

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM FUND DISTRIBUTION MODEL IN COMMUNITY ECONOMIC EMPOWERMENT EFFORTS

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Diterima: Januari 28 2026

Direvisi: Januari 29 2026

Diterbitkan: Januari 30 2026

Abstract:

Corporate Social Responsibility (CSR) is a company's commitment to supporting sustainable economic development by considering the balance between economic, social, and environmental aspects. This study aims to describe the model of CSR program fund distribution in efforts to empower the community economically at Yasmin Hospital in Banyuwangi, East Java. The focus of the study includes: (1) the model of CSR fund distribution for community economic empowerment, (2) the model of community economic empowerment related to CSR fund distribution, and (3) the positive implications of both models. This study uses a qualitative approach with a case study type. Data collection techniques were carried out through observation, interviews, and documentation, while data analysis included data reduction, data presentation, and conclusion drawing with data validity through triangulation. The results of the study show that the CSR fund distribution model of Yasmin Hospital is able to improve the welfare and economic independence of the community and contribute to environmental preservation, although it still needs improvement to be more effective and efficient in terms of time, cost, and energy.

Keywords: *Fund Distribution Models, Corporate Social Responsibility (CSR), Community Economic Empowerment*

ملخص:

إندونيسيا إيماس 2045 هي رؤية طموحة تهدف إلى تحويل إندونيسيا إلى دولة متقدمة ذات اقتصاد قوي وشامل ومستدام. ولتحقيق هذه الرؤية، تحتاج البلاد إلى تحول اقتصادي قائم على مبادئ العدالة والاستدامة. ومع ذلك، لا يزال تنفيذ سياسات التنمية الاقتصادية يواجه معضلات هيكلية تتمثل في التوزيع غير المتكافئ للفوائد، والاعتماد على الاستثمار الأجنبي، والضغط البيئية الناجمة عن استغلال الموارد. من خلال نهج وصفية نوعية، تستكشف هذه الدراسة العلاقة بين مبادئ مقاصد الشريعة وسياسات التنمية الاقتصادية، وتقدم توصيات استراتيجية لصانعي السياسات لضمان اتجاه شامل للتنمية الاقتصادية. تشير هذه الدراسة إلى أن تطبيق مبادئ مقاصد الشريعة في سياسات التوزيع الاقتصادي يمكن أن يدعم رؤية إندونيسيا إيماس 2045 من خلال خلق

اقتصاد عادل وشامل ومستدام. يركز حفظ المال على تحسين القيمة المضافة للموارد الطبيعية مع التوزيع العادل للفوائد، مما يقلل من الاعتماد على الاستثمار الأجنبي. يركز حفظ النفس على خلق وظائف لائقة وحماية العمال. يشجع حفظ العقل على نقل التكنولوجيا وتنمية القدرات البشرية، مما يعزز القدرة التنافسية العالمية. يضمن حفظ النسل الاستدامة البيئية من خلال الاستغلال المسؤول للموارد. يضمن حفظ الدين المبادئ الأخلاقية في التنمية الاقتصادية، وتجنب الممارسات الاستغلالية. تؤكد هذه الدراسة أن تنفيذ مقاصد الشريعة يمكن أن يحل المعضلة بين المصالح الاقتصادية قصيرة الأجل والاستدامة طويلة الأجل، مما يضمن العدالة الاجتماعية والاستدامة البيئية ورفاهية المجتمع. في الختام، مقاصد الشريعة هي إطار أخلاقي مناسب لتوجيه الاقتصاد الإندونيسي نحو اقتصاد شامل ومستدام.

الكلمات المفتاحية: مقاصد الشريعة، الاقتصاد.

Abstrak :

Corporate Social Responsibility (CSR) merupakan komitmen perusahaan dalam mendukung pembangunan ekonomi berkelanjutan dengan memperhatikan keseimbangan aspek ekonomi, sosial, dan lingkungan. Penelitian ini bertujuan untuk mendeskripsikan model penyaluran dana program CSR dalam upaya pemberdayaan ekonomi masyarakat di Rumah Sakit Yasmin Banyuwangi, Jawa Timur. Fokus penelitian meliputi: (1) model penyaluran dana CSR untuk pemberdayaan ekonomi masyarakat, (2) model pemberdayaan ekonomi masyarakat terkait penyaluran dana CSR, dan (3) implikasi positif dari kedua model tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan jenis studi kasus. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi, sedangkan analisis data meliputi reduksi data, penyajian data, dan penarikan kesimpulan dengan keabsahan data melalui triangulasi. Hasil penelitian menunjukkan bahwa model penyaluran dana CSR RS Yasmin mampu meningkatkan kesejahteraan dan kemandirian ekonomi masyarakat serta berkontribusi pada pelestarian lingkungan, meskipun masih memerlukan penyempurnaan agar lebih efektif dan efisien dari segi waktu, biaya, dan tenaga.

