

Mang Covid as an Innovative Community Empowerment Strategy during the COVID-19 Pandemic (A CSR Program of PT Polytama Propindo)

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Abstract- The COVID-19 pandemic has so far had an impact on society in general, not only affecting health, but also on the economic, employment, educational and social aspects of the community. One of the efforts to cope with the impact of COVID-19 pandemic on the employment sector in Indramayu was by cooperating with private companies through a CSR program of PT Polytama Propindo. The CSR program is Mang Covid which aims to empower communities or groups affected by COVID-19 in the midst of a pandemic that is able to restore the economy and community independence to be innovative and creative in the midst of a pandemic. The research employed is descriptive qualitative, while the informants are the program managers and the community involved in Mang Covid program. Data collection techniques used are interviews, observation, and documentation. The researcher proves the validity of this research by using a source triangulation method which is to verify the information obtained in the field. Based on the results of the study, it shows that Mang Covid as PT Polytama Propindo's CSR strategy in community empowerment in the midst of a pandemic includes providing training to laid-off people and MSME groups in Indramayu area by providing entrepreneurship training and making new models of disinfectants and marketing them. While the impact to the community is that it can create business opportunities for laid-off people, increase income, and foster independence and creativity for laid-off people.

Index Terms- Community Empowerment, CSR, Covid-19, Pandemic.

I. INTRODUCTION

Since COVID-19 Pandemic was confirmed in 2020, it is the responsibility of the government to respond to this pandemic together with relevant stakeholders. One of the efforts made by the government is collaborating with World Health Organization (WHO) and other partners including academics and companies in handling and preventing COVID-19 which the number of confirmed cases is increasing day by day.

The COVID-19 pandemic to date has certainly brought changes to society in general, these changes occur not only in the health aspect but also in the economic, employment, educational and social aspects of the community. Therefore, the government, both at the central and regional levels, has issued various policies to cope with the transmission of COVID-19. One of the policies carried out by the central and regional governments is by implementing Large-Scale Social Restrictions (Pembatasan Sosial Berskala Besar - PSBB) until the latest policy is Community Activities Restrictions Enforcement Level 1 to 4 which has implications for limiting community activities hence it greatly affects the industrial sector, one of which is the manufacturing industry sector which experienced a sharp slowdown [1].

The slowdown in the manufacturing industry, for example, has led to great reduction of consumer demand, difficult access to production and entry and decrease of demand and sales. Such numerous problems encountered by the industrial sector have an impact on the employment aspect which results in the reduction in the number of employees by means of termination of employment (Pemutusan Hubungan Kerja - PHK). According to Article 1 of Law No. 13 of 2003 that termination of employment is the termination of an employment relationship by a reason that results in the termination of the rights and obligations between the employee/labor and the employer [2]. From these problems, hundreds of workers in Indramayu Regency were discharged or laid off. In Indramayu, 177 people were discharged and 164 were laid off. In addition, in the informal sector, 3,852 people were affected by the COVID-19 pandemic [3].

As an effort to overcome the impact of the COVID-19 pandemic in the employment sector, Indramayu Government and the company are striving to help workers affected by the pandemic through a CSR program of PT Polytama Propindo. The program is expected to be able to empower the affected people. PT Polytama Propindo's CSR focuses on efforts on community's economy empowerment, environmental conservation and afforestation, emergency response to natural disasters, healthcare, religion, social, culture, youth and sports, as well as nationalism and patriotism [4]. As a form of concern, PT Polytama Propindo in the midst of this

pandemic launched a Mang Covid program (Covid-19 Prevention Management Program) which involves layoff victims, MSMEs affected by COVID-19, of course, collaboration is needed between the central government, regional governments and private sectors.

Interestingly, Mang Covid Program aims to empower communities or groups affected by COVID-19 in the midst of a pandemic. With this program, it is expected to be able to help people who have been laid off or those affected by COVID-19 to restore the economy and community independence to be innovative and creative in the midst of the pandemic.

A. Literature Review

A.1 Community Empowerment Strategy

The word strategy according to the Greek language is *strategos* which means a long plan, followed by actions that indicate something to be achieved. According to Kamus Besar Bahasa Indonesia, strategy is the knowledge and art of using resources to implement certain policies [5]. Conceptually, empowerment comes from the word 'power' which means power or empowerment. Thus, the main idea of empowerment is in contact with the concept of power. Where power is associated with people's ability to access what they want. While society is a number of humans in the broadest sense and bound by a culture that they consider the same, can be interpreted as a human association bound by similarities [6].

