

The Contribution of Academic Community Program in Sustainable Partnership Program

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ABSTRACT

Since the issue of Undang-Undang Perseroan Terbatas (UU PT-Limited Liability Company Law) no. 40 of 2007 on the obligations of companies to perform social and environmental responsibility, many companies are trying to associate these activities with what is known as Corporate Social Responsibility (CSR). In its implementation, the company is cooperating with an NGO or a university.

However, there is a misunderstanding in the implementation of this CSR activity. Many companies are only doing CSR activities by creating a "Kiss and Run" program, which means that the company only provide funding without being accompanied by coaching and mentoring, let alone monitoring and evaluation.

This is where the role of a university is required to be more active. One of the pillars of Tri Darma Perguruan Tinggi is doing the community service. With this program, university would be able to strengthen the partnership between the implementing of company's CSR and the community itself.

This paper will discuss the results of field studies in Cirebon, where most of the SMEs have partnered with local governments, companies, NGOs, and universities to improve capacity building and intellectual character.

Keywords: *CSR, sustainable partnership, community program*

INTRODUCTION

Cirebon is one of the cities in the province of West Java which has been growing rapidly lately especially since the opening of Cikampek-Palimanan toll road where the distance of 216.9 km Jakarta-Cirebon can be taken in less than three hours (Source: <https://www.liputan6.com/bisnis/read/2244130/lewat-tol-cikampek-palimanan-how-time-travel-to-cirebon>, accessed July 20, at 5:18 pm). The city known as the City of Shrimp is also known for batik, culinary, and various interesting of relics of cultural and religious sites

tourist destination. Based on data from <http://disperindagkopumkm.cirebonkota.go.id/potensi-koperasi-dan-umkm/> (accessed July 20, 2018, at 3.55 pm), the number of SMEs in the city of Cirebon is 1698 SMEs, which consists 832 of micro business, 685 small businesses, and 125 medium enterprises. Thus, Cirebon not only becomes tourism destination but also attracts companies to conduct their CSR programs.

The obligation for the company to conduct Corporate Social Responsibility (CSR) program is based on Limited Liability Company Law (UU PT) no. 40 of 2007 on the obligations of companies to perform social and environmental responsibility. The purpose of CSR itself according to Radyati (2014, 13) is the sustainability (business sustainability). Thus through CSR, the company is expected to improve its image in the eyes of the community while the scope of CSR itself, further Radyati (2014, 14) describes as all activities that have a positive impact on social, economic, and environmental aspects.

Based on ISO 26000 which was launched November 1, 2010 by the International Organization for Standardization (ISO), there are seven scopes of social responsibility, namely governance, human rights, labor practices, environment, honest business practices, consumers, involvement and community development. (Radyati: 2014, 16). This scope itself refers to the guidelines for reporting corporate social responsibility activities called sustainability reporting.

To run CSR, the company can partner with various parties who are experts in their field. For example, non-governmental organizations, educational institutions, and even consumers work together to ensure the success of the CSR program itself. One of the CSR activities is community development. This is also in line with community service programs from universities, which is one of the pillars of the Tri Dharma of Higher Education.

DISCUSSION

Based on this background, this paper will discuss the role of community service in the university sustainable partnership program. This paper was prepared based on facts and field

interviews, as a prototype of one group of participants Paramadina Executive Program for Sustainable Partnership (EPSP) in Cirebon on 9-10 October 2017.

The ongoing partnership program has worked well in the Cirebon. Based on the interviews with Mr. Eko from Disperindag Cirebon Cooperatives Department, most of SMEs in Kotamadya Cirebon are based on culinary under the guidance of the Ministry of Cooperatives and Industry. While in Kabupaten Cirebon, most SMEs are directly under the guidance of Bank Indonesia. But from the results of monitoring in the field, there is an attempt made by local communities that have not been reached by the Government, namely the rattan craftsmen.



Figure 1. Discussiong with Ministry of Cooperatives and Industry

Indonesia is a major rattan producer in the world, and most of the rattan industry is in Cirebon. In general, rattan products, including those in Cirebon, are handcrafted and require skilled and toxic personnel. Producing products in large quantities requires a large amount of labor. The number of skilled and bonus workers in the rattan industry is quite limited, and this coupled with the challenges, has not yet made Indonesia's rattan processing industry the largest in the world.

In addition, for the last decade the design of rattan products have less innovation, including Indonesian rattan. Unattractive and reliable product design becomes a large Indonesian rattan

industry. This is still coupled with the lack of protection of the work of rattan designers. The old and costly copy right application cannot motivate designers to create innovative products.



Figure2. Rattan Labour

The lack of skilled workers and interest in working in the rattan industry has undoubtedly inhibited the development of the industry, and in itself the rattan industry has not yet been able to provide a viable livelihood for the workers involved. One of the major challenges faced by rattan industry players in Cirebon, especially small business actors, is how to meet the needs of skilled workers, making the workers involved earn sufficient income and survive and develop together the rattan industry.



