STRENGTHENING THE ROLE OF WOMEN (WIVES) OF FISHERMEN THROUGH CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMS TO IMPROVE THE FISHERMEN'S ECONOMY ON THE COAST OF NORTH ACEH, INDONESIAN

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ABSTRACT

Purpose: This study confers growth the female role of fishermen during CSR programs to recover the frugality of fishermen on the Northern Aceh coast. During a CSR program based on strengthening the role of women, it is hoped that it can increase the economic revenue of fishing families along the Northern Aceh coast.

Method: This research uses a sociological legal method, with news causes consisting of primary data and secondary data. This research is qualitative study using a sociological legal approach. Primary data collection is supervised by structured interview techniques, while secondary data collection is supervised by searching the literature in the form of regulations and protocols, journal books, and research results.

Results and Conclusions: The findings of the research are that CSR programs were not administered by the firm as prescribed in the laws and primmethodicplese. One of the initiatives that companies can take to strengthen the role of coastal women is to conduct coaching or skill growth Exercising for fishermen's wives to manage the family economy.

Research implications: Exercising or leadership can be given for dry fish making, brick and woven pallet making business. Exercising is supervised from the production stage to advertising.

Originality/value: The Exercising is supervised with mentors to successful entrepreneurs who are qualified and have many rewards, including monitoring and evaluation for the growth of the firm's program.

Keywords: Strengthening, Role of Women (wives), CSR, Economy, Coastal, North Aceh

FORTALECENDO O PAPEL DAS MULHERES (ESPOSAS) DOS PESCADORES ATRAVÉS DE PROGRAMAS DE RESPONSABILIDADE SOCIAL CORPORATIVA (CSR) PARA MELHORAR A ECONOMIA DOS PESCADORES NA COSTA DO NORTE DE ACEH, INDONÉSIA

RESUMO

Objetivo: Este estudo confere o crescimento do papel feminino dos pescadores durante os programas de RSE para recuperar a frugalidade dos pescadores na costa norte de Aceh. Durante um programa de RSE baseado no

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Strengthening the role of fishermen's wives (women) during Corporate Social Responsibility (CSR) programs to better the coastal fishermen's economy. The role of fishermen's wives in improving the quality of family life is community empowerment, which can be equated to acquiring and accessing livelihood resources (Masykuri Bakri, 2011).

Economic status of coastal communities is relatively low. The majority (63.47%) of Indonesia's poor live in coastal and rural zones. This condition deserves attention because of the link among poverty and coastal zone management (Menggala, S.R., 2016).

The low ability of coastal women, especially fishermen's wives, to contribute to the growth of the fishing household economy affects the low level of well-being of fishing households. Women's role in society is usually to take care and manage family affairs as mother and wife. Similarly, taking care of children in the role of housewife has become a common routine of a woman. Women's roles are very diverse as they effort their best to maintain coexistence (Fitrina, 2016).

Women usually have dual roles, such as laborers or housewives and earners (Yudhy Harini Bertham et al., 2011). As a housewife, you should be able to complete family responsibilities. As earners, women also have to work to meet the daily wants of the family. Rawdah revealed that the role of women in the populace economy makes a very important person to family life (Yudhy Harini Bertham et al., 2011). However, in the role of the wife of a jailer who usually still lives in poverty, whose livelihood is uncertain.

In fact, Chiruniti's role as a fisherman's wife is not the best, especially in fishing, such as selling her husband's fish, processing fish, because her skills are still low. According to Pohuwato Sumrin, a low education level affects one's mindset, especially when it comes to making decisions about household financial management. Another barrier that is a hindrance is women's low access to capital, carriage and news resources (Sumrin et al., 2015).

According to Wibisono, CSR not only becomes a form of responsibility, but it can also be a form of firm promotion. The firm trusts that each firm has a different policy, program or
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activity to implement CSR by investing in CSR programs for the sake of growth and sustainability (Wibisono Y, 2007). Employment of CSR in various programs, one of which is empowerment which coordinates with each other to empower the community (Solihin, 2009).

Menurut Bentham, J. what becomes important in utility theory to do or not to do is to explore the benefits or benefits (A. Sonny Keraf, 1998). Efforts to strengthen the role of women in coastal areas or the role of women in improving the economies of local communities are important for CSR. Strengthening this role will benefit the economy of fishermen's families, which will undoubtedly be of significant benefit to the comfort of fishermen's families.

