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Social and Economic Impact Evaluation of Gender Based Community Empowerment

Reiki Nauli Harahap*)

Universitas Tanjungpura,

Indonesia

E-mail: reiki.nauli@fisip.untan.ac.id

Yudith Ramaniya

Universitas Gadjah Mada,

Indonesia

E-mail: yudithramaniya267@gmail.com

Herlan

Universitas Tanjungpura,

Indonesia

E-mail: herlan@fisip.untan.ac.id

Annisa Rizqa Alamri

Universitas Tanjungpura,

Indonesia

E-mail: annisa.rizqa@fisip.untan.ac.id

Zainal Fadri

UIN Mahmud Yunus Batusangkar,

Indonesia

E-mail: zainalfadri@uinmybatusangkar.ac.id

Abstract: Social and economic impact measurement is an activity that cannot be separated from corporate social responsibility programs. Measuring socioeconomic impacts has a variety of approaches, one of which is the community satisfaction index. This study aims to measure the social and economic impact of the Kelompok Wanita Tani: Kartini Kalongan program, a CSR program that targets women as beneficiaries. This research uses mix methodes with quantitative as the main method and qualitative as the supporting method. The results of the study stated that the KWT CSR program: Kartini Kalongan as one of the gender-based empowerment programs has a very good level of fissanability. The program is able to answer the needs, potentials and problems faced by beneficiaries and is supported by the company's commitment to contribute to the development of the welfare of the surrounding community.

*) Corresponding Author

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INTRODUCTION

Studies related to evaluating the impact of community empowerment programs continue to develop, even CSR studies and their impact on organizations have become the attention of the parties (Singh & Misra, 2021). This is evidenced by the emergence of an obligation for the

business world and the industrial world (DUDI) to make measurements related to interventions provided to the community through corporate social responsibility programs as written in the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number 1 of 2021 concerning the Company

Performance Rating Assessment Program in Life Management. There are two impact evaluation instruments that must be carried out by DUDI, namely the Community Satisfaction Index and the Social Return on Investment (SROI).

The Community Satisfaction Index is carried out to determine the impact of interventions carried out by companies on the sustainability of people's lives. Interventions are realized in the form of community development programs. The aspects developed generally intersect with the economic dimension and the social dimension, the measurement of the satisfaction index cannot be limited to only one specific dimension and limit the other dimension (Yanova, 2015). Community Satisfaction Index measurement is carried out as a form of assessment of the sustainability of a program, because community satisfaction measurement is one of the business strategies that can affect the condition of the company (Tiganis et al., 2023). The results of the Community Satisfaction Index are one of the indicators that DUDI can use to decide whether interventions to the community actualized in the form of programs will continue, be improved or even stopped.

Evaluation cannot be limited to the financial dimension of the company alone (Slapikaitè, 2016), evaluation must also be carried out against other dimensions such

as the social dimension and the environmental dimension. The evaluation of community empowerment programs is carried out aimed at building programs that are sustainable and can bathe the community. The community development program is actually an activity that is not stopped (on going process) so that the community is required to be independent at a certain time span after the intervention is carried out by DUDI. The Community Satisfaction Index is also one of the monitoring and evaluation efforts carried out by the company as a patron to find out what aspects and components can be improved and improved. The Community Satisfaction Index as an act of monitoring and evaluation should ideally have been established at the time of program planning, so that monitoring and evaluation activities can be measured holistically and comprehensively.

METHOD

The right evaluation or assessment method can support the company's business performance (Menichini & Rosati, 2014). Evaluation of the impact in this study using the Community Satisfaction Index approach. Impact is measured in two dimensions, namely social and economic. Measurement of economic and social satisfaction of the community towards the program is

measured using quantitative methods (surveys). The research population is the beneficiaries of Kartini Kalongan's Peasant Women's Group (KWT) program. The purpose of this study is to measure the social and economic impact converted into a community satisfaction index from the beneficiaries of the CSR program conducted by PT Pertamina DPPU Adisutjipto.