The purpose of community empowerment is to strengthen the power or strength of the community, especially for weak groups who experience powerlessness due to internal and external conditions. Community empowerment is a community effort to improve conditions from the weak to the empowered by fulfilling basic needs in order to prevent the process of powerlessness. Community empowerment itself adopts the concept of economic development that encapsulates social values. This concept describes a new paradigm in development that is "people-centered", participatory, empowering, and sustainable [7].

There are many kinds of empowerment strategies. According to Cholisin, a strategy has three meanings; creating a climate, strengthening power and protecting. Creating a climate means where the potential of the community to develop (enabling). Strengthening the potential and power of the community (empowering) [8].

The community empowerment strategy is used as a people-centered development approach. This approach realizes how important the community's capacity to increase independence and internal strength achieved through the ability to exercise internal control over material and non-material resources through redistribution or ownership. A sustainable empowerment strategy include three criteria as follows [9]:

- 1) Involve all members in every stage of development, where every member of the community must get job opportunities and make efforts according to their expertises and abilities.
- 2) Every member of the community must be rewarded according to what they have done.
- 3) Tolerance, where community members must maintain a balance between the strong and the weak, the rich and the poor. The existence of social control from every member of the community towards the implementation of empowerment.

Community empowerment strategies in Indonesia are divided into three categories [10]:

1) Community Relation

It is an activity in connection with the pattern of communication and information development to the parties concerned. In this category, this program is more directed to generosity (charity) of the company. Based on Sumarto's research, several strategies can be applied, including:

- a) Creating company welfare
- b) Improving the level of life
- c) Improving the community's economic condition
- d) Improving the quality of life
- e) Providing adequate facilities

2) Community Service

It is a form of company service in meeting community's or public interest. Daniri's community service strategy can be implemented in a number of ways:

- a) Assisting in problem solving and acting as a facilitator
- b) Providing social activities in the form of community services
- c) Providing assistance in the repair of facilities and infrastructure
- d) Providing services for the benefit of community or public interest

3) Community Empowering

It is a program related to how to provide wider access to the community in supporting their independence, such as establishing small businesses. The empowerment strategy can be applied in the following ways [10]:

- a) Providing access to the community to run their business independently
- b) Involving the community in business establishment
- c) Assisting in community development from poverty
- d) Providing counseling and research

B. CSR/Corporate Social Responsibility

CSR (Corporate Social Responsibility) is a form of action derived from the company's ethical considerations that are directed at improving the economy and the quality of life for employees, the surrounding community and the wider community. According to Bowem quoting from the book [11], CSR is an entrepreneur's obligation to formulate policies, make decisions or take the desired line of action regarding the goals and values of society [12].

Corporate Social Responsibility, according to Jeremy Galbreath, quoting from the book [11] consists of four (4) strategies; First, shareholders' strategy which states that the company is responsible for the community related to economic responsibility. Second, an altruistic strategy based on "giving back" to society in the form of monetary donations for various groups and causes. Third, a reciprocal strategy in taking a more strategic approach to CSR in terms of viewing social responsibility as good business. That is, companies do not only offer benefits to society in financial and other forms as tangible rewards. Fourth, a citizenship strategy where the company conducts identification and dialogue with stakeholders as part of the input for the formulation of the company's strategy.

CSR strategies are specifically directed to the needs of individual stakeholders, be they employees, customers or the environment. By using open bidding methods through media, such as triple bottom line report, companies are leveraging a citizenship strategy that aims to demonstrate transparency and public accountability. By targeting corporate social responsibility (CSR) to certain stakeholders with the aim of increasing the creation of long-term values from the stakeholders as well as the financial position and reputation of the company in the market [12].

II. METHODOLOGY

This study employs descriptive qualitative research. 2016 qualitative research is research that results in findings that do not use statistical procedures [13]. Descriptive qualitative research aims to explain events that occur in society according to conditions and situations. This study uses a purposive technique, in which the researcher does not give limitation to informants in conveying information. The informants are the community who are involved in Mang Covid program. Data collection techniques used are interviews, observation, and documentation. To prove the validity of this study, the researcher uses a source triangulation method to verify the information obtained in the field.

III. RESULT AND DISCUSSION

Mang Covid program is a CSR effort of PT Polytama Propindo in the movement against COVID-19 in Indonesia in 2020, one of which is in Indramayu Regency. The COVID-19 pandemic has greatly impacted employment in Indonesia, especially in Indramayu Regency. It can be seen from the workers' point of view, there has been a wave of layoffs and a decline in income as a result of the disruption of business activities in various sectors.

This program is a solution to help the government and the community by involving layoffs and MSMEs affected by COVID-19 as well as people with disabilities who have been trained and integrated. This program is one of the community empowerment programs provided by CSR PT Polytama Propindo which collaborates and partners with PT Alam Rizki Semesta, Citra Melia Consultant, Manpower Office, Industry and Trade Office, Environment Service and Disaster Management Agency of Indramayu Regency.

Mang Covid program is carried out with the aim of helping local communities who were laid off to be provided with various activities including training and mentoring. These activities are provided to layoffs so that they are motivated to do something that makes them independent and creates job or business opportunities. The targets in the Mang Covid program are 100-200 layoff victims, people with disabilities, and 4-5 MSMEs affected by COVID-19.

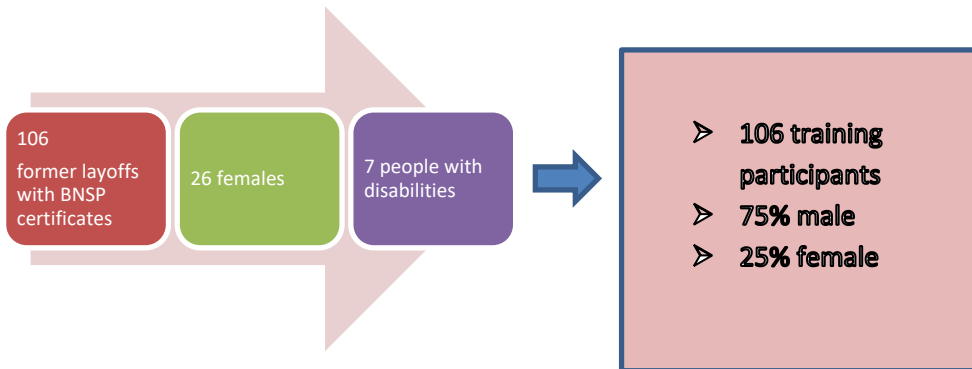
On October 21, 2020, the launching of Mang Covid program was inaugurated directly by Ida Fauziyah as the Minister of Manpower of the Republic of Indonesia, Muh. Kayam as the Director General of Chemical, Pharmaceutical and Textile Industries, Maman Konstaman as Regional Assistant II to represent acting Mr. Pjs Bambang Tirtoyuliono, and Didik Susilo as President Director of PT Polytama Propindo, in the hall. This launching is expected to help improve the welfare of the people affected by Covid 19.

Figure 1.1
Inauguration of MANG COVID Program by Minister of Manpower RI



Based on the on-site results, the beneficiaries of Mang Covid program were 106 former layoffs who received BNSP certificates, 26 women (25%), and 7 people with disabilities. The following table indicates the beneficiaries of Mang Covid program:

Table 1.1
Beneficiaries



Mang Covid program is a form of empowerment strategy from PT Polytama Propindo for people who were laid off, especially in Indramayu Regency. PT Polytama Propindo's strategy in coping with the impact of COVID-19 pandemic in synergy with the Government of Indramayu Regency in order to provide training and assistance so that the community can be empowered in the current pandemic situation. The strategies include:

1) Providing training to communities affected by COVID-19

Training is an effort to help laid-off people develop their skills and capacities. In the context of empowerment, training and mentoring are forms of activities that can assist the implementation of programs or activities. A number of parties received this training. This training is about basic entrepreneurship.

Basic entrepreneurship training is face-to-face training in class with the aim of training participants to understand entrepreneurship techniques and be able to run businesses according to their expertises. The training was carried out based on SPK No.066/RS/ADM/VIII/20 dated August 15, 2020. This entrepreneurship training was conducted with the aim of figuring out more clearly on the creation of opportunities, the benefits of entrepreneurship, customer satisfaction and market surveys for a product.

The training involved MSMEs, victims of layoffs and people with disabilities in Indramayu. The training was held for 7 days with 3 stages, stage I attended by 29 participants, stage II attended by 28 participants, and stage III attended by 32 participants, so the total in Mang Covid training program was 89 participants, held at Balai Latihan Kerja (BLK) of Manpower Office Indramayu, using a disinfectant device called Corona Busters and Wanrus, where its working system is that the device produces smoke or steam containing disinfectant that can spread in the air, especially indoors.

The training was provided in stages:

Stage 1: from August 18 to August 24, 2020, CSR Team of Polytama Propindo held Mang Covid program training with 29 participants who came from MSMEs, victims of layoffs in Indramayu and people with disabilities in Balai Latihan Kerja (BLK) of Manpower Office. And on September 15, 2020, training of 10 people began to be employed at PT Polytama Propindo plant to spray disinfectant.

Stage 2: From September 28 to October 4, 2020, CSR Team of Polytama Propindo held Mang Covid program training with 28 participants from MSMEs, victims of layoffs in Indramayu and people with disabilities in Balai Latihan Kerja (BLK) of Manpower Office.

