



IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PT. SARIWIGUNA BINASENTOSA, THROUGH THE BROILER CHICKEN CULTIVATION PROGRAM, TO IMPROVE CAPACITY BUILDING AND COMMUNITY WELFARE IN SAMPIK BACKWOODS, AIR BARA VILLAGE

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Abstract

One of the concrete steps for change to contribute to the society and environment where the company locates is through the Corporate Social Responsibility (CSR) program. The CSR program aims to improve the company's good name, maintain good relations between the company and stakeholders, help with problems in the surrounding environment, and improve community welfare. PT. Sariwiguna Binasentosa is a tin smelting, processing, and marketing company spread across several areas in Bangka Belitung Islands, one of which is in Air Bara Village. This type of CSR program conducts in Sampik backwoods, Air Bara Village. It is through community empowerment for broiler chicken farming. The selection of program activity type is where broiler chickens are economical livestock compared to other livestock. In addition, the growth is fast, and meat production is relatively short is 5-7 weeks. However, there are some drawbacks of this broiler cultivation or livestock, such that they are susceptible to disease, easily stressed, and selling prices are relatively fluctuating. The success of broiler farming is seeable from various aspects, including feed, body weight, etc. The results of cultivating twice the period showed a decrease in the mortality rate of chickens by 2.17%. In the first period, the death rate was 7.77% (39 of the 502-population died). While in the second period, the mortality rate was 5.60% (28 of the 500 population). The group succeeded in reducing the death rate of chickens by controlling the causal factors.

Keywords: broiler chickens, CSR, community empowerment, economic improvement, PT SBS

INTRODUCTION

PT. Sariwiguna Binasentosa (SBS) is a company that produces tin bars with its operational location in Pangkal Pinang, Bangka Belitung Islands Province. PT Sariwiguna Binasentosa (SBS) is fully aware of the risks and impacts of tin processing activities on the environment and biodiversity around mining and processing sites. The mining business itself is a necessary sector in the country's economic order, so in the sustainability of mining, it must be able to minimize negative impacts or risks, one of which is through the role of companies in the field of Corporate Social Responsibility (CSR).

CSR is a concept by which organizations integrate social and environmental issues into their business operations and interact with stakeholders with pleasure. Comprehensively social responsibility relates to what is or should be the relationship between companies, government, and society. Another definition of CSR relates to the relationship between the company and the local community where the company operates (Crowther & Aras, 2008). In Indonesia, regulations connected to CSR in mining companies are explained in Article 108 paragraph (1) of Law Number 4 of 2009, relating to the specificity of CSR regarding mineral and coal mining (UU 4/2009), namely

"IUP and IUPK holders are obligated to formulate community development and empowerment programs." Article 106 paragraph (4) PP 23/2010 explains that CSR must conduct by mining companies with the main priority on communities around WIUP and WIUPK that are directly affected by mining activities (Badan Pemeriksa Keuangan Republik Indonesia, 2009).

One of the CSR programs carried out by PT. Sariwiguna Binasentosa is a community empowerment program to improve the economy through broiler cultivation or livestock. This species can grow fast because it can harvest at any age of 5-7 weeks. These advantages rely on genetic traits and environmental conditions, including food, the surrounding temperature, and maintenance (Umam et al., 2011). Broiler chickens have broad market prospects. Broiler chickens also have advantages in that they do not require large areas for maintenance, have fast growth, and are efficient in converting feed into meat. Broiler chickens have weaknesses that tend to be susceptible to disease (Ulupi et al., 2015).

The purpose of the CSR program in Sampik backwood, Air Bara Village, through empowering the community's economy through broiler chickens, which expect to be able to improve the economy of the community around the mining site of PT. Sariwiguna Binasentosa.

METHOD AND PROCEDURES

The implementation of this program locates in Sampik backwood, Air Bara Village Air Gegas District as a Mining Business Permit Area (WIUP). This program intend to start in 2021, and the implementation will begin in 2022, but the program initiation started in 2021. This program focuses on rearing broilers on backwood owned by unproductive residents in backwood locations far from the village center.

The methods and approaches used in this program are community development which goes through several stages, including 1) Survey and preparation of cultivation sites involving target audiences, 2) Formation of livestock groups, 3) Outreach regarding broiler farming involving the Team PT SBS CSR, and local stakeholders, 4) Assistance and training on how to raise chickens and their management, 5) Dissemination of results related to chicken livestock products and 6) Program monitoring and evaluation. Activity indicators use for measuring the achievement of activities. It acquired four indicators used for CSR programs: Input, Output, Outcome, and Impact. The input contains the sub-activities carried out and measured in special units. Output is the immediate results that feel after being carried out or given by the input and measured with a defined section. Outcomes are results that are not immediately felt after the input treatment, while Impacts are long-term results that society can feel.

