



Implementation of Corporate Social Responsibility (CSR) PT. Samkyung Jaya Garments in Community Economic Empowerment

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Abstract: The Corporate Social Responsibility (CSR) program of PT. SAMKYUNG JAYA GARMENTS plays a role in enhancing the economic empowerment of Village Wringin Putih community through skill training and business facility assistance. This study aims to analyze the implementation of the CSR program and its impact on participants using a descriptive qualitative approach. Data was collected through in-depth interviews, direct observation, and documentation of the CSR policies of the company. Data analysis used the interactive model analysis method, consisting of data collection, data display, data condensation, and conclusion drawing. The results show that this program provides significant economic benefits to participants, including increased professionalism in business management and opportunities to create jobs for the surrounding community. However, there are some challenges in program implementation, such as limited canteen operational hours, business competition, and price fluctuations of essential goods. To improve the effectiveness and sustainability of the program, a sustainable entrepreneurship strategy is needed to encourage innovation and adaptation in business management. Thus, the CSR program is not only a form of corporate social responsibility but also an instrument to create sustainable economic independence for the community.

Keywords: corporate social responsibility, economic empowerment, skill training, sustainable entrepreneurship, MSME

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INTRODUCTION

PT Sam Kyung Jaya Garments is one of the fastest growing companies in the garment industry. Located in Ungaran, Wringin Putih, Central Java, Indonesia, the company plays an important role in the national textile industry by producing various types of high-quality garments. Along with its business growth, PT Sam Kyung realises that the sustainability of the company is not only determined by economic factors and profitability, but also by the social and environmental impacts it has on the surrounding community. Therefore, the company is committed to implementing Corporate Social Responsibility (CSR) programmes as part of its long-term business strategy. These CSR programmes not only aim to improve the welfare of the community but also create a harmonious relationship between the company and its surrounding environment. Some of the CSR initiatives that have been implemented include skills training



programmes for local communities, which aim to improve workforce competencies and open up independent business opportunities. In addition, PT Sam Kyung also contributes to environmental conservation efforts by planting mangrove plants around coastal areas. This programme aims to prevent abrasion, improve the quality of marine ecosystems, and provide long-term benefits for coastal communities. With these various programmes, PT Sam Kyung not only shows its concern for the community and the environment, but also builds a image positive as a responsible and sustainable company.

CSR is a strategy used by businesses to contribute to the development of the economy, society, and the environment (Agung et al., 2020; Sopyan, 2014). This programme not only helps improve the quality of life of the community but also strengthens the relationship between the company and the community, creating a mutually beneficial environment for all parties. Effective CSR implementation not only benefits businesses, but also has a positive impact on society at large, especially in economic development (Lee, 2012). Companies such as PT Sam Kyung have a great opportunity to contribute to improving the quality of life in the community through various programmes that aim to improve performance, provide access to business capital, and support the sale of local products. Thus, communities can become more economically independent and have better business opportunities in the global economy (Rudito, 2014; Shaw, 2007), CSR not only creates new jobs, but also encourages innovation and creativity among communities (Rexhepi et al., 2013).

In many countries, Corporate Social Responsibility (CSR) has become an effective tool in improving the social and economic welfare of communities. Various studies have shown that economic development-oriented CSR programmes can have a positive impact on local economic growth (Adegbite, 2015; Fitriadi, 2020). PT Sam Kyung understands that active involvement in community development through CSR programmes not only helps improve the welfare of surrounding communities but also strengthens the relationship between businesses and communities. With the CSR programme, the community's trust in the company increases, which in turn contributes to the sustainability of PT Sam Kyung's business. The programme not only provides benefits in the short term but also creates a strong foundation for the company's future growth. By continuing to carry out CSR initiatives that have a positive impact, PT Sam Kyung is committed to becoming a company that is not only profit-oriented but also cares about the social and economic development of the community.