Stage 3: From October 20 to October 26, 2020, CSR Team of Polytama Propindo held Mang Covid program training with participants from MSMEs, victims of layoffs in Indramayu and people with disabilities in Balai Latihan Kerja (BLK) of Manpower Office.

Table 1.2
List of Training Materials

No	Materials	Presenter	Participants
1.	Basics of Entrepreneurship	M. Syahiddin, SE, MM	41 participants
2.	Licensing, business ethics, and networking	Ir. Asep Sopandi, MM	41 participants
3.	Marketing strategy	Drs. Mudijarto, Msi	41 participants
4.	Production Aspect	Nurina, SE, MM	
5.	Business plans and investment costs	Drs. Mudijarto, Msi	36 participants
6.	Pre-Assessment	Ir. Asep Sopandi, MM	36 participants
7.	Competency test	Drs. Suadi Sapta Putra, M. Si Sumarsid, SE, MM Ruddy Ika Suhartini Darmo, SE, MM	34 participants

The training provided positive results for the community involved, the training participants received certified expertise for the operation of disinfectant equipment and a steady income. Thus, the training was able to empower communities in Indramayu Regency affected by COVID-19.

2) Marketing Strategy

Marketing is the most important thing from the previous activities. Marketing is the last aspect in any business undertaken because marketing is a process of transferring from producers to consumers [14]. Meanwhile, marketing has its own way, namely by determining prices, promotion places, introduction to the life cycle, introduction to calculating the cost of goods and break even point (BEP).

3) Impact to the community

MANG COVID program which was inaugurated in October 2020 may cause a trickle down effect on layoffs, especially in Indramayu Regency. The trickle down effect is the progress obtained by a group of people from the low which can create jobs and various economic opportunities in order to achieve equity [15].

The program is able to bring changes to the laid-off people, including the progress made by a group of people where they are able to create jobs and various business opportunities in order to achieve economic equality [16]. The activities carried out by PT Polytama Propindo are able to create new business opportunities as a supporting factor in economic sustainability of the community. The community does get additional income from the training activities provided by PT Polytama, especially laid-off people, a group of MSMEs and people with disabilities. However, on the other hand, of course, they can cause changes that are both positive and negative.

Based on on-site findings, Mang Covid program has had various impacts on laid-off people, including:

1) Creating business opportunities for laid-off people

The business opportunity is to make a new model of disinfectant. The results of making disinfectants can be used as follows:

- In January 2021, disinfectant spraying began in the area of Islamic Center Mosque, with 9 officers divided into 3 groups every day. And one person in Environment Office of Indramayu Regency.
- In March 2021, disinfectant spraying at Indramayu Environment Office was temporarily discontinued, focused on the area of Indramayu Islamic Center Mosque and PT Polytama Propindo plant. Still in March 2021, the disinfectant officers in Indramayu Islamic Center Mosque area used new uniforms to further show the identity of Mang Covid Program belonging to PT Polytama Propindo.
- In May 2021, all disinfectant equipment used for Propindo, alternately with disinfectant equipment to be serviced on a regular basis so that the machines remain in good condition for spraying activities.

2) Increase in income

The emergence of Mang Covid program can create new business opportunities for people affected by Covid 19 in Indramayu Regency which hugely impacted people's income. The community is given business opportunities, namely expertise in the production of disinfectants. In the past, people depended on working as employees or laborers in various private companies in the vicinity. However, in this pandemic situation, they were laid off and discharged.

Therefore, the community was facilitated by PT Polytama Propindo to form a certified worker group (BNSP Wirausaha) through training. With this training, of course, they will be able to produce and operate an airborne-based disinfectant. They will get additional income, which is Rp 2,400,000 per individual every month. Thus, Mang Covid program has a great impact on community empowerment in a pandemic situation like this.

3) Fostering independence and creativity for laid-off people

With Mang Covid program, it will greatly affect the growth of independence and creativity. Where people, especially layoffs, MSME groups affected by COVID-19 and people with disabilities received training from PT Polytama Propindo to develop their skills through training to produce and operate airborne-based disinfectants.

IV. CONCLUSION

From this research, it can be concluded that the program carried out by PT Polytama Propindo in coping with the impact of Covid 19 pandemic in synergy with the Government of Indramayu Regency is by organizing COVID-19 Prevention Management (Mang Covid) training. The strategy carried out by CSR PT Polytama Propindo is: first, training of entrepreneurship and production of new disinfectant models involving MSMEs, layoff victims and people with disabilities in Indramayu. Second, marketing is by explaining how to market Products, Prices, Promotions and Places in SME Product Marketing, introduction to life cycles, introduction to calculating product cost of goods and the break even point (BEP). Meanwhile, the impact to the community who received Mang Covid program assistance was that it could create business opportunities for laid-off people and foster independence and creativity for laid-off people and increased people's income.

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