The research begins with the process of observation and collection of skunder data obtained from the company including annual reports, program profiles and the results of impact evaluations that have been carried out in the previous year. The next step is the collection of primary data which is carried out by conducting interviews with the entire population because the population is less than thirty. Closed interviews were conducted with fourteen members of KWT Kartini Kalongan including the chairman, secretary, treasurer I, treasurer of the Savings and Loans Unit, Coordinator of the Processing Unit, Coordinator of the Cultivation Unit, Member of the Cultivation Unit and Member of the Processing Unit.

There are fourteen assessment aspects and five indicators to assess the success of the program. The fourteen aspects of the assessment include (1) company commitment, (2) community

participation, (3) program relevance, (4) program sustainability, (5) suitability between planning and program implementation, (6) company responsiveness in handling problems, (7) fairness aspects in program implementation, (8) field officer responsibilities, (9) field officer capacity, (10) community acceptance of field officers, (11) budget adequacy, (12) company synergy with other stakeholders, (13) the scope of the program, and (14) the benefits of the program. The success assessment indicators include (1) the community can feel the benefits of the program, (2) the creation of a healthy, comfortable, beautiful and clean environment, (3) the creation of jobs for the community, (4) the community becomes independent, and (4) the formation of a positive image of the company. The focus of this research is comprehensive, not on the parts that make up the whole (Laksono, 2022).

RESULT AND DISCUSSION

Kartini Kalongan's Farmer Women's Group (KWT) program is a banana tourism village program initiated by PT Pertamina DPPU Adisutjipto in Padukuhan Kalongan, Maguwoharjo, Depok, Sleman in 2014. At the beginning of the formation, Kartini Kalongan's KWT group numbered 32 people from 3 different

villages including RW Kalogan, RW 28 Rejowinangun and RW 29 Santan. Currently, Kartini Kalongan's KWT program only has 14 members due to many members who are less active. However, basically the formation of members in the KWT Kartini institution is based on two categories, namely active members and passive members. Active members are members who are fully responsible for the activities carried out by KWT Kartini Kalongan, while passive members are members who only participate in part of KWT Kartini Kalongan's activities but orderly pay mandatory deposits and group principal deposits. Another distinguishing aspect between passive and active members is the right in the distribution of income. Active members get a greater share of rights than passive members.



Figure 1: Profil KWT: Kartini Kalongan

Kartini Kalongan's KWT program is an integrated program for banana cultivation from upstream to downstream. The main activities carried out by KWT Karini Kalongan include cultivating bananas, managing bananas and marketing

the results of cultivation and processing. The first intervention carried out by PT Pertamina DPPU Adisutjipto was training and pednampingan related to banana production management from breeding to marketing banana products, besides that the intervention also includes training on daministration and financial management of MSMEs. The purpose of the intervention is to provide KWT Kartini Kalongan with the ability to cultivate good bananas.

In the following year interventions were carried out in the form of assistance in the management of banana crop processing including financial processing, marketing and production management. The following year, Kartini Kalongan's KWT membership was divided into three business units including cultivation units, pegolahan units and savings and loans units. After receiving this intervention, KWT Karini Kalongan is currently focusing on developing and innovating processed banana products. The innovation currently carried out by KWT Kartini Kalongan is to turn banana peel waste into food suitable for consumption and animal feed. Banana peels by KWT Kartini Kalongan are converted into banana peel eskrim, besides that banana peels can also become animal feed (goats) which have a fairly high nutrasi. The positive impact of the intervention carried out by PT

Pertamina DPPU Adisutjipto is to increase the skills and knowledge of the women's group (mothers) so that it is expected to improve welfare at the household level.

Kelompok Wanita Tani: Gender Based Community Empowerment

KWT Kartini Kalongan is one of the gender based community empowerment programs carried out by PT Pertamina DPPU Adisutjipto. Membership as well as beneficiaries are entirely filled by women. KWT Kartini Kalongan was formed as an effort to realize an integrated Banana Tourism Village starting from the cultivation process, processing to efforts to utilize banana waste. Banana Tourism Village is expected to become one of the centers for developing knowledge related to banana agrotourism and become a place for education and scientific research.

