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Effectiveness Of Corporate Social Responsibility (CSR) Program Of PT. Semen Baturaja (Persero) Tbk On Community Empowerment In Sukajadi Village, Baturaja Timur District, Ogan Komering Ulu Regency

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Abstract

Corporate Social Responsibility (CSR) is one of the activities carried out by a company as a form of responsibility, where the company has a responsibility towards the social and environmental community around it and the wider community in order to realize shared prosperity. This research will be conducted at PT. Semen Baturaja (Persero) Tbk in Sukajadi Village, Baturaja Timur District, OKU Regency. The determination of the location was carried out intentionally (Purposive) considering that PT. Semen Baturaja (Persero) Tbk is the main cement factory in South Sumatra. This study uses a qualitative descriptive approach. The sampling method used in this study is the stratified random sampling method. With a sample of 60 consisting of 30 people who received the CSR program and Employees. Analysis of the data processed in the study is primary and secondary data. The results of the study show the Realization of the Corporate Social Responsibility (CSR) program of PT. Semen Baturaja (Persero), Tbk. observations can be concluded that it has been running effectively. Analysis of the effectiveness of the Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk towards community empowerment is measured based on 6 indicators, namely increasing individual capacity, increasing economic welfare, health and welfare, social and political participation, infrastructure development and equality and inclusion

Keywords: Corporate Social Responsibility (CSR), Effectiveness, Community Empowerment

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INTRODUCTION

Corporate Social Responsibility (CSR) is an activity carried out by a company as a form of responsibility, where the company has a responsibility towards the social and environmental aspects of the surrounding community and the wider community in order to realize shared prosperity.

According to (Labetubun, 2022) Corporate Social Responsibility (CSR) is a form of business world participation in upholding activities as a form of corporate concern for the surrounding community by creating and maintaining equality in the midst of achieving profitability, norms and maintaining crowded areas of the community. This form of concern can certainly help companies in improving the company's good image in the eyes of the public, because companies pay attention to the environment and society, increase company value, and differentiate companies from competitors, corporate responsibility is not only to achieve maximum profit and provide satisfaction for shareholders, but also seen from the extent of the company's responsibility and concern for the progress of society in the environment around the company. Corporate responsibility to society is currently known as CSR (Corporate Social Responsibility). The development of CSR in Indonesia is marked by the increasing number of state-owned and private companies in Indonesia that implement CSR programs, the form of corporate social responsibility also varies, both in the form of charity and empowerment which can improve community welfare and environmental preservation.

This can also be seen from the regulations issued by the government in Law No. 25 of 2007 concerning investment which states in Article 15 that every investment is obliged to carry out corporate social responsibility, Law No. 40 of 2007 in Article 74 paragraph (1) which states that Limited Liability Companies that carry out business in the field and/or related to natural resources, are obliged to carry out social and environmental responsibility. Companies that do not carry out the obligations as referred to in paragraph (1) are subject to sanctions in accordance with the provisions of laws and regulations, Government Regulation (PP) No. 47 of 2012 concerning social and environmental responsibility of limited liability companies, Article 1 which reads, (1) Social and environmental responsibility as referred to in Article 2 is an obligation for companies that carry out their business activities in the field and/or related to natural resources based on the law, (2) the obligations as referred to in paragraph 1 are carried out both within and outside the company's environment. In addition, the OKU Regent Regulation No. 40 of 2013 concerning CSR and Partnership Programs and Environmental Guidance which

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states that CSR (Corporate Social Responsibility) is the obligation, concern and responsibility of a company towards the social community which is budgeted and calculated as a company cost whose implementation is carried out by considering propriety and fairness. From the explanation of the article above, it can be seen that CSR is no longer a burden on the company but an obligation that must be carried out as a consequence of its business activities in the company environment and as an effort to minimize the risk of environmental damage resulting from the company's business activities. BUMN also has a very large role in social responsibility (CSR) to the community. The company engaged in the cement industry is PT. Semen Baturaja, (Persero) Tbk. This company carries out its business activities using natural resources with the basic materials for its manufacture, namely silica sand, iron sand, limestone and clay. PT. Semen Baturaja, (Persero) Tbk is tasked with producing, distributing, and fulfilling building materials in South Sumatra. As a company, PT. Semen Baturaja (Persero), Tbk certainly has a relationship with external parties or stakeholders in carrying out its activities. Stakeholders are part of a company that can determine the direction and success of a business. If the relationship between stakeholders is good, then the business will also run well. One of the important things is the relationship with the surrounding community, the community as a stakeholder because the community will be affected and benefit from a policy, project, and program. In accordance with the Decree of the Minister of BUMN Per-05 / MBU / 2007, (Finance, 2021).

