

IMPLEMENTATION OF COOPERATION BETWEEN THE SYNERGY FOUNDATION AND THE BAITUL MAL PLN FOUNDATION IN BANYUWANGI REGENCY

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ABSTRACT

This research aims to find out how the cooperation between the Sinergi Foundation and YBM PLN is implemented in channeling people's funds by the Sinergi Foundation which includes the models, strategies, and program implementation schemes that are carried out. Sinergi Foundation (SF) is an independent institution concerned with encouraging the development of creativity and innovation in Social-Empowerment based on Productive Waqf and ZIS (Zakat, Infaq- Alms). The research method used in this study is a qualitative research method with a case study approach at the Sinergi Foundation, Bandung City. The results of this study indicate that SF is implementing a community empowerment program with YBM PLN in Banyuwangi Regency. The collaboration model built by SF and YBM PLN is a partnership in which SF and YBM PLN jointly develop and implement community empowerment programs for fishing communities in Banyuwangi Regency. The strategy implemented by SF in carrying out its partnership program includes four aspects, namely (1) the existence of guidelines and codes of conduct; (2) the existence of corporate management systems and policies; (3) corporate leadership strategy in partnerships; (4) as well as commitment and partnership among stakeholders. And the implementation scheme The implementation scheme of the Partnership by SF and partners focuses on community empowerment in order to create a better life for the target community and their environment. In addition, SF and YBM PLN also focus on preserving the environment and building tourism villages in the future which are expected to have a positive impact on the community.

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1. INTRODUCTION

The development of globalization and the increasing demand from stakeholders for companies to carry out social responsibility roles and their disclosures encourage corporate involvement in practice. Corporate social responsibility is getting stronger after being expressly stated in the Company Law no. 40 of 2007 concerning Limited Liability Companies requires companies whose business fields are related to the natural resources sector to carry out social and environmental responsibility.

Corporate social responsibility is an improvement in the quality of life which means the ability of humans as individual members of society to be able to respond to existing social conditions, and to be able to enjoy and take advantage of the environment including existing changes while maintaining it (Rudito and Famiola 2019: 110). The European Commission defines corporate responsibility as a concept in which companies decide voluntarily, to contribute to a better society and a cleaner environment (Hartman & Desjardins, 2011:155).

According to ISO 26000 Partnership is corporate commitment and responsibility for both social and environmental impacts as well as efforts for corporates to adapt to the social environment of society. For that, they must be responsible for taking care of it. Because clear standards and measures are more needed to improve program quality and the level of corporate responsibility itself (Rudito & Famiola, 2019: 13).

Some companies carry out their Partnership programs through a third party intermediary which is generally a Non-Governmental Organization (NGO). The NGOs involved in various existing Partnership programs are generally NGOs engaged in humanitarian services, these NGOs will then become the extension of the company in carrying out various social service programs using Partnership funds from

the company. This is considered effective because the Partnership's assistance has a positive impact on people's welfare.

Sinergi Foundation (SF) is an independent institution concerned with encouraging the development of creativity and innovation in Social-Empowerment based on Productive Waqf and ZIS (Zakat, Infaq- Alms). With the synergy between all caring elements to increase capacity and expand the range of service, SF is committed to paving a common path through the utilization of local resources, towards the realization of an independent, productive and character-driven society. Sinergi Foundation as one of the NGOs engaged in social services has been involved in the implementation of Partnerships from several companies.

The vision of SF is Creativity and Social Innovation Developers – Empowerment Based on Productive Waqf and ZIS. Meanwhile, the mission of SF is 1) Encouraging the development of social creativity and innovation – empowerment based on productive endowments and ZIS; 2) Building synergies between caring elements, in order to increase capacity and expand the reach of community service; 3) Paving a common path through the utilization of local resources, towards the realization of an independent, productive and characterized society. The objectives of SF 1) Implementation of the development of creativity and social innovation – empowerment based on productive endowments and ZIS; 2) The realization of synergies between caring elements, in order to increase and expand the capacity for community service/devotion; 3) The realization of an independent, productive and characterized society, through the utilization of local resources.

In carrying out these various programs, SF as an NGO partners with companies and social institutions in carrying out activities that focus on improving people's welfare. In practice, SF becomes an institution that partners with partners which can be organizations, companies, or social institutions which then together with the partners SF then forms a community empowerment program, as is currently being carried out by SF and YBM PLN.

2. METHOD

The research method used in this study is a qualitative method. The research was conducted using descriptive research and tended to use an inductive analysis approach. Descriptive analysis method is research and analysis of current problems in the hope of producing findings in accordance with research objectives.

3. RESULT AND DISCUSSION

Implementation Models

Partnership is a company activity that has a social responsibility to the surrounding community and society in general to stakeholders. Partnership is a form of accountability carried out by a company to all parties in it by implementing a program that has benefits. Quoted from Investopedia, Partnerships are self-regulating business models that help companies be socially responsible to themselves, their stakeholders and the public.