The assessment was conducted through interviews of fourteen respondents. Respondents included administrators and members of KWT Kartini Kalongan. The final assessment results are divided into four levels, namely "not good, "not good", "good", and "very good" with an interval of 0% to 100% as shown in the following table:

Table 1. Final Assessment Categories

No	Index Interval Value	Conversion Index Value	Symbol Value	Category
1	1.000-1.750	25.00%-43.75%	D	Bad
2	1.751-2.500	43.76%-62.50%	C	Not Good Enough
3	2.501-3.250	62.51%-81.25%	B	Good
4	3.251-4.000	81.26%-100.00%	A	Excellent

This impact evaluation study had 33 questions. Qualitative data are used as supporting data from the results of a survey of fourteen repondents. The analysis is based on three aspects, namely program planning, program implementation and program results.

Planning aspects include (1) public knowledge of the origin of the program is in the good category with an index value of 2.00. All respondents know and understand that the ongoing program is a program initiated by PT Pertamina DPPU Adisutjipto. (2) The aspect of community development officer involvement in the program planning process received an index value of 3.77 with a conversion IKM value of 94.23% and is included in the excellent category, the value reflects the community's perception of the involvement of community development officers in program decision making is already very good. (3) Aspects of the name of the community development officer involved in the planning process there are

several names mentioned by the beneficiaries in the presence of mas farka, pak pri, mas Saiful.

(4) The next aspect is technical assistance in the planning process with an index value of 1.92% and a conversion IKM value of 96.15% included in the good category. Respondents mentioned that there were technical assistants involved in program planning. (5) Aspects of respondents' involvement in program planning. This aspect gets a Conversion IKM value of 94.32% with an index value of 3.77 and is included in the excellent category. Respondents felt fully involved in program planning. The involvement is in the form of being invited, participating in initiating, attending and arguing in meetings.



Figure 2: KWT Member Activities: Kartini Kalongan

The main aspect is the implementation of the program which consists of (1) the suitability of the program to the needs of the beneficiaries. The component gets a conversion IKM value of 90.38% with an index value of 3.62 and is included in the excellent

category. According to the beneficiaries, the program is very much in line with the potential, problems and opportunities that exist in the community, for example the potential for land that is very suitable for planting types of banana plants.

The next component is (7) knowledge of the program implementation schedule with an index value of 2.00, a conversion IKM value of 100% and belongs to the good category. The beneficiary stated that he knew about the schedule for the implementation of the Kartini Kalongan KWT program. Advances in technology have been able to encourage the ease of members to communicate. The next component is (8) the suitability of the program implementation with the planned program schedule with a conversion IKM value of 100%, an index value of 4.00 and is included in the excellent category. The beneficiary declares that there is a compatibility between planning and the realization of the program schedule. The next component is (9) the active participation of respondents in the implementation of the program with a conversion IKM value of 86.54%, an index value of 3.46 and included in the excellent category. Member participation is actualized in the form of attendance in each activity and having an active initiative in meetings.

The next component (10) is the understanding of the program which is followed by an index value of 3.85, a conversion IKM value of 96.15 and is included in the excellent category. The beneficiary stated that they have a fairly good understanding of the program and can transfer knowledge to the community. The next component is (11) the application of knowledge from the program with a conversion IKM value of 92.31%, an index value of 3.69 and belongs to the excellent category. The community stated that it was able to apply and develop the knowledge gained while participating in the Kartini Kalongan KWT program. The beneficiaries are able to innovate processed products so that they can increase sales.

