

HUBUNGAN KEBERHASILAN PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR) PT UNILEVER DENGAN KEBERDAYAAN PEREMPUAN PEDESAAN

Studi Kasus Pemberdayaan Perempuan Saraswati di Desa Sumbermulyo, Kecamatan Bambanglipuro, Kabupaten Bantul, Daerah Istimewa Yogyakarta

RELATIONSHIP BETWEEN THE SUCCESS OF PT UNILEVER'S *CORPORATE SOCIAL RESPONSIBILITY* (CSR) PROGRAM AND RURAL WOMEN'S EMPOWERMENT

Case Study Saraswati Women's Empowerment in Sumbermulyo Village, Bambanglipuro District, Bantul Regency, Special Region of Yogyakarta

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ABSTRACT

The progress of increasingly sophisticated science and technology has led to a lot of development that refers to industrialization, especially in the private sector. Development carried out in Indonesia, is still gender biased and lacks consideration for the role of women. The amount of development including companies has an impact on the environment and society, so the government has obliged every company to carry out activities called Corporate Social Responsibility (CSR). The CSR program is one of the community empowerment programs and can also be applied as a women's empowerment program. The purpose of this research is to see the relationship between the success rate of CSR programs and the level of empowerment of rural women. This study uses a combination of quantitative approaches and qualitative approaches. The quantitative approach is done by the census method using questionnaire instruments while the qualitative approach uses the case study method and is obtained through in-depth interview guides. The results showed that there was no relationship between the success rate of the CSR program and the level of empowerment of rural women in Sumbermulyo Village. This is because the success of CSR programs and the empowerment of CSR programs is more to the social and not economic aspects.

Key words : *Corporate Social Responsibility, Success, Women Empowerment*

ABSTRAK

Kemajuan ilmu pengetahuan dan teknologi yang semakin canggih menyebabkan banyaknya pembangunan yang merujuk pada industrialisasi khususnya di sektor swasta. Pembangunan yang dilakukan di Indonesia, masih bias gender dan kurang mempertimbangkan peran perempuan. Banyaknya pembangunan termasuk perusahaan memiliki dampak bagi lingkungan dan masyarakat, maka pemerintah telah mewajibkan setiap perusahaan untuk melakukan kegiatan yang disebut dengan *Corporate Social Responsibility* (CSR). Program CSR merupakan salah satu program pemberdayaan masyarakat dan dapat pula diterapkan sebagai program pemberdayaan perempuan. Tujuan penulisan penelitian ini adalah untuk melihat hubungan antara tingkat keberhasilan program CSR dengan tingkat keberdayaan perempuan pedesaan. Penelitian ini menggunakan kombinasi pendekatan kuantitatif dan pendekatan kualitatif. Pendekatan kuantitatif dilakukan dengan metode sensus menggunakan instrumen kuesioner sedangkan pendekatan kualitatif menggunakan metode studi kasus dan didapatkan melalui panduan wawancara mendalam. Hasil penelitian menunjukkan bahwa tidak terdapat hubungan antara tingkat keberhasilan program CSR dengan tingkat keberdayaan perempuan pedesaan di Desa Sumbermulyo. Hal ini karena keberhasilan program CSR dan keberdayaan program CSR lebih kepada aspek sosial bukan ekonomi.

Kata kunci: *Corporate Social Responsibility, Keberhasilan, Pemberdayaan Perempuan*