

# **WOMEN EMPOWERMENT MODEL THROUGH CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM**

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## **ABSTRACT**

Empowerment of women which aims to enhance the role of women in development in Indonesia has been done. The government's commitment in 2000 was marked by issuing Presidential Decree Number 9 of 2000 on Gender Mainstreaming (PUG) in all areas of development for the implementation of the planning, preparation, implementation and evaluation of government policies that are gender responsive. Indonesian government's efforts to empower women through policy with gender perspective has actually been done. But in reality it turns out that there are imbalances and gender inequality in a variety of access and opportunity contributing to the development and take advantage of the development is still often the case, with women as the recipients of misfortunes (Hubeis, 2010). In empowering women in development, the government can not work alone, but the private sector / company is currently participating through Corporate Social Responsibility (CSR) program. Ideally Corporate Social Responsibility (CSR) program is a community development program that is able to empower marginalized groups in the society socio-economically. In general, the purpose of community development is to empower specific groups in the society, including women who are socio economically poor. This includes the research into the type of qualitative descriptive study. Studying the problems in society, research was conducted at PT Sari Husada Yogyakarta with specialization CSR Rumah Srikandi Program in Kampung Badran Yogyakarta.

The results showed that women's empowerment efforts conducted by PT Sari Husada Yogyakarta through the Rumah Srikandi Corporate Social Responsibility (CSR) program with 3 pillars of the program : the Economic Development Program, Child Education Development, and Nutrition Development Program has been carried out. In empowering women, there are five dimensions that influence well-being, access to resources, participation, critical awareness and control women. The empowerment of women through the Rumah Srikandi CSR program in Badran Yogyakarta, still needs improvement, especially in the dimension of critical consciousness and control. Women empowerment model that can be done to overcome this is through (1). Critical awareness of women's empowerment. (2) Empowerment of women's capacity and (3). Empowerment of women's entrepreneurship through a group approach.

**Keywords:** Empowerment, Women, Corporate Social Responsibility (CSR)

## A. BACKGROUND

Empowerment of women which aims to enhance the role of women in development in Indonesia has been done. The government's commitment in 2000 was marked by the issuance of Presidential Decree No. 9 of 2000 on Gender Mainstreaming (PUG) in all areas of development for the implementation of the planning, preparation, implementation and evaluation of government policies that are gender responsive. The implementation of Gender Mainstreaming (PUG) is a necessity and a commitment to create quality development of women's role in achieving Gender Equality and Gender Equality (KKG). It is also in accordance with the target implementation of the Declaration of the Millennium Development Goals (MDGs) in 2015 mainly those that relate directly to the issue of gender, i.e., the point (3) equality and women's empowerment, point (4) eliminating gender disparities in primary education, and the point (5) improve maternal health, and lowering the maternal mortality rate (MMR) by half during the years 1990-2015. Based on existing reports on the achievement of the MDGs Indonesia in 2010, based on the target in 2014 is known that Indonesia had reached under five mortality rate is 44/1,000 live births from the target of 32 / 1,000 live births, the infant mortality rate is 34/1,000 live births from the target of 23/1,000 live births, maternal mortality is 228/100,000 live births from the target of 102/100,000 live births. Nevertheless, in terms of the fight against HIV / AIDS Indonesia has succeeded, especially in terms of increasing the number of condom users during sexual intercourse, from an average of 12.8% for men and women currently at 10.3%; the percentage of women and men reached 18.4%.

Indonesian government's efforts to empower women through policy with gender perspective have actually been done. But in reality, it turns out that imbalances and gender inequality in a variety of access and opportunity towards development and make good use of the development is still often the case, with women as recipients of misfortunes (Hubeis, 2010).

In empowering women in the development, the government can not work alone, but the private sector / company is currently participating through the Corporate Social Responsibility (CSR) program. These days, Corporate Social Responsibility (CSR) is no longer a new discourse. Various parties have understood the importance of Corporate Social Responsibility (CSR) as a form of social responsibility of the company. In this case, companies not only look for profit, but more than that they also have an obligation to the welfare of the people and ensure the sustainability of the planet. Companies are required to understand the needs of the environment as resource conservation and sustainability must be maintained so that it can continue to be enjoyed by the present generations and is still enjoyed by the next generation.

Ideally, Corporate Social Responsibility (CSR) is a community development program that is able to empower marginalized groups in society socio-economically. In general, the purpose of community development is to empower specific groups in society, including women who are socio-economically poor. Thus the important impact of CSR program is that the beneficiary communities (beneficiaries) can be more independent, able to meet the basic needs of their lives and be able to participate in the process of development and sustainable community development. However, the implementation of CSR programs by companies during this tends to be a charity, philanthropy and sometimes it goes unprogrammed. In addition, in terms of participation and support of various stakeholders, both from the government and society beneficiaries, the CSR programs conducted by the company likely receive lack of support and

positive participation from the various stakeholders. It can be seen at this stage of program planning, implementation, financing programs, monitoring and evaluation of CSR programs.