PT. Semen Baturaja (Persero), Tbk has implemented several Corporate Social Responsibility (CSR) activities as explained, including BUMN Social and Environmental Responsibility (TJSL) or BUMN Social and Environmental Responsibility. This activity has a mission to help improve the welfare and autonomy of the community in the area of PT. Semen Baturaja, (Persero) Tbk. The existence of the Corporate Social Responsibility (CSR) program is one form of the company's efforts to help the community in the surrounding environment. As a form of the company in implementing this Corporate Social Responsibility (CSR) activity, it is in the economic aspect such as implementing the UMK Funding Program (PUMK), implementing the National Vaccination program, in the social aspect (which is given to the community in the fields of socio-culture, education, health, disasters, and development) and in the environmental aspect, namely the implementation of road dust spraying around the Ring I area. The purpose of implementing this program is to be able to provide development benefits both in terms of economy, social and environment. The implementation of Corporate Social Responsibility (CSR) activities is certainly inseparable from the role of Stakeholders, they can make companies comply

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with human rights and environmental laws. Stakeholders are all parties, be they individuals, communities or community groups who have relationships and interests in organizations, companies and the issues being discussed. Stakeholders can monitor and oppose decisions taken by businesses, if they are detrimental to the company's long-term goals. Stakeholders determine how companies can build Corporate Social Responsibility (CSR) performance, and different stakeholders will have different views on the company. Companies have an obligation to carry out CSR activities to fulfill social and environmental responsibilities for stakeholders, the implementation of Corporate Social Responsibility (CSR) activities aims to strengthen the company's position in a region and encourage companies to act prosocially, not only thinking about the company's profit problems

Through cooperation between companies that facilitate stakeholders by compiling several community development activities or adaptation to the environment. The community and stakeholders are related to the company, both nationally, domestically and internationally, this is because the development of Corporate Social Responsibility (CSR) will determine the concept of sustainable development. (Bruce W. Chase, 2020). PT Semen Baturaja, (Persero) Tbk has 3 Corporate Social Responsibility (CSR) policy concepts which are commonly called the Triple Bottom Line or "3P", namely Profit, People, and Planet (PT. Semen Baturaja Persero, 2022). The form of Corporate Social Responsibility (CSR) towards social and environmental concerns is managed so that it can provide benefits to the surrounding community affected by the activities carried out by the company. Corporate Social Responsibility (CSR) is a form of responsibility for social and environmental concerns of the surrounding community, of course, it cannot be separated from the form of activities in Corporate Social Responsibility (CSR) (Dr. Aris Puji Purwatiningsih, 2022). PT Semen Baturaja, (Persero) Tbk even distributed a Corporate Social Responsibility (CSR) budget of around 8 billion rupiah. PT Semen Baturaja, (Persero) Tbk, one of whose production centers is located in Baturaja City, certainly plays an important role as one of the companies listed on the IDX, because it has the largest lime reserves. This lime shell makes it one of the largest cement factories in the city with a current production volume of 3,150,000 tons of cement per year. PT. Semen Baturaja, (Persero) Tbk is capable of producing a total production of 3,850,000 tons of cement per year. The factory has been running since 1981 with a total of 770 core workers operating it. The positive performance that PT Semen Baturaja, (Persero) Tbk managed to achieve in 2021, where there was an increase in net profit of 372%.

The following explains the form of Corporate Social Responsibility (CSR) activities and funds at PT. Semen Baturaja (Persero), Tbk in 2021-2024: (Indonesia, 2022).

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Table 1. Forms of Corporate Social Responsibility (CSR) Activities PT. Semen Baturaja (Persero), Tbk

Classification	Form
Ekonomi	1. Distributing Rice
	2. Providing Assistance to Fire Victims
	3. Activities to Motivate MSMEs
	4. Distributing Basic Necessities during the Pandemic
Social	1. MSMEs enliven the Palembang City Anniversary Bazaar
	2. Intensify Vaccination for the Ring I Community
	3. School Supplies Assistance
	4. Provide Assistance in the Form of Medical Equipment
	5. Catfish Farming Training
	6. Konbolok Brick Making Training
	7. Motorcycle Mechanic Socialization and Certification Training
Lingkungan	1. Dust Spraying in Community Road Areas
	2. Sucking Dust Air Using a Dust Collector Machine

Source : Data PT. Semen Baturaja (Persero) Tbk.

