

Implementation of Corporate Social Responsibility of PT Semen Indonesia Through Women's Empowerment Program in Ngampel Village, Blora, Central Java

Gan Gan Giantika¹, Siti Qona'ah²

^{1,2}Bina Sarana Informatika University. Jakarta. Jl. Kramat Raya No.98, Kwitang, Kecamatan Senen, Kota Jakarta Pusat, DKI Jakarta 10450

Email: gan.ggt@bsi.ac.id¹, siti.sqa@bsi.ac.id²

Women's empowerment is an important aspect of village development. Women are an integral part of society who have great potential and contribute to social, economic and cultural progress in the village. Women in Ngampel village, Blora, Central Java before 2020, have limited access to education and training, so they are stuck in agricultural work and economic limitations as well as environmental pollution conditions in the Lusi River. PT Semen Indonesia implements a Corporate Social Responsibility Program through women's empowerment to address economic and environmental problems in Ngampel village, Blora. This research uses a qualitative methodology with a case study method. Data collection methods include observation, literature review, and documentation. The implementation of PT Semen Indonesia's Corporate Social Responsibility through the women's empowerment program "Bumi Kartini" carries out three main activities, namely the movement to grow crops in home yards and the management of cow waste into organic fertilizer as well as the establishment of a waste bank in collaboration with BUMDes, PKK and Pegadaian. The implementation of PT Semen Indonesia's Corporate Social Responsibility through the women's empowerment program "Bumi Kartini" has succeeded in overcoming the economic and environmental problems faced by the people of Ngampel Village, Blora, Central Java.

Keywords: Women's Empowerment, Corporate Social Responsibility, Village Development, Environmental Sustainability, Bumi Kartini Program

This is an open access article under the [CC BY-NC](#) license



Corresponding Author:

Gan Gan Giantika

Bina Sarana Informatika University. Jakarta

Jl. Kramat Raya No.98, Kwitang, Kecamatan Senen, Kota Jakarta Pusat, DKI Jakarta 10450

gan.ggt@bsi.ac.id

1. Introduction

In Indonesia, women's empowerment is recognized as an essential aspect of rural development since women represent an integral part of society with significant potential to contribute to social, economic, and cultural progress (Smartid, 2024). Within the rural development context, empowerment is not limited to granting rights and opportunities but also involves systematic efforts to strengthen women's capacities and roles across various sectors of life. Rural development itself is a process aimed at improving the quality of life of communities through programs and policies that address social, economic, and cultural dimensions. Unfortunately, development in many rural areas has often focused only on physical infrastructure and economic programs without actively involving women, despite their substantial roles in sustaining family and community life. Women's empowerment therefore entails providing opportunities to participate in decision-making, equal access to education and training, and control over economic resources, which can accelerate the achievement of sustainable development goals (Smartid, 2024).

The unequal conditions of education further illustrate the challenge. Data from the National Socio-Economic Survey show that most rural women only achieve elementary education, while the percentage of those who

graduate from higher education remains far behind compared to women in urban areas (Masterplandes, 2024). This educational gap directly affects women's participation in economic activities and decision-making processes, contradicting the Sustainable Development Goal on gender equality (Masterplandes, 2024).

Before the year two thousand twenty, women in Ngampel Village, Blora, faced limited access to education and training, confining them to agricultural and domestic work, a situation that not only disadvantaged individuals but also hindered sustainable development (Masduki, 2025). The village itself was relatively unknown at the time, and women continued to encounter economic barriers and environmental problems. Economic hardship restricted business opportunities, while the habitual disposal of household and livestock waste into the Lusi River caused pollution, despite the river being the community's main water source (Masduki, 2025). As one local resident stated, many villagers raised cattle, but the waste was discarded into the river, resulting in contamination, foul odor, and methane gas emissions (Jpnn.com, 2025).

To address these intertwined economic and environmental issues, comprehensive collaboration was required involving government, local authorities, businesses, non-governmental institutions, and the community itself. One of the notable initiatives was the Corporate Social Responsibility program of PT Semen Indonesia, known as Bumi Kartini, launched in two thousand twenty. Positioned within the company's responsibility zone, Ngampel Village became the focus of this program, which aimed to empower women and revitalize the potential of the village (Masterplandes, 2024). The program was carried out by the CSR team of PT Semen Indonesia in cooperation with the village government and a strategic partnership with Pegadaian, offering new hope for women in Ngampel to participate actively in overcoming economic and environmental challenges.

2. Literature Review And Problem Statement

Implementation

According to Jones, implementation refers to "those activities directed toward putting a program into effect," which highlights the process of realizing a policy until it demonstrates tangible results (Mulyadi, 2015). Thus, implementation can be understood as the actions taken after a policy is established, serving as a mechanism to achieve its objectives. In line with this view, Nurdin emphasized that implementation is essentially an activity, action, or mechanism within a system that is not merely routine but rather a planned effort designed to achieve specific goals (Usman, 2002). From these explanations, it can be concluded that implementation is a well-structured activity carried out with commitment and planning to realize the intended objectives.

Corporate Social Responsibility

Pctkoski and Twose defined corporate social responsibility (CSR) as a business commitment to support economic development in collaboration with employees, families, local communities, and the wider society in order to improve their quality of life in ways that also benefit business and development (Situmeang, 2016). Similarly, the World Business Council for Sustainable Development described CSR as the ongoing commitment of businesses to behave ethically, contribute to economic growth, and improve the quality of life of their workforce, families, local communities, and society at large (WBCSD, 2002). CSR encompasses several key components, including environmental management, social development, human rights, organizational governance, labor practices, fair operating practices, and consumer issues (Situmeang, 2016).

In Indonesia, CSR is mandated by law. Article seventy-four of the Limited Liability Company Law, Number Forty of the Year Two Thousand Seven, requires companies operating in natural resource-related sectors to implement social and environmental responsibilities (BPK, 2007). Furthermore, CSR principles are closely aligned with the Triple Bottom Line concept—people, profit, and planet—introduced by Elkington, which asserts that for long-term sustainability, companies must balance economic profit with social welfare and environmental preservation (Wibisono, 2007). The implementation of CSR is influenced by multiple factors, including corporate leadership responsibility, regulatory capacity, and tax systems, and in practice, CSR activities often extend beyond legal compliance. They are driven by moral and ethical considerations and shaped through social interactions, which result in highly diverse forms of CSR across organizations (Aqiela, Raharjo, & Resnawaty, 2019).

Women's Empowerment

Women's empowerment is defined as a process aimed at enabling communities to become self-reliant by motivating individuals to develop the capacity to make choices in their lives, with a particular focus on marginalized groups (Onny, 1996). It represents a deliberate effort to strengthen women by improving their knowledge and skills to achieve a better standard of living. Training programs in empowerment are essentially educational processes that equip women with knowledge and abilities, encouraging them to become more independent and engaged in productive activities (Rani & Ratnasari, 2021).

Economic Issues

Economic issues are inevitable and affect individuals, societies, and nations alike. They often emerge when people experience declining welfare, rising unemployment, or persistent poverty. Fundamentally, the root of economic problems lies in the imbalance between unlimited human needs and limited resources, a condition commonly referred to as scarcity. Conventional economists argue that scarcity arises from the gap between the growing needs of society and the limited availability of resources (Sukirno, 2015).

Environmental Issues

Environmental issues encompass a range of global challenges, including climate change, pollution, population growth, and energy use. These interconnected problems significantly impact the health of ecosystems and, consequently, the well-being of human communities and business operations (McGrath, 2023). While natural ecosystems are designed to withstand certain disruptions such as floods or forest fires, human activities often exacerbate the frequency and intensity of these disturbances, thereby intensifying environmental degradation (McGrath, 2023). In addition, population density contributes to problems such as waste management, deforestation, climate change, and global warming (Ade, 2024). These issues highlight the urgent need for sustainable approaches to balance human activity with ecological preservation.

3. Method

This study employed a qualitative methodology combined with a case study approach. The case study method allows the use of various data sources to investigate, describe, and comprehensively explain multiple aspects of groups, programs, organizational systems, or individual events (Kriyantono, 2006). According to Bogdan and Taylor, qualitative research enables the creation of complete descriptions by observing writing styles and behaviors of individuals, community groups, or certain organizations within specific contexts. Their perspective emphasizes that in qualitative research, conclusions are not generally intended to provide broad generalizations, but rather to illustrate actual explanations or phenomena studied comprehensively within a particular case, thereby making inductive reasoning more significant in drawing

conclusions (Ruslan, 2011). Furthermore, Bogdan and Taylor highlight that qualitative methods offer holistic descriptions of words, writings, and observable behaviors from groups or organizations within evaluative contexts (Ruslan, 2011). Similarly, Moleong (2002) explained that one of the characteristics of qualitative research lies in its descriptive nature, as data are collected in the form of words rather than numbers. This approach ensures that all collected data may become key elements for understanding the phenomena under study.

Data collection in this research was conducted through observation, literature review, and documentation. The researcher observed the behaviors and events involving women in Ngampel Village, Blora, Central Java, who participated in the implementation of the Bumi Kartini CSR program. Additional data were obtained through literature studies and documentation sourced from PT Semen Indonesia's corporate website, online media reports, and related scholarly articles on corporate social responsibility.

4. Results and Discussion

PT Semen Indonesia (Persero) Tbk., formerly known as PT Semen Gresik (Persero) Tbk., is a company engaged in the cement industry. It was inaugurated in Gresik in August by the first President of Indonesia with an installed capacity of two hundred fifty thousand tons of cement per year. Over time, PT Semen Indonesia has developed inclusive programs designed to deliver benefits to surrounding communities. These initiatives not only empower local communities near the factory but also extend to individuals and groups in need of support.

The Corporate Social Responsibility (CSR) Department operates under the Corporate Secretary and is responsible for implementing CSR and the Partnership and Community Development Program. Its main functions include planning, managing, evaluating, and preparing financial reports for CSR initiatives. The CSR strategy of PT Semen Indonesia is based on the harmonization of the triple bottom line—profit, planet, and people—along with the principles of the Sustainable Development Goals. Programs under this framework include the Partnership Program, Community Development Program, and Local Workforce Program (SIG, 2022).

One notable initiative is the women's empowerment program known as Buah Manis Karya Wanita Tani, or Bumi Kartini, which was launched in two thousand twenty-one. This program focuses on three main activities: cultivating vegetables in household yards, processing cow manure into organic fertilizer, and establishing a waste bank in collaboration with the Village-Owned Enterprises and the Family Welfare Movement. As explained by the Corporate Secretary of PT Semen Indonesia, Vita Mahreyni, Bumi Kartini reflects the company's concern for addressing social and environmental challenges in its operational areas. By adopting circular economy principles, the program strengthens women's empowerment through enhanced environmental management skills, thereby contributing to improved quality of life (Jpnn.com, 2025). Currently, Bumi Kartini involves hundreds of female members who collectively cultivate a variety of vegetables, including cauliflower, cabbage, eggplant, passion fruit, kale, carrots, long beans, beans, pakcoy, lettuce, mustard greens, and bitter melon. The produce is consumed domestically and marketed directly, while some is processed into derivative products such as eggplant jam, bitter melon chips, eggplant chips, and passion fruit syrup.

Nikmatus Zahroatin, the program coordinator and chairperson of the Family Welfare Movement in Ngampel Village, emphasized that Bumi Kartini has had a positive impact on local communities. She explained that the village's land was once barren and difficult to cultivate, but support from PT Semen Indonesia in the form of land preparation, planting media, seeds, and fertilizers, along with technical training, enabled residents to transform idle household yards into productive spaces that now provide additional income.

In addressing environmental issues, the program goes beyond simply improving environmental quality. Many residents had been accustomed to disposing of cattle waste into the Lusi River, which is the main source of water for the community. To solve this problem, PT Semen Indonesia provided continuous support and guidance through its CSR team from two thousand twenty onward. This assistance included composting and processing cattle waste into organic fertilizer, which was then used to enrich crops or sold to other regions. The integration of home gardening with livestock waste management created a sustainable model, while the waste bank further reinforced community engagement. Nikmatus expressed gratitude for the ongoing support, highlighting that the company's consistent guidance has been instrumental in fostering community resilience.