For SOEs (state owned enterprises), the Indonesian government has established Law No. 40 of 2007 regarding Limited Liability Company which was later revealed in the Government Regulation No. 47 of 2012 on Corporate Social Responsibility / Corporate Social Responsibility (CSR). Nevertheless, there are still many CSR programs of those companies that have not been able to empower and involve the participation of beneficiaries (beneficiaries). Thus it is necessary to have empowerment model that can be adapted so that all CSR programs can involve the role and participation of the whole community beneficiaries (beneficiaries) and empower beneficiaries (beneficiaries) socio-economically.

One company that is committed to its Corporate Social Responsibility (CSR) in the form of community development is PT Sari Husada Yogyakarta through the Rumah Srikandi Program. Rumah Srikandi Program is a CSR program that aims to empower the poor urban women who live along Winongo River through three main pillars, namely health promotion programs (Nutrition Development Program), a program of educational improvement on children (Child Education Development Program) and economic improvement programs (Economic Development Program). Chosen program areas and beneficiaries in Badran area is because the region is the poor urban area that is located along the Winongo river and a black area in the city of Yogyakarta, both in economic, educational and social which indeed needs to be empowered.

PT Sari Husada has taken various corporate social responsibility programs that are divided into four areas, namely; health, education, economy and environment. Specifically in the areas of health, education and women's economic PT Sari Husada do through the Rumah Srikandi CSR program that began in 2009-2014. The Rumah Srikandi CSR program areas is in Kampung Badran RW XI Jetis Yogyakarta which is the black area of the city of Yogyakarta. The implementation of the Rumah Srikandi CSR programs in the field by PT Sari Husada is carried out in collaboration with the government of Special Region of Yogyakarta and in partnership with the National NGO which is PKPU Yogyakarta. (Sari Husada, 2013).

Especially for Rumah Srikandi CSR program by PT Sari Husada back in 2012 it managed to get the CSR Best Practice for the MDGs award from the Coordinating Ministry for People's Welfare (Kemenkokesra) in September 2012. The reason is that Rumah Srikandi CSR Program is considered eligible to participate in building the urban poor, especially the women in Kampung Badran Yogyakarta.

Based on that, this study conducted an analysis on the implementation of the Rumah Srikandi CSR program PT Sari Husada and the empowerment of women as beneficiaries in Rumah Srikandi CSR programs PT Sari Husada Yogyakarta.

## **B. Problem Formulation**

Based on the described background, the problem formulation in this study are as follows:

1. How are the women empowerment efforts conducted by PT Sari Husada Yogyakarta through Rumah Srikandi CSR Program?
2. How is the model for women empowerment that should be done by PT Sari Husada Yogyakarta through Rumah Srikandi CSR Program?

## **C. Objectives**

The purpose of this study was to determine the empowerment of women carried out by PT Sari Husada Yogyakarta through Rumah Srikandi CSR Program and to find out women empowerment models conducted by PT Sari Husada Yogyakarta through Rumah Srikandi CSR Program.

## **D. Research Benefits**

1. It can be used as a basis for scientific information on the study, especially regarding the implementation of the Communication Studies especially Corporate Social Responsibility (CSR) program.
2. It can be one of the evaluation and recommendation for the company in the development and improvement of the quality of Corporate Social Responsibility (CSR) program with women perspective.

## **E. Literature Review**

### **1. Development**

#### **a. Development Concept**

According to Todaro (1977) development is a multidimensional process that includes important changes in the social structure, attitudes of the people and national institutions and also the acceleration of economic growth, the reduction of inequalities and the eradication of absolute poverty. Todaro (1977) also added that the development is a normative concept which implies a choice that aims to achieve the realization of human potential or increase the ability of people to influence their future which includes the notion of "be" or being and "do" or doing, while development is also one of among the most urgent concepts nowadays that contains questions that are difficult to answer concerning the values, techniques and choices.

In explaining the definition of development, there are three groups of theories on development, namely: 1) The theory of modernization that emphasizes the human factor and

cultural values as an issue in development, 2) Theory of dependence (dependency theory) as a reaction to modernization theory which is considered inadequate; even misleading, and 3) Unnamed theory as a reaction to the so-called dependency theory as other theories or ideas of development (Suryono, 2001).

During its development, the development theory experienced significant growth in response to social change, especially in developing countries that led to a new theory called the theory of People Centered Development which, according to Korten (in Mardikanto, 2010) that the development should be oriented to the improvement of the quality of human life not on the economic growth through market and strengthening the state.

In realizing the goal of People Centered Development, according to Ul Haq (in Mardikanto, 2010) there are four essential components in the process of human development as follows:

1. Equality in the opportunity (Equal Access to Opportunity)

That equality of opportunity and access is not necessarily equality of outcome. During the same chances of access even if the results can be different then human development is considered to be successful,

2. Sustainability (Sustainability)

That the future generations should be able to enjoy the same opportunities as the current generation.

3. Productivity (Productivity)

That investment in the development of the quality of Human Resources (HR) is required. Target of increasing productivity is improving the quality of human, while economic growth is only one part of the productivity.

4. Empowerment (Empowerment)

That people have options for their own interests that they should be able to influence decisions related to their lives.