Kata kunci: Model Penyaluran Dana, Corporate Social Responsibility (CSR), Pemberdayaan Ekonomi Masyarakat

INTRODUCTION

Indonesia has a grand vision to become a developing, advanced, and competitive nation by 2045, known as Indonesia Emas 2045. This vision reflects a shared hope for creating a prosperous, just, and sustainable society through wise resource management. To achieve this goal, economic development is a key pillar that must be strengthened by strategic policies that support long-term growth (Alifa & Zahidi, 2024). The primary challenge is ensuring that economic growth not only brings material benefits but also meets the principle of social justice for all levels of society.

In the context of economic development, the concepts of justice and sustainability are key elements that must be prioritized. Economic justice

emphasizes the equitable distribution of development outcomes, while sustainability ensures that future generations can benefit from available resources. These principles align with Indonesia's need to address global challenges such as social inequality, environmental degradation, and climate change. Therefore, a holistic, social justice-oriented approach is necessary to address these challenges.

One strategic step to realize this vision is through economic downstreaming. Downstreaming aims to increase the economic value of local resources through domestic processing and production. This policy not only creates new job opportunities but also reduces dependence on raw material exports. Downstreaming contributes to increased domestic demand and encourages innovation in various sectors (Wau, Kiton, Wau, & Fau, 2024). By creating longer domestic value chains, Indonesia can optimize its economic potential and promote more inclusive growth.

Economic downstreaming has become a top priority in Indonesian development policy, but its implementation still faces significant challenges. Many policies are designed solely to focus on increasing economic value added, without adequate attention to equitable distribution of benefits across all levels of society. As a result, the positive impacts of downstreaming are often felt more by certain groups, while others remain left behind.

Furthermore, existing downstreaming policies tend to emphasize short-term economic growth without considering broader sustainability aspects. Natural resource management is often carried out through an exploitative approach, which can have negative impacts on the environment and risks disrupting ecosystem balance. This approach not only reduces environmental carrying capacity but also ignores the need for future generations to enjoy equal benefits from available resources.

Another challenge that arises is the lack of practical guidance for implementing Maqasid Sharia in the context of downstream policies. To date, the application of these principles has been largely theoretical, without concrete steps that can be implemented in public policy. This creates a gap in ensuring that the values of social justice and sustainability are truly realized at every stage of economic downstreaming. Thus, further exploration is needed to answer how the Maqashid Sharia principles can be effectively integrated into economic downstreaming policies. This integration is expected to provide a solution in balancing economic growth, equitable distribution of benefits, and environmental sustainability. This research aims to fill this gap, provide practical guidance, and help realize equitable and sustainable economic development towards Golden Indonesia 2045.

To address the gaps in economic downstreaming policies, the integration

of Maqashid Sharia principles is necessary to ensure a balance between growth, justice, and sustainability. Maqashid Sharia serves to ensure that the principles of justice and transparency are upheld, so that no party is disadvantaged (Algifari & Andrini, 2024). Maqashid Sharia offers a more comprehensive approach to designing economic policies, emphasizing the protection of fundamental aspects of human life. In the context of downstreaming, these principles can be used to formulate policies that focus not only on economic profit but also consider a more equitable distribution of benefits. Thus, the integration of these principles can help address social inequality, which remains a challenge in the implementation of economic downstreaming in Indonesia.

The Maqashid Sharia principles offer a relevant approach to supporting Indonesia's economic development policies. These principles aim to protect and preserve five key aspects of human life: religion, life, intellect, lineage, and property (Widjaja, 2024). In an economic context, Maqashid Sharia provides guidance to ensure that implemented policies not only promote growth but also uphold moral and ethical values and the overall well-being of society. Thus, Maqashid Sharia can serve as a strong philosophical foundation for formulating just and sustainable economic policies.

The application of Maqashid Sharia principles to economic downstreaming policies provides an additional dimension that supports justice and sustainability. This approach ensures that the resulting economic benefits are enjoyed by all levels of society, while preserving natural resources for future generations. By integrating these principles, Indonesia has a significant opportunity to create economic development that is not only materially robust but also morally imbued, leading to the realization of Golden Indonesia 2045.

