

CSR INSTITUTIONS IN EMPOWERING BEACH TOURISM COMMUNITY PANCER DOOR: STUDY ABOUT PT. BANK JAWA TIMUR IN PACITAN DISTRICT

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ABSTRACT

This study aims to analyze the institutional, social capital, community participation, and CSR dynamics of PT. East Java Bank in empowering the Pancer Door Beach Tourism community in Pacitan Regency. The research method in this research is descriptive qualitative.

This research is an Embedded Case Study Research, which is a case study research that has determined the focus of research in the form of the main variables that will be assessed on CSR Institutions in Community Empowerment for Coastal Tourism. Pancer Door: Study on CSR of PT. Bank Jawa Timur in Pacitan Regency. The types of data collected in this study consisted of primary data and secondary data. Primary data is data collected directly from the field or directly from the original source, namely data from the community around Pancer Door Beach Pacitan.

The results of this study indicate that the CSR Institution of PT. Bank Jawa Timur in empowering the Pancer Door Beach Tourism community in Pacitan Regency namely the company's commitment (PT Bank Jawa Timur) by carrying out the Corporate Social Responsibility (CSR) program by running the Jatim Peduli Program. CSR social capital PT Bank Jawa Timur was realized, among others, by building and rehabilitating the infrastructure of the Pancer Door Beach Area. CSR community participation of PT. Bank Jawa Timur in community empowerment, there are 3 groups that are active in community empowerment, namely Pokmaswas Sronojolo, Pokdarwis and KUB Sronojolo. The dynamics of the CSR of PT. Bank Jawa Timur is committed to implementing sustainable principles that are able to create economic, social and ecological values in the process and at the level of policy making and decision making that can promote the Company's success while still contributing to the achievement of sustainable development goals.

Keywords: community empowerment, coastal tourism, corporate social responsibility

INTRODUCTION

In Indonesia, there are 4 (four) pillars of tourism development, namely destinations, marketing, industry and institutions. The four pillars are an effort to realize the principle of development by taking into account the diversity, uniqueness and uni-

queness of culture and nature, as well as human needs for tourism.

The Pancer Door area is designated as part of the socio-cultural strategic area in Pacitan regency, as part of the tourism development area with a service center located in Pacitan district. Participation of the CSR institution of PT Bank Jawa Timur in

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community empowerment at Pancer Door Beach in Pacitan regency can develop and adhere to democratic principles, gender equality, and openness. This approach is the basis for the "community driven planning" approach which becomes the community as the determinant and the CSR institution of PT. Bank Jawa Timur as the facilitator.

There have been many studies related to tourism empowerment and its relationship with CSR. The study provides an overview of several interrelated activities, but there has been no study that focuses on the institutionalization of CSR in the scope of banking and empowerment of coastal tourism communities, besides that there is a novelty of existing methods, but in this study focused on the institutional aspects of CSR in the scope of banking in empowerment.

Tourism society.

Specific objectives of this study are:

1. Analyzing institutional CSR PT. Bank Jawa Timur in empowering the Pancer Door Beach tourism community in Pacitan regency
2. Analyzing the social capital PT Bank Jawa Timur in empowering the pancer door beach tourism community in Pacitan regency
3. Analyzing the CSR community participation of CSR in empowering the Pancer Door Beach tourism community in Pacitan regency
4. Analyzing the dynamics of PT. Bank Jawa Timur in empowering the Pancer Door Beach tourism community in Pacitan regency

RESEARCH METHODS

This research was conducted in the Pacitan regency. This research is an Embedded Case Study Research, which is a case study research that has determined the focus of research in the form of the main variables that will be assessed on CSR Institutions in Community Empowerment for Coastal Tourism. Pancer Door:

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The types of data collected in this study consisted of primary data and secondary data. Primary data is data collected directly from the field or directly from the original source, namely data from the community around Pancer Door Beach Pacitan. And other data relating to focus and research locus. Secondary data is data obtained from document documents, in the form of archives, notes, images related to the object of research. The secondary data includes the institutional CSR procedures of PT. Bank Jawa Timur in Empowering Coastal Tourism Communities.