Figure 3. Discussion with Board of RadeC

In a discussion with the parties who have concern for the development of rattan industry in Cirebon, it is suggested that one solution to answer the above challenges is to produce a rattan product with an attractive design and innovative because the market for these products

are still widely open. A market that is still very large will have a positive impact both on the industry and also increase income earning workers.

One group concerned with the rattan industry in Cirebon is RADEC (Rattan Designer Cirebon). This is an association that becomes a forum for communication and information exchange activist of rattan industry in Cirebon. In its development, this association requires partners to grow and develop into Development and Development Center of rattan industry in Cirebon.

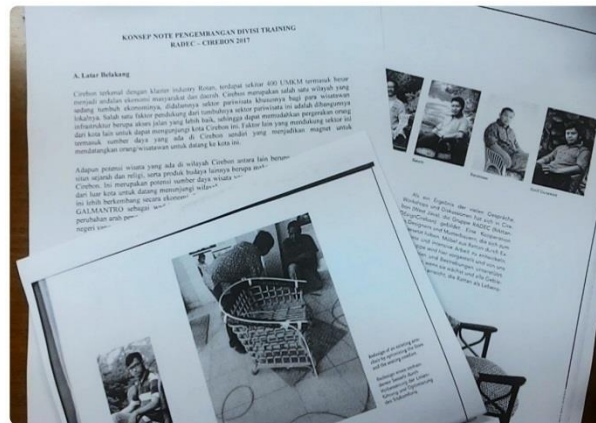


Figure 4. RADEC Profile

Radec (Rattan Designer Cirebon) was established in 2014 by actors and parties who have concern for the two main issues in the rattan industry in Cirebon, which are design and marketing. This is a forum for communication and information exchange activist of rattan industry in Cirebon. Based on data from Radec.or.id (accessed November 5, 2017, 04.53 pm), since its inception Radec has provided design training to various rattan businesses and facilitated and initiated collaboration between designers and producers. In producing its product designs, Radec targets a special market (niche or middle-upper markets), so the quality factor is a top priority.



Figure 5. Some of Radec's Products

Radec actually already has a market that is ready to absorb their products. But the opportunity that can not be utilized optimally, because the limitations of skilled labor to make quality products in a lot of volume. This is the next Radec challenge, which is to recruit and train the workforce to become skilled and make these rattan craftsmen believe that this industry is able to support their lives.

To conduct this training, Radec needs partnerships with various parties, one of which is from the university. The university is expected to help create an effective rattan training curriculum, helping to market Radec to other partners.

CONCLUSION

There are also expected outcomes of this prototype: 1.) The establishment of multi-stakeholder partnerships. 2.) The strength of 'RADEC' capacity in rattan business governance. To achieve the first outcome, sustainable partnerships with local organizations such as PUPUK, PEMDA, and other local NGOs, as well as partnerships with universities and the media are required. Meanwhile, to achieve the second outcome, efforts are needed to improve the knowledge and skills of RADEC members and RADEC restructuring.

RADEC NOW to RADEC FUTURE

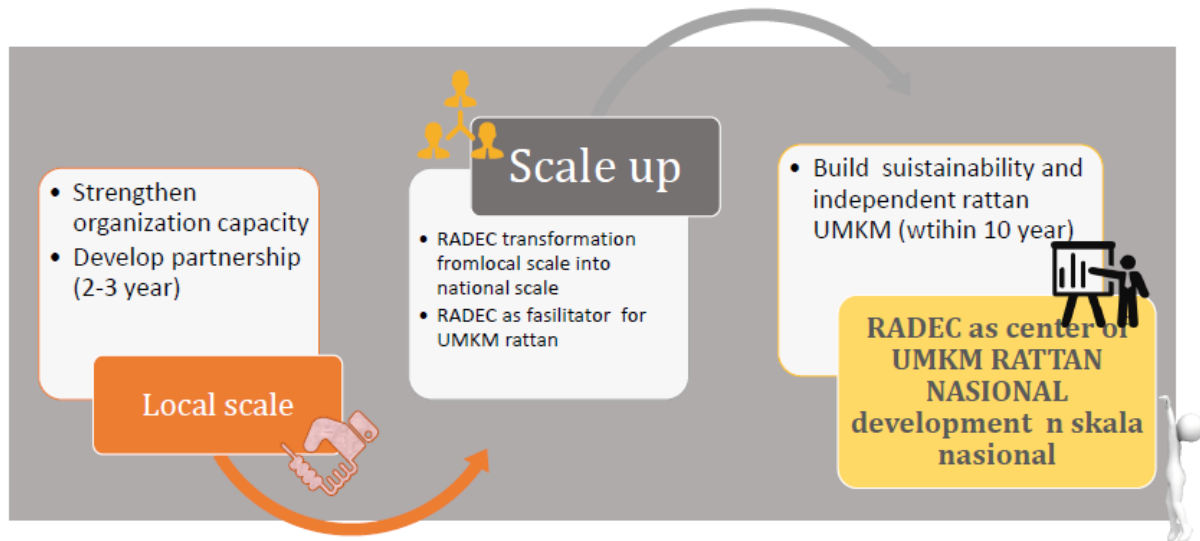


Figure5. Recommendation for Scalling Up RadeC

ACKNOWLEDGMENT

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