On the other hand, the Maqashid Sharia principle, which provides holistic guidance for achieving justice and human welfare, has not been fully integrated into economic downstreaming policies. This principle offers an approach that prioritizes the protection of five key aspects of human life, including wealth and sustainability. Lack of awareness of the relevance of Maqashid Sharia in economic policy often overlooks the opportunity to create a balance between growth, justice, and sustainability.

A Maqashid Sharia-based approach is important because it provides an ethical and strategic foundation for resource management so that its benefits are shared equally by all members of society. This principle emphasizes a balance between natural resource utilization and environmental sustainability, thus avoiding overexploitation. Furthermore, Maqashid Sharia promotes fairness in the distribution of wealth, ensuring that the results of economic downstreaming do not solely benefit certain groups. Thus, this approach can be a solution for

creating more inclusive and sustainable policies.

By regularly applying this principle, economic downstreaming policies can be more oriented towards social justice and long-term sustainability towards Golden Indonesia 2045. Proper implementation of Maqashid Sharia in economic policy can produce a healthier and more equitable ecosystem for all stakeholders. This will not only encourage stable economic growth but also create sustainable positive social impacts. Therefore, this study aims to examine how the principles of Maqashid Sharia can be implemented in economic downstreaming policies as an effort to achieve equitable prosperity for all Indonesians.

RESEARCH METHOD

This study uses a qualitative approach with a descriptive case study research type that aims to understand in depth the effectiveness of the Corporate Social Responsibility (CSR) program fund distribution model at Yasmin Hospital, Banyuwangi in efforts to empower the community's economy. The research data sources consist of primary data obtained directly from key informants, namely the marketing manager, Human Capital (HC) staff, mentors and supervisors of the empowerment program, and beneficiary communities, and secondary data sourced from institutional documents, activity reports, archives, books, scientific journals, and relevant previous research. Data collection techniques were carried out through non-participant observation, unstructured in-depth interviews, and documentation. To ensure the validity of the data, this study applies verification techniques through source triangulation and technical triangulation by comparing data from observations, interviews, and documentation, comparing the consistency of informants' statements at different times, and comparing the perspectives of informants from various backgrounds, so that findings are obtained that are objective, credible, and can be directly accounted for.

RESULTS AND DISCUSSION

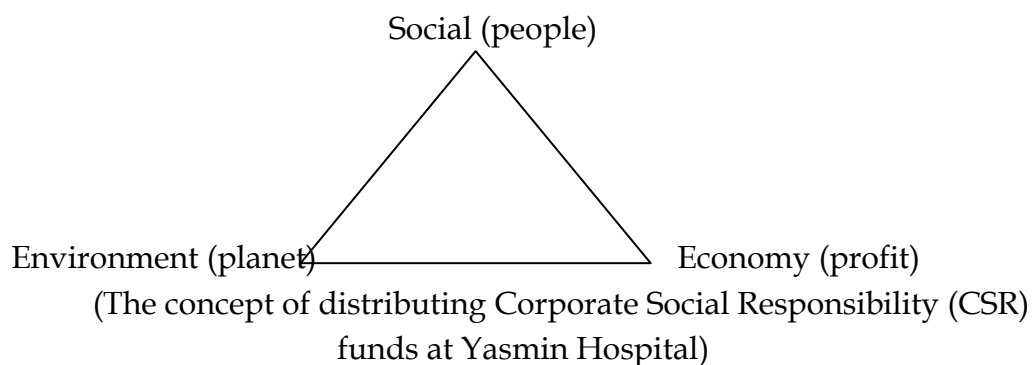
Corporate Social Responsibility (CSR) Program Funding Model for Community Economic Empowerment Efforts at Yasmin Hospital, Banyuwangi

Corporate Social Responsibility (CSR) is a corporate obligation stipulated in Law Number 25 of 2007 concerning Investment, specifically Article 15, which stipulates that every investor is obliged to carry out corporate social responsibility to create a harmonious, balanced, and sustainable relationship with the social environment, values, norms, and culture of the local community. In this context, CSR is not merely understood as a philanthropic activity, but as an integral part of the company's long-term business strategy.

The study shows that Yasmin Hospital, Banyuwangi, views CSR as a

strategic instrument for building harmonious relationships with the surrounding community while strengthening the institution's sustainability. The CSR program at Yasmin Hospital is not only implemented through the distribution of social funds but also encompasses efforts to empower the community economically, strengthen relationships with stakeholders, and enhance the hospital's image and reputation. This aligns with the view that CSR has strategic functions, including obtaining a social license to operate, reducing business risk, strengthening human resources, expