
RESEARCH ARTICLE

Manifestation of PLN Nusantara Power UP Rembang in the Implementation of the Concept of Creating Shared Value in the Community Empowerment Program "DEWI SRI WARDANI"

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ABSTRACT

The shift in the development of the concept of CSR in carrying out social responsibility is a clear form that in carrying out TJSL, it is also experiencing development. The concept of Creating Shared Value is a new keyword for companies to carry out social responsibility. Likewise, PLN Nusantara Power UP Rembang, as a business entity that is committed to managing social responsibility, has implemented these CSV programs. The implementation of CSV was carried out in the DEWI SRI WARDANI program in Sendangasri Village by promoting Waste for Empowerment to turn company waste into something of added value for both the community and the company. Using a descriptive qualitative approach, it will explain in detail how PLN Nusantara Power UP Rembang empowers the DEWI SRI WARDANI group to utilize and manage company waste into something useful that succeeds in creating economic improvements and environmental improvements for the people of Sendangasri Village and providing company benefits from aspects of waste management, company and its savings.

KEYWORDS

Social Responsibility, Creating Shared Value, Waste, Added Value

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1. Introduction

The Social and Environmental Responsibility Program (TJSL) is a program that is implemented and implemented by the company as a form of effort to advance the community around the company while simultaneously supporting the creation of the company's existence as a "good business". The CSR program carried out by the company is one of the proofs of the company's real contribution to supporting sustainable life in society by increasing capacity, improving the community's economy and promoting activities that seek environmental conservation. PLN Nusantara Power UP Rembang, with a unit capacity of 2 x 315 MW, is a business unit belonging to the PLN Group, which has implemented community empowerment programs through CSR for many years as the company's contribution to the welfare of communities around Rembang Regency and more broadly. Since 2013, PLN Nusantara Power UP Rembang has carried out various community empowerment activities in various forms, both through charity CSR programs, supporting public infrastructure, capacity building programs, and community empowerment-oriented CSR programs. Over the years, PLN NP UP Rembang has succeeded in advancing local potentials in society.

At present, the implementation of community empowerment programs by implementing the concept of Corporate Social Responsibility (CSR) alone is considered insufficient because it focuses on the formation of values in society. The times have also encouraged developments in the concept of implementing community empowerment programs, namely the concept of Creating Shared Value or CSV. Creating Shared Value (CSV) is a concept that tries to transform companies into playing multiple roles by forming economic value (social value) together (shared) without either being prioritized or set aside. An approach that evolves

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through CSV becomes more relevant to today's and future business strategy if done right and well. The creation of shared values between companies or corporations, non-governmental organizations and residents who are beneficiaries will produce development programs that can address real problems in society. The CSV concept places the community, including its stakeholders, as partners, the "subjects" of peers. While the concept of CSR places stakeholders as "objects".

The implementation of Creating Shared Value (CSV) is currently the focus of several corporations in Indonesia in carrying out their business strategies, especially in implementing community empowerment programs in society so that they can provide greater value. Likewise, PLN Nusantara Power UP Rembang has also begun to develop the implementation of community empowerment with the concept of creating shared value in its community empowerment program. The application of the CSV concept promoted by PLN Nusantara Power UP Rembang is also in line with the company's vision and mission. In the mission of PLN Nusantara Power in point 2, namely "Maintaining the highest level of performance to provide added value to stakeholders", the company's mission is one of the company's commitments to obtain maximum performance results to provide a multiplier effect for company stakeholders including the community. This is in line with the community empowerment program through the implementation of social and environmental responsibility or CSR. One of the CSV programs run by PLN Nusantara Power UP Rembang is the DEWI SRI WARDANI Program.

The DEWI SRI WARDANI program is a community empowerment-based development program carried out by PLN Nusantara Power UP Rembang in Sendangasri Village, Lasem District, Rembang Regency. DEWI SRI WARDANI is an integration program between two programs, namely DESSEN Sendangasri and Women Empowered Farmers, who strive to develop artistic and cultural potential with agricultural potential. This is one of the company's contributions to developing and enlivening the local potential of the region in creating a sustainable life. The implementation of CSV in the DEWI SRI WARDANI program was raised through social innovations made, namely MBAH BERSERI (FABA Waste for Sendangasri Sustainable Life) and MBAH DALANG (Communal Cages Waste Management for the Environment). This innovation creates CSV value by managing waste produced by PLN Nusantara Power UP Rembang to be managed by the community into something useful and of use value that can improve the economy and people's welfare. This is also an effort to reduce corporate waste in business operations. This innovation concept is a form of shared value creation between the company and the community through the DEWI SRI WARDANI program.

2. Methods

In writing this, one of the steps to explain the CSR strategy of PT PLN Nusantara Power UP Rembang related to the manifestation of the implementation of community empowerment with the concept of creating shared value is explained using a descriptive qualitative method. Qualitative Research Methods are research that is used to study people's lives, history, behavior, organizational functions, social movements or kinship relations. The purpose of this qualitative research is to explain a phenomenon as deeply as possible by collecting data that is as deep as possible, which shows the importance of the depth and detail of the data studied. This qualitative research seeks to explain the process of community empowerment carried out by the CSR of PT PLN Nusantara Power UP Rembang in depth.

2.1 Explanation

2.1.1 Get to know the DEWI SRI WARDANI Program

The DEWI SRI WARDANI program is an integration program between two group programs, namely DESSEN Sendangasri and Women Empowered Farmers, as an effort to develop the local potential of Sendangasri Village, namely arts and agriculture. This program is specifically carried out in Sendangasri Village, which is approximately 8 km from the company area, and this program empowers artists and craftsmen as well as women farmers in Sendangasri Village with a total of 50 beneficiaries. The DEWI SRI WARDANI program tries to form Sendangasri Village with the concept of Eco-Art Village, which seeks to maintain arts and culture that mix and match with environmental preservation. Some of the activities that have been managed by the DEWI SRI WARDANI group include the arts and culture sector; there are regular art performances which are held every two weeks, art training (traditional dance and karawitan), which are open to the general public, management of arts crafts (such as wayang, sculpture chisels, pottery, rope and bamboo), UMKM booths, art learning centers, and reading carts. Then, in the agricultural sector, there are several activities that have been carried out, including the management of P2L (Sustainable Food Yards), livestock units with communal pens, processed agricultural products, milling houses, and members' savings and loans.

In addition to activities in each sector, there are also several activities included in the social innovation program launched by PLN Nusantara Power UP Rembang, including MBAH BERSERI and MBAH DALANG. MBAH BERSERI is an innovation launched as a group activity to manage and utilize FABA in arts and crafts. Then MBAH DALANG itself is an innovation in group activities to

manage goat manure into something of value, namely organic fertilizer. The innovations in this proposed activity carry the concept of Waste for Empowerment, which utilizes waste, in this case, corporate waste, to become something of use value that has good economic and environmental values to improve people's welfare.

The Eco-Art Village concept is a major goal of the DEWI SRI WARDANI program, which has several issues related to environmental issues and socio-cultural issues. One of the environmental issues that arose in this village was the accumulation of KOHE waste that was simply thrown away, which then contributed to pollution in the community environment. On the other hand, one of the socio-cultural issues in Sendangasri Village, which is known as the village with the greatest potential for cultural arts in Rembang, is the loss of artisans due to difficulties in accessing raw material sources for each craft. Then, this program stimulates group members to be able to develop and develop Sendangasri Village to maximize its local potential. Then, the concept of empowerment with Eco-Art Village is the only model of empowerment that can be found, especially in the Rembang Regency environment or maybe even more broadly.

2.1.2 Implementation of CSV in the DEWI SRI WARDANI program

Creating Shared Value, often known as CSV, is a new empowerment concept within the company's operational environment. This CSV program is a community empowerment program within the company's operational circle by providing local community improvements and efforts to be able to increase more than a few steps in increasing quality and quantity in various social and business activities. Whether it's improving the quality of society in the fields of agriculture, plantations, animal husbandry, or fisheries, companies that implement the CSV program will get a very large value if the quality of the people who have been trained will improve their quality significantly. Then, the community also receives benefits and enlightenment with several steps, namely enlightenment in governance, managerial, as well as production and marketing. Companies that implement the CSV program will get very large value if the quality of the community has been carried out because it will improve its quality as a whole significantly. Then, the community also receives benefits and enlightenment through several good steps, namely enlightenment in governance, management, as well as production and marketing.

One of the implementations of the CSV implementation in the DEWI SRI WARDANI program fostered by PLN Nusantara Power UP Rembang is presented through its social innovation activities, namely MBAH BERSERI and MBAH DALANG. Conceptually, these social innovation programs are activities of managing company waste to be managed by the community or group members into something of value, both economically and environmentally, and this helps the community manage waste within the company. The following is a schematic depiction of CSV implementation in the DEWI SRI WARDANI program:

CSV Scheme in the DEWI SRI WARDANI Program



Results of Schematic Processing by PLN Nusantara Power UP Rembang, 2023.

First, social innovation MBAH BERSERI, known as FABA Waste for Sustainable Life Sendangasri, is a social innovation carried out by PLN Nusantara Power UP Rembang for groups to utilize and manage FABA into something of added value, including FABA pottery and FABA chiseled statues. This innovation was carried out as a form of response to the disappearance of pottery and sculpture craftsmen in Sendangasri Village due to a scarcity of raw materials to make these crafts. For example, in Rembang Regency, it is very difficult to find clay as a raw material for making pottery. So far, pottery craftsmen have been looking for raw materials by buying from other areas, which, of course, takes time to purchase and costs more and is inversely proportional to the profits the pottery craftsmen get. Then, many sculpture craftsmen in Sendangasri Village still use natural rocks as raw materials in making sculptures. Not to mention that some time ago, there were cases of landslides in stone mining areas. In addition to starting to reduce natural rocks for raw materials for making statues, this also threatens the reduction of natural rocks, which become environmental ecosystems.

Then, through MBAH BERSERI, it tries to offer craftsmen in Sendangasri Village and members of the DEWI SRI WARDANI group to utilize FABA waste belonging to PLN Nusantara Power UP Rembang into pottery and sculptures. In this case, FABA is a substitute or substitute for raw materials commonly used by craftsmen to make pottery or sculptures through a knowledge transfer process carried out by PLN Nusantara Power UP Rembang to craftsmen on how and how to manage FABA. Substituting raw materials with FABA to make pottery and sculptures is one of the efforts to overcome problems related to the scarcity of raw materials for crafts and is a step with the community to assist companies in managing company waste. Through the use of FABA as a raw material, it has also succeeded in reducing the cost required by craftsmen to purchase raw materials, and the quality of the products produced is much better and supports efforts to reduce the use of natural stone in the environment. Besides that, the innovation of MBAH BERSERI is also an effort by PLN Nusantara Power UP Rembang to reduce waste within the company.

Second, the innovation of MBAH DALANG activities, known as Communal Cages Waste Management for the Environment. It is an activity of managing livestock manure into useful-value products that apply a zero waste integration farm system. One of the environmental issues that occurred in Sendangasri Village was the accumulation of KOHE in the community, with a daily waste rate of 2062.5 kg/day, which became one of the threats to environmental pollution in the community. The management of livestock waste has been carried out by the environmental sector through the management of green houses and sometimes livestock. One of the efforts made to carry out integrated waste management is by managing livestock waste owned by PLN NP UP Rembang to become organic fertilizer and used in an integrated manner with green houses. This management is one of the efforts to reduce carbon emissions in the Rembang PLTU unit. The activities that have been carried out by the PLN NP UP Rembang have been transferred to the community, in this case, the DEWI SRI WARDANI CSR group. This transfer of knowledge is one of the value formation that has been carried out by the company to the community, in this case, the management of livestock waste into organic fertilizer. Then, the system innovation was born through MBAH DALANG, which created a system for managing animal waste into something that is useful as organic fertilizer that can be used for local agriculture. In addition to managing animal waste in the Sendangasri community, PLN Nusantara Power UP Rembang has one landfill in which there is an In Situ Area, which also produces non-hazardous waste in the form of animal manure every day. Even though this waste has no effect on the life of the community around the company, through MBAH DALANG, the group is also able to move to manage the animal waste. So that through the activities of this group, the community also helps to reduce the company's non-B3 waste.

The two social innovations that have been carried out by PLN Nusantara Power UP Rembang as an effort to implement Creating Shared Value have succeeded in creating mutual benefits for both the community and the company. The utilization of FABA and KOHE produced from the PLN Nusantara Power UP Rembang company area has also been ratified through a cooperation agreement between the company, the DEWI SRI WARDANI group, and the Sendangasri Village community. The CSV concept, namely, Waste for Empowerment, has succeeded in providing added value to society and added value to companies, especially in reducing the amount of company waste and saving on the company's waste management. Apart from that, the use of FABA in crafts itself is also one of the efforts to support the creation and management of the Eco-Art Village concept in Sendangasri Village.

2.1.3 Created Mutual Benefits

One of the goals of implementing CSV itself is to create added value or mutual benefits for the company and company stakeholders or, in this case, the community. Through the implementation of this CSV, the company or PLN Nusantara Power UP Rembang has been assisted by the community through managing company waste. Through the MBAH BERSERI activity, which in this case turned the company's FABA waste into group crafts, it has returned benefits to the company in the form of managed company waste in the form of 10,500 kg of FABA and has become a form of savings in FABA waste management for the company in the amount of Rp. 525,000,000. then through the MBAH DALANG activity, where the management of the company's waste by the fostered group

certainly helps the management of the company's non-B3 waste. By managing the company's livestock waste, it is able to provide benefits and return benefits for the company by managing the company's non-B3 waste of 5,940 kg/year, and this also provides savings in the company's non-B3 waste management of Rp. 59,400,000. From an environmental standpoint, this non-hazardous waste management has contributed to the reduction of greenhouse gases in the PLN Nusantara Power UP Rembang unit by 29,700 Kg/CO₂-eq.

Apart from providing added value or shared benefits for the company, of course, the management and implementation of the CSV program in DEWI SRI WARDANI also has a positive impact on group members and craftsmen. One of the impacts is an increase in economic income through the management of these FABA craftsmen and group members, amounting to 3,350,000/month or the equivalent of 36,000,000 per year from the sale of these FABA crafts. In addition, using FABA as a substitute for raw materials used by craftsmen has succeeded in reducing the cost of craft raw materials by 12,000,000 per year. This is also a form of support for economic improvement as one of the social needs needed by the community. Apart from the economic side, the good benefits that are generated are improvements to the environment by managing animal waste. Through the management of goat livestock waste in Sendangasri Village by the DEWI SRI WARDANI group, they are able to manage 9,900 kg/year, which is equivalent to being able to prevent the formation of Greenhouse Gases of 49,5000 CO₂-eq. This illustrates that the community is able to overcome environmental problems outside the company unit, especially in managing livestock waste.

3. Conclusion

PLN Nusantara Power UP Rembang, as one of the companies that is developing among the people of Rembang Regency, has contributed to community development and assistance through community empowerment programs. Following the times of development, the implementation of the community empowerment program has also experienced development with the birth of a new concept of empowerment through the Creating Shared Value (CSV) program, which is the principle of realizing good practice among corporations. As a business entity, PLN Nusantara Power UP follows these developments by launching the implementation of the CSV program through the DEWI SRI WARDANI program. The implementation and application of the CSV were presented by MBAH BERSERI and MBAH DALANG as a social innovation in the development of the DEWI SRI WARDANI program. The CSV concept, which is titled Waste for Empowerment, has succeeded in turning company-owned waste into something of high added value for society and the company. Waste management is carried out by utilizing FABA waste and non-hazardous waste in the form of animal manure in the company's in situ area. FABA waste is managed and utilized as a substitute for raw materials for pottery and sculpture. Then, the Non-B3 Waste generated from the company's In Situ Area is managed by the community to be used as organic fertilizer, which supports local agriculture in Sendangasri Village. The added value or joint benefits resulting from the implementation of this CSV for the company are the management of the company's waste, both FABA waste and the company's Non-B3 waste in the In Situ area and support the reduction of greenhouse gases from the waste management results. Then, the added value given to the community is an increase in income that is in line with economic improvements in the community and supports environmental improvements in the form of reducing greenhouse gases. Conceptually, waste management for crafts and the environment is one way for the company to support the creation of the Eco-Art Village concept in Sendangasri Village in the implementation of the DEWI SRI WARDANI program, which leads to the ultimate goal of community welfare.

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