore District.

Companies must have social responsibility to the communities in which they operate. Corporate social responsibility, or CSR for short, is a company's ongoing commitment to behave ethically and contribute positively to society, the community, the surrounding environment, and the wider community. This social responsibility refers to a company's obligations to contribute to the surrounding community due to the company's presence.

The existence of Corporate Social Responsibility (CSR) is currently still considered difficult for companies, especially in relation to natural resource management. With business conditions that are not yet conducive, companies are required to allocate funds for CSR programs. This obligation is stipulated in Law No. 40 of 2007 concerning limited liability companies, although it is still open to interpretation and has sparked serious debate, including that companies that operate in or are related to natural resources are obliged to take responsibility for social, economic, and environmental issues.

The main objective of this empowerment is to help communities develop sustainably. For example, companies can provide job skills training, open up business opportunities, provide educational facilities, or health programs. With this approach, CSR plays a role in local economic development and creates a long-term positive impact on the community, while strengthening the relationship between the company and its community.

PT.CPM has played an active role in efforts to improve the health of communities affected by the company's activities. Currently, the company is working with local health authorities in the Mantikulore sub-district, including the Melati Vatutela integrated health service post (posyandu) cadres. The company's health team regularly conducts health education sessions, immunization programs, health check-ups, and free medical treatment for the Vatutela community. In this way, the company is committed to improving the health of the surrounding community as part of its corporate social responsibility initiative.

As stated by Company Informant RH (43 years old), Human Resources Development (HRD) at PT.CPM, during an interview on October 5, 2024, he said:

"For community empowerment, we leave it to our official team. This program is not referred to as CSR but rather PPM (community development and empowerment). We call this program "Health Resilience." We are working with the local health center, involving posyandu cadres and providing health services in the Vatutela area. The support of the local community and government is very important for the success of this program, which aims to improve the long-term welfare of the community."

This statement was reinforced by the Head of the PPM Official Team, whose initials are (RS) (45 years old), when interviewed on October 7, 2024. He said:

“The empowerment we carry out in Tondo Village focuses only on the mining community that is most affected, namely the Vatutela area. We call this program PPM/PT.CPM (Community Development and Empowerment). We focus this program on the prevention of stunting and involve the local government so that the program runs smoothly in accordance with our shared expectations.”

From the results of interviews with both informants, the company stated that community empowerment in the Tondo sub-district of Vatutela, its CSR program still focuses on preventing stunting. In this case, the company involves other stakeholders, namely the local government and related parties, so that the program can run in accordance with mutual expectations. This approach aims to ensure that every initiative implemented can provide tangible benefits to the community and is in line with local government policies. Through this program, the company not only contributes in social aspects, such as community capacity building, skills training, and support for local infrastructure. However, the implementation of this program still faces challenges, such as coordination between stakeholders and the sustainability of the program in the future. This shows that the main priority is given to communities directly affected by the company's operational activities, with the program's priority scale specifically targeting communities in the Tondo Ruang lingkup Vatutela sub-district. This clarifies that PT.CPM has chosen certain strategic areas to serve as centers for empowerment activities, which may be the areas most in need of attention. The change from CSR (Corporate Social Responsibility) to PPM (community development and empowerment) indicates a more structural and holistic approach to this program, emphasizing the PPM Team, which indicates that the program is not only about social responsibility but more about sustainable development for the community. This program is packaged with a more structured approach through the PT. CPM PPM Team, This signifies a long-term commitment to improving the quality of life of the surrounding community.

In the quote from the PT. CPM informant above, the company not only implements CSR as an obligation, but also as a long-term strategy that involves various stakeholders, such as health centers and local governments, to address the issue of stunting. This reflects a CSR-oriented approach, where companies are not only oriented towards profit but also towards broad social contributions. Stakeholder theory helps explain that community empowerment through CSR is not only a social responsibility but also a business strategy that takes into account the impact of CSR on the community. -Oriented CSR approach, where companies are not only profit-oriented but also focus on social contributions that have a broad impact. Stakeholder theory helps explain that community empowerment through CSR is not only a social responsibility but also a business strategy that takes into account the interests of all relevant parties.

According to stakeholder theory, community empowerment through CSR programs is understood as a company's efforts to meet the interests of various stakeholders involved in or affected by its business activities. This theory emphasizes that companies are not only responsible to shareholders, but also to other groups such as local communities, employees, governments, and the environment.