The explanation of the table above shows that various implementations of Corporate Social Responsibility (CSR) programs of PT. Semen Baturaja (Persero), Tbk implemented in the community, are named the SI Peduli, SI Cerdas, SI Lestari, SI Prima programs where SI itself has the abbreviation as "Semen Indonesia" (PT. Semen Baturaja (Persero), Tbk): 1. SI Peduli (helping to overcome natural disasters, improving health, providing worship facilities, improving public facilities in the community). 2. SI Cerdas (helping in terms of education or training, providing worship facilities, improving public facilities around the community). 3. SI Lestari (helping to maintain the natural environment). 4. SI Prima (helping to eradicate poverty). All forms of activities will certainly always have obstacles, one of which is in implementing Corporate Social Responsibility (CSR).

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Obstacles found in the field in the implementation of Corporate Social Responsibility (CSR) include costs, experienced Human Resources, distribution of activity activities and determining targets, forms of activities, issues of approval and regulations, lack of colleagues, socialization of activities, understanding of implementation and assessment in the field, and others. (Meutia, 2021). Research on Corporate Social Responsibility (CSR) conducted by Achmad (2021) shows that the Implementation of Corporate Social Responsibility (CSR) has been effective and efficient and has a positive effect on the Company's Image. The results of this study are in line with Adi Firmansyah (2021), but different from Reza Fahlepy (2019) due to obstacles in the communication process that make the implementation of Corporate Social Responsibility (CSR) activities less effective and efficient.

Based on the background above, the title of this study is "The Effectiveness of Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero) Tbk on Community Empowerment in Sukajadi Village, East Baturaja District, Ogan Komering Ulu Regency".

RESEARCH METHOD

This study uses a qualitative descriptive approach. Descriptive is an approach to examining the status of a group of people, objects, a condition, a system of thought or a class of events in the present. While qualitative according to Bogdan and Taylor is a research procedure that produces descriptive data in the form of written and spoken words from people and observed behavior (Lexy Moleong, 2019). A qualitative descriptive approach is an approach that describes the state of a phenomenon status that occurs with words or sentences, then separated according to categories to obtain conclusions. Meanwhile, Soerjono Soekanto argues that qualitative descriptive research is a problem-solving procedure that is investigated by describing or depicting the state of a subject or panel object (a person, institution, society and others) then at the present time based on facts that appear as objects (Soejono Soekanto, 2014).

RESULTS AND ANALYSIS

The data analysis processed in the study is primary and secondary data. Primary data used qualitative descriptive analysis. The qualitative descriptive approach is an approach that describes the state of a phenomenon status that occurs with words or sentences, then separated according to categories to obtain conclusions. To answer the

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first problem formulation, a quantitative descriptive method using a Likert scale is used, with the following provisions:

5: Very Effective
4: Effective
3: Quite Effective
2: Less Effective
1: Ineffective

Effectiveness is a measure that states how far the target (quantity, quality and time) has been achieved by management, which target has been determined in advance. In more detail, the realization of the Corporate Social Responsibility (CSR) program of PT. Semen Baturaja (Persero), Tbk can be reviewed through 3 dimensions of measurement, namely program success, target success, and satisfaction with the program. The following table shows the realization of respondent scores on each dimension of measurement of the realization of the Corporate Social Responsibility (CSR) program of PT. Semen Baturaja (Persero), Tbk:

Table 2. Realization of Corporate Social Responsibility (CSR) PT. Semen Baturaja (Persero), Tbk, 2024

Dimensions of Realization Measurement	Criteria	Frequency (people)	Percentage (%)
Program Success	Very Effective	2	03,34
	Effective	7	11,67
	Quite Effective	38	63,34
	Less Effective	7	11,67
	Ineffective	6	10,00
Total		60	
Target Success	Very Effective	24	40,00
	Effective	12	20,00
	Quite Effective	14	23,34