The next component is (12) the existence of a community development officer who accompanies the program with an index value of 2.00, a conversion IKM value of 100.00% and is included in the good category. The beneficiaries also stated that the community development officer is always present to assist the beneficiaries of the KWT Kartini Kalongan program and selallu routinely monitors. The next component is (13) community development officers have the ability to facilitate program development activities with an index value of 4.00, a conversion IKM value of 100.00% and

belong to the excellent category. The beneficiary stated that the community development officer assigned by the company has the ability and knowledge related to the program being run.

The next component is (14) the community development officer is responsible for facilitating the development of the program with a conversion IKM value of 100%, an index value of 4.00 and is included in the excellent category. Responsibilities in the assessment include always accompanying at every stage of the activity, being responsive in solving problems and daring to take risks. The next component is (15) community development officers accepted into existence in the community. The accepted definition in this study is that community development officers interact with the community, easily blend in with the community and have no conflict with the community. The conversion IKM value of the component is 100.00% with an index value of 4.00 and belongs to the excellent category.

The implementation aspect of the program also asks several things related to technical assistance including (1) related to the existence of technical supervisors with an index value of 2.00, a 100% conversion IKM value and is included in the good category. The beneficiary stated that the technical assistant routinely assisted in the

implementation of the program. The next component is (17) technical assistants have the ability to facilitate program development activities with a conversion IKM value of 100.00%, an index value of 4.00 and belong to the excellent category. The beneficiaries of the program stated that the technical assistant mastered the knowledge and was able to explain the knowledge well to the beneficiaries of the Kartini Kalongan KWT program.

The next component is (18) technology drivers received their presence in the community with a conversion IKM value of 100.00%, an index value of 4.00 and is included in the excellent category. The beneficiary feels that the technical companion has had intense interactions, easily blended in with the beneficiaries and has no conflicts. The next component is (19) the technical assistant responsible for facilitating the development of the program. The definition of responsibility is manifested in the form of always accompanying at every stage of the activity, responsive in solving problems, and daring to take risks. The index value of such components is 4.00 with a conversion IKM value of 100.00% and belongs to the excellent category.

The next component (20) is that the beneficiary has the opportunity to express an opinion with a conversion IKM value of 100.00%, an index value of 2.00 and

belongs to the good category. Program beneficiaries feel given opportunities in every program activity. The next component (21) is that the beneficiary uses the opportunity to express an opinion. The utilization of this opportunity got an index value of 3.31 with a conversion IKM value of 82.69% and was included in the category very well.

The next component is (22) the company receives complaints from beneficiaries. The component gets an index value of 4.00 with a conversion IKM value of 100.00% and belongs to the excellent category. The beneficiaries stated that the company very well received complaints from the community which was manifested in the form of having active and passive complaint facilitation, home services and well documented. The next component is (23) the company's attitude in solving problems / complaints to get an index value of 4.00 with a conversion IKM value of 100.00% and is included in the excellent category. The beneficiaries stated that the company is very good in terms of responding, verifying and following up on various complaints given by the community. The next component is (24) the company is committed to developing a program with an index value of 4.00 and a conversion IKM value of 100.00% falling into the excellent category. The form of

commitment can be in the form of cost, thought, energy and time.



Figure 3: Banana Products

The last aspect is the result or output. The following aspects have seven components including (25) programs that are implemented to increase the knowledge of beneficiaries. The conversion IKM value of the component is 92.31% with an index value of 3.69 and belongs to the excellent category. Beneficiaries of the program feel the change in the form of additional knowledge and can provide that information or knowledge to others. The next component is (26) the program implemented is able to add skills with an index value of 3.77, a conversion IKM value of 94.23% and is included in the excellent category. The beneficiaries consider that Kartini Kalongan's KWT program can provide new skills, especially related to banana cultivation and banana processing in order to get additional selling value.

