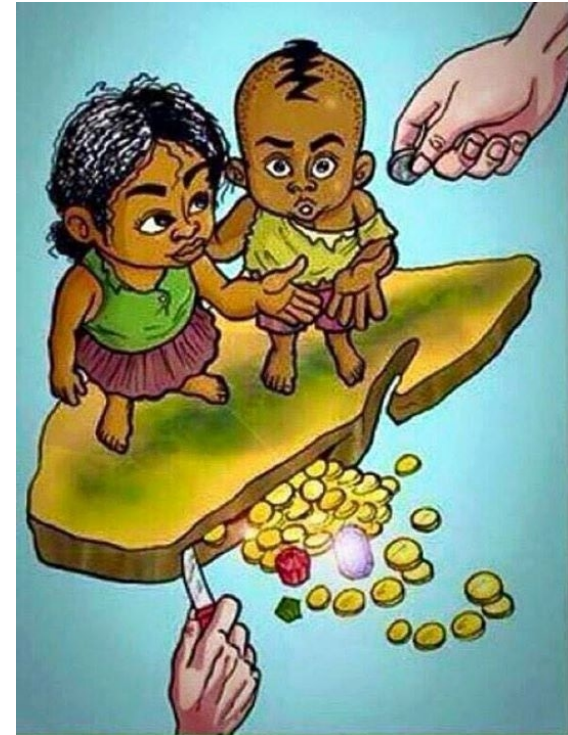


DASAR DAN DINAMIKA PENGEMBANGAN MASYARAKAT (I)



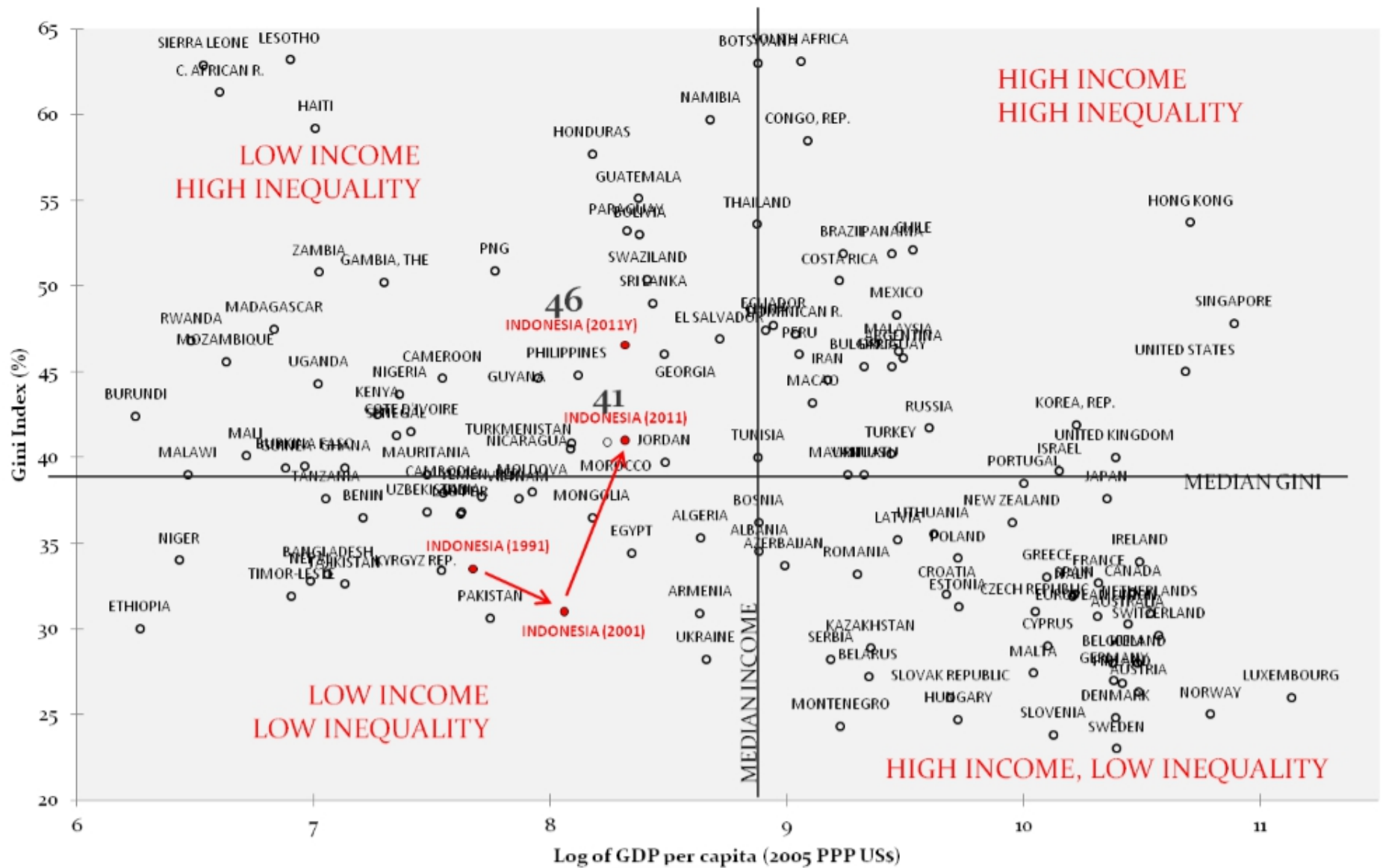
KETIMPANGAN DAN TANGGUNG JAWAB SOSIAL



Ketimpangan (kesenjangan) sosial: perbedaan yang mencolok antara satu individu dengan individu yang lain, antara satu kelompok masyarakat dengan kelompok masyarakat yang lain

Tanggung jawab sosial:

- Keharusan untuk menanggung akibat yang ditimbulkan oleh perilaku antar individu/kelompok dalam rangka menjawab suatu persoalan
- Entitas bisnis harus memberikan kontribusi bagi kesejahteraan masyarakat (*triple bottom line*)



Source: CIA, World Fact Book, 2013, World Bank WDI, and Arief A. Yusuf's Calculation



