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Efforts to Strengthen The Role Of Fisherman's Wife Through The Corporate Social Responsibility (Csr) Program To Improve The Family Economy In North Aceh Coastal Coastals

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Efforts to Strengthen The Role Of Fisherman's Wife Through The Corporate Social Responsibility (Csr) Program To Improve The Family Economy In North Aceh Coastal Coastals

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ABSTRACT

Fishing communities are included in disadvantaged groups in terms of economic, social and cultural conditions. Fishermen's income is very dependent on natural conditions and weather which is uncertain and cannot be ascertained, so the role of fishermen's wives to improve the family economy is very much needed. Article 74 of Law Number 40 of 2007 concerning Limited Liability Companies (UUPT) as the basis for implementing CSR principles in Indonesia which was followed up by the Government of Aceh by issuing Governor Regulation Number 65 of 2016 concerning Guidelines for the Implementation of Social and Environmental Responsibility that every private business entity is obliged to carry out CSR activities. The purpose of this study was to analyze the strengthening of the role of fishermen's wives to strengthen the family economy through the Corporate Social Responsibility (CSR) program on the coast of North Aceh. This study uses a sociological juridical approach, the data source consists of primary data and secondary data. Primary data was obtained by conducting field research in several sub-districts in North Aceh District. Data collection techniques were carried out through interviews with the parties involved in this study. The results of the research show that the CSR program has not been carried out by the company as regulated in the laws and regulations. Programs that can be carried out by companies in strengthening the role of fishermen's wives are by conducting guidance or training to develop skills for fishermen's wives as a form of effort to support the fulfillment of the family economy. Training or guidance can be done for the business of making fish crackers. Guidance is carried out from the manufacturing stage to marketing. The training is carried out by bringing in a mentor from a successful entrepreneur who is experienced and has many awards, the company monitors and evaluates the development of the program. Suggestion: companies in North Aceh District to immediately run a CSR program to strengthen the role of coastal fishermen's wives in an effort to improve the family economy as stipulated in the legislation.

Keywords

Strengthening, Role of Fishermen's Wives, CSR, Economy, Coastal

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1. Introduction

Communities that generally inhabit coastal areas are people who mostly work as fishermen who catch fish every day. The fishing community is included in the underdeveloped community group; underdeveloped economically, socially and culturally.¹

¹ I Ketut Wija Negara, dkk, 2020, Kondisi Sosial Ekonomi Masyarakat Pesisir dan Strategi Pengembangan Potensi Perikanan Tangkap di Kabupaten Buleleng, Provinsi Bali, *Jurnal: MANUSIA & LINGKUNGAN*, Vol 27 (2), hlm: 88-93, DOI: 10.22146/jml.56523, <https://www.jurnal.ugm.ac.id/JML/article/view/56523>.

In general, the people around the sea take advantage of existing natural resources to sustain their lives, especially in economic activities.

Fishermen's income is very dependent on natural conditions and weather. Of course this has an impact on fishermen's income which is uncertain and the amount cannot be ascertained. Fishing business carried out by small-scale fishermen is also very dependent on asset ownership such as fishing gear and also capital.² Coastal communities constitute the majority (63.47%) of the poor population in Indonesia who live in coastal and rural areas. Thus, they should receive serious attention, moreover there is a link between poverty and the management of coastal areas.³

The weak ability of fishermen's wives in carrying out the role of supporting husbands to improve the family economy affects the low welfare of fishermen's families. Fishermen's wives in the community naturally carry out multi roles, namely as wives and mothers who are at home taking care of and managing matters related to the household, including supporting their husbands in earning a living for the family and trying to give their best in survival together.⁴

Strengthening the role of coastal fishermen's wives through the Corporate Social Responsibility (CSR) program is needed to improve the economy of fishermen's families on the coast. A fisherman's wife can help improve the standard of living of the family and this is community empowerment which also means getting access to resources to make a living.⁵

According to Raodah⁶ The role of women in the public economy makes a very significant contribution to family life. Although in the role of fishermen's wives who generally still live in conditions of poverty whose livelihoods are uncertain. In fact, the ability of fishermen's wives is not optimal, especially in the field of fisheries, namely selling their husband's catch, processing fish due to their low knowledge. According to Pohuwato Sumrin and friends,⁷ the low level of education affects the mindset, especially in making decisions about managing the family economy. Another obstacle that becomes an obstacle is women's low access to capital resources, transportation and information.

Wibisono⁸ stated that CSR can be a promotion for companies and CSR programs as an investment for growth and sustainability. Every company has various forms of policies,

² Firdaus, M., & Rahadian, R. 2016. Peran Istri Nelayan Dalam Meningkatkan Pendapatan Rumah Tangga (Studi Kasus di Desa Penjajab, Kecamatan Pemangkat, Kabupaten Sambas). *Jurnal Sosial Ekonomi Kelautan dan Perikanan*, 10(2), 241. <https://doi.org/10.15578/jsekp.v10i2.1263>.

³ Menggala, S.R. 2016, Kemiskinan Pada Masyarakat Nelayan Di Cilincing. *The Indonesian Journal Of Public Administration (Ijpa)*, 2(1), 59-68.

⁴ Fitriana, 2016, Pemberdayaan Perempuan Dalam Meningkatkan Kesejahteraan Keluarga Melalui Industri Kecil Di Pedesaan (Studi dalam Kelompok Usaha Bersama (KUB) Serang Di Desa Pulorejo Kecamatan Purwodadi Kabupaten Grobogan). Universitas Negeri Semarang, hlm. 6. <https://eprints.walisongo.ac.id>.

⁵ Masykuri Bakri, 2011, *Dekonstruksi Jalan Terjal Pembangunan Negara Dunia Ketiga (Perspektif Pendidikan, Pemberdayaan Dan Pelayanan Publik)*, Visipress, Surabaya, hlm. 45.

⁶ Raodah, 2013, Peranan Istri Nelayan Dalam Meningkatkan Ekonomi Keluarga Di Kelurahan Lapulu Kota Kendari Provinsi Sulawesi Tenggara, *Jurnal "Al-Qalam"* Volume 19 Nomor 2 Desember 2013

⁷ Sumrin Et Al, 2015, Studi Peran Perempuan Pesisir Dalam Menunjang Aktivitas Perikanan Di Desa Torosiaje Laut Kecamatan Popayato Kabupaten Pohuwato, *Jurnal Ilmiah Perikanan Dan Kelautan*. Volume 3, Nomor 1, Maret 2015, hlm. 16 – 19.

⁸ Wibisono Y. 2007. Membedah Konsep & Aplikasi CSR. Gresik . Fascho Publishing, hlm. 12.

programs, or activities in implementing CSR. Implementation of CSR in various programs, one of which is empowerment that synergizes to empower the community⁹.

According to Bentham, J. in utility theory that an action becomes important to do or not is by tracing the advantages or benefits.¹⁰ Efforts to empower fishermen's wives to improve the local community's economy is the concentration of CSR on external stakeholders. Empowerment of fishermen's wives will bring benefits to improve the economy of fishermen's families which of course will provide great benefits to improve the welfare of fishermen's families.

In theory, responsibility is a condition of being obliged to bear everything (if there is something, one may be prosecuted, blamed and sued and so on).¹¹ While accountability is the result of an act done intentionally, either in the form of an attack or in the form of an agreement¹². One of the principles contained in Good Corporate Governance (GCG) is accountability which is the responsibility of the corporation towards the public interest (society) and the existence of cooperation between companies and stakeholders in creating wealth, employment and financially healthy companies.¹³

Strengthening the role of fishermen's wives to improve the family economy is very large, the wife does not only play a role as a regulator of financial problems in the household, but also directly works as a breadwinner to help husbands in meeting their daily needs, as found in North Aceh district of the wives Fishermen must work to help their husbands meet their daily needs.¹⁴ This is because the income earned by the husband as a fisherman cannot meet the necessities of life and must be assisted by the wife so that the living needs of fishing families in North Aceh Regency are usually met.

Strengthening the role of fishermen's wives for the success of efforts to improve the fishermen's family economy through the CSR program. Article 74 of Law Number 40 of 2007 concerning Limited Liability Companies (UUPT) as the basis for implementing CSR principles in Indonesia which was followed up by the Government of Aceh by issuing Governor Regulation Number 65 of 2016 concerning Guidelines for the Implementation of Corporate Social and Environmental Responsibility in that every private business entity obliged to carry out CSR activities.

The reality is that in 2021 Aceh will receive a CSR fund allocation of Rp. 90,613,970,316,¹⁵ and in 2022 get a budget allocation of Rp. 72.2 billion, CSR funds are very important to support the acceleration of regional development, reduce poverty, unemployment, and improve the quality of public services. In addition, CSR funds are also

⁹ Solihin, 2009. *Corporate Social Responsibility: From Chairity to Sustainability*. Jakarta, Salemba Empat, hlm.

¹⁰ Bentham, J. dalam A. Sonny Keraf, 1998, *Etika Bisnis, Tuntunan dan Relevansinya*, Kanisius, Yogyakarta, hlm. 93.

¹¹W.J.S Poerwadarminta, 1984, *Kamus Umum Bahasa Indonesia*, Balai Pustaka, Jakarta, hlm. 1014.

¹²Roscoe Pound, 1921, *Pengantar Filsafat Hukum, Harvard*, hlm 78

¹³Nyoman Tjoger, 2003, *Corporate Goovernance Tantangan dan Kesempatan Bagi Komunitas Bisnis Indonesia*, Prenhallindo, Jakarta, hlm. 51-52.

¹⁴ Rohmelawati, 2020, Peran Perempuan Dalam Meningkatkan Sektor Ekonomi Keluarga (Studi Kasus Petugas Kebersihan Jalan Perempuan, *Magenta*, Vol. 8, No. 2, hlm. 93-110

¹⁵Bappeda Aceh, 2021, *Evaluasi Terhadap Pelaksanaan Program Tanggung Jawab Sosial Lingkungan Perusahaan (TJSLP) di Aceh Semester I Tahun 2021*, <https://bappeda.acehprov.go.id>. Akses, 10 Februari 2022.

widely used for education and infrastructure development. as well as increasing welfare, optimizing resources and economic resources, and reducing social inequality.¹⁶ Utilization of CSR funds for community economic empowerment can reduce the poverty rate in Aceh amounting to 834.24 thousand poor people in 2021.¹⁷ CSR programs can be carried out through coaching or mentoring in the form of activities that increase the economy. Especially for the economy of coastal communities, fishermen's wives play an active role in the family, including participating in earning a living through various activities.

Although there are legal norms related to CSR and can be used as an important tool for empowering fishermen's wives in the form of training, business assistance to improve the family economy, there are no efforts to empower fishermen's wives on the coast, so the economic conditions of coastal communities have not improved. This study will analyze efforts to empower fishermen's wives through the Corporate Social Responsibility (CSR) program to improve the economy of fishermen on the coast of North Aceh and find solutions.

This study is a qualitative research, using legal research methods with an empirical juridical approach and socio-legislation. Location This research was carried out in the coastal area of North Aceh covering Tanah Pasir, Dewantara and Krueng Mane sub-districts, collecting data through field studies and literature. Data analysis and criticality are needed so that data can be interpreted, and find problems. If necessary, will revise the relevant legislation. According to Charterjee¹⁸ There is room for researchers to criticize, improve, and provide suggestions for revisions or cancellations and changes to laws that are weak and ineffective. In this context, it is related to the rule of law regarding the importance of strengthening the role of fishermen's wives along the coast of North Aceh.

2. Results And Discussion

2.1 Strengthening the Role of Fishermen's Wives to Support the Economy and Benefit.

Strengthening the role of fishermen's wives to support the economy of fishermen's families is a common thing. A fisherman's wife is like a wife in general who should be at home who manages and manages matters relating to the household. Tasks such as taking care of the cleanliness and tidiness of the house, taking care of children have become a normal routine for a woman in her role as a housewife and are very diverse in providing the best efforts for survival together..¹⁹

Fishermen's wives who have a multifunctional role, namely as workers or housewives and breadwinners.²⁰ Therefore, efforts to empower it are useful to encourage an increase in the welfare level of fishermen's families, and make a major contribution to the family from

¹⁶ <https://aceh.tribunnews.com>.

¹⁸ Charterjee, 2000, *Methods of Research in Law*, Old Bailey Press, London, hlm. 38 (NA-34).

¹⁹ Fitriana, 2016, *Pemberdayaan Perempuan Dalam Meningkatkan Kesejahteraan Keluarga Melalui Industri Kecil Di Pedesaan (Studi dalam Kelompok Usaha Bersama (KUB) Serang Di Desa Pulorejo Kecamatan Purwodadi Kabupaten Grobogan)*. Universitas Negeri Semarang, hlm. 6. <https://eprints.walisongo.ac.id>.

²⁰ Yudhy Harini Bertham, *et, al*, 2011, *Peranan Perempuan Dalam Perekonomian Keluarga Dengan Memanfaatkan Sumber daya Pertanian*, *AGRISEP*, Vol 10. No 1, hlm. 139, <https://ejournal.unib.ac.id/>.

their income, which is donated from the entire family income.²¹ The income contribution donated from the income earned is very useful in helping the family economy.

Menurut The utility theory from Jeremy Bentham that an action is worth doing or not is seen from the benefits it produces. This utility theory as cited by Shapiro ²² the principle of benefit is the basis used as a basis for consideration for each activity to the extent that the action will increase or conflict with happiness. In the context of strengthening the role of women as fishermen's wives in encouraging the improvement of their family's economy, this principle is used to analyze issues in determining settlements in terms of the benefits generated for the benefit of the people. The benefits obtained are in the form of utilizing CSR in an effort to improve the economy of fishermen's families who are on the coast. The fishermen's wives who are weak and powerless have an impact on the failure to improve the fishermen's family economy. Thus, the pattern of empowering fishermen's wives who are on the coast becomes an urgent matter to be carried out immediately.

2.2 Strengthening the Role of Fishermen's Wives Through Corporate Social Responsibility (CSR)

Strengthening the role of fishermen's wives through Corporate Social Responsibility (CSR) is one of the best obsessions in order to encourage the economic improvement of coastal communities. Sukada et al. revealed that all management efforts carried out by business entities to achieve sustainable development goals based on a balance of economic, social and environmental pillars, by minimizing negative impacts and maximizing positive impacts in each CSR pillar are important in a company's operational area, as stated by Campbell that the importance of CSR in an area is to consider the values of customary law norms that develop in the area of business operations towards the changing roles of multilateral, national and local stakeholders including CSR forums, government and private.

The government has an important role in the successful implementation of CSR programs because according to Yani Hendrayani and Nor Hazlina Hashim that the government is the main driving force and facilitator in CSR partnerships. Collaboration and stakeholder involvement are the main activities. cooperation and community participation must be developed with a downward orientation through community empowerment.

Corporate social and environmental responsibility is the obligation of every company that runs a business/related to natural resources in accordance with Article 74 of Law No. 40 of 2007. Companies that carry out their business activities in the field and/or related to natural resources are required to carry out Social Responsibility and Environment. Implementation of the mechanism for empowering coastal fishermen's wives through ineffective CSR programs will have an impact on the weakness of fishermen's wives in supporting the economic improvement of fishermen's families. Thus, empowering fishermen's wives is a serious concern so that the goal of improving the

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²²Bentham, J. dalam Shapiro, I. 2006. *Asas dan Moral Dalam Politik*, Jakarta: Yayasan Obor Indonesia bekerja sama dengan Kedutaan Besar Amerika Jakarta dan Freedom Institute, hlm. 14.

welfare of the community, especially coastal communities through CSR programs can run effectively in order to realize economic improvement that will reduce poverty in fishing families in general.

2.3 Efforts to Strengthen the Role of Fishermen's Wives Through Corporate Social Responsibility (CSR) Programs to Improve the Family Economy on the Coastal Islands of North Aceh

Trengthening the role of fishermen's wives through the Corporate Social Responsibility (CSR) program to improve the fishermen's economy on the coast of North Aceh. The urgency of strengthening the role of fishermen's wives in supporting the family economy in society. Related to the issue of strengthening the role of fishermen's wives through the CSR program, it is able to influence the values of togetherness and sustainable development in order to improve welfare for the people. However, until now it is still a problem in the lives of coastal communities due to unsatisfactory empowerment patterns.

Strengthening the role of fishermen's wives is an important element as an effort to improve the fishermen's family economy. Implementation of these obligations can be carried out through coaching or mentoring in the form of activities that improve the economy through CSR programs implemented by companies in North Aceh District. Especially for the economy of coastal communities, because the fisherman's wife plays a role as a regulator in the family, she also makes a living. Fishermen's wives in North Aceh Regency are also the breadwinners because their husbands' income as fishermen is unstable, not sufficient for their daily needs and uncertain, sometimes there is sustenance, sometimes there is none. So that fishermen often refer to the term "Raseuki Rimueng" sometimes there is, sometimes there is absolutely no fortune to get from fishing in the sea. So that in this condition, fishermen's wives have to help make a living for their family's economy, even though their income is not large, especially in the coastal area of Bangka Jaya, many fishermen's wives work as brick makers, some also take part in trawl trawlers at sea. The work of trawlers is usually carried out by men, but in Gampong Bangka Jaya, Krueng Geukuh trawlers are also carried out by women and fishermen's wives. In addition to working as a maker of bricks and trawl tarek, there are fishermen's wives who also open small businesses selling grocery items for the daily needs of local residents, and selling ice cubes as well for the needs of fishermen's fish, the capital is from money from gatherings with cooperative mothers . Selling this is an alternative business for her husband who is a fisherman when he is not going to sea to find fish.

In Tanoh Anoe, fisherman's wives work to dry fish, get paid, or dry their own and then sell them. Some sell grocery, sell vegetables around the villages, and some sell fishing equipment for fishermen. However, working to dry fish has its obstacles when the big waves of fishermen don't go into the sea, so there are no fish to dry.

In Kuala Keuruto Barat, Tanah Pasir District, the job of a fisherman's wife is to make mats and sell them. Most of the fishermen's wives plant seuke trees, for the production of mats, on average the women there are very proficient at weaving mats, until now Kuala Keuruto is known as a traditional mat-producing area. But constrained in the marketing process. Mats that have been woven are only entrusted to other people to be brought to the market, and are only sold to areas around North Aceh.

In connection with the implementation of CSR programs that must be carried out by companies in North Aceh Regency, as emphasized in Article 74 of Law Number 40 of 2007 concerning Limited Liability Companies (UUPT) as the basis for implementing CSR principles in Indonesia, which was then followed up by the Government of Aceh by issued Governor Regulation Number 65 of 2016 concerning Guidelines for the Implementation of Corporate Social and Environmental Responsibility that states that every private business entity is required to carry out CSR activities.

However, based on the results of research in North Aceh District, PT. Pupuk Iskandar Muda (PIM) is in the form of mentoring for community skills training as well as financial assistance for community business capital, especially for women or fisherman's wives who are around companies in North Aceh Regency, where there is assistance of sacrificial cows on Eid al-Adha. For men, there was haircut training provided by (PIM), but no assistance was provided for barbering tools, so the barbering business did not work, because the community did not have the capital to open a barbershop.

Thus CSR funds from companies in North Aceh Regency have never been obtained by fishermen's wives who are around the company, only Direct Cash Assistance (BLT) from the government for underprivileged communities which are obtained as assistance for additional business capital and to help daily needs.

Based on the results of research conducted in North Aceh District, CSR programs have not been carried out by companies as stipulated in laws and regulations. The CSR program or the company's responsibility to the community/stakeholders, one of which is the community around the company, is expected to be able to improve the welfare of the community, especially those around the company.

Programs that can be carried out by companies as an effort to strengthen the role of fishermen's wives are by conducting guidance or training to develop skills for fishermen's wives to support the fulfillment of the family economy. Training or guidance can be done for businesses whose ingredients are fish. Such as training on how to make professional fish crackers, by inviting experts to make crackers that can be marketed overseas.

The guidance process is carried out from the manufacturing stage to the packaging and marketing process. The training is carried out by bringing in a mentor from a successful fish cracker entrepreneur who is experienced and has many awards. Furthermore, in implementing the program, the company's duty is to monitor and evaluate every week for the development of the program. As a follow-up to the training, the company facilitated the group to build the fish cracker business by providing funding and start-up capital to purchase materials and production equipment. The development of this fish cracker business is carried out on an ongoing basis until this business can later be passed on to the next generation, in the form of an Independent Group Business (UKM) under the company's guidance, considering that crackers are a necessity for the people of Indonesia, the world and Aceh in particular.

Management of the CSR program that is carried out in a sustainable manner is one way to realize the success of the program which can be self-sufficient for fishermen's wives in coastal areas. Through systematic and planned planning of the implementation of activities that are more based on the concept of strengthening the role of coastal fishermen's wives. The concept of empowerment by strengthening the role of fishermen's wives is able to open discourse for the formation of positive thoughts in the community

about the presence of a company. This program also provides an illustration that women who were previously seen only as housewives who had no economic value in increasing family income, were transformed into potentials who were able to independently contribute to improving family welfare.

4. Conclusion

Uncertainty over catches and the low income earned by fishermen ultimately encourage fishermen's wives to work so they can make ends meet. Fishermen's wives have an important role in increasing household income so that it is considered appropriate to be the main target in the empowerment program to strengthen the role of fishermen's wives which is oriented towards improving living standards through CSR programs. However, the CSR program in North Aceh has not been carried out by the company as stipulated in the laws and regulations. Programs that can be carried out by companies as an effort to improve the family economy by strengthening the role of fishermen's wives through guidance or training to develop skills for fishermen's wives. Training or guidance can be done for the business of making fish crackers. Guidance is carried out from the manufacturing stage to marketing. The training is carried out by bringing in a successful entrepreneur mentor who is experienced and has many awards, the company monitors and evaluates the development of the program. The business of making fish crackers is made in the form of SMEs under the guidance of companies in North Aceh. Suggestion: companies in North Aceh District to immediately run a CSR program to strengthen the role of fishermen's wives in improving the family economy as stipulated in the legislation.

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