By practicing Partnership with partners, companies can realize the kind of impact they have on all aspects of society, including economic, social and environmental. Meanwhile, quoted from promkes.kemkes.go.id, corporate social responsibility is a concept or action taken by a company as a sense of corporate responsibility towards society and the environment in which the company is located. The forms of responsibility undertaken are activities that can improve the welfare of the surrounding community and protect the environment, provide scholarships for underprivileged children in the area, maintain public facilities, and so on. In addition, the form of corporate social responsibility can also be in the form of donations to build villages or community facilities that are social in nature and useful for the wider community, especially the communities around which the company is located.

Thus, social responsibility is a social responsibility carried out by the company. The aim is to provide a benefit to parties in and around the company by carrying out a useful program. Please note that a business does have a responsibility to society in general and the environment in which they stand. The nature of the responsibility is mandatory. If not done, then the business will be threatened with sanctions. The social responsibility program applies to both large and small businesses. While the business is indeed related to the convenience of the people around it

There are four models in implementing social responsibility namely:

1. Direct engagement

The first model of the Partnership program between SF and YBM PLN is direct involvement between YBM PLN, SF and the community. The company will conduct partnerships directly with

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the general public. For example, the company provides assistance in the form of cash and distributes it to the less fortunate in the surrounding community.

2. Through foundations or social organizations

The second model of the Partnership program is through a foundation or the company builds its own social foundation. This method is almost the same as that used by companies in developed countries. The aim of this Partnership model is to build social foundations that provide assistance to social communities in a sustainable manner. Examples of foundations built by companies whose purpose is the Partnership program are the Coca Cola Company Foundation, Sahabat Aqua, and Dharma Bhakti Astra.

3. Establish partnerships

Then, the third model of the Partnership program is establishing partnerships. This one model is carried out by establishing partnerships with outsiders or other parties. Partners who are invited to cooperate are usually partners who already have a main focus in the field of social activities. Whether it's social institutions managed by the private sector or government, and others. Like the Indonesian Red Cross and Dompot Duafa. This second model is the model implemented by PLN, namely that PLN distributes assistance or community empowerment programs through foundations or social organizations. As was done by YBM PLN as an extension of PLN and by collaborating with SF as program implementer.

4. Join the consortium

The final model of the corporate social responsibility program is by joining or just supporting a consortium. The consortium is a form of cooperation between two companies to carry out a social project that aims to improve the welfare of society. For example, road repair projects, construction of school buildings, bridge construction, and other activities that benefit the community in general around the company.

Sinergi Foundation (SF) is a philanthropic institution that manages Waqf, Zakat, Infak-Alms funds, and other Social Funds through an empowerment social innovation program. Sinergi Foundation is committed to optimizing the spirit of collaboration and the potential of local resources towards the realization of an independent, productive and character-driven society. The #BerbagiBersinergi tagline is an endeavor to invite the spirit of collaboration in goodness to bring benefits together.

Through the #ProductiveBersama spirit, the Sinergi Foundation invites all levels of society to move and increase productivity in all aspects of life for the benefit of themselves and others, after several years we have been faced with the condition of the covid 19 pandemic. In 2022 with the spirit of #ProductiveBersama, the Sinergi Foundation is committed to present social programs that are able to help beneficiaries increasingly accelerate themselves in facing post-pandemic recovery conditions, with this endeavor we can realize productive rewards, productive benefits and more productive beneficiaries.

Based on the results of the research team's interviews with resource persons, namely Ms. Rahmi (SF Program Manager) and Mr. Yuyu (SF Project Officer), information was obtained that the Partnership program implementation model between SF and partners was carried out through the second and third models, namely through foundations or social organizations and also partnerships. Currently SF is partnering with YBM PLN in implementing a community empowerment program in Banyuwangi Regency which focuses on empowering fishing communities through the Fish Bank program.

Implementation Strategy

In carrying out its Partnership program with partners, SF has a strategy so that the implementation of the Partnership goes according to the basic ideas and concepts that have been determined. In carrying out these activities extra ideas and strategies are needed. The extra strategy includes four main agendas, namely: guidelines and codes of conduct, corporate management systems and policies, corporate leadership strategies in partnerships, as well as commitment and partnerships among stakeholders (Kartini, Dwi, 2009:47 -53).

1. *guidelines Condes of Conduct*

Guidelines or guidelines are needed in the implementation of Partnership strategies by companies. Several countries have made the UN Global Compact a policy that is adjusted to the policies of their respective countries. So that with these guidelines, corporations, government and the public understand the scope and what is the essence of the Partnership itself.

On a micro scale, SF has 'codes of conduct'. The code of ethics regulates how SF regulates how to relate to fellow workers or between managerial levels, business process ethics, ethics towards competitors, how to deal with customers.

2) Corporate Systems and Policies

Partnership is part of a company's management system. Corporates that are aware of the clear impact will make Partnerships part of a profitable corporate strategy in the future and of medium to long term duration. This kind of corporation will place Partnership values in the company's vision and values scheme.