PT Sam Kyung has implemented various CSR programmes that focus on community development. These programmes include skills training for local residents, provision of business facilities within the company premises, and mangrove forest planting. These initiatives not only aim to increase community income, but also build confidence and discipline in running independent businesses (Phillips et al., 2013; Suwandi et al., 2019). With this programme, PT Sam Kyung seeks to create a long-term impact that benefits the surrounding community. The success of this CSR programme also strengthens the harmonious relationship between the company and the community, while supporting long-term business sustainability.

CSR-based economic empowerment has a significant impact on community welfare. Through the implementation of appropriate targeted programmes, communities that previously experienced economic hardship can learn new skills and abilities to improve their quality of life. In addition, local economic growth also contributes to social stability by reducing poverty and unemployment rates (Nirmaya et al., 2014). Therefore, it is imperative for businesses such as PT Sam Kyung to continue developing CSR programmes that not only provide economic benefits but also holistically include social and environmental factors. In the context of globalisation and industrial growth, businesses with effective CSR strategies gain support from various stakeholders, including the government, customers, and the general public. PT Sam Kyung understands that business success is not only determined by internal factors but also by how the company interacts with society and provides positive feedback. In other words, the growth and success of a company greatly influences how effectively CSR is conducted.

This study presents a new perspective in understanding the role of CSR as an instrument for community economic empowerment, especially in the garment industry sector, with an approach that not only spreads CSR implementation from the company's perspective but also analyzes the real impact on the beneficiary community. The uniqueness of this study lies in the analysis of how PT. Samkyung Jaya Garments integrates CSR programs into its business strategy to create long-term desires, different from previous studies that have focused more on CSR as a form of philanthropy or compliance with regulations on. By understanding the effectiveness of its programs, this study can provide more specific recommendations regarding steps to improve the effectiveness of CSR in the future. With a more in-depth study of the role of companies in socio-economic development, it is hoped that a stronger synergy can be created between the business world and society, resulting in inclusive and sustainable economic growth.

METHOD

This research employs a descriptive qualitative approach to explore the implementation of the Corporate Social Responsibility (CSR) program of PT. SAMKYUNG JAYA GARMENTS in the empowerment of the community economy. Qualitative research is a method that allows researchers to understand social phenomena from the perspective of the participants, providing deep insights into their experiences and views regarding the implemented program (Kress, 2011). In this study, data collection was conducted through in-depth interviews, participatory observation, and documentation (Peters & Halcomb, 2015) to obtain more accurate information on the impact of the CSR program on the lives of the community.

Data was gathered through in-depth interviews with program participants, direct observation of their business activities, as well as documentation of the CSR policies and training reports of the company. The subjects of this study include CSR program participants who run businesses, companies as program organizers, and village governments that participate in program socialization. Using the Purposive Sampling method, this study aims to reveal the experiences, benefits, challenges, and expectations of participants in running businesses facilitated by PT. Sam Kyung, by selecting subjects who have in-depth information and are relevant to the phenomenon being studied.

Data analysis in this study uses Miles' (1994) interactive model, which includes four main stages: data collection through observation, interviews, and documentation; data presentation in the form of a matrix or narrative to understand the interrelationship of information; condensing data by summarizing, filtering, and focusing on important aspects; and drawing conclusions iteratively to identify patterns of impact of CSR programs on community economic empowerment. Source and method triangulation techniques are applied to enhance data validity by comparing interview results, observations, and documentation (Carter Nancy et al., 2014). Through this analysis, the study is expected to provide a comprehensive understanding of the effectiveness of the CSR program in improving the economic well-being of the community and offer strategic recommendations for the sustainability of the program in the future.

RESULTS AND DISCUSSION

Results

As part of its corporate social responsibility, PT Samkyung Jaya Garments' Corporate Social Responsibility (CSR) programme seeks to make a real contribution to the community, particularly in improving the economic welfare of Wringin Putih Village residents. The programme includes various initiatives, such as skills training, business capital assistance, and provision of training facilities that aim to empower the local community and encourage sustainable economic growth. This programme is a solution for those who want to gain economic independence through independent businesses, especially in the culinary field. With the various facilities and training provided, programme participants not only get new business opportunities, but also gain skills that support the sustainability of their business. This initiative is expected to

create new jobs and increase community income, thus contributing to better regional economic development.