Thus the concept of development in the theory of People Centered Development, human development is to be the main thing.

## **b. Human Development Based On Community-Based Resource Management.**

In realizing the four components of human development are development strategies that can be developed, according to Soetomo (2006) is through a community-based Resource Management (Community Based Resource Management). The strategy of Community-based Resource Management (Community Based Resource Management) is a community development strategy that provides a dominant role in society at the community level to manage the development process, especially in controlling and managing the productive resources of the

community. In this case, the role, participation and creativity of the community are very influential towards the success of the development.

### **c. Human Development through Gender Mainstreaming (PUG)**

Gender mainstreaming (PUG) is one of the development strategies done by integrating the experiences, aspirations, needs, and interests of women and men into the planning, implementation, monitoring and evaluation of all policies, programs, projects and activities in various fields of life and development. In development through Gender Mainstreaming (PUG), it is characterized by the absence of discrimination between women and men, having access, the chance to participate, controls and benefits from equal and equitable development. As for the gender equality indicators are as follows:

#### a) Access

What is meant by the access aspect is an opportunity or a chance in obtaining or using a particular resource.

Consider how to gain access which is fair and equal between women and men, girls and boys towards resources that will be made.

#### b) Participation

Participation aspect is the involvement or the participation of a person or group in the activities and or in decision making.

#### c) Control

Control is the control or authority or power to take decision.

#### d) Benefits

The benefit is the use that can be enjoyed optimally, fair and equal for women and men.

The strategies of gender mainstreaming policy (PUG) to realize goals and development approach are as follows:

1. Mainstreaming gender into all processes and stages of development
2. Carry out specific activities aimed at women
3. Improving institutional capacity and capability with the vision to empower women, including in women's organizations.

To enhance the role of women in development using development approaches that is directly or indirectly related to the increase of the role of women, among others:

### a) Welfare Approach

Development approach that aims for the welfare of the society. In the context of the increasing role of women in the development, this approach is used to improve the welfare of women and their families.

### b) Right Equalization Approach

Development approach geared towards achieving the development of the role of women in common in order to play an active role in the development as well as men with regard three roles of women, namely reproductive role, productive role and social role

### c) Reinforcement Approach (Empowerment)

This development approach is done in an effort to increase the role of women in development that are directed at women's empowerment through self-reliance (Hubeis, 2010)

## 2. Empowerment

### a. Community empowerment

This study uses the theory of Community Development (CD) or community development / empowerment as the theoretical basis which is the thinking cornerstone of the research. According to the World Bank (2001) empowerment as an effort to provide the opportunity and the ability for the poor to be able and willing to speak (voice) or voice their opinions, ideas and ideas, as well as the ability and courage to choose (choice) some sort of concepts, methods, products, best actions for personal, family, and society. In other words, empowerment is the process of improving the ability and attitude of self-reliance. Conceptually, community empowerment is an effort to improve the dignity of society that the conditions are now unable to escape from the poverty trap and underdevelopment, thus empowering means enabling and make the community independent (Mardikanto, 2010c).

Community empowerment according to Tim Deliveri (2004) in (Mardikanto, 2014) as a process that has a starting point to make the community independent in order to improve their own life by using and accessing local resources optimally. This process of community empowerment puts the community as the primary party or development center (people or community centered development). According to Moh Ali Aziz et al (2005), empowerment is a process by which people, especially those who have less access to development resources, are encouraged to increase their independence in developing their livelihood. Meanwhile, according to Sumodiningrat (1999) community empowerment is an effort to make the community independent through the embodiment of their potential abilities. In this case the community empowerment always involves two interrelated groups i.e., the public as the empowered party and companies as the party that put concern as the party which empowers.

The following are 22 principles of community development by Ife:

#### 1). Integrated development

- 2). Confronting structural disadvantages
- 3). Human rights
- 4). Sustainability
- 5). Empowerment
- 6). Link between the personal and political issues
- 7). Community ownership
- 8). Independence (self reliance)
- 9). Independence in government (independent from the state)
- 10). Linkage between short goal and long-term vision (immediate goals and ultimate vision)
- 11). Organic development
- 12). The pace of development)
- 13). External expertise
- 14). Community development (community building)
- 15). The link between process and outcome (process and outcome)
- 16). Process integrity (the integrity of process)
- 17). Inexistence of violence (non violence)
- 18). Inclusiveness
- 19). Consensus
- 20). Cooperation
- 21). Participation
- 22). Formulation of needs (defining need)

### **b. The purpose of the Community Empowerment in Development**

In general, the purpose of community empowerment in development is to empower specific groups in society socio-economically. Thus, they can be more independent, are able to meet the basic needs of their lives, and are able to participate in community development.



Thus through community empowerment programs, people who formerly had not empowered economically, socially and ecology that people become more empowered, strength and ability so that they can be agents of change in development.