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	Less Effective	8	13,34
	Ineffective	2	03,34
Total		60	100,00
Satisfaction with the Program	Very Effective	10	16,67
	Effective	18	30,00
	Quite Effective	25	41,67
	Less Effective	4	06,67
	Ineffective	3	05,00
Total		60	100,00

Source: Primary data (processed), 2024

Based on the results of Table 2 Realization of Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk. The first dimension is the success of the program. The success of the Corporate Social Responsibility (CSR) program of PT. Semen Baturaja (Persero), Tbk is measured based on the effectiveness of the success answered by the respondents, out of 60 respondents, 38 respondents or 63.35 percent stated that it was quite effective and 6 respondents or 10.00 percent answered that it was not effective. Based on the dimensions of program success, the effectiveness of the farmer card program is at a fairly effective level. This is in line with several studies, one of which is Budi (2021), which states that the success of the Corporate Social Responsibility (CSR) program is more than 50 percent stated that it is quite effective.

The second dimension of realization measurement is target success. The highest frequency in the highest target success dimension is very effective, as many as 24 people answered very effective or 40.00 percent and those who answered ineffective were 2 people or 03.34 percent. This is due to the Lack of Understanding of Community Needs, companies that do not do "deep listening" or listen deeply to the needs of the surrounding community. This causes the CSR program to be off target. According to research by Untung, H. B. (2020), a lack of understanding of community needs is often the main cause of the ineffectiveness of CSR programs. Here are some details related to this problem: Lack of Research and Analysis: Many companies do not conduct in-depth research or

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analysis of community needs before designing a CSR program. Without a proper understanding of what the community really needs, CSR programs tend to be irrelevant or less effective.

Ineffective Communication: Companies often fail to communicate with local communities to understand their expectations and needs. As a result, the programs launched do not match the reality on the ground. Lack of Community Involvement: Community participation in designing and implementing CSR programs is very important. Without this involvement, CSR programs may not get full support from the target community. Then, Inappropriate Solutions: Without a deep understanding, companies may offer solutions that are not appropriate or not needed by the community. For example, providing technological assistance in areas that are more in need of basic health assistance.

The third dimension of realization measurement is satisfaction with the Corporate Social Responsibility (CSR) program of PT. Semen Baturaja (Persero), Tbk. observation can be concluded that the Corporate Social Responsibility (CSR) program of PT. Semen Baturaja (Persero), Tbk is measured based on the effectiveness of success answered by respondents, out of 60 respondents there are 25 respondents or 41.67 percent who stated quite effective and 3 respondents or 05.00 percent answered ineffective. Measuring satisfaction with the Corporate Social Responsibility (CSR) program of PT. Semen Baturaja (Persero), Tbk., is one of the important dimensions in assessing the success of the program. This satisfaction can be evaluated through several indicators, the first is the level of community satisfaction: How much the community involved or receiving benefits from the CSR program feels satisfied with what has been given. This can be measured through surveys, interviews, or discussion forums. Second, the relevance and suitability of the program: Is the program implemented in accordance with the needs and expectations of the community. Targeted programs tend to increase community satisfaction, third transparency and accountability: How transparent the company is in running the CSR program and how accountable they are in reporting the results and impacts of the program. Fourth long-term impact: Community satisfaction is not only measured from the direct impact, but also from the long-term impact provided by the CSR program. The community tends to be more satisfied if they feel sustainable positive changes. Fifth Community Participation: The level of community participation and involvement in the planning and implementation of the CSR program. Communities that feel involved are usually more satisfied with the results of the program. By monitoring and measuring these dimensions, PT. Semen Baturaja can identify areas that need

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improvement and ensure that their CSR programs provide maximum benefits and high satisfaction for the communities involved.

The realization of policy implementation is influenced by the Intensity to be achieved in the policy itself. The parties involved in the implementation of the Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk are the company and the OKU Regency government. The company and the OKU Regency government are responsible for implementing the implementation of the Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk. The OKU Regency Government consists of an organizational structure led by the Regional Head, namely the Regent who oversees the fields that have their respective duties and responsibilities. The objects that are the basis for the formation of the Corporate Social Responsibility (CSR) Program regulations of PT. Semen Baturaja (Persero), Tbk are all registered communities and are indeed entitled to receive the Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk. The Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk is one of the right solutions considering that the Corporate Social Responsibility (CSR) Program has many benefits for the community. Here are some of them: Improving Quality of Life, Economic Empowerment, Infrastructure Development, Environmental Conservation, Social and Cultural Development, Increasing Social Awareness. Thus, CSR programs not only provide benefits to the recipient community, but also to the companies that implement them, because they can strengthen relationships with the community and improve the company's positive image.