Based on the results of interviews with respondents, before participating in PT Samkyung Jaya Garments' CSR programme, they had various employment backgrounds. As stated by SA

“Previously, I was a housewife who spent most of my time at home taking care of my family and domestic work. I did not have additional income, so I completely depended on my husband's income to meet my daily needs”

One respondent was a housewife who continued the programme's warung business after her mother passed away, while others previously worked as employees in the manufacturing sector, such as garment factories. This was shared by SP,

“I used to work in a garment factory as an employee, but for various reasons, I decided to quit. After that, I was confused about finding new opportunities until I finally found out about the empowerment program from CSR PT. Samkyung Jaya Garment”

There were also respondents who worked as private sector employees before using CSR programmes to upgrade their skills and gain new business opportunities. With these diverse backgrounds, respondents demonstrated how CSR programmes can provide avenues for career transition and self-development, creating new opportunities for them in the face of economic challenges. Their participation in the programme was driven by a desire to improve the economic well-being of their families and find more independent and sustainable livelihood alternatives. The programme not only provides skills training, but also builds social networks that can assist participants in getting information and support to enter the job market or start their own businesses.

Based on the results of interviews with respondents, the majority knew about PT Samkyung Jaya Garments' Corporate Social Responsibility (CSR) programme through socialisation conducted by the Wringin Putih Village Head together with company representatives, which aims to provide an understanding to the community about the benefits and positive impacts of the programme. This was stated by PR

“From the socialization held by the Head of Wringin Putih Village together with representatives of PT. Samkyung Jaya Garments, the community gained a clearer understanding of the economic empowerment program offered through the company's CSR initiative”.

reaffirmed by RS

“We also get an understanding of the selection stages, the requirements that must be met, and the form of support that will be given during the program. With this socialization, we feel more confident and motivated to participate, because we know that this program can provide real benefits for improving our welfare and that of our families”.

Based on the results of the interviews, it can be concluded that the socialisation conducted by the Wringin Putih Village Head together with PT Samkyung Jaya Garments representatives played an important role in improving the community's understanding of the Corporate Social Responsibility programme. The majority of respondents knew about the programme through this socialisation, which provided clear information about the benefits and procedures of participating in the programme. This shows that effective communication between the company and the community through the role of the village government is key in the successful dissemination of CSR information.

The programme not only provides skills training, but also opens access to business networks that can support their business development. Through this programme, the participants are expected to improve their skills and knowledge in entrepreneurship, so that they can create new jobs that have a positive impact on the surrounding community.

This programme attracted their attention for various reasons, ranging from continuing a family business that has been running, looking for alternative employment after feeling bored working in

a factory, to the desire to improve the family economy and channel hobbies in the culinary field. In the interview, RS stated that,

"I have the intention to increase my family's income, rather than being at home with nothing to do"

The programme is designed to provide the support necessary for participants to realise their dreams and achieve success in their businesses. To be able to join this programme, there are main requirements that must be met, namely residents of Wringin Putih Village and have a passion for entrepreneurship. as conveyed by PT Samkyung Garment, HA as brkt

"The main requirement that must be met by participants in this program is that they must be native residents of Wringin Putih Village and have a strong entrepreneurial spirit".

In its implementation, the participants not only received business facilities, but also received various training, such as culinary business management, licensing, and service. delivered by PT Samkyung Garment, JK

"We provide training and assistance in developing their businesses as part of the company's commitment to supporting community economic empowerment".

Based on the interviews, it can be concluded that the programme is designed to support the community of Wringin Putih Village in developing their businesses through facility assistance and comprehensive training. With the main requirements of being a villager and having an entrepreneurial spirit, participants get the opportunity to develop skills in business management, licensing, and service. The assistance provided by PT Samkyung Jaya Garments demonstrates the company's commitment to empowering communities in a sustainable manner through CSR programmes. With the support of PT Samkyung Garment, it is hoped that the participants can utilise the knowledge and skills gained to improve their economy.