In theory, you have to endure everything (something judged, revoked, challenged, etc.). (W.J.S Poerwadarminta, 1984). Meanwhile, obligation results in deliberate activities in the form of assault and consent (Roscoe Pound, 1921). A principle of Good Corporate Governance (GCG) is accountability, which is the liability of the corporation to cooperate among the firm and its stakeholders to create resources, employment and a healthy organization from the people interest (society) perspective. (Nyoman Tjoger, 2003).

The role of fishermen's wives is very important in the growth of the family economy, since women not only regulate the economic problems of the family, but also participate directly as a source of income (Rohmelawati, 2020). To help husbands, as in northern Aceh, fishermen's wives must work to help their husbands meet their vital needs. Her husband's income as a fisherman cannot meet the necessities of life, and the wife must help meet the survival needs of the fishing family of the viceroy of the viceroy of northern Aceh (Rodrigues et al., 2023)

Strengthen the role of women fishers in CSR programs to achieve successful efforts to improve the domestic economy of fishermen. Law 74.40 of 2007, as a basis for the implementation of the principles of Indonesian corporate social responsibility, promulgated the Governor's Regulation on 65 matters relating to standards for compliance with social and environmental obligations of enterprises in the business environment. Limited Liability (LUP), where all business entities conduct SSS business activities. The impact of the equity policy on the public responsibility of Indonesian palm oil companies is part of the company's programmes, taking into account the company's capital and Aceh's capital (Marlia Sastro, et.al. 2022).

The reality in 2021 is that Aceh has received CSR fund allocation of Rp 90,613,970,316 (Bappeda Aceh, 2021) and with a budget allocation of R72.2 billion in 2022, CSR funding is critical to accelerating regional growth, reducing poverty, reducing unemployment and improving the excellence of government services. In addition, CSR Funds are used for education and infrastructure development, improving comfort, optimizing resources and economic resources and reducing social inequality (https://aceh.tribunnews.com). In 2021, 834.24 thousand poor people could reduce Aceh's poverty rate for the economic empowerment of the community. CSR programs may be monitored or supervised throughout the year as actions that improve the economy. Especially for the economy of coastal communities, fishermen's wives play an active role in the family and are paid for their lives in different jobs (Naraghi, 2022).

Although corporate social responsibility legislation is an important avenue for protecting the role of women, the role of women, especially women, in economic development and women's empowerment has not been analysed. Costa Rican fishermen. Therefore, it does not improve the economic situation of coastal communities. This study will analyse ongoing efforts to strengthen the role of business on the north coast of Aceh (CSR).
2 METHOD

This research is qualitative study using a sociological legal approach. Primary data collection is supervised by structured interview techniques, while secondary data collection is supervised by searching the literature in the form of regulations and protocols, journal books, and research results.

This survey was supervised in the coastal zones of North Aceh, including Tanah Pasir District, Dewantara District and Krueng Mane District, a position deliberately chosen considering the Northern Aceh coastal zones that there is still little opportunity to strengthen the role of women during CSR programs in improving the family economy of fishing.

Stakeholders made up of North Korean elements, local government elements, organizations, women, community leaders, and academics from the research field will be interviewed to determine the location. In addition, communities and organizations in the location will be the most important source of data in answering some formulations of this research difficult.

3 RESULT AND DISCUSSION

3.1 Strengthening the Role of Coastal Women (Fishermen's Wives) in the Economy and Benefit

The role of women in society is often referred to as mothers or women who should stay at home who manage and attain housing-related matters. Responsibilities such as scrubbing and caring for the house, taking care of the children, have become a common routine for a woman in her role as a housewife. "The role of women in the best efforts to live together is very diverse" (Fitrina, 2016). Women usually have dual roles, such as laborers or housewives and earners. (Yudhy Harini Bertham et al., 2011). As a housewife, you should be able to complete family responsibilities. As earners, women also have to work to meet the daily needs of the family.