From interviews with the three Tondo sub-district governments, it was revealed that community empowerment through PT. CPM's CSR program is coordinated in advance with community empowerment institutions (LPM), as this is part of their authority. In addition, the focus of the ongoing CSR program is on tackling stunting. Previously, the company had implemented programs such as educational assistance, animal sacrifice programs, facility and infrastructure improvement programs, the inauguration of bore wells for clean water, light steel business skills programs for teenagers in Tondo Village, as well as sewing skills training and development programs for housewives. However, the LPM Chair emphasized that only a few of the CSR programs implemented by the company were successfully realized in 2022, while others failed to materialize. For the health resilience program, the company targeted the most affected communities in the Vatutela area. This program focused on improving the nutrition of children suffering from stunting. This reflects a need-based approach, where interventions are directed at addressing fundamental health issues. In the context of social development, this intervention is in line with the sustainable development goals of Zero Hunger, Good Health and Well-being. In addition, the company has also carried out a CSR program in the form of inaugurating a borehole for the Tondo Permanent Housing community. This is a form of CSR intervention oriented towards basic infrastructure development. Access to clean water sources has a broad impact on public health, particularly in preventing waterborne diseases. It also supports clean water and proper sanitation.

The training program on light steel business skills for teenagers and sewing training for housewives demonstrates an economic empowerment approach. This strategy aims to improve individuals' skills so that they are more empowered in economic aspects and financial independence. However, informants' statements indicate that this program is still in the conceptual stage and has not been realized, which can be further examined in terms of the effectiveness of CSR implementation.

Informants mentioned that some programs were only concepts without implementation, indicating a potential gap between CSR program planning and implementation, which is often influenced by factors such as limited resources, lack of coordination with stakeholders, or bureaucratic obstacles. It can be concluded that the dynamics of CSR implementation in community empowerment show positive initiatives in the fields of health, infrastructure, and economy, but there are also challenges in program realization. This requires an evaluation of the effectiveness of CSR in achieving the goal of sustainable community empowerment.

According to the theory of Legitimacy, community empowerment through corporate CSR is seen as a corporate strategy to gain and maintain social legitimacy. This theory emphasizes that companies must operate in accordance with the norms, values, and expectations of society in order to remain accepted in their social environment. Companies use community empowerment programs as a way to demonstrate social concern and meet public expectations. Based on the above explanation, the author continued the interview with the community in Tondo sub-district, specifically in the Vatutela area, based on information obtained from local community informants regarding community empowerment through the corporate social responsibility (CSR)

program of PT. Citra Palu Mineral: Public demands for companies to be socially responsible led to the emergence of the most primitive concept of CSR, which was charitable giving. In line with the ongoing discourse on environmental awareness, corporate charitable activities continue to evolve in the form of philanthropy and community development (CD). In this decade, there has been a shift in emphasis from facilities and support in productive sectors to social sectors.

In Indonesia, CSR or corporate social responsibility initially emerged due to a wave of public response to environmental damage caused by excessive exploitation of natural resources by companies without considering the impact on the environment, which was contrary to the culture of the local community. As explained by the mining community in response to the Corporate Social Responsibility (CSR) program as a form of corporate social responsibility in the empowerment of the Tondo village community in the Vatutela region, the following:

As stated by community informant Mr. Asrul (51 years old), Head of RW.02 RT.13, during an interview on November 18, 2024, he said:

"For now, PT.CPM's CSR program is a health program. They coordinate this program with the Tondo village government and the Community Empowerment Agency (LPM), which is very helpful to the community. However, we do not fully feel the benefits of this program because it was designed not to empower us but to make us willing to accept the expansion of PT. CPM's operational area. In addition, there has been no communication or consultation with the community, so this program does not address the basic needs of our community."

In line with the statement made by Mr. Rudianto (34 years old), Head of RT. 01 RW 02 Vatutela, during an interview on November 20, 2024, he said:

"In 2022, PT. CPM only distributed sacrificial meat, held a mass circumcision event, distributed 25 food packages, and distributed sacrificial meat. Currently, the program still focuses on improving the nutrition of pregnant women. Usually, this program is packaged through a proposal, but this is not the case. Additionally, it was said that the CSR funds were distributed through the LPM, but in reality, no LPM representatives came here to inquire about the basic needs of the community. Therefore, we emphasize that we are a community that should be empowered because we are categorized as affected, but this has not been addressed by the company or the government."