RESULTS

CSR program from PT. Sariwiguna Binasentosa (SBS) focuses on improving the welfare of the backwood community living in the company's Mining Business Permit Area (WIUP), namely

Sampik backwood and Air Bara Village. At the beginning of the activity, we make drafting projects and work plans by adjusting the inputs and outputs of program implementation. In the following, we also present a suitability table between the input and output of activities to the field prepared in the work plan.

Table 1. Suitability of chicken farming program activities with Renja

Input				Output			
Activities	Target	Realization	Unit	Description	Target	Realization	Unit
Land preparation for breeding chickens	1	1	time	Land preparation for breeding chickens	1	1	time
Formation of community groups	1	1	time	Formation of community groups	1	1	time
Socialization of the program to the society	2	3	times/years	Socialization of the program to the society	2	3	times/years
Increasing knowledge of breeders	2	8	times/years	Increasing knowledge of breeders	2	8	times/years
Program development	1	1	cycle	Program development	1	1	cycle

Beginning Activities

The chicken farming program was carried out in several stages by conducting a regional study to check the land, and water content, then carrying out the land clearing process. This activity carries out by the representatives of the residents, CSR PT. Sariwiguna Binasentosa (SBS and local stakeholders). After clearing the land, we built the cages, and the operation took almost a month. From the HR side, capacity building conducts for members of the "Sampik Jaya" Chicken Cultivation Group who already have legal status from Air Bara Village. This capacity building implements through a mentoring system, both in person with meetings that took place eight times, even coaching offline via the WhatsApp group.



Figure 1. Land preparation survey and cage construction

Middle Activities

After the initial activities that included preparation and training, the next activity was the implementation of broiler farming. CSR Team PT. Sariwiguna Binasentosa is directly involved in implementing chicken farming, which includes preparing chicks or DOC, choosing chicken feed, and preparing a team of experts to accompany the cultivation process while in the field. In the cultivation process conducted, there were 510 chickens cultivated in period 1, 502 chickens cultivated in period 2, and 500 chickens cultivated in period 3. Figure 2 shows the cultivation process from seedlings to 20-day-old chickens.



Figure 2. The process of cultivating chickens from seedlings to 20-day-old chickens

End of Activity

At the end of this livestock cultivation stage, the CSR group and team of PT. Sariwiguna Binasentosa (SBS) measures the yields from broiler farming which conduct three times a period. In addition, the group also actively participated in the evaluation stage in an extended manner from the implementation of this broiler chicken farming program. The evaluation results can eventually become feedback for the group able to improve the sustainable quality of the implementation of this broiler farming program. Figure 3 presents the collective harvesting process carried out by the group and the CSR Team of PT. Sariwiguna Binasentosa (SBS).



Figure 3. The process of harvesting broiler livestock program

Achievement

Increasing productivity and calculating the value of broiler farming mortality

This broiler farming program is conducted for three periods. In the first cultivation, it experienced several problems resulting in many chickens dying, as many as 131, and the growth of the chickens was not optimal in an average weight of 0.531 kg, shown in Table 2. The table also shows the results of cultivation in periods two and three, which had a relatively large average weight of chickens, which was 1.92 kg and 1.88 kg.

Table 2. The average weight of chickens at harvest for three cultivation periods

No.	Period	days	Weight (kg)
1.	1	38	0,531
2.	2	40	1,92
3.	3	38	1,88

Figure 4 compares the total population (%) in the three cultivation periods. The figure shows that the mortality rate decreased significantly from period one to period three. This matter shows a better level of productivity in terms of the number of broiler populations that are alive and has a good weight of the chickens. The group is increasingly able to raise their livestock. Start from maintaining the henhouse and paying attention to the quality of feed, vitamins, medicines, and other things.

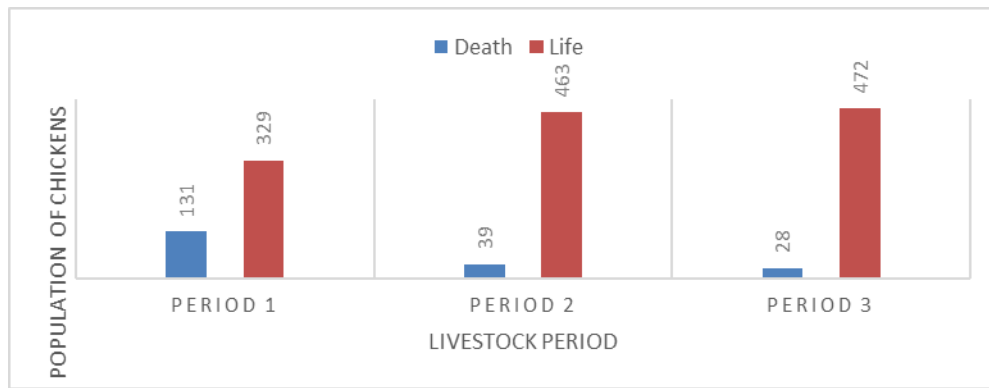


Figure 4. Number of chicken populations in 3 cultivation periods

To determine the success rate of broiler chicken farming, it is also necessary to calculate the population of mortality rate. Broiler chicken farming is purported to be successful if the overall mortality rate is less than 5% (Bell & Weaver Jr, 2002). From the results of cultivation carried out by the Sampik Berjaya group in period 1, the mortality rate was the highest compared to periods two and three, namely 35.49% (131 dead from 510 population). Whereas in period two, the mortality rate decreased by 27.72% from period one to 7.77% (39 individuals died out of 502 population), and in period three cultivation, it was down 2.17% from period two with a value of 5.6% (28 of the 500-population died during cultivation period two) as shown in Figure 5.