Since women make a major role to the family from their earnings as wives of fishermen, efforts to strengthen the role of women in the welfare of fishermen's families are effective. Women's role to the family economy is the portion of revenue that women contribute from the entire amount of family revenue. The role of revenue of the woman mentioned here is the contributed revenue of the female worker from the whole amount of family revenue received from various sources of revenue of other family members. The revenue earned by women will help in the family economy.

According to Jerremy Benttam's theory of utility, it's like judging by the benefits of doing or not doing something. This theory of utility is commented on by Safiro, the principle of utility I is used as the basis for the consideration of each action, in which the action will improve the happiness of an action (Saphiro,2006) to strengthen the role of women as wives of fishermen, improve the family economy, this principle is used to analyze problems in terms of the benefits generated for the benefit of many people. The benefits come from the use of SSE, in an attempt to improve the family economy of Costa Rican fishermen.

The weak role of women influences the bankruptcy of fishermen's families to improve the economy. Urgent need to strengthen the role of women as wives of Costa Rican fishermen.

3.2 Strengthening the Role of Women and Corporate Social Responsibility (CSR)

Empowering women in corporate social responsibility (CSR) is one of the best ways to drive economic growth in coastal communities. Fuego et al. We recognize that all management efforts undertaken by companies to achieve sustainable growth goals are based on balancing
economic, social and environmental pillars, minimizing negative impacts and maximizing positive impacts on each pillar. According to Campell, CSR is fundamental to the operational aspects of a company (Campbell, Bonni, 2012) importance of renewable energies, taking into account the value of traditional legal standards developed in commercial activities, with the changing role of individuals and private sector actors in multilateral, national and local forums.

According to Yani Hendrayani and Yanni Hendriani and Nor Hazlina Hashim, the Government plays an important role in the successful implementation of corporate social responsibility programmes. Collaboration and stakeholder participation are essential activities (Yani Hendrayani dan Nor Hazlina Hashim, 2021). Promote community collaboration and community empowerment (Jones, T. M., & Wicks, A. C., 1999).

The social and environmental responsibilities of the company are obligations of every company that does business with natural resources, according to Article 40 of the UN. In the case of natural and/or linked resources, they are obliged to comply with social and environmental responsibilities. The implementation of measures to strengthen the role of Costa Rican women in CSR programs will have an impact on the vulnerability of women to contribute to the growth of the economy of fishermen's families. Therefore, strengthening the role of Costa Rican women is a serious concern, so the objective of strengthening the role of Costa Rican women in CSR programmes can be oriented towards economic growth that improves the well-being of fishermen's families.

3.3 Strengthening the Role of Coastal Women during CSR Programs and Economic Improvement in North Aceh Regency

According to Yani Hendriani and Nor Hajlina Hashim, the government plays an important role in the successful implementation of CSR programmes, the main driver and facilitator of CSR partnerships. Collaboration and stakeholder participation are essential activities (Ardianto, Elviaro , et.al., 2014).

Strengthening the role of women as fisherman's wives is an important component of fishermen's families' efforts to improve the economy. These obligations may be excluded in real estate and breeding programmes established by the entities of the North Aceh Sub-delegation, such as support for activity, action or economic development. Especially for the economy of coastal communities, where fishermen's wives act as economic promotion of the family and household managers.

The wife of a fisherman from the Royal House of North Aceh also started earning because their income as fishermen was unstable, with daily needs and uncertainties, sometimes to survive, sometimes nothing. Therefore, fishermen often call him "Raseuki Rimuang", sometimes they do not make a living fishing in the sea (Mustani's Aswill, 2022).

Therefore, in this situation, fishermen's wives should help their families to earn a living economically, but the opinion is not very good, especially on the coast of Bangaka Jaya, where many women fishermen work as printing bricks and also participate in the hip (Interview Mustanir Aswil, 2022). This trawler is usually pulled by men, but the women of the prison also pull this trawler.

In addition to working as a brick-and-mortar printer, Zeller's wife, Ginger, started a small business selling groceries and ice cubes for the daily wants of nearby residents (Interview Susilawati, 2022). The sale is an alternative business for her husband, since he is a fisherman if he does not go to the sea in search of fish.