PINT OF BEER € 4.50
50 liters of fresh water € 1.50

Text 'aid' to 2255 and donate € 1.50

Trend in poverty

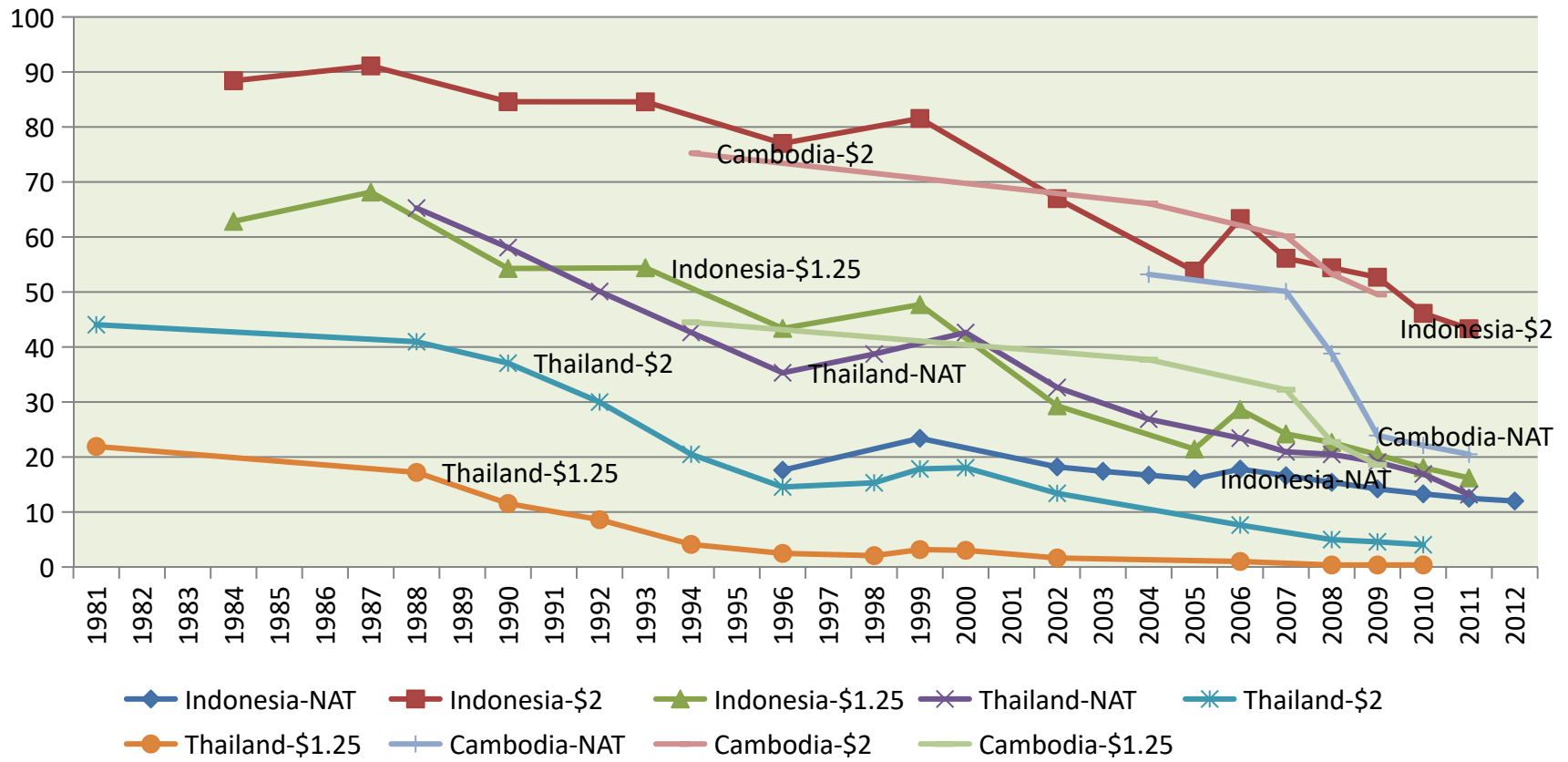
Number of poor population (million, %)	1984	1996	1984-'96 ^a (%)	2000	2011	2000-'11 ^a (%)
	Urban	9.3	7.2	-2.1	12.3	11.1
Rural	25.7	15.3	-4.2	26.4	19.0	-3.0
Urban + Rural	35.0	22.5	-3.6	38.7	30.0	-2.3
Poverty incidence (%)	1984	1996	1984-'96 ^b (%)	2000	2011	2000-'11 ^b (%)
Urban	23.1	9.7	-1.1	14.6	9.2	-0.5
Rural	21.2	12.3	-0.7	22.4	15.7	-0.6
Urban + Rural	21.6	11.3	-0.9	19.1	12.5	-0.6

Note: ^a) annualized change (%), ^b) average annual change

Source: BPS

Using international poverty standard, Indonesia is way below its neighbour.

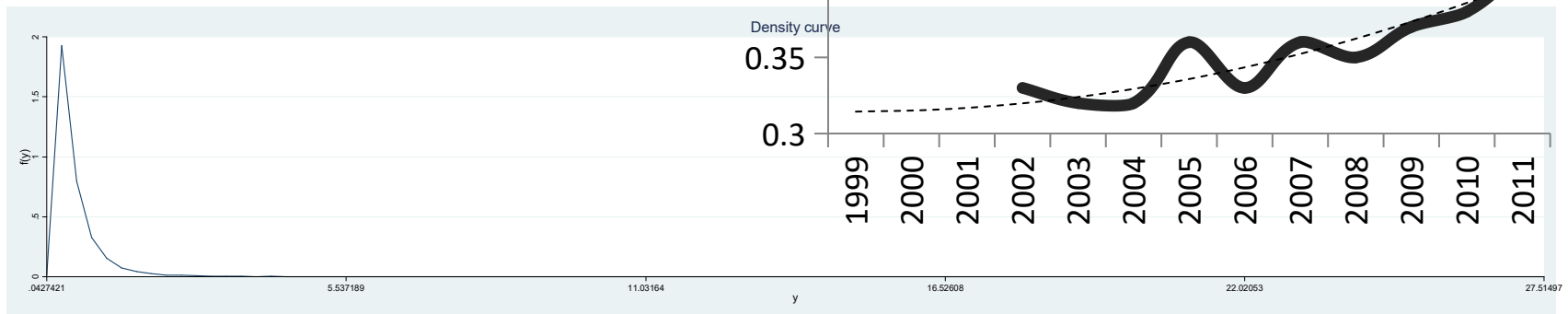
Poverty incidence (international standard) in Indonesia, Thailand and Cambodia