In this study, the analysis of the effectiveness of the Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk towards community empowerment is measured based on 6 indicators, namely increasing individual capacity, increasing economic welfare, health and welfare, social and political participation, infrastructure development and equality and inclusion as follows:

1. Individual Capacity Building

   Individual Capacity Building is an effort to improve the abilities, skills, knowledge, and competencies of individuals so that they can participate more effectively in social, economic, and political activities. The following are some aspects involved in improving individual capacity in the Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk:

   a. Education and Training: Accessing formal and informal education and skills training that are relevant to the needs of the labor market and community.

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b. Skills Development: Acquiring new skills or improving existing skills to increase productivity and job opportunities.
c. Knowledge Enhancement: Obtaining new information and knowledge that can be used in daily life or work.
d. Economic Empowerment: Creating economic opportunities through entrepreneurship training, access to capital, and support for small and medium enterprises.
e. Social Awareness and Participation: Increasing understanding of rights and obligations and strengthening the ability to participate in social and political activities.
f. Self-Development: Strengthening personal aspects such as self-confidence, communication skills, and problem-solving skills.

By increasing individual capacity, society can be more independent, innovative, and able to face challenges and take advantage of existing opportunities.

2. Improving Economic Welfare

Improving economic welfare is a process or effort to improve the quality of life of the community through increasing income, access to economic resources, and better opportunities. Here are some strategies and aspects that can contribute to improving economic welfare in the Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk:

a. Education and Training: Providing quality education and relevant skills training to improve individual capabilities in obtaining decent work.
b. Entrepreneurship Empowerment: Supporting the development of small and medium enterprises (SMEs) by providing access to capital, business management training, and market access.
c. Access to Credit and Capital: Facilitating community access to credit and business capital through microfinance institutions or low-interest loan programs.
d. Infrastructure Development: Building and repairing basic infrastructure such as roads, electricity, clean water, and communication facilities that can support community economic activities.
e. Increasing Employment Opportunities: Encouraging investment in sectors that have the potential to create new jobs, such as the manufacturing industry, tourism, and technology.

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f. Community Empowerment: Involving communities in various economic development programs, so that they can actively participate and feel the direct benefits of the program.
g. Economic Diversification: Encouraging communities not to rely on one type of job or economic sector, but to develop various different sources of income.
h. Increasing Agricultural Productivity: Providing technology and knowledge support to farmers to increase their agricultural output and income.

With the implementation of these strategies, it is hoped that the economic welfare of the community around PT. Semen Baturaja Tbk can increase significantly, which will ultimately have a positive impact on their quality of life.

3. Social and Political Participation

PT Semen Baturaja Tbk is active in various social and political participation programs as part of their commitment to social and environmental responsibility (TJSL). Here are some examples of programs they have implemented:

a. MSME Development and Training: PT Semen Baturaja provides funding and training to micro, small, and medium enterprises (MSMEs) to improve their competence and marketing access. This program also includes halal certification assistance for MSME products.
b. Award Program: They have received various awards for their TJSL and CSR programs, including the Most Committed CEO of BUMN on TJSL Economic Pillar award and Bintang Tiga (silver) in the Economic Pillar – BUMN Subsidiary category. This award recognizes the company's consistency and commitment in implementing sustainable programs.
c. Sustainability Strategy: PT Semen Baturaja has a sustainability strategy that includes four pillars: Sustainable Economic Growth, Climate, Energy & Biodiversity, Circular Economy, and Employees & Community. This strategy aims to provide positive benefits to the country, especially in the economic, environmental, and social fields
d. Implementation of Environmental CSR Program: PT Semen Baturaja's environmental CSR program includes the development of religious infrastructure and public facilities, as well as providing assistance to victims of natural disasters. This program has a positive impact on the socio-economic conditions of the community in the surrounding area

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With these various programs and initiatives, PT Semen Baturaja demonstrates a strong commitment to social and political participation in their efforts to support national development and environmental sustainability.