The wife of a fisherman named Tanoh Ano works as a fish dryer, pays or sells milk, some sell food, some sell vegetables in the village and some sell fishing equipment for fishermen. But do the work of drying the fish (Interview Julia, 2022). Fishermen are prevented...
from going to sea with large waves so that no fish dries out in the sun. (Interview Amiruddin Ismail, 2022).

Kuala Kairut Barat, wives of a hucama fisherman, Tanah Pasir, is the one who reinforces and sells palaces (Interview Ismail, 2022). Most women fishermen grow Sioux to make frozen popsicles, the average woman is very skilled at weaving popsicles, so far it is known as the traditional Kuala Queruto popsicle center (Interview Nurlaila, 2022). Howere, limited the marketing process. Finished oven pallets are simply left for buyers to take to market (Interview Sapia, 2022) and is only sold for areas around North Aceh.

Article 74 of Law No. 40 on Limited Liability Companies ratifies the basis for the implementation of the Indonesian corporate social responsibility policy, and subsequently the Regulation of the Governor of Aceh sets out the guidelines for the implementation of corporate social and environmental responsibility to be followed by all business organizations. CSR activities.

However, according to the results of Viceroy North Aceh's investigation, the PT did not grant financial support to the Community's commercial capital, especially fishermen's wives. Country. He signed with the viceroy of North Aceh. Animals slaughtered with the help of Eid al-Adhan (Interview Marhamah, 2022). The haircut exercise was once shown by men (PIM), but it was not done with pruning groups, so the layoff business does not work, as the community has no capital to open a layoff business.

Therefore, in order to finance the CSR of the enterprises of the Viceroy North of Aceh, the responsibility was never assumed that the wives of the fishermen of the company (Interview Ratna Dewi, 2022) are only admitted to provide direct government cash support (BLT) as support for additional commercial capital and as a daily requirement.

According to the results of the research supervised in the Vicerity of North Aceh, CSR programmes were not regulated by the institutions established in the laws and regulations. CSR programs or corporate obligations to interested communities/areas, one of them to the community around the company, are expected to improve the well-being of particular communities. A program that companies can implement to reinforce the role of Costa Rican women is the leadership or exercise of fishermen's women to develop skills that contribute to the maintenance of the family economy. Women fishermen can train or advise for the professions they are already doing. For example, exercise on how to make salted fish or oncivia, with dried fish experts able to store for a long time and market abroad.

The leadership process goes from the production stage to the shipping and marketing process. Advice, qualified and awarded, from many successful dry entrepreneurs. In addition, during the implementation of the program, the organization is responsible for monitoring and evaluating the growth of the program on a weekly basis. After 2015, the company helped the group establish a dried fish business, offering financing and seed capital for the acquisition of production materials and equipment. Considering the need for fish for the Indonesian people, for the world and in particular for the province of Aceh, the growth of the salted or land-based fish business is managed sustainably so that the business can continue for generations to come. The same goes for other businesses, such as brick making and mat weaving, run by fishermen's wives in the northern viceroy of Aceh. Both entities seek real help to finance production, modern production processes and marketing processes, to help the marketing of bricks and textile weights made by the wives of fishermen in northern Virginia Aceh.

The sustainable implementation of CSR programmes is one way to ensure the success of women's bathing programmes in coastal areas. Other actions based on the concept of empowerment of Costa Rican women will be carried out in a systematic and planned planning. The concept of empowerment will allow the community to open a conference to create positive thoughts about the presence of a company. In addition, the programme shows that women who
previously only saw as housewives, who had no financial courage to increase their family income, can contribute to improved family well-being.

4 CONCLUSION AND SUGGESTION

According to the results of the research supervised in the Vice Presidency of North Aceh, CSR programmes were not regulated by the institutions established in the laws and regulations. The leadership or skills of Costa Rican women can make institutions work in this program to reinforce the role of Costa Rican women to complete the family economy. Exercise or leadership can be given for dried fish production, brick making and weight percentage for enterprises. Marketing is done from the lead creation stage. It is done with a mentor from a successful entrepreneurial exercise and has several awards, as well as the monitoring and evaluation of the growing company of the program. The model for strengthening the role of fishermen in CSR (wives) programmes is based on local knowledge of coastal communities in northern Aceh. CSR programmes based on local knowledge will contribute to the implementation of CSR programmes to achieve the expected objectives.

REFERENCES


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