The next component is (27) the resulting product or service can be sold

with a conversion IKM value of 100.00%, an index value of 2.00 and belongs to the good category. All respondents stated that the harvest of banana cultivation and processed banana products can be sold. Buying and selling activities are carried out independently or in partnership with olhe-oleh took in Sleman Regency and Yogyakarta City. The next component (28) is related to the impact of the program on increasing revenue with a conversion IKM value of 75.00%, an index value of 3.00 and is included in the good category. All respondents stated that there was an increase in income. The beneficiaries are housewives who previously had no income, but after being involved in the Kartini Kalongan KWT program carried out by PT Pertamina DPPU Adisujipto the beneficiaries of the program have a new source of income.

The next component is (29) related to the dissemination of the program to the parties. The component gets an index value of 2.62 and a conversion IKM value of 65.38% so it is included in the good category. The next component is (30) partner availability for sales and marketing of products/services produced with an index value of 2.00, a conversion IKM value of 100.00% and belongs to the good category. The beneficiaries stated that KWT Kartini Kalongan already has partners in product marketing including PT

Pertamina DPPu Adisujipto, taking souvenirs typical of Sleman Regency and Yogyakarta City or through online sales. The last component is (31) the possibility of beneficiaries continuing to run the business/program even though they are not assisted by the company. The component gets an index value of 4.00, a conversion IKM value of 100.00% and belongs to the excellent category. The beneficiaries of the program expressed confidence in the sustainability of the program even though in the future they will no longer get support from PT Pertamina DPPU Adisutjipto.

Social and Economic Impact Evaluation

Based on the information that the author conveys in the sub-chapter "*Peasant Women's Groups: Gender-Based Empowerment*", the author can convey several evaluations of the social and economic impacts on the Kartini Kalongan KWT program. The impact evaluation is divided into aspects including Column D (priority of improvement), Column C (maintain), Column B (satisfactory), and Column A (very satisfactory) as follows:

Table 2. Quadrant of Socioeconomic Impact

Quadrant D (Improvement)	Quadrant C (Maintain)	Quadrant B (Satisfy)	Quadrant A (Very Satisfy)
1.Sales of products/products	1.Opportunity for beneficiaries to have	1.Suitability of the program to needs	1.Community development

Quadrant D (Improvement)	Quadrant C (Maintain)	Quadrant B (Satisfy)	Quadrant A (Very Satisfy)
2.Expansion of sales partners	an opinion	(potential , problems , and opportunities)	officer involve ment in planning
3.Impact of the program on increasing member income	2.Utilization of the opportunity to express opinions	2.Compliance of implementation with the schedule	2.Community involve ment in planning
	3.Desire to continue the business	3.Active participation in the implementation of the program	3.Community participation in program planning
	4.Dissemination of knowledge received from the program	4.Disclosure of information about the origin of the program	4.Application of knowledge
			5.Program assistance from community development officers and technical assistants who have facilitation capabilities
			6.Community acceptance of community development officers and technical assistants
			7.Acceptance and

Quadrant D (Improvement)	Quadrant C (Maintain)	Quadrant B (Satisfy)	Quadrant A (Very Satisfy)
			good response of the company to complaints
			8.The company's commitment to the program
			9.Programs are able to increase knowledge and knowledge
			10.Beneficiary understanding of the program

CONCLUSION

Kartini Kalongan's KWT program has a satisfying social and economic impact. The results of the Community Satisfaction Index concluded that the program is included in the "excellent" category with an index value of 3.75 or equivalent to a conversion IKM value of 93.79%. The program is in accordance with the needs of the beneficiaries. This conformity is illustrated through the potential, problems and opportunities that are being faced by the community. Kartini Kalongan's KWT program is able to

encourage the active participation of program beneficiaries starting from planning, implementation and evaluation activities. Such conditions indicate that the beneficiaries are the main subject of the community development program carried out by the company.

The success of the program is supported by the intervention of community development officers and technical assistants who have knowledge and skills related to community development and program sustainability. Beneficiaries can also apply the knowledge and skills gained from participation in each activity. This condition encourages an optimistic attitude on the part of the company and beneficiaries that the program will continue to run even though it no longer gets intervention from the company. The act of becoming an independent beneficiary is demonstrated through initiatives to cooperate with the parties.

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