In line with what was conveyed by Mrs. Hajar (27 years old), who works as a Melati Posyandu cadre, during an interview on November 29, 2024, she said:

"The CPM CSR program in Tondo sub-district only focuses on improving the nutrition of stunted children. They are given additional nutrition packages such as milk and biscuits. This program is carried out in two stages: the first stage lasts for three months and the second stage lasts for six months as a form of empowerment for our community. I happen to be one of the cadres involved in this program."

Supported and reinforced by the statement of Mr. Samruddin (63 years old), who works as the Imam of the Vatutela mosque and is involved in the company's empowerment efforts, when interviewed on November 29, 2024, he said:

"PT.CPM's CSR program to empower us has not been implemented so far. However, someone from the company has provided 50 bags of cement, which will be distributed in stages: 5 bags in the first stage and 45 bags in the second stage. The cement will be used to build a mosque. This was not proposed in a proposal, let alone agreed upon by us. However, I would like to say that if they give it, we will certainly accept it, but if they don't, we won't ask for it. We are concerned that one day the company will ask for something in return for the assistance they have given us in order to enter our area, because currently they are still trying to persuade us to allow PT.CPM to operate in the Vatutela area, considering that their work contract approved by the government covers the Poboya and Vatutela blocks."

Review of the above interview results with community informants affected by the company's activities: PT. CPM's current CSR program is a health program that focuses on preventing stunting in the mining area. So far, the Vatutela community has not rejected the company's program, but according to the community, this program does not meet their basic needs. Additionally, the community has voiced concerns about the potential negative impacts that may arise if the company enters their area. From the informants' accounts, it is known that 99% of the Vatutela community depends on the plantation sector, particularly candlenut plantations, as their main source of livelihood. The presence of companies in this region has the potential to cause conflict and environmental damage that could threaten the community's access to their livelihoods.

In addition, two informants involved stated that the community felt that these empowerment efforts were more beneficial to the company than to the local community. This is because although the company offered assistance in the form of 25 food packages, sacrificial meat, and 50 sacks of cement, this program was not based on a proposal agreed upon with the community, but rather on voluntary donations from PT. CPM to the community, which were realized in 2022. Some community members said that they did not reject the assistance provided by the company; if the company provided CSR assistance, they would accept it, and if the company did not provide it, the Vatutela community does not expect it, considering that the company had previously offered CSR to the community for empowerment. In addition, the company also tried to persuade the community around the mine, especially in the Vatutela area, to accept the company's presence in order to expand PT.CPM's operational area. This further convinced the community that this assistance was part of the company's strategy to expand its operational area in their region. This reflects the community's vulnerability to exploitation, especially if there is no clear commitment from companies to uphold the principles of sustainability and social justice. The Vatutela community is heavily dependent on local agriculture, especially candlenut plantations, which have been their main source of livelihood for many years.

In this study, the theory of legitimacy relates to public concern for the environment and the surrounding community when carrying out operational activities. By paying attention and caring for the environment and the surrounding community, companies can protect the community and gain acceptance from the public and investors. This can lead to an improvement in the company's image and reputation, which can affect the company's value. Therefore, a company can demonstrate its concern for the environment and the surrounding community through the establishment and implementation of Corporate Social Responsibility.

According to the theory of legitimacy, companies must operate in accordance with the values, norms, and expectations of society in order to gain social legitimacy. Public perception of corporate social responsibility (CSR) programs greatly determines whether a company is considered to have strong legitimacy or has lost public trust. If CSR programs are designed in accordance with the needs and expectations of society, the legitimacy of the company will be strengthened.

In this case, according to legitimacy theory, public response to CSR greatly determines whether a company gains social support or loses trust. CSR that is carried out sincerely and in accordance with the needs of society will strengthen the legitimacy of the company, while CSR that is only for image purposes can weaken the legitimacy of the company.

4. Conclusion

PT. Citra Palu Mineral (CPM) is still trying to empower the community in Tondo Village, Vatutela, as a form of corporate social responsibility to the affected community. However, this has not been entirely welcomed by the communities surrounding the mine, as they say that the program implemented by the company is far from what can be called a CSR program, considering that it does not address the basic needs of the affected communities. In addition, the company's efforts to persuade the communities to accept the expansion of PT. CPM from the Poboya block to the Vatutela block has made the community even more convinced that this program is designed not for community empowerment but for the primary interests of the company.

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