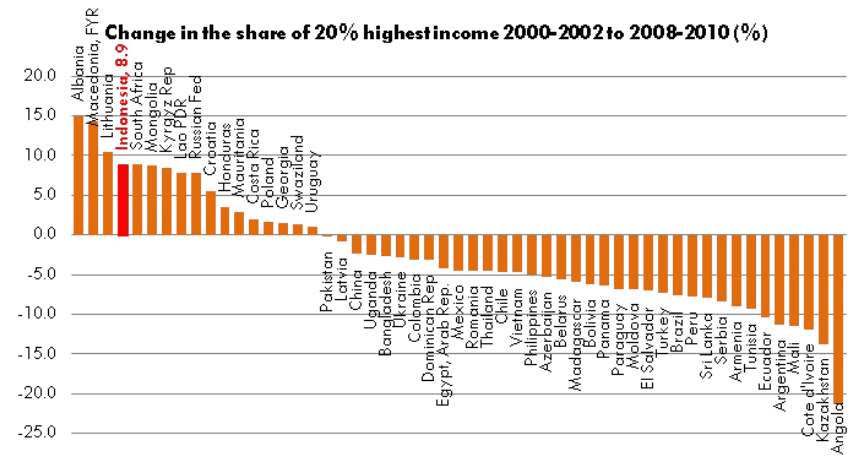
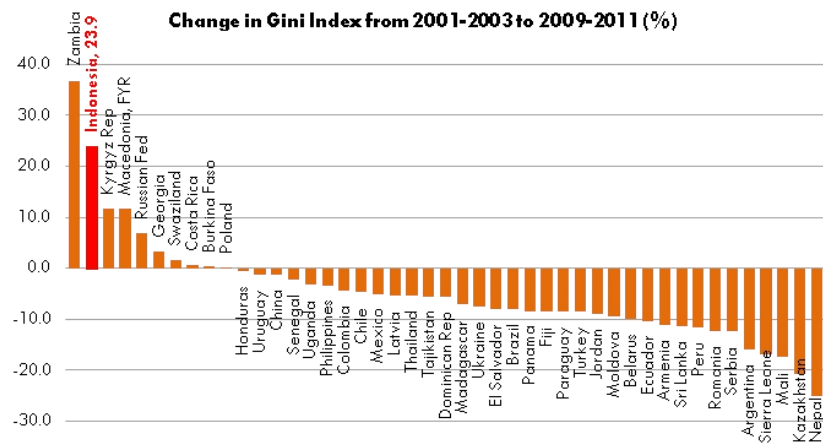
Source: World Bank WDI

Ketimpangan semakin parah

- Pendapatan Nasional Per Kapita (per orang/tahun) pada tahun 2011 adalah Rp. 32.5 juta (BPS, 2015)

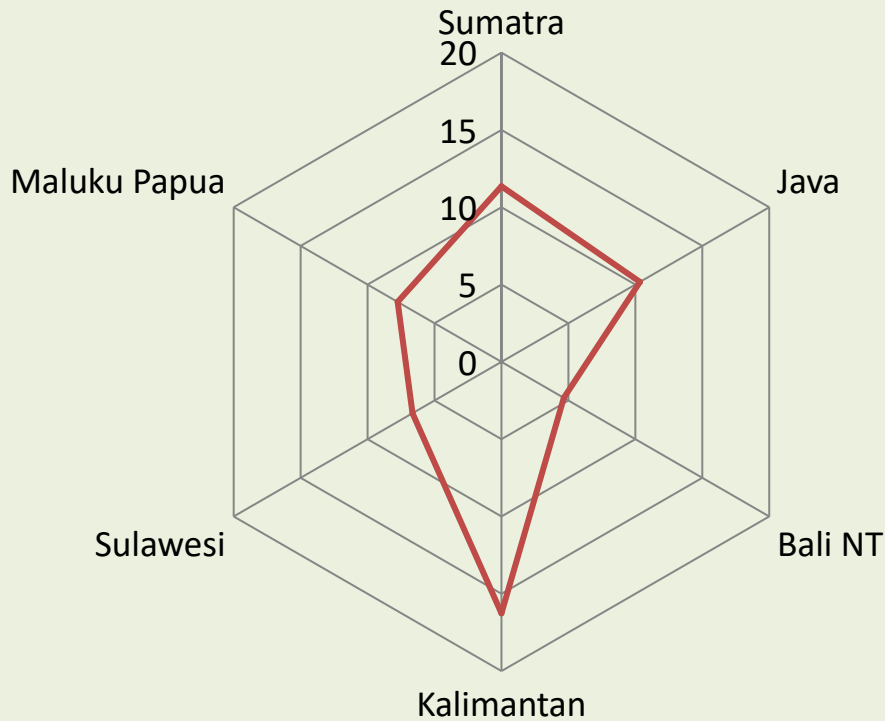


The increase in Indonesian inequality during the last decade is the highest among developing countries.

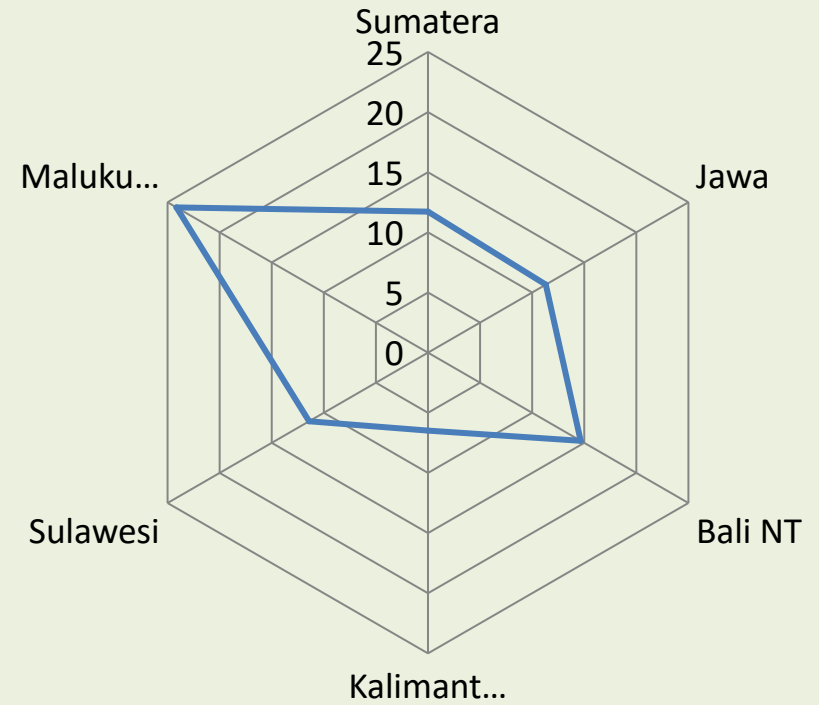


Source: World Bank WDI

The outcome of Indonesian development has been regionally imbalance,



GDP Per Capita (Rp million), 2012



Poverty incidence (%), 2012



Pak..!! pas pacaran dulu kok kamu gak bilang, kalo kamu itu orang miskin..

Kan dulu aku udah bilang berkali-kali "Cuma kamulah hartaku satu2nya" Malah kamu bilang "So Sweet...."





WHAT COMMUNITY NEED?

- **LACK OF:** ASSETS, MATERIALS, SKILLS, KNOWLEDGE
- **TRAPPED IN THEIR VISCOUS CIRCLES:** PHYSICALLY WEAK, POOR, ISOLATED, NO HOPE, NO ASSET, ALWAYS THREATENED BY NATURAL DISASTERS / POLITICAL CONFLICTS
- **NO ACCESS:** TO EDUCATION, TO FOOD/MATERIAL SUPPLY, TO MEDICAL FACILITIES AND HEALTHY ENVIRONMENT, TO MARKET
- **NO POWER AND TRAPPED IN THE SYSTEMS:** CULTURE AND SOCIAL SYSTEMS, GOVERNMENT SYSTEMS, POLITICAL SYSTEMS, RELIGION/SPIRITUAL
- **DIFFICULT TO GROW:** TRAPPED IN PHYSICAL, MENTALITY, SOCIAL, AND SPIRITUAL LIMITATION, THINK THEY DON'T HAVE OPPORTUNITIES, FUND, TECHNOLOGY, KNOWLEDGE AND SKILLS



PROBLEMS AT COMMUNITY DEVELOPMENT

- Not sure - “Who” & “What”
 - Unknown progress...
 - Never end...
 - Unpredicted social risk
 - Tension to conflict...



COMMUNITY DEVELOPMENT

Community development is:

- **A process:** developing and enhancing the ability to act collectively
- **An outcome:**
 1. Taking collective action
 2. The result of that action for improvement in a community in any or all realms: physical, environmental, cultural, social, political, economic, etc.

Phillips and Pittman (2010)

Pengembangan masyarakat dapat dipandang sebagai suatu **proses** (*process*), **metode** (*method*), **program** (*program*), atau **gerakan** (*movement*)

Sanders (1958)

Community development is a group of people in a community reaching a decision to initiate a social action process to change their economic, social, cultural and environmental situation

Christenson et. al. (1989)



ASAS PENGEMBANGAN MASYARAKAT

Sebagai suatu perencanaan sosial, pengembangan masyarakat perlu berlandaskan pada asas-asas: (Ife, 1995)

1. Komunitas **Dilibatkan** dalam Setiap Proses Pengambilan Keputusan

2. Mensinergikan **Strategi Komprehensif** Pemerintah, Pihak-pihak Terkait (*Related Parties*) dan Partisipasi Warga

3. Membuka **Akses Warga** Atas Bantuan Profesional, Teknis, Fasilitas, serta Insentif Lainnya Agar meningkatkan Partisipasi Warga

4. Mengubah **Perilaku Profesional** Agar Lebih Peka pada Kebutuhan, Perhatian dan Gagasan Warga Komunitas



STRATEGI DAN PENDEKATAN DALAM PENGEMBANGAN MASYARAKAT

Pendekatan Komunitas (*The Community Approach*)

- Fokus pada partisipasi masyarakat (komunitas), dengan memperhatikan aspek lokalitas
- Pekerja komunitas berperan sebagai fasilitator
- Menghasilkan perubahan yang didasari oleh pengertian, dukungan moral seluruh warga

Pendekatan Pemecahan Masalah (*The Problem Solving Approach*)

- Dilakukan oleh komunitas dengan menggunakan jasa tenaga ahli
- Menggunakan pengalaman komunitas lain yang diketahui proses dan hasilnya untuk digunakan di komunitas sendiri, dengan harapan memperoleh hasil yang sama
- Tenaga ahli melakukan identifikasi masalah dan pemecahannya, mencari komunitas sumberdaya, merencanakan tindakan, memobilisasi partisipasi warga dan bisa juga mengevaluasi proses dan hasilnya.

Pendekatan Eksperimen (*The Experimental Approach*)

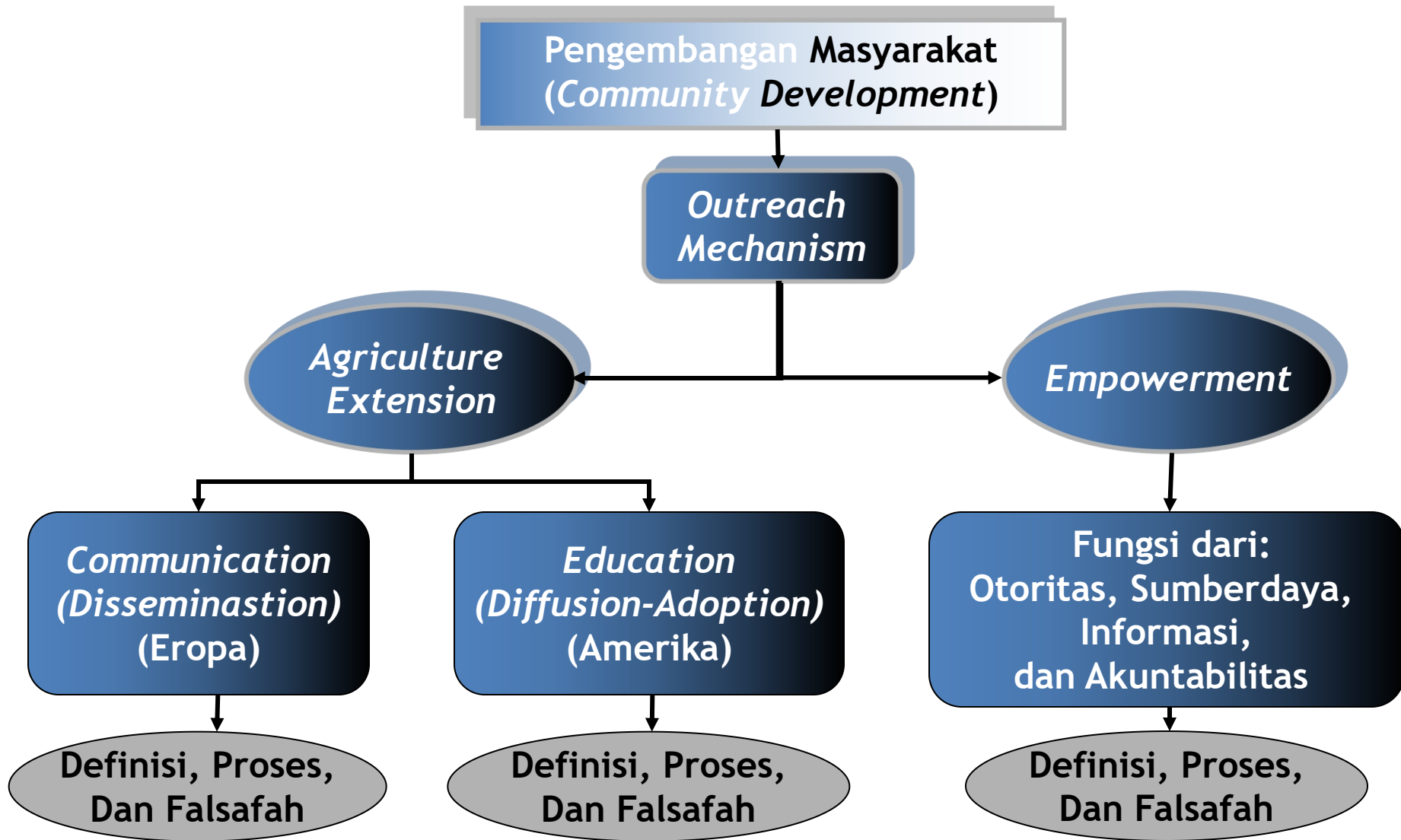
- Penggunaan pengalaman komunitas lain yang tidak diketahui bagaimana hasilnya dalam komunitas sendiri dengan harapan dapat melihat hasilnya
- Spekulasi dan beresiko tinggi