The data sources are further classified into several research dimensions. The research dimension is the operationalization of the dimensions or factors that will be studied in research and used to provide direction for measurement. Research activities are centered on understanding, measuring, and assessing the relationship between dimensions. Regarding this, it should be noted that the research dimension is not developed or formulated based on the researchers' wish or intuition, but must be determined based preliminary research [1].

The dimensions to be studied are:

1. Coastal Tourism
2. CSR Institutional Policy PT. Jawa Timur inside
3. Perceptions about the institutional CSR of PT Bank Jawa Timur in empowering the Pacitan beach tourism community
4. What is the role of the CSR institutional PT. Bank Jawa Timur in empowering the Pacitan beach tourism community
5. The behavior of PT. Bank Jawa Timur in empowering the Pacitan Beach tourism community
6. Community participation in the institutional CSR program of PT. Bank Jawa Timur empowering the Pacitan beach tourism community
7. The dynamics of the CSR Institutional group of PT. Bank Jawa Timur in em-

powering the Pacitan Beach Tourism Community

Data collection techniques used include:

- a. Deep interview
- b. Focus Group Discussion (FGD)
- c. Observation
- d. Document study

Data analysis and validation techniques:

- a. Compiling data
- b. Data disassembling (parsing data)
- c. Data reassembling (re-collecting data)
- d. Interpreting data
- e. Concluding

RESEARCH RESULT

Pacitan Regency is one of 38 districts in East Java Province which is located in the South Southwestern part. Pacitan Regency is located between 110° 55'-111° 25' East Longitude and 07° 55'-08° 17' South Latitude, with an area of 1,389.87 km² or 138,987.16 hectares. Area is mostly in the form of hills, mountains, and steep ravines which are included in the Thousand Mountains that stretch along the island of Java.

Administratively, Pacitan Regency is divided into 12 Districts, 5 Sub-District, and 166 Villages. The districts with the largest area are Tulakan District, which is 161.61 km² & Tegalombo District with an area of 149.26 square kilometers. Meanwhile, the sub-district with the smallest area is Sudimoro sub-district with area of 71.86 km².

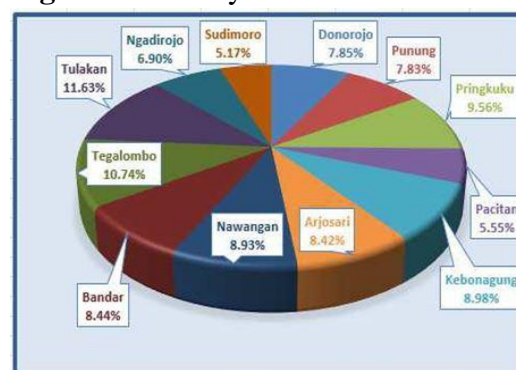
The topography of Pacitan regency consists of coastal areas, lowlands and hills. This condition has a consequence of the emergence of diversity in people's behavior, especially differences in livelihoods. The population in Pacitan Regency is 596.55 thousand people with a population growth rate of 0.51% with the highest density occurring in Pacitan District at 77.95 thousand people/km² and the lowest density occurring in Punung District at 33.22 thousand people/km².

The annual rainfall in Pacitan Regency averages 2,790 millimeters, with temperatures ranging from 22.6 degrees Celsius

us to 32.1 degrees Celsius, and an average annual humidity of 77 percent. Meanwhile, land use in Pacitan Regency is a description of the use of regional space and community activities.

Area of Pacitan Regency according to the District can be seen as below:

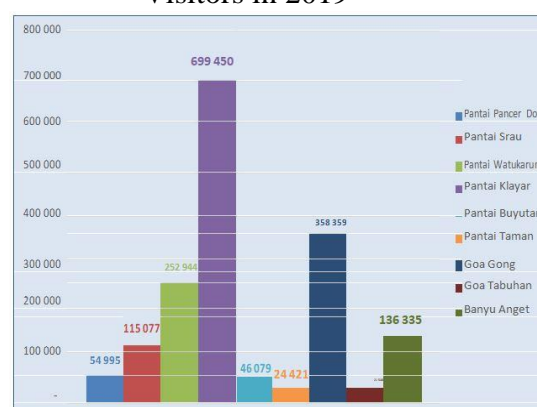
Figure 1. Area by District



Source: Kab. Pacitan dalam Angka 2020

Pacitan Regency has various tourism potentials, one of which is Pancer Door Beach. Some of the tourism potential in Pacitan Regency is in great demand by visitors. The number of potential tourist visitors in Pacitan Regency can be seen in the following figure:

Figure 2. Pacitan District Tourism Object Visitors in 2019



Source: Kab. Pacitan dalam Angka 2020

DISCUSSION

The Pancer Door area is included in the administrative area of Pacitan Subdistrict, Pacitan Regency, to be precise in Sidoharjo and Ploso Villages with boundaries in the form of rivers on the west and

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east sides and road network boundaries on the north side and the beach on the south side. Pancer Door Beach is a beach located at Pacitan Bay with a land area of up to 40 hectares. This beach is relatively sloping and protected from waves with a beach length of up to 2.5 kilometers. The sandy beach to the north has almost flat relief with a height difference between the lowest & highest points of less than 5 meters.

The condition of Pancer Door beach is relatively gentle. developed for tourist activities. Pancer Door Beach features a panoramic view of the beach as the main attraction, tourists can swim and surf even though they have to be closely watched because this beach is part of southern coast of Java which is famous for its waves.

Pancer Door Beach area is part of the Pacitan bay The area is in accordance with the Regional Regulation of the Province of East Java Number 5 of 2012 concerning the Regional Spatial Plan for the Province of East Java for 2011-2031, which is designated as a Tsunami hazard area, so that spatial planning is directed as a tsunami-prone area of Tsunami I, with a coastline of 100 measured from highest point at high tide, towards the land.

This beach is surrounded by two ends of the hills that surround Pacitan Bay. The se hills have their own uniqueness that is owned by the region, because by seeing this beach the tourists seem to be between the two hills. Clean water, brownish white sand and a good breeze add coolness for tourists in enjoying the beauty of Pancer Door Beach.

Pancer Door Beach has three sea trenches which are located approximately 3 meters from the shore at low tide and a depth of approximately 30 meters above sea level and a width of approximately 1 to 2 meters. Motor fishing boats can still pass over the sea troughs but tourists are advised not to swim in the area around the troughs.

The tidal type at Pancer Door Beach is a mixed double dominant type. The mixed dominant tide type is two times a day and two ebbs. This type of tide is known after calculating the tidal movement of a water level that occurs in Prigi Beach, East Java, which has an area proximity so that it can provide a relatively similar picture. The large tidal range occurs during the full moon tide (spring tidal), while the small tidal range occurs during the tidal bandages.

Pancer Door Beach has a landscape is more dominated by corals and shrubs (located at the end of the bay). The other side is a steep cliff that can be used as a place for outbound activities. Abundant fishery products attract tourists from the coast which has a positive impact in increasing income from an economic aspect, especially for fishermen.

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The results of water quality analysis indicate that the environmental conditions of Pancer Door Beach waters are suitable for tourism activities. One of the factors that is quite important in the aquatic environment is temperature. Changes in water temperature will affect biological and ecological processes that occur in the water which in turn will affect the biological community that is in it. The results of temperature measurements at the sampling station showed that the temperature of Pancer Door Beach waters ranged from 27 - 29°C. The surface water temperature in Indonesian waters generally ranges from 28-31°C. The surface water temperature obtained is in accordance with the temperature of the archipelago waters in general. The temperature range may change at

different measuring times depending on weather and water conditions.

The brightness of the water shows the ability of light to penetrate the water layer at a certain depth. Beach tourism activities require good water transparency because tourists will be disturbed if the water transparency conditions are not good. The brightness value obtained is 1.21 to 1.76 meters. This value indicates that the brightness of Pancer Door Beach waters is less than the quality standard. However, the brightness is still quite good considering that the observed water depth ranges from 2.7 to 3 meters. The waters that were observed were still in the coastal area with quite large waves. These waves lift sand and bottom sediments of the waters, causing turbidity in the waters and blocking the penetration of sunlight into the waters. This is why the brightness value of Pancer Door Beach waters at the observation station is relatively low. The brightness value obtained shows that the condition of the Pancer Door Beach waters is still good for swimming activities.