Under PT Samkyung's CSR programme, participants receive various forms of assistance and facilities to support their businesses. The assistance provided includes skills training, provision of a business place or canteen within the company, as well as equipment needed to run a business. Delivered by SP,

"In addition to training, we also get adequate facilities, the canteen inside the company makes us enthusiastic about selling."

The participants expressed that the assistance was quite helpful in starting and developing their businesses, especially in the aspects of business premises, hygiene, licensing, and customer service. The training provided was considered quite effective, as it was able to improve their skills, as stated by DA,

"From this mentoring, we learnt the importance of cleanliness, patience in serving customers, and enriching the variety of menus offered"

The programme not only provides practical support, but also builds participants' confidence in running their businesses more professionally and sustainably. In addition, PT Samkyung also conducts regular monitoring to ensure that the participants are able to run their businesses well and apply the knowledge gained during the training. as stated by the management of PT Samkyung, HR.

"We are committed to continuing to support these businesses, we always monitor them regularly, because their success is a reflection of the success of the programme we run."

PT Samkyung's CSR programme has had a positive impact on the economy of the participating communities. The participants felt an improvement in their economic conditions after participating in the programme. This shows that with the right support and effective training, businesses can optimise their potential and contribute to the growth of the local economy. They claimed that their family income has increased significantly, as stated by SH

"My daily turnover ranges from Rp. 700,000 to Rp. 2,000,000, and my net profit reaches Rp. 200,000 to Rp. 500,000 per day"

With the right support and effective training, the businesses were able to optimise their potential, contributing to the growth of the local economy. The significant increase in family income, as expressed by programme participants, demonstrates that the initiative is successful in economically empowering communities and creating more sustainable business opportunities.

In addition, the programme also has an impact on their social lives, where some participants are able to create jobs for others, either as employees in the canteen or as business partners by accepting food entrustments for sale. Thus, the programme not only improves individual well-being, but also strengthens community networks and creates a mutually supportive business ecosystem.

Participants also feel more economically independent, although there are still concerns related to business risks. The programme provided the necessary training and support to help them overcome these challenges, thus increasing their confidence in running their respective businesses. This is in line with what was conveyed by PN

"With enthusiasm and gratitude, we continue to strive to develop our business and maintain the sustainability of the business that has been pioneered, and of course the full support of PT Samkyung".

Although PT Samkyung's CSR programme has provided significant benefits to the participants, they still face various challenges in running their businesses. This was conveyed by SP

"One of the main obstacles we feel is the limited operational time of the canteen which only takes place in the morning and afternoon, thus reducing the potential income in the afternoon and evening".

With the support of PT Samkyung, the participants endeavoured to find creative solutions to overcome these problems and increase their operating hours. Some participants also wanted to increase the variety of food and add more locations to expand their customer base. In addition, the rising prices of basic commodities posed a challenge, because if food prices were increased, employees' purchasing power was reduced. Some participants proposed a policy for employees to have overtime hours until night to increase potential customers. As such, participants hoped to devise more effective strategies to attract customers outside of regular operating hours and adjust prices to market conditions without sacrificing service quality. In terms of support from PT Samkyung, participants had the opportunity to discuss solutions together, while company policy remains the main factor in determining their business sustainability strategy.

The participants of PT Samkyung's CSR programme had various hopes and suggestions for improving the programme to be more beneficial to the community. RS said,

"There is a need for additional training for us to improve our entrepreneurial skills, if possible a capital loan to develop our business"

Expansion of the selling area is also one of the main hopes, especially with the addition of a location in Building C so that business coverage is wider. In terms of programme sustainability, participants hope that PT Samkyung can increase overtime hours for employees or even add a production building, so that the number of workers increases and has a positive impact on their sales turnover. Collaboration between PT Samkyung and the surrounding community is key to creating greater impact and ensuring the sustainability of mutually beneficial CSR programmes.