Pendekatan Konflik-Kekuatan (*The Power-Conflict Approach*)

- Kekuatan adalah salah satu masukan yang menentukan hasil akhir pengembangan komunitas
- Pendekatan ini adalah upaya memperbaiki komunitas dengan gagasan-gagasan yang masing-masing didukung oleh sumber kekuasaan
- Pekerja komunitas berperan dalam menjembatani antara sumber kekuasaan antara seluruh elemen dalam proses pengembangan komunitas ke arah yang lebih jelas

**DASAR DAN DINAMIKA
PENGEMBANGAN MASYARAKAT
(II)**

PENGEMBANGAN MASYARAKAT, PENYULUHAN PERTANIAN DAN PEMBERDAYAAN

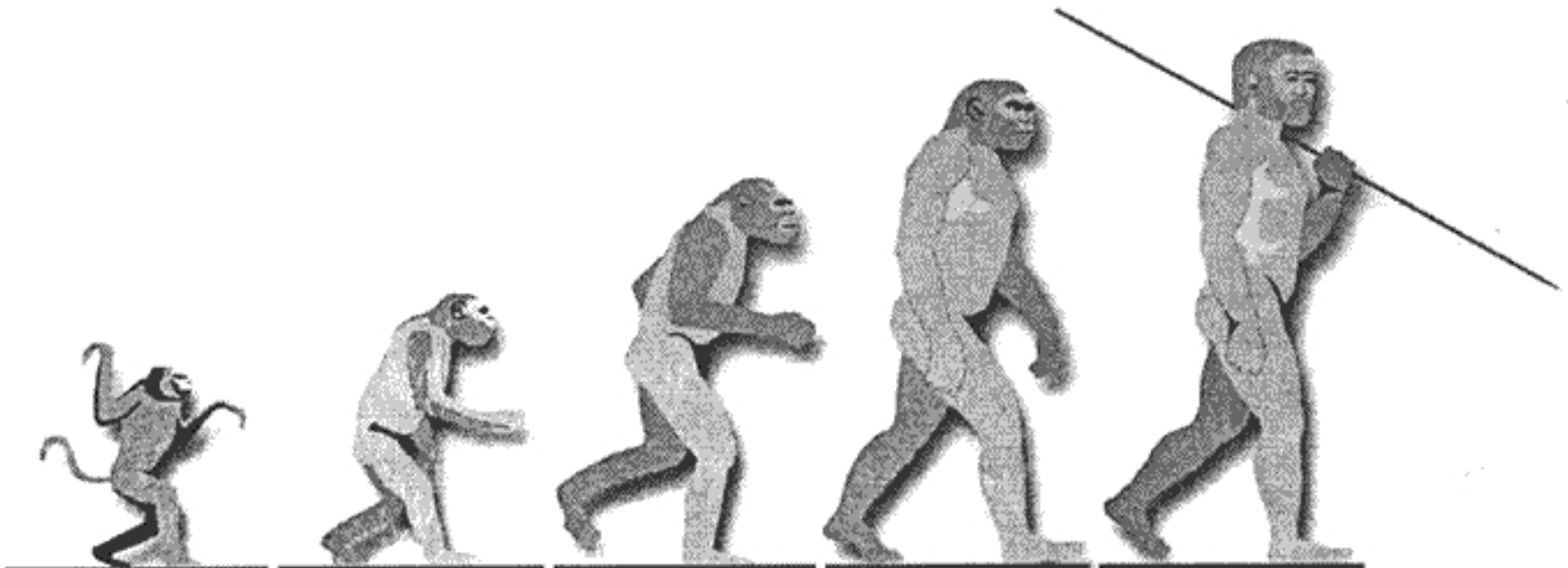


Pengembangan Masyarakat dalam Konteks Pembangunan Daerah

- Tingginya ketergantungan pembangunan daerah kepada pusat dapat menghilangkan kemandirian daerah
- Pembangunan daerah memerlukan *importation of energy* dari masyarakat
- Mengembangkan potensi yang ada di masyarakat pada tingkat lokal dan komunitas akan sangat berarti dan dapat menjadi basis pertumbuhan dalam aktivitas pembangunan daerah

COMMUNITY DEVELOPMENT AND BUSINESS

COMMUNITY DEVELOPMENT AND BUSINESS: Business Evolution toward Sustainability



From profit focus, a company exist only for short-term shareholder profit

For philanthropy, passive donations to charities when requested

To community affairs, strategic giving linked to business interests (includes cause-related marketing)

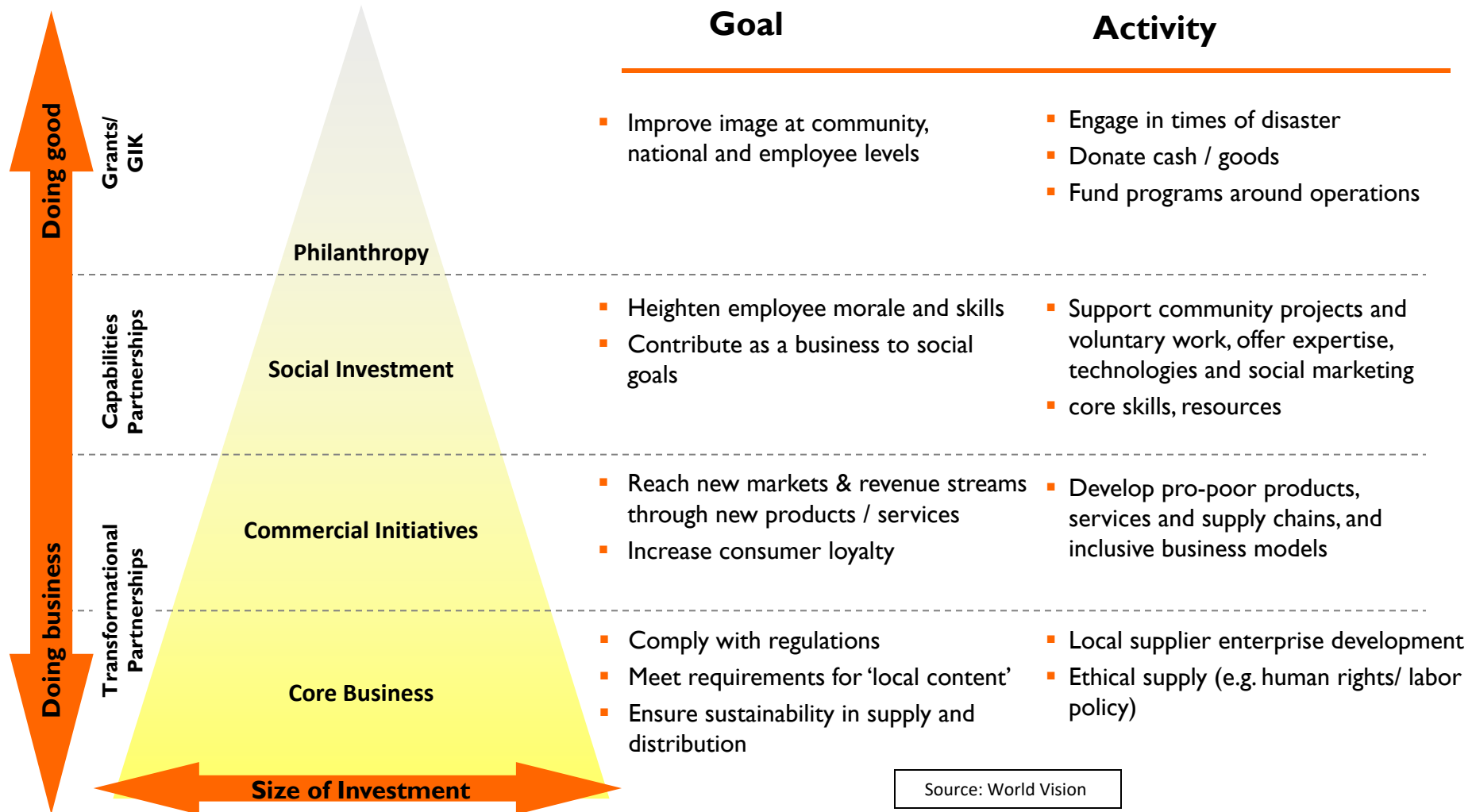
To corporate community investment, strategic partnerships initiated by company

To Sustainable Business, integrated into business functions, goals, strategy.

COMMUNITY DEVELOPMENT AND BUSINESS:

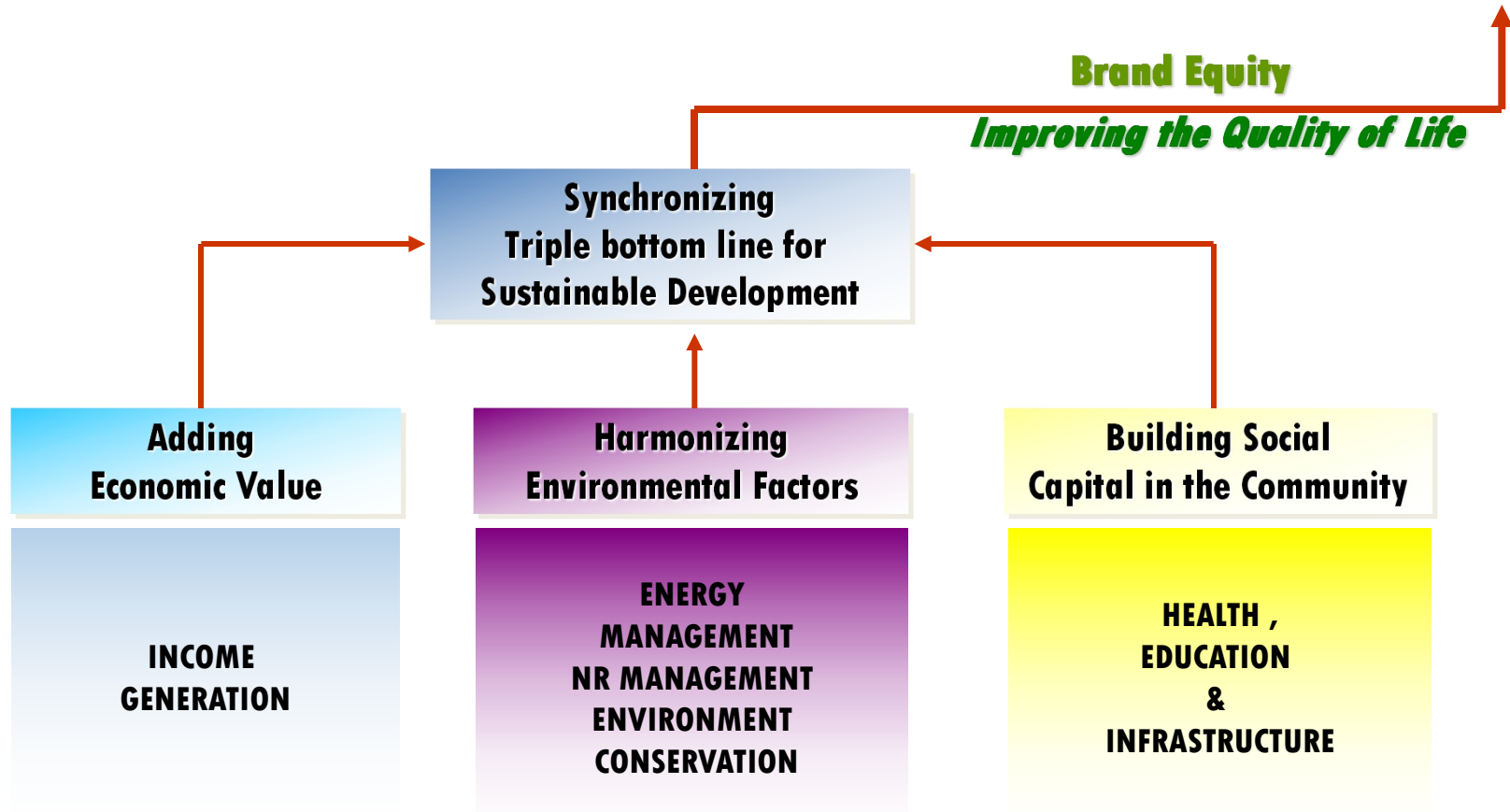
Goals of Corporate Investment

As expectations on return on CSR investment increase, companies tend to gravitate towards transformational partnerships that leverage core business.



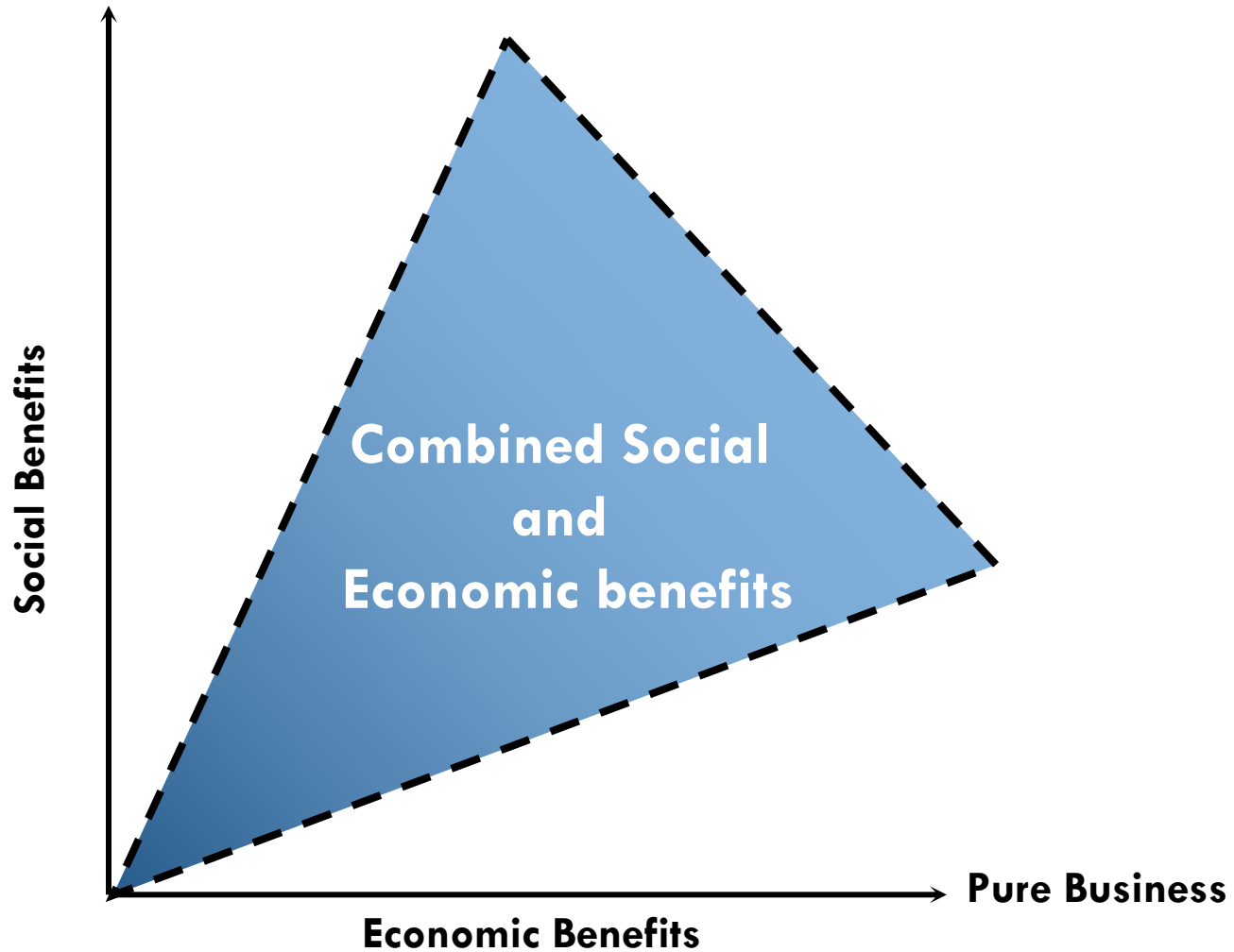
Source: World Vision

COMMUNITY DEVELOPMENT AND BUSINESS: CSR : The Triple Bottom-line Approach



COMMUNITY DEVELOPMENT AND BUSINESS: Convergence of Interests

Pure Philanthropy



COMMUNITY DEVELOPMENT AND BUSINESS:

Corporate Social Responsibility

- **The World Business Council for Sustainable Development**

"Corporate Social Responsibility "is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

- **The World Bank Group**

*"Is the commitment of business to contribute to sustainable economic development working with employees and their representatives, their families, the local community and society at large to improve quality of life, in ways that are both **good for business and good for development**"*

- **Indonesian Business Link**

*"CSR is a concept whereby companies **integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis***

- **CEO Forum on CSR in Indonesia**

*"The concept of CSR goes beyond philanthropy and paying taxes, it is about **investing in sustainable development and the empowerment of communities. It is not only about external stakeholders but actively involves the internal stakeholders as well.**"*

COMMUNITY DEVELOPMENT AND BUSINESS:

Why CSR?

- **Government's Regulation**

- Bill passed on July 20, 2007 as Limited Liabilities Companies Act No. 40, Article 74:
 1. A Limited Liability Company is obligated to conduct corporate social responsibility and environmental responsibility
 2. Corporate social and environmental responsibility is an obligation for Limited Liability Companies, which is budgeted and calculated as cost or expense for Limited Liability Company
 3. A Limited Liability Company that does not carry out the obligation shall be sanctioned according to regulations

- **Building and Enhancing Corporate Image**

- In 2006, 12 companies issued stand-alone sustainability CSR reports to their annual financial reports

- **Company's Culture**

- **Crisis Management**

COMMUNITY DEVELOPMENT AND BUSINESS:

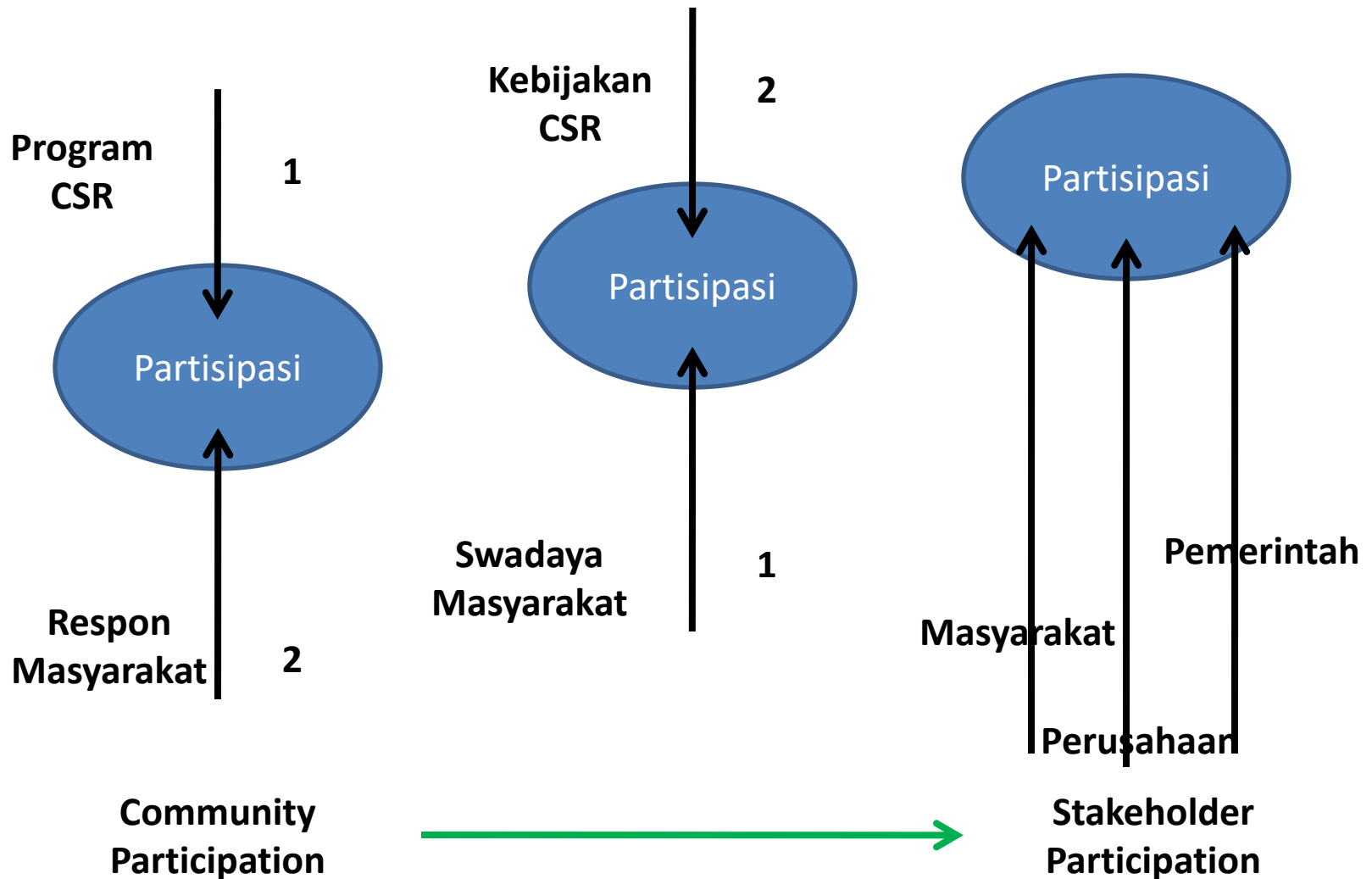
Jebakan Aktivitas CSR Perusahaan

- ***No free lunch***: image and reputation, jika mungkin dampak langsung untuk bisnis
- ***Avoid conflict***: cenderung akomodatif dan “mengumbar” janji
- ***Find the easiest way***: mengalokasikan uang/anggaran atau memberi *philanthropy*
- ***Quick result***: ditujukan kepada pengembangan ekonomi individu, bukan *community*
- Hanya melaporkan ***successful story***
- ***Hit and run***

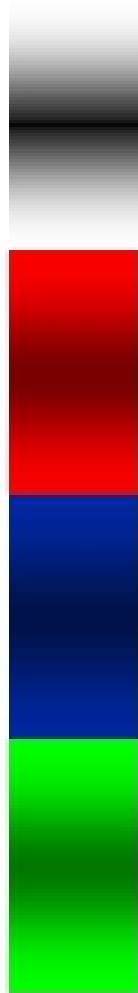
Key Actors of CSR



Pergeseran Makna Partisipasi dalam CSR (Dari community participation ke stakeholder participation)



COMMUNITY DEVELOPMENT AND BUSINESS: Spectrum of CSR



BLACK is a business group that do not practice CSR, not even to their employees.

“CSR... what CSR..?”

RED is a business group that have started practicing CSR; but they still regard CSR practices as cost components that will reduce their profitability.

“CSR is expenses”

BLUE this group believe that good CSR practices will bring positive contribution to business over the long term. They regard CSR as investment – not as cost component.

“CSR is investment”

GREEN This group has linked their CSR into business' functions, goals and strategy and put it as its core value. They even recognize the CSR as a mandatory (as oppose to voluntary). They believe good CSR practice will create social capital (equities).



COMMUNITY DEVELOPMENT AND BUSINESS: ISO 26000 (Corporate Social Responsibility)

Stakeholder Engagement

7 Principles of Social Responsibility

(1) Accountable for its impact on society and the environment; (2) transparent in its decision and activities that impact; (3) behave ethically at all times; (4) respect and consider the interests of its stakeholders; (5) respect the rule of law; (6) recognize both the importance and the universality of human rights; (7) respect relevant international norms where these norms are superior to national law and practice

Core Issues

Organizational
Governance

Human Rights

Labor Practices

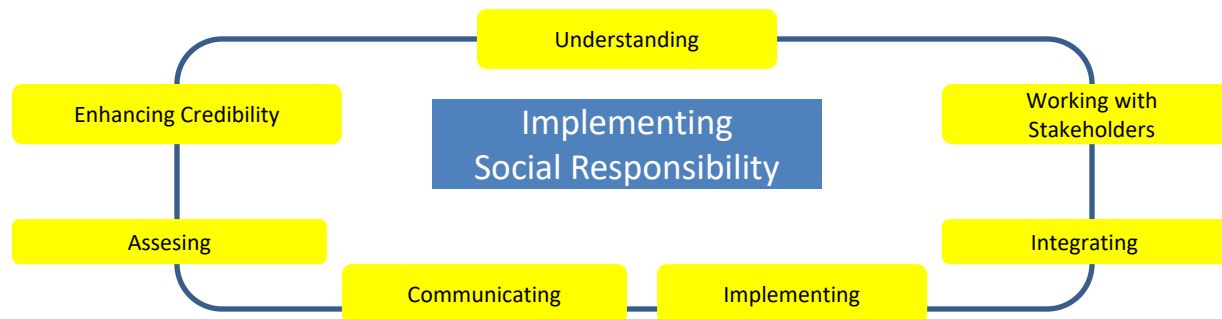
Environment

Fair Operating
Practices

Consumer
Issues

Sos & Ec
Development

Implementing Social Responsibility



Stakeholder Engagement