3) Corporate Leadership Strategy in Partnerships

a) Integration

SF views that visionary leadership must integrate structured organizational responsibilities and business strategy and must be clearly stated in the values and principles. Leaders who are members of a board must also monitor the implementation of corporate partnerships and through a strategy and high commitment to their stakeholders, it is hoped that satisfactory corporate responsibility performance will be achieved and recognized by their stakeholders.

b) Innovation

Strategic leadership does not only look at the implementation of corporate responsibilities in terms of compliance and legal and risk management, but how to create new opportunities and added value from the Partnership itself. R&D will play a very important role in realizing new opportunities and added value so as to produce processes, new products, new services and new markets while still prioritizing Partnership insights in every action of innovation.

c) Accountability

Leadership in the Partnership must consciously create a scheme of commitment to the public that is relevant to the goals, principles and performance of the company. This means that companies have a target setting and a timeframe aimed at executing strategic issues that originate from their own stakeholders and expect what stakeholders want. Thus, a transparent, responsible and consistent report is needed for all practical Partnership actions that have been carried out by the company. Because an accountable report is a form of complete commitment to stakeholders.

d) Systemic involvement, Consultation and Collaboration

The concrete manifestation of the Partnership's leadership is to involve the company fully and dedicatedly with stakeholders. Proactive type leadership forms credible forums with its stakeholders in the context of communication, consultation and collaboration related to strategic and specific issues regarding the current Partnership.

4) Commitment and Partnership among Stakeholders

Stakeholders are a strategic part in the implementation of Partnerships that are able to work together and satisfy the stakeholder matrix with predetermined scales that will create an effective and profitable Partnership work system for each party. Identification of stakeholders is very important, because if stakeholders have been validated in accordance with the company's strategy regarding Partnerships, a work program will emerge from there. From the work program, partnerships or partnerships emerge that are efficient in executing the Partnership program so that it runs effectively and accurately. Corporate partnerships require the government and the community (civil society) so that the program does not run on its own or that it is not unequal.

Implementation Scheme

As a waqf, zakat, infak-alm management institution, Sinergi Foundation seeks to provide dedication to the community through several empowerment programs in the economic, educational, health and social fields. In carrying out its Partnership programs with partners, SF focuses these programs on community empowerment based on waqf and ZIS. Currently SF is collaborating in implementing a community empowerment program with YBM PLN in Banyuwangi Regency, East Java. According to the results of the researcher's interview with Mr. Yuyu as the SF Project Officer in Banyuwangi, he stated that the Partnership implementation scheme carried out by SF and partners is in

an integrative collaborative scheme where SF plays the role of executor and partners are also present in determining policy direction and program implementation.

SF in collaboration with YBM PLN presents the Fish Bank program in Banyuwangi Regency. The Fish Bank program consists of activities to conserve coral reefs so that fish habitat is maintained. Also through this activity, fish apartments were built which are useful for protecting eggs and larvae as well as young fish, as well as being a gathering place for various types of fish. The Fish Bank program, in collaboration with YBM PLN, is expected to be able to increase the standard of living of the fishermen, by increasing the number of fish caught.

This activity is part of the Sinergi Village Village Lumbung empowerment program which began 2 years ago. Empowerment begins with the construction of a Fish Bank planted on the seabed. This fish bank aims to make it easier for fishermen to catch fish while maintaining marine biota ecosystems. Furthermore, the development of the crab breeding area, the building of the Hatchling Breeding House and Cemara House pavilion. For 2 years running, this empowerment has brought prosperity to the fishermen and they have been more productive. This is due to the large number of visits from the community and traders enlivening tourist visits around Ria Bomo Beach.

This empowerment involves the Supervisory Community Group (Pokmaswas) of Benteng Samudra, Bomo Village, whose role is to invite the surrounding community to increase awareness in utilizing the potential of coastal areas. YBM PLN and the Sinergi Foundation themselves act as investors and movers who finance and foster fishermen and community groups in the field.

4. CONCLUSION

Sinergi Foundation (SF) is a philanthropic institution that manages Waqf, Zakat, Infak-Alms funds, and other Social Funds through an empowerment social innovation program. Sinergi Foundation is committed to optimizing the spirit of collaboration and the potential of local resources towards the realization of an independent, productive and character-driven society. The #BerbagiBersinergi tagline is an endeavor to invite the spirit of collaboration in goodness to bring benefits together.

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In managing its empowerment program, SF applies a partnership model with its partners where this time it is YBM PLN who together with SF is conducting an empowerment program in Banyuwangi, East Java through the Fish Bank program. SF and YBM PLN apart from executors also play a role as investors in promoting active fishermen in Banyuwangi through their Fish Bank program.

The strategy implemented by SF in carrying out its partnership program includes four aspects, namely (1) the existence of guidelines and codes of conduct; (2) the existence of corporate management systems and policies; (3) corporate leadership strategy in partnerships; (4) as well as commitment and partnership among stakeholders.

These four aspects strengthen and form the basis of the business process of empowerment activities by the Sinergi Foundation and partners.

The scheme for the implementation of the Partnership by SF and partners focuses on community empowerment in order to create a better life for the target community and their environment. In addition, SF and YBM PLN also focus on preserving the environment and building tourism villages in the future which are expected to have a positive impact on the community.

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