With these inputs, PT Samkyung is committed to evaluating its existing CSR programmes and tailoring them to the needs of participants, so that they can have a greater positive impact on the community. The company also plans to conduct further surveys to understand the expectations and needs of neighbouring communities, so that measures taken can be more targeted and effective in supporting local economic growth.

Discussion

Community Economic Empowerment through CSR

Community participation in PT Samkyung Jaya Garments' Corporate Social Responsibility

(CSR) programme can be explained through the theory of community economic empowerment. Community economic empowerment is the process of increasing the capacity of individuals or groups to control their economic resources independently and sustainably (Sulaiman et al., 2019). This empowerment includes improving skills, access to resources, and opportunities to thrive in the economic ecosystem wider (Joshi et al., 2015; Kumari, 2023). Empowerment refers to the ability to obtain opportunities and access human resources to improve the quality of life (Astuti, D., 2024) The CSR programme implemented by PT Samkyung Jaya Garments is a clear example of how the general public can benefit economically from social initiatives undertaken by businesses. Programme participants come from various backgrounds, including housewives, private sector workers, and former factory workers. They use the programme to gain new skills, broaden their horizons in the business world, and improve the economic well-being of their families. The economic impact of this empowerment program is increased family income, which can provide a second source of income for the family (Setyowati, A. D., et al. 2023). As such, community participation in the programme not only enhances individual capacity but also contributes to the overall development of the community, creating a mutually beneficial partnership between businesses and the community. Through training and business facility support, PT Samkyung Jaya Garments' CSR programme provides opportunities for the community to increase competitiveness and reduce dependence on less stable employment. The programme includes activities such as training in production skills, small business management, marketing strategies, as well as access to financial resources through funding or venture capital programmes. With this training programme participants can develop their businesses more professionally and become more competitive in the local and national markets.

The role of PT Samkyung Jaya Garments CSR in community empowerment and sustainable economic growth

PT Samkyung Jaya Garments CSR not only contributes to the welfare of the community but also emphasizes the importance of integration between business goals and social interest by creating positive social impacts, thus creating a synergy between business goals and community needs (Brondoni & Mosca, 2020). In its implementation, PT Samkyung Jaya Garments not only provides training for the community but also ensures that the skills and mentoring provided match the needs of the local community and industry. With this approach, the company is able to improve the quality of human resources while strengthening relationships with the community, which in turn promotes sustainable economic growth. This allows programme participants to not only to improve their skills, but also open up new employment opportunities or even establish their own sustainable businesses. For example, the training provided covers business management, hygiene, licensing, and service. With a better understanding of these aspects, programme participants are able to manage their businesses more professionally, resulting in improved product and service quality.

Effective CSR is not only orientated towards charity or short-term social assistance, but also encourages sustainable economic growth for all parties involved (Choi, 2015; Karmasin & Litschka, 2017) In this context, PT Samkyung Jaya Garments seeks to ensure that its programmes provide long-term benefits to the community, such as creating new entrepreneurs, increasing people's purchasing power, and strengthening a more inclusive local business network.

Challenges in CSR Programme Implementation

Although this CSR programme has had a significant positive impact, there are some challenges that still need to be overcome in its implementation. One of the main challenges is the limited operational time for programme participants. Many participants have domestic responsibilities or other jobs that make it difficult for them to attend training or develop their businesses optimally. Therefore, there needs to be flexibility in the training schedule as well as additional support such as mentoring services regular to ensure that participants can overcome

these challenges and maximise their potential.

In addition, business competition in the same sector is another obstacle that programme participants must face. Their limited time to sell in the company environment may hinder their ability to reach customers and increase sales. Therefore, effective marketing strategies and collaboration with other parties may be needed to expand their network and create new opportunities for their business.