Another innovative initiative within the Bumi Kartini program is the waste bank, implemented in partnership with Pegadaian as an investment partner, and supported by Village-Owned Enterprises and the Village Appropriate Technology Service Center. This collaboration has not only ensured a cleaner environment but also introduced a savings system where household waste is converted into gold. Known as the "Waste for Gold" program, the initiative began in two thousand twenty-two and was driven by community awareness of the need for responsible household waste management (Murianews, 2025). Under this scheme, residents deposit waste which is evaluated for its economic value by Pegadaian employees before being converted into gold savings. Organic waste such as kitchen scraps and livestock manure is processed into fertilizer, while inorganic waste such as plastic, cardboard, metal, and paper is sold and converted into gold deposits. Transparency is maintained through regular reporting and announcements, ensuring accountability within the community.

This program has proven more beneficial than selling waste to private collectors, who often manipulate prices and weights. Residents now have the option to convert waste savings into cash or retain them as gold deposits, with a minimum threshold required for gold conversion. The initiative has not only improved financial benefits but has also significantly raised environmental awareness, resulting in cleaner rivers and a healthier living environment. The rising price of gold further motivates participation, as noted by the village head, who emphasized that gold savings are resistant to inflation and represent a secure long-term investment.

By two thousand twenty-four, the Bumi Kartini program recorded substantial achievements. It reduced livestock waste by more than ninety tons, prevented methane emissions equivalent to over one and a half tons of carbon dioxide annually, and increased average household income while simultaneously reducing household expenses on vegetables and fertilizers. These results affirm that the CSR program of PT Semen Indonesia, through the empowerment of women in Ngampel Village, has effectively addressed both economic and environmental challenges, while fostering sustainable development in rural communities.



Figure 1. CSR Program of PT Semen Indonesia through the Women’s Empowerment Initiative “Bumi Kartini”

The figure illustrates the implementation framework of PT Semen Indonesia’s Corporate Social Responsibility program, specifically the women’s empowerment initiative known as “Bumi Kartini.” The program integrates household-based agricultural activities, organic fertilizer production from cattle waste, and the establishment of a waste bank in collaboration with local institutions. These initiatives are designed to improve household income, reduce environmental pollution, and promote sustainable community practices. The image highlights how the program embodies the principles of the triple bottom line by fostering economic resilience, environmental stewardship, and social empowerment within Ngampel Village, thereby serving as a practical model of community-based corporate responsibility.

5. Conclusion

The implementation of corporate social responsibility by PT Semen Indonesia through the women’s empowerment program known as Bumi Kartini demonstrates how corporate initiatives can generate meaningful economic and environmental outcomes for rural communities. By focusing on household-based farming, the conversion of livestock waste into organic fertilizer, and the establishment of a waste bank, the program provides a practical example of integrating community development with sustainability principles. The initiative not only improves family income and reduces household expenses but also strengthens social cohesion, enhances women’s roles in decision-making, and builds environmental awareness at the grassroots level. Moreover, the program reflects the company’s alignment with the triple bottom line and the Sustainable Development Goals, ensuring that profit, people, and planet are balanced in a mutually reinforcing manner. The continuous engagement of the CSR team, collaboration with local institutions, and the active participation of women demonstrate the importance of collective responsibility in addressing complex challenges in rural settings. The experience of Ngampel Village shows that corporate social responsibility, when designed inclusively and implemented consistently, can empower communities, foster innovation in waste and resource management, and contribute significantly to long-term sustainable development.

6. Referensi

- Mulyadi. (2015). Implementasi kebijakan. Jakarta: Balai Pustaka.
Usman, N. (2002). Implementasi berbasis kurikulum. Jakarta: Grasindo.