No	Type of Physical Infrastructure	Unit	Information
1	MANAGEMENT FACILITIES		
	• Ticket Counter	1	Good Condition
2	TOURISM AND SERVICE FACILITIES		
	• Gate	1	Good Condition
	• Road	1	Good Condition
	• Bathrooms / toilets	6	Good Condition
	• Food and beverage stalls	10	The condition is still quite good
	• Lodging	1	Good Condition
	• Camping area	1	Good Condition
	• Mushola	2	Good Condition
	• Children's play area	1	The condition is still quite good
3	SUPPORTING FACILITIES		
	• Some of the viewing posts	5	Good Condition
	• Electrical installation	1	Good Condition
	• Sump	3	The condition is still quite good
4	MISCELLANEOUS		
	• Name Plate	1	Good Condition
	• Prohibition board	1	Good Condition

The results of observations (laboratory analysis) in the waters of Pancer Door Beach did not find any E. Coli bacteria. This can be due to field conditions with large currents, where the recirculation is

going well, so at the time of sampling, there was no E. coli. Although there is a possibility that E. coli bacteria are present in the waters, due to the current it causes flushing which causes the bacteria to be carried away. The E. Coli results obtained were in accordance with quality standards. The maximum amount of E. Coli allowed according to the quality standard is 200 MPN/100 ml. The absence of these bacteria indicates that the waters of Pancer Door Beach are good enough for swimming activities. However, current conditions & areas for swimming must be considered, given the safety for tourists.

In general, the water quality of Pancer Door Beach is suitable for tourism activities. This can be seen from the results of the water quality analysis in the Pancer Door Beach area. Parameters of temperature, brightness, pH, DO, BOD5, odor, salinity, TSS, garbage and E. Coli are still very supportive of tourism activities in the Pancer Door Beach area.

The cultivation zone in the Pancer Door area consists of a coastal tourism zone as well as residential and plantation areas. In the tourism zone, there are several activities such as souvenir markets, fish markets, culinary markets, homestays, cottages, inns, stalls, kiosks, water parks, campgrounds, playgrounds, Geoparks and sports public service facilities in the form of fields. This activity is part of supporting tourism activities in the Pancer Door Beach Area. In addition, in the Pancer Door Beach area, there are 3 groups that are active, namely Pokmaswas Sronojolo, Pokdarwis and KUB Sronojolo.

Coastal management infrastructure:



Figure 3. Location map Pancer Door Beach

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Figure 4 Pancer door beach entrance gate



Figure 8. Park beach area



Figure 5 Pancer door camping ground



Figure 9. Floating Mosque



Figure 6 Pancer door beach jogging track



Figure 10. Geopark Museum



Figure 7. Kiosk by CSR PT. Bank Jatim



Figure 11. Pancer door coastal park





Figure 12. Jogging Track

The implementation of corporate social responsibility (CSR) in the environment of Bank Jatim has referred to a number of existing regulations, the Board of Commissioners appreciates management for making Bank Jatim internal and external regulations as a reference in the implementing CSR. Thus, the activities carried out have good compliance standards.

In relation to the implementation of this CSR, PT. Bank Jatim has set aside a portion of the Company's profits as CSR funds with an amount determined by the GMS. In accordance with the results of the Annual General Meeting of Shareholders (GMS) of PT. Bank Jatim it is determined that the Company's profits are used for CSR funds at a maximum of 5% (five percent).

Likewise, with the implementation of the program, because it covers all aspects of the stakeholders. From the environment employees, occupational health and safety, social development and customers.

The board of commissioners fully supports on going CSR activities. The board of commissioners is of the view that the implementation of CSR is the company's commitment to provide benefits, both to the community in the operational environment of PT. Bank Jatim and the general public, as well as to other stakeholders.

PT. Bank Jatim is committed to implementing sustainable principles that can create economic, social and ecological values in running a business. This is intended so that Bank Jatim contributes to the achievement of sustainable development goals, among others by ensuring the integrity of

the environment as well as safety, capability, welfare, and quality of life for present and future generations. This commitment is carried out, among others, through policies in the field of corporate social responsibility (CSR). In 2019, a number of CSR activities have been implemented to realize this commitment.