4. Health and Well-being

Health and well-being are two interrelated aspects that are very important to improve the quality of life of the community. Here are some factors that affect health and well-being: Access to Health Services, Healthy Environment, Nutrition and Nutrition, Health Education, Social and Economic Welfare, Psychosocial Support, Healthy Lifestyle. By improving these factors, the community can achieve optimal health conditions and better well-being. This has been implemented by PT. Semen Baturaja. Tbk. PT Semen Baturaja Tbk has been involved in various health and well-being programs for the surrounding community. Here are some of the programs they have implemented:

a. Cooperation with BAZNAS South Sumatra: PT Semen Baturaja collaborates with the National Zakat Agency (BAZNAS) of South Sumatra Province to repair and provide health equipment at the Village Health Post (Poskeskel) in Air Gading. This program aims to improve public health by providing fast and affordable basic health services.
b. Occupational Health and Safety (OHS) Program: PT Semen Baturaja also runs an Occupational Health and Safety program that involves counseling, OHS meetings, and the use of personal protective equipment (PPE) according to standards. This program aims to ensure the safety and health of employees in the work environment.
c. Awards and Certifications: PT Semen Baturaja has received various awards and certifications for their commitment to health and sustainability, including awards from the Indonesia CSR Award, Indonesia SDGs Award, and Asia Sustainability Reporting Rating.
d. Low Carbon Cement Production: PT Semen Baturaja produces Portland Composite Cement (PCC), a low carbon cement that reduces carbon emissions by up to 38% compared to conventional cement. This product has also received Green Label certification from the Green Product Council Indonesia.

These programs demonstrate PT Semen Baturaja's commitment to improving the health and well-being of the community and the surrounding environment.

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5. Infrastructure Development

PT Semen Baturaja Tbk has been involved in various infrastructure development programs as part of their Corporate Social Responsibility (CSR) commitment. Here are some examples of infrastructure programs that they have implemented:

a. Construction of 3 Million Houses: PT Semen Baturaja participated in a joint housing development program with the government, which aims to provide housing for people in need.
b. Exemption of BPHTB: They also support the Land and Building Tax (BPHTB) exemption program for certain categories, which helps reduce the tax burden on the community.
c. Improvement of Basic Infrastructure: PT Semen Baturaja is involved in various basic infrastructure projects such as the construction of roads, bridges, and other facilities that support economic growth and the welfare of the surrounding community.
d. Development of Environmentally Friendly Products: In addition to physical infrastructure, they also focus on the development of environmentally friendly products such as Portland Composite Cement (PCC) which reduces carbon emissions by up to 38% compared to conventional cement.

These programs demonstrate PT Semen Baturaja's commitment to supporting national development and improving community welfare while maintaining environmental sustainability

6. Equality and Inclusion

PT Semen Baturaja Tbk has demonstrated its commitment to equality and inclusion in its various programs and initiatives. Here are some examples:

a. Inclusive Education: PT Semen Baturaja supports inclusive education, including education for people with disabilities. This includes programs that ensure fair and equitable access to education for all individuals, without discrimination.
b. Community Empowerment: They are involved in various community empowerment programs that aim to improve social welfare and equality. This includes support for small and medium enterprises (SMEs) and skills training to improve individual capacity.
c. Cooperation with BAZNAS: A cooperation program with the National Zakat Agency (BAZNAS) of South Sumatra Province to repair and provide health equipment at the Village Health Post (Poskeskel) in Air Gading. This program aims to improve public health by providing fast and affordable basic health services.

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d. Sustainability Strategy: PT Semen Baturaja has a sustainability strategy that covers social, economic, and environmental aspects. They are committed to providing positive benefits to the community, including through programs that support equality and inclusion3.
e. Awards and Certifications: PT Semen Baturaja has received numerous awards and certifications for their commitment to health and sustainability, which includes aspects of equality and inclusion in the company's operations.

With these programs and initiatives, PT Semen Baturaja demonstrates a strong commitment to equality and inclusion in their efforts to improve the welfare of the community and the surrounding environment.

CONCLUSION

Based on the results of the research that has been conducted, several conclusions can be drawn as follows:

1. Realization of the Corporate Social Responsibility (CSR) program of PT. Semen Baturaja (Persero), Tbk. observation can be concluded that it has been running effectively.
2. Analysis of the effectiveness of the Corporate Social Responsibility (CSR) Program of PT. Semen Baturaja (Persero), Tbk towards community empowerment is measured based on 6 indicators, namely increasing individual capacity, increasing economic welfare, health and welfare, social and political participation, infrastructure development and equality and inclusion

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