### c. Women Empowerment

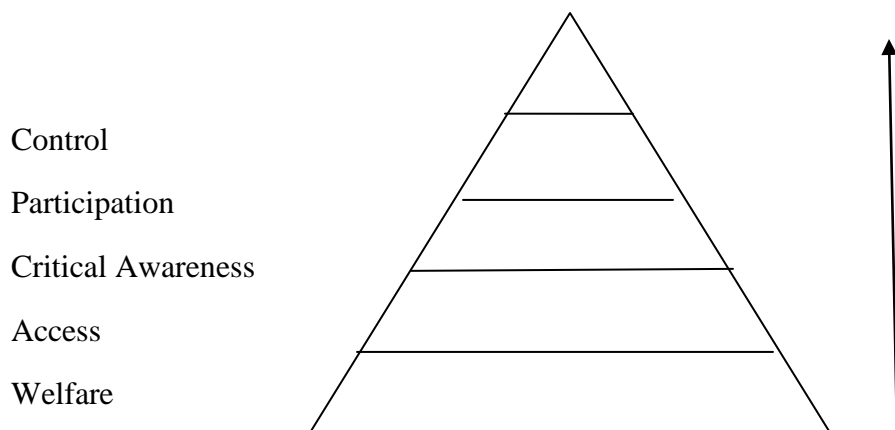
One of the approaches to development that has seen all the work of women, whether it is productive work, reproductive work, private work or public work is the empowerment of women or is also known as GAD (Gender and Development) approach. This approach leads to a structural approach that emphasizes the social construction of gender. According to Handayani and Sugiarti (2005) the implementation requires the support of the socio-culture of the community in national politics to put women equal to men.

Empowerment of women according to Suman (2007) is an effort to enable, to make the society independent, and eliminating discrimination. This can be achieved through encouragement, motivation, and awareness of its potential. The empowerment of women as a government policy has been set out in the Guidelines in 2009 which aims to enable women to participate actively in development without removing the reproductive role of women. Government policies aimed at the empowerment of women for the purpose of:

1. Improving the status and role of women in nation-building through national policies carried out by an institution that is able to achieve gender equity and equality (KKG) and
2. Improving the quality of role and independence of women organization while maintaining the unity of the values of the historical struggle of women in order to continue the empowerment of women, family and social welfare.

Sara Longwe in Handayani and Sugiarti (2005) sees women empowerment through five things, namely welfare, access, critical awareness, participation and control. Five of these dimensions is a synergistic relationship, complementary, and have a hierarchical relationship.

In this approach the equality level is directly proportional to the capacity level.



Source: Handayani and Sugiarti (2005)

Figure 1. Women's Empowerment Pyramid

Welfare dimensions in Longwe approach are measured from the adequacy of basic needs such as food, income, housing, and health. The gender gap at this level was measured from the welfare differences between men and women. For example; in income levels, mortality, or nutrition. Empowerment can not occur at this level, but it must be associated with an increased access towards the resources. Efforts to improve the welfare of women require the involvement of women in the processes and the higher level of equality.

In addition, the access dimensions notice differences in access between men and women. Lack of access to resources that lead to productivity is also low. In many communities, women are given responsibility for domestic works, so they do not have enough time to improve. Development is not fulfilled only by equitable access, due to lack of access resulting from gender discrimination. Therefore, to overcome the gender gap as a result of systemic discrimination it must be addressed through awareness. Furthermore, critical awareness is an effort to "fight" the subordination of women. The gender gap at this level is due to the assumption that the socioeconomic position of women is lower than men. Empowerment at this level by means rejecting that perspective. The goal is awareness of gender equality.

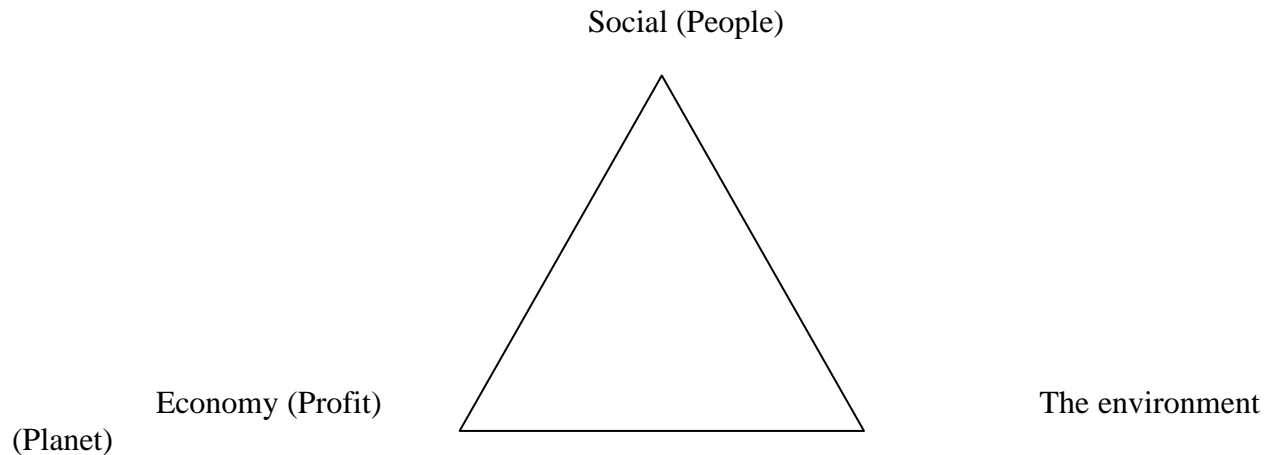
The Participation Dimensions, which is women's active involvement ranging from the definition of needs, project formulation, implementation and monitoring and evaluation. The increasing number women's participation is the result of empowerment. Participation is divided into quantitative participation (number of men and women involved) and qualitative (roles of men and women in decision-making). The latter is the control dimension, meaning that women should have the power to change the conditions of the position, the future of themselves and their communities. Equality in the power becomes a prerequisite for the realization of gender equality and empowerment in a prosperous society.

### **3. Corporate Social Responsibility (CSR)**

#### **a. Definition of CSR**

The concept of CSR according to CSR Asia consisting of "Triple bottom line" as outlined by John Elkington, which states that if a company wants to survive, it must pay attention to "3 P" (Profit, People and Planet). Companies in pursuit of profit (Profit) should pay attention and be involved in the fulfillment of public welfare (People) and contribute actively to protecting the environment (Planet).

### The relationship between Profit, People and Planet



**Chart I : Triple P**

In this case, companies are not just for profit, but more than that they also have an obligation to the welfare of the person (people) and ensure the sustainability of the planet (planet). "Profit" is defined as a form of economic aspects, "planet" as a form of environmental aspects and the "people" as a social or community aspects. The opinion of John Elkington on the concept of CSR provides a broader concern for the company in its business practices. Companies are required to understand the needs of the environment as resource of which conservation and sustainability must be maintained so that it can continue to be enjoyed by the present generations and stays being enjoyed by the next generation. Or in other words as a form of reciprocity between the companies and communities who have received the benefits from the natural resources.

As for the meaning of The World Business Council for Sustainable Development (WBCSD), the Corporate Social Responsibility (CSR) as an international organization consisting of 120 multinational companies from 30 countries of the world. WBCSD defines CSR as follows:

"CSR is the continuing commitment by business to behave ethically and contributed to economic development while improving the quality of lives of the workforce and their families as well as of the local community and society at large". (In Prayogo, 2011).

The definition reveals that CSR is business commitment to contribute to sustainable economic development, working with employees of the company, the employee's family as well as the local community and society as a whole in order to improve the quality of life. While the World Bank defines CSR as a business commitment to behave ethically and contribute to sustainable economic development, through cooperation with all stakeholders in order to improve their lives in ways that are beneficial to the business, sustainable development agenda and the general public. According to the Indonesian CSR Study Circle, CSR is painstaking efforts of business

entities to minimize the negative impacts and maximize the positive impact of its operations to all stakeholders in the realm of economic, social and environment to achieve the goal. Widjaya and Pratama (2008) in (Hadi, 2014) mention that there are three main points that form the understanding or concepts of CSR, those three are as follows:

1. CSR as a artificial person, the company does not stand alone and isolated. The company can not  
 declare that they have no responsibility to the economic, environmental and social.
2. Existence and sustainability of the company is determined by all stakeholders. The stakeholders  
 consist of shareholders, customers, suppliers, clients, customers, employees and their families, the local community and those involved either directly or indirectly with the company.
3. Implementing CSR also means carrying out the duties and daily activities of the company as a container to gain profits through business being carried and or managed.

Thus, CSR is an integral part of business operations (business) so running CSR also means running the company for a profit.

#### **b. CSR and the Corporate**

Corporate while operating the company does not only aims for profit. Rather, these companies should also be able to manage the social measures which can support the company when operating.

According to Hart (2010), multi-national companies today are required to bear greater responsibility than ever before, including the operations and policies of the company in developing products that are safe, provide high quality and reliable services, business conducted with ethical practices, rights on welfare, comfortable working conditions, fair trade, marketing and responsible communication, stakeholder involvement, transparency of information and the code of conduct.

Hart (2010) also added that the CSR it its development can become a tool the company used tactically to silence criticism and protect the image of the company or also can be used as an effective tool in a democratic society to create a socially responsible company and the environment by creating a sustainable business ethic. In other words, CSR has now become a mirror of social development in a democratic society, so that CSR is often used for economic growth with a balanced approach as to rationalize the growth of the construction so that it can be a tool for achieving prosperity for all people.

## **F. Research Methods**

### **1. Research Format**

This research is included into the type of qualitative descriptive study. Descriptive study by Whitney (in Nazir, 1988: 63) is the fact-finding research for proper interpretation. Studying the problems in society, as well as the procedure for the public as well as specific situations, including on relations activities, attitudes, views and processes are ongoing and the effects of a phenomenon. The purpose of this research is to create a description, picture or painting in systematic, factual and accurate information on the facts, properties and relationships between phenomena being investigated.

This research uses the case study method, the case study method is to give a detailed overview of the background, characteristics and distinctive character of the case, from the distinctive properties will be used as a general thing. (Nazir, 1988: 66).

