

Implementasi pemberdayaan kelompok usaha perempuan di wilayah pesisir sebagai corporate social responsibility PT. Semen Tonasa di Desa Bulu Cindea, Kabupaten Pangkep, Sulawesi Selatan =
Implementation of empowerment of women business groups in coastal areas as corporate social responsibility of PT. Semen Tonasa in Bulu Cindea Village, Pangkep Regency, South Sulawesi.

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Abstrak

Studi ini membahas tentang implementasi pemberdayaan kelompok usaha perempuan melalui Corporate Social Responsibility (CSR) PT Semen Tonasa di wilayah pesisir Desa Bulu Cindea Kabupaten Pangkep. Tujuan penelitian ini yakni mendeskripsikan proses implemementasi program Tonasa Mandiri beserta dengan hambatan-hambatan implemementasi yang terjadi dalam proses pelatihan maupun dalam proses pengadaan kelompok usaha perempuan. Penelitian dilakukan dengan pendekatan kualitatif dengan metode deskriptif. Terdapat 8 (delapan) orang informan yang dipilih menggunakan teknik purposive sampling. Hasil penelitian menjelaskan bahwa terdapat 6 (enam) tahapan dalam proses implemementasi program Tonasa Mandiri yang terdiri dari; tahap persiapan, tahap pengkajian, tahap perencanaan, tahap formulasi, tahap pelaksanaan dan tahap evaluasi program. Adapun hambatan yang terjadi antara lain; kendala pelaku perubahan, kendala internal, dan kendala ekseternal.

.....This study discusses the implementation of empowerment of women's business groups through PT Semen Tonasa's Corporate Social Responsibility (CSR) in the coastal area of Bulu Cindea Village, Pangkep Regency. The purpose of this research is to describe the implementation process of the Tonasa Mandiri program along with the implementation obstacles that occur in the training process and in the process of procuring women's business groups. The research was conducted with a qualitative approach with descriptive methods. There were 8 (eight) informants who were selected using purposive sampling technique. The results showed that there were 6 (six) stages in the implementation process of the Tonasa Mandiri program consisting of; the preparation stage, the assessment stage, the planning stage, the formulation stage, the implementation stage and the program evaluation stage. The obstacles that occur include; constraints of change actors, internal constraints, and external constraints.