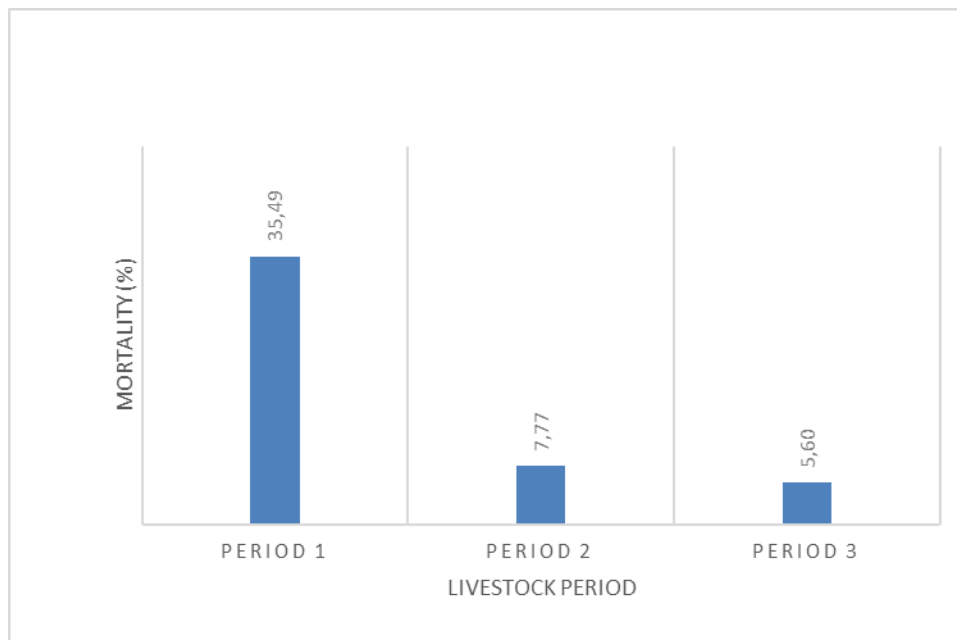


Figure 5. Graph of Mortality during cultivation (periods 1,2 and 3)

From the three cultivation periods, it shows that the mortality rate is still greater than 5%, as shown in Figure 5. However, there is a significant decrease in the mortality rate from periods one to three of 29.89%, which indicates an effort from the group to minimize mortality in broiler chickens. One of them is by controlling factors that affect chicken mortality like; chicken weight, type of chicken, climate, cage cleanliness, sanitation cage equipment, and environmental temperature (Nova et al., 2019). The Sampik Berjaya Group made improvements in the level of cleanliness and

sanitation of cage equipment. So that in the third period, the mortality results were lower than the previous periods and tended to be closer to the value of 5%, which is the maximum threshold for the death rate of chickens in the population to be declared successful in raising broiler chickens.

Increasing capacity building related to broiler chicken farming

From the results of the training and mentoring, there was an increase in the skills and knowledge of the group, and from those who initially did not know how to raise broiler chickens, there was a significant change. It is evidenced by the number of chicken populations that lived from periods one to two, as shown in Figure 4. The group studied how to solve problems in the first cultivation period so that the next cultivation step could minimize the obstacles in the field. It is one indicator of success in improving the quality of human resources (HR), namely the ability to innovate during chicken farming activities.

Minimizing livestock waste by utilizing chicken manure for organic fertilizer

Chicken manure is a by-product of chicken farming, taking into account zero waste and environmental sustainability. The group uses chicken manure to process it into organic fertilizer. It can provide additional income economically and follow the sustainability of community development (green economy principles).

CONCLUSION

Broiler chicken farming program in Sampik Backwood as a form of implementation of Corporate Social Responsibility (CSR) of PT. Sariwiguna Binasentosa (PT SBS) is competent in; i) Providing additional income (economic aspect) for beneficiary groups, namely the Sampik Jaya Group, ii) Improving the quality of human resources related to broiler farming, and iii) Minimizing livestock product waste to be processed into fertilizer to produce a healthy environment sustainable and continual. In terms of productivity and mortality rates in the population, the group succeeded in reducing the mortality rate of chickens in period three to 5.6% of the mortality rate of chickens in period one, which was 35.49% or 29.98%, the rate of reduction in its death rate. It is the result of the group's efforts to control the factors that cause the death of broiler chickens.

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