In the field of gender equality and job opportunities, PT. Bank Jatim always provides equal opportunities for all people/job applicants, both men and women, regardless of differences in ethnicity, religion, race, class, gender, or physical conditions to participate in the worker recruitment program. The appointment of prospective workers is based on the results of the selection, the results of the evaluation on probation and the orientation of the workers.

In the social sector, Bank Jatim, among others, built and rehabilitated infrastructure. This takes the form of repair and construction of toilets and toilets. In addition, there are renovation of Posyandu and construction of clean water sources and Merchants' Kiosks.

PT. Bank Jatim distributes CSR funds for the Jatim Care Program, which is a coaching assistance program from banks to carry out MSME training and make prospective entrepreneurs have skills.

Implementation of PT. Bank Jawa Timur CSR programs and activities refers to the basis of laws and regulations, including the following:

1. Law of the Republic of Indonesia Number 40 of 2007 concerning Limited Liability Companies;
2. Government Regulation Number 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies;
3. East Java Provincial Regulation Number 4 of 2011 concerning Corporate Social Responsibility;
4. Decree of the Board of Directors Number 046/184 / KEP / DIR / CS dated 31

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December 2008 concerning Guidelines for the Implementation of Social and Environmental Responsibility;

5. Decree of the Board of Directors Number 053/250 / KEP / DIR / PRN dated 30 September 2015 concerning the Organizational Structure and Work Procedure of PT. Bank Pembangunan Daerah Jawa Timur Tbk;
6. Directors' Circular Number 054/23/DIR/MK dated 17 March 2016 concerning Limits for approval and payment of procurement of goods/services as well as non-product costs;
7. Directors' Circular Letter Number 054/138/2016/SE/DIR/CS dated 29 August 2016 concerning amendments to the guidelines for the implementation of social and environmental responsibility.

PT. Bank Jatim realizes that organizational governance is one of the key factors needed in implementing social responsibility for the impact of decisions and actions of an organization as well as integrating social responsibility in all operational activities of the Bank. Organizational governance reflects policies, strategy implementation, targets and expected results for implementing social responsibility.

PT. Bank Jatim implements its social responsibility activities by referring to the principle of sustainability. PT. Bank Jatim also always considers the impact of every decision and business activity on society and the natural environment through transparent and ethical behavior.

PT. Bank Jatim is committed to implementing sustainable principles that are able to create economic, social and ecological values in the process and at the level of policy making and decision making that can encourage the success of the Company while still contributing to the achievement of sustainable development goals. The goals of sustainable development include ensuring environmental integrity as well as the safety, capabilities, welfare & quality life present & future generations.

CONCLUSION

Institutional CSR PT. Bank Jatim in empowering the Pancer Door Beach Tourism community in Pacitan Regency, namely the company's commitment (PT. Bank Jawa Timur) to carry out the Corporate Social Responsibility (CSR) Program. PT. Bank Jatim has a great commitment by running the Jatim Peduli program.

CSR social capital of PT. Bank Jawa Timur in empowering the Pancer Door Beach Tourism community in Pacitan Regency is realized by building and rehabilitating the infrastructure of the Pancer Door Beach Area. This takes the form of repair and construction of toilets and toilets. In addition, there are renovation of Posyandu and construction of clean water sources and Merchants' Kiosks.

CSR community participation of PT. Bank Jatim in empowering the Pancer Door Beach Tourism community in Pacitan Regency, in the Pancer Door Beach area, there are 3 groups that are active in community empowerment namely Pokmaswas Sronojolo, Pokdarwis & KUB Sronojolo.

Dynamics of CSR of PT. Bank Jawa Timur in empowering the Pancer Door Beach Tourism community in Pacitan. PT. Bank Jatim is committed to implementing sustainable principles that are able to create economic, social and ecological values in the process and at the level of policy making and decision making that can continuously promote the success of the Company. contribute to the achievement of sustainable development goals. The goals of sustainable development include ensuring environmental integrity as well as the safety, capabilities, welfare and quality of life of present and future generations.

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