- Situmeang, I. V. O. (2016). *Corporate social responsibility: Dipandang dari perspektif komunikasi organisasi* (1st ed.). Yogyakarta: Ekuilibria.
- World Business Council for Sustainable Development (WBCSD). (2002). *Corporate social responsibility: The WBCSD's journey*. Geneva: WBCSD.
- Badan Pemeriksa Keuangan Republik Indonesia (BPK). (2007). Undang-undang Nomor 40 Tahun 2007 tentang Perseroan Terbatas. Retrieved from <https://peraturan.bpk.go.id/Details/39965>
- Wibisono, Y. (2007). *Membedah konsep dan aplikasi CSR*. Gresik: Fascho Publishing.
- Aqiela, L., Raharjo, S. T., & Resnawaty, R. (2019). Implementasi program corporate social responsibility (CSR) El-Corps. Share: Social Work Journal, 8(2), 211. <https://doi.org/10.24198/share.v8i2.20082>
- Onny, S. P. (1996). *Pemberdayaan, konsep, kebijakan dan implementasi*. Jakarta: CSIS.
- Rani, M. C., & Ratnasari, W. P. (2021). Pemberdayaan perempuan melalui pemanfaatan potensi budaya lokal. *Ilmu Kesejahteraan Sosial*, 10(1).
- Sukirno, S. (2015). *Mikro ekonomi: Teori pengantar*. Jakarta: PT Raja Grafindo Persada.
- Kriyantono, R. (2006). *Teknik riset komunikasi*. Jakarta: PT Raja Grafindo Persada.
- Ruslan, R. (2011). *Metodologi penelitian public relations dan komunikasi* (5th ed.). Jakarta: Rajawali Pers.
- Moleong, L. J. (2002). *Metode penelitian kualitatif*. Bandung: Remaja Rosdakarya.
- Semen Indonesia Group (SIG). (2022, September 5). Program CSR. Retrieved from <https://www.sig.id/program-csr>
- McGrath, A. J. (2023, September 7). Apa itu masalah lingkungan hidup? IBM. Retrieved from <https://www.ibm.com/id-id/topics/environmental-issues>
- Smartid. (2024, September 5). Peran pemberdayaan perempuan dalam pembangunan desa. Retrieved from <https://smartid.co.id/id/peran-pemberdayaan-perempuan-dalam-pembangunan-desa/>
- Masterplandes. (2024, September 5). Memberdayakan wanita desa: Inisiasi CSR PT. Semen Gresik melalui Bumi Kartini. Retrieved from <https://www.masterplandes.com/pemberdayaan-masyarakat/memberdayakan-wanita-desa-inisiasi-csr-pt-semen-gresik-melalui-bumi-kartini/>
- Ade, S. (2024, September 7). Apa saja yang termasuk dalam permasalahan lingkungan hidup kita? National Geographic Indonesia. Retrieved from <https://nationalgeographic.grid.id/read/134098611/apa-saja-yang-termasuk-dalam-permasalahan-lingkungan-hidup-kita?page=all>
- Masduki, A. (2025, September 7). Kisah sukses Bumi Kartini, perempuan dan lingkungan lestari. *Jatimnow*. Retrieved from <https://jatimnow.com/baca-77703-kisah-sukses-bumi-kartini-perempuan-dan-lingkungan-lestari>
- Jpnn.com. (2025, September 7). Program Bumi Kartini SIG ubah limbah ternak sapi jadi sumber cuan bagi masyarakat. Retrieved from <https://www.jpnn.com/news/program-bumi-kartini-sig-ubah-limbah-ternak-sapi-jadi-sumber-cuan-bagi-masyarakat?page=2>
- Jpnn.com. (2025, September 7). Program Bumi Kartini SIG ubah limbah ternak sapi jadi sumber cuan bagi masyarakat. Retrieved from <https://www.jpnn.com/news/program-bumi-kartini-sig-ubah-limbah-ternak-sapi-jadi-sumber-cuan-bagi-masyarakat?page=2>
- Nathan. (2025, September 7). Dari menabung sampah, warga Ngampel Blora panen emas. *Murianews*. Retrieved from <https://berita.murianews.com/nathan/441923/dari-menabung-sampah-warga-ngampel-blora-panen-emas>