This can be a solution to this challenge (Hsiao, 2015; Silveira et al., 2018). *Sustainable entrepreneurship* approach *Sustainable entrepreneurship* emphasises the importance of innovation, adaptation to market dynamics, and sustainable business strategies to improve competitiveness in the long term. The application of sustainable entrepreneurship principles not only helps in creating economic value, but also contributes to environmental and social sustainability, which is increasingly becoming a major concern among modern consumers. By adopting this approach, programme participants are expected to grow their businesses more flexibly and withstand rapid market changes.

The Role of Collaboration in CSR Success

The success of CSR programmes is also greatly influenced by collaboration between various stakeholders, including companies, village governments, local communities, and education and training institutions (Darwis et al., 2019; Zieita & Chenag, 2019). This collaboration allows for a more effective exchange of knowledge and resources, creating synergies that can amplify the positive impact of CSR initiatives on communities. PT Samkyung Jaya Garments can increase the effectiveness of their CSR programmes by establishing strategic partnerships with various parties to expand the reach and impact of the programme.

For example, collaboration with education and training institutions can help improve the quality of the training curriculum provided to programme participants. In addition, collaboration with local governments can facilitate access to small business licensing that can help programme participants grow their businesses. With support from various parties, CSR programmes can be more sustainable and provide wider benefits to the community.

Long-term Impact of CSR Programmes on Community Economic Empowerment

The long-term impact of the CSR program of PT Samkyung Jaya Garmen on community economic empowerment can be seen from several major indicators, such as increasing Ruman Ladder revenue, increasing skills and enlargement of the tribute. In addition, the CSR program also contributes to the creation of new jobs and the development of local infrastructure that supports overall community economic growth (Shaw, 2007; Ms et al., 2015) encourages collaboration between the community and the private sector to create a more sustainable ecosystem (Guarini et al., 2002; Srivastava & Dhiman, 2022).

For example, many participants have successfully expanded their businesses after attending the training provided under the CSR programme. Some of them have grown their businesses to the point where they are able to recruit additional labour from the surrounding community. This shows that CSR programmes not only provide economic benefits to individuals but also create a positive domino effect for the community as a whole.

In addition, the increase in household income generated from the enterprises developed through the CSR programme shows that this initiative contributes to reducing people's dependence on less stable employment. By having a more independent source of income, the community can have better purchasing power, which in turn has an impact on improving overall social welfare.

From the company's perspective, economic empowerment-oriented CSR programmes also provide long-term benefits in the form of increased community loyalty to the company's brand, strengthened positive image in the eyes of the public, and the creation of a more stable and supportive business environment. Therefore, investing in sustainable CSR programmes is not only

beneficial for the community, but also for the sustainability of the company itself.

CONCLUSION

The CSR program of PT. Samkyung Jaya Garments has provided business opportunities for the residents of Wringin Putih Village, particularly those who previously worked in the manufacturing sector or as housewives. This program not only helps increase their income but also empowers the community to actively participate in a more inclusive and sustainable local economic development. The socialization of program was conducted through the Village Head and company representatives, with the main requirement for participants being that they are local residents and possess a business license. In addition to business facility support, participants also received training to enhance their professionalism in running their businesses.

Overall, the CSR program of PT. Samkyung Jaya Garments has had a significant positive impact on participants by improving their skills and economic independence. The impact of program is evident through the increased economic performance of the participants, with daily revenues ranging from IDR 700,000 to IDR 2,000,000 and net profits of IDR 200,000 to IDR 500,000 per day. Some participants have even been able to create job opportunities for others. This program not only focuses on individual economic improvement but also fosters the growth of a stronger, more supportive community. With the training and business support provided, participants are able to manage their enterprises more professionally and improve the quality of their products and services.

However, challenges such as operational constraints and business competition still need to be addressed through more adaptive and innovative business strategies. Therefore, the sustainability of this program can be strengthened by adopting a sustainable entrepreneurship approach, which not only focuses on initial assistance but also encourages participants to continue growing and competing in a dynamic business environment.

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