This research was conducted at PT Sari Husada Yogyakarta with specialization Rumah Srikandi CSR Program in Kampung Badran, Bumijo Village Jetis Yogyakarta.

### **2. Research Object**

The object of this research is society as, especially women as recipient society of the Rumah Srikandi CSR Program in Kampung Badran, Bumijo Village Jetis Yogyakarta

### **3. Informants Decision Technic**

According to Koentjaraningrat (1993: 130) informants are certain individuals who were interviewed for the purposes of information, namely people who can provide information or information data needed by researchers, these informants have been selected from people who are truly trustworthy and know the object which is being studied.

### **4. Data Collection Techniques**

Data collection techniques in this study, the researcher used several ways:

#### **a. Interview (interview)**

The interview is the process of obtaining information for research purposes by way of question and answer face to face between the questioner to the answerer or respondent using an interview guide or interview guidelines (Nazir, 1988: 234).

#### **b. Documentation**

Documentation is data collecting activity by utilizing all important documents concerning the company in general, e.g., company profile, company web site, internal media and others.

### c. Literature review

The research was conducted using books as a source of reference data and theories related to the research that is being taken regarding the implementation of the Corporate Social Responsibility (CSR).

## **5. Data Analysis Techniques**

The data in this study will be analyzed qualitatively. Qualitative research is a procedure that produce descriptive data in the form of written words, or verbal people or observed behavior (Moleong, 2001: 103). In addition the data analyzed by the data analysis steps as follows:

### a. Data collection

Data collection was done by interviewing and collecting documents related to the study.

### b. Data reduction

Namely the process of sorting, simplification of raw data information obtained from field notes. Data reduction is done by way of a summary, encoding the data and creating clusters. To that end, the researchers carry out data sorting obtained from the interviews and the collection of documents that are relevant and meaningful with regard to research. This process will continue until the full report is composed.

### c. Data Presentation

It is the effort to illustrate the phenomenon / state in accordance with the reduced data into a report and presented in a systematic and easy to understand.

### d. Data Analyzing

Data analysis in qualitative research began to formulate and explain the problem, prior going to the field and lasted until the results of the research.

### e. Conclusion

Namely research problems which become a staple of thought to what is observed. At this stage the researchers draw conclusions on reduced data into reports systematically, by comparing, connecting and sorting data that leads to problem solving, able to address the problems and goals to be achieved.

## **6. Data Validity Test**

Technique performed in the data validity test is by triangulation techniques. According to Moleong (2001: 178), triangulation is a technique that utilizes data validity by using something other than the data for the purpose of checking or as a comparison against the data.

In this study, the researcher using a triangulation of sources. According to Patton (in Moleong, 2001: 178) it is mentioned that triangulation with the means to compare and check the source

behind the degree of confidence that the information obtained through the time and different tools in qualitative methods. It can be reached by way of:

- a. Comparing the observation data with interviews data
- b. Comparing the situation and perspective of someone with different opinions and views of people.
- c. Comparing the results of interviews with the contents of a document related.

## **RESULTS AND DISCUSSION**

### **A. Efforts of Women Empowerment In Rumah Srikandi CSR program PT Sari Husada Yogyakarta**

Through a community empowerment Rumah Srikandi CSR program in the field of health (Nutrition Development Program) RW XI Badran society empowered through nutrition awareness program aimed at encouraging mothers of toddlers to recognize the importance of knowledge about nutrition and child development through nutrition counseling, parenting education, nutrition consultation, free health checks specifically for mothers and infants, and program cooking demonstrations of healthy and nutritious foods that are useful for mothers and infants. Through a variety of health programs it is expected to increase awareness of the importance of health for mothers and infants/children and can reduce the number of children under five being malnourished and having poor nutritional status.

Community development in the field of children education (Child Education Development Program) is done through programs to improve the quality of education Early Childhood Education (ECD), by making early childhood schools and train the volunteers and managers of Early Childhood Education (ECD). The activity is carried out by the training of teachers / early childhood cadres, Comparative Study, Internships, and held a Parenting Education for the Cadres and ECD managers. As we all know, that the cadres and ECD managers who engage in Rumah Srikandi CSR program are the housewives who do not have teaching skills and knowledge in the field of teaching. Thus through the Rumah Srikandi CSR program it is expected that the citizens, especially the cadres and managers of early childhood education can be better cadres and skilled at teaching in early childhood education. Beside that, it is the establishment of a quality early childhood schools with adequate infrastructure.

Community empowerment in the field of micro-economic (Economic Development Program) of the Rumah Srikandi Program is focused on improving the living standard of the poor through increased family income and strengthening capacity in the field of cooperatives or microfinance institutions community. This increase in income of poor families by helping local communities develop productive activities such as handicrafts, food, and batik which is already running at Kampung Badran through the provision of business capital loans through local cooperatives. It is expected that by the strengthening of the cooperative it may develop the economic potential and may function and participate in supporting businesses owned by local residents, as required by the people of Kampung Badran Yogyakarta. In this case the "Srikandi"

Charity Cooperative that before there is Rumah Srikandi CSR program, it has not been incorporated, yet currently it becomes a Cooperative Organization that has been incorporated.

Efforts undertaken by PT Sari Husada in empowering Badran women to get a positive response from the public, especially female figure in Kampung Badran Yogyakarta. In the interview with Mz. Siti Rojanah, the Chairman of PKK RW XI Kampung Badran, Yogyakarta on May 12, 2015 were mentioned the following:

"With the Rumah Srikandi CSR Program, Badran Women become cleverer, so they can speak coherently and knows more about the health and nutrition"

Because we were given a lot of training and mentoring by PT Sari Husada. "Currently there are about 50 active female members in early childhood programs, Posyandu Plus and micro-economic program."

The same thing was also stated by Mrs. Endang Rohjiani which is a motivator figure for women in Kampung Badran Yogyakarta on May 15, 2015 the following:

"Rumah Srikandi CSR Programs, really help the women of Badran. Badran women who used to be less productive can become more productive, able to help the family, now many of them have small businesses on their own "

Similar thing was also stated by the Chairman of Kampung Badran RW XI Mr. Joko Sularno Yogyakarta on May 18, 2015

"Rumah Srikandi CSR Programs give positive impact for the advancement of women, especially in Kampung Badran. Now Posyandu Cadres that consist of housewives have multiplied, their knowledge and experience are also increasing because there are training, mentoring as well as a comparative study of PT Sari Husada. Beside that, now Kampung Badran owns an early childhood school and cooperatives that have incorporated "

According to Mr. Joko Sularno Rumah Srikandi CSR Program is also beneficial for all residents of Kampung Badran RW XI Yogyakarta. As presented in the following interview:

"Rumah Srikandi CSR program is very beneficial for the residents of RW XI Kampung Badran, because it helps the citizens, both in health, education and economy of the citizens. For example in the areas of health, IHC can currently be done continuously and have met all over the table according to the standard.

In education, we now have an early childhood school with complete facilities and professional faculty to be given appropriate training. In the economic field, the citizens were trained in business management, finance, administration, business motivation, and strengthening market linkages to support us at the time to open a business ". And indeed, each of the programs was joined by mothers who are members of the PKK, Working Groups, so it is with the Rumah Srikandi CSR Program in Badran women can be more advanced."



Thus PT Sari Husada in pursuing the empowerment of women through Rumah Srikandi CSR Program is really felt by citizens, especially women in RW XI Kampung Badran Yogyakarta.

## **B. Empowerment of Women Through Rumah Srikandi CSR Program**

Empowerment of women according to Suman (2007) is an effort to enable, make the society independent, and eliminating discrimination. This can be achieved through encouragement, motivation, and awareness of its potential. The empowerment of women as a government policy has been set out in the Guidelines in 2009 which aims to enable women to participate actively in development without removing the reproductive role of women.

According to Sara Longwe in Handayani and Sugiarti (2005) sees the empowerment of women through five things, namely welfare, access, critical awareness, participation and control. Five of these dimensions are synergistic and complementary relationship, and they have a hierarchical relationship.

Welfare dimensions in Longwe approach is measured from the adequacy of basic needs such as food, income, housing, and health. The gender gap at this level was measured from the differences of welfare between men and women. For example, in income levels, mortality, or nutrition. Empowerment can not occur at this level, but rather it must be associated with an increased access to the resources. Efforts to improve the welfare of women require the involvement of women in the processes and the higher level of equality.

In addition, the dimensions of access notice the differences of access between men and women. Lack of access to resources that lead to productivity is also low. Women in many communities are given responsibility for domestic work, so they do not have enough time to improve. Development is not only gained by equitable access, due to lack of access resulting from gender discrimination. Therefore, to overcome the gender gap as a result of systemic discrimination it must be addressed through awareness. Furthermore, critical awareness is an effort to "fight" the subordination of women. The gender gap at this level is due to the assumption that socioeconomic position of women is lower than men. Empowerment at this level by means rejecting that perspective. The goal is awareness of gender equality.

Participation dimensions, namely the involvement of women in active ways ranging from the definition of needs, project formulation, implementation and monitoring and evaluation. Increasing women's participation is the result of empowerment. Participation is divided into quantitative participation (numbers of men and women involved) and qualitative (roles of men and women in decision-making). The latter is the dimension control, meaning that women should have the power to change the conditions of the position, the future of themselves and their communities. Equality in the power becomes a prerequisite for the realization of gender equality and empowerment in a prosperous society.

Based on the research elements of the empowerment of women in Kampung Badran RW XI Yogyakarta through CSR Program Rumah Srikandi is as follows:

### 1. Welfare

Rumah Srikandi CSR program PT Sari Husada Yogyakarta has been able to inspire women's participation in family economic sufficiency. This is an evident that in the period of five years PT Sari Husada has programmed through its CSR activities, almost 50% of mothers in the RW XI Kampung Badran Yogyakarta has had a productive business such as handicrafts, food, and batik that are managed with the help of additional capital from Srikandi Charity Cooperative. In addition to the improved quality of life in the health sector through the activities of Nutrition Development Program, in education through Education Child Development and Nutrition Development Program as well as in the economic field through the activities of the Economic Development Program, significant influence over the creation of the welfare of the family.

## 2. Access.

The access capability of the women in the RW XI Kampung Badran Yogyakarta that become the target of Rumah Srikandi CSR Program is pretty good. The number of self-help groups of women who exist in Kampung Badran such as the PKK, a group Griya Rumpun, PUS (Women of Reproductive Age) Group, Independent Women Group, Prima Dahlia Village Group, Sartika Group (Sewing Women), Self-Supporting Women Business Group, and the Khoirunnisa Pengajian Group, it shows that women have good access. Women in Kampung Badran are not given other than the domestic burdens so that they do not have enough time to engage actively and improve the ability of themselves outside their household activities. Nevertheless, wide access is still owned by the women who take charge of the PKK, Posyandu and early childhood school, not evenly distributed to all the women in the RW XI Badran village Yogyakarta. For example, for the PKK staffs, Mz. Siti after Rumah Srikandi CSR Program, Mz. Siti got frequent demand as a speaker in various forums of women community, even Mz. Siti is currently the chairman of the Independent Women's group in Kampung Badran Yogyakarta.

## 3. Critical Awareness

Although in Kampung Badran there are many self-help community groups (SHGs) for active women such as the PKK, a group Griya Rumpun, PUS (Women of Reproductive Age) Group, Independent Women Group, Prima Dahlia Village Group, Sartika Group (Sewing Women), Self-Supporting Women Business Group, and the Khoirunnisa Pengajian Group, understanding and critical awareness on the different roles of sex and gender roles are still low. Badran women still do not understand gender equality so that in general women in Kampung Badran still assume that women had to be fully responsible for domestic household work. Thus, it is for every women's group activities carried out in the afternoon and even at night (after Isha), waiting for the husband came home from work, so that although women are active in women's groups, their domestic work remain dormant / not abandoned.

## 4. Participation

For women's participation in the activities of Rumah Srikandi CSR Program is pretty good. In this case women are involved in the planning, implementation and evaluation of CSR programs. In the implementation of CSR programs the participation of women in the Badran village is very good. It can be seen from the presence of women in each Rumah Srikandi CSR program activities. However, their participation is still limited to the scope of the women themselves in the form of their participation in the activities of the PKK and other women's

group activities that in fact all of its members are women. As for women's participation in strategic decision making in the household is still dominated by their husbands.

#### 5. Control (Equality in power.)

In terms of equality in power, the women in RW XI Kampung Badran Yogyakarta yet have a strong bargaining power in power over the factors of production and distribution of their resources. Women in Kampung Badran do not have the power to change the conditions of the position, the future of themselves and the community. Power in changing conditions in Badran society is still dominated by men.

### **C. Women's Empowerment Model that Needs to be Done In Kampung Badran Yogyakarta**

Based on the survey results it was revealed that the empowerment of women by PT Sari Husada Yogyakarta is already done and they already can feel the benefits. But it still needs to be improved with a model to empower women through various activities as follows:

- Critical awareness of women's empowerment.

In this case the necessary support of all relevant stakeholders (government, private sector, universities, NGOs) took part in raising the awareness and control of their rights and obligations as citizens and the role of women in development, for example through advocacy and counseling to women, so that women are aware of the role and responsibilities of the development process. Generally women's behavior is strongly influenced by Javanese socio-culture, where women are still often only considered as "*konco wingking* (sidekick)" of whom the only role is in the domestic field, around the kitchen, the well and the bed only.

- Empowerment of women capacity.

In this case it is done by improving the quality of resources in Kampung Badran women through vocational skills training of women so that women have a positive contribution to improving the welfare of their families and ultimately women have bargaining power in determining the fate and future, including the community.

- Empowerment of entrepreneurship through women group approach. Giving full support both moral and material (working capital) to the women in Kampung Badran who already have a productive business. With the entrepreneurial empowerment model through women groups approach, women in Kampung Badran are expected to be capable of being a tenacious and reliable entrepreneur.

## **CONCLUSIONS AND SUGGESTIONS**

### **A. Conclusion**

- Efforts to empower women by PT Sari Husada Yogyakarta through the Rumah Srikandi Corporate Social Responsibility (CSR) program with 3 pillars of the program, namely the

Economic Development Program, Child Education Development, and Nutrition Development Program have been carried out.

- In empowering women there are five dimensions that influence well-being, access to resources, participation, critical awareness and women control.

- Empowering women through CSR programs Heroine house in Kampung Badran Yogyakarta, still need improvement, especially in the dimension of critical consciousness and control.

- Women empowerment model that can be done to overcome this is through (1). Critical awareness of women's empowerment.

(2) .Empowerment capacity of women and (3). Empowerment of women's entrepreneurship through a group approach.

## **B. Suggestions**

- Models that have been formulated need to be tested and re-examined so that they truly fit the needs of women in Kampung Badran.

- There are limitations to this study namely women characteristic factors analysis that have not been indentified female characteristics that become the target of CSR program, so that the researcher hopes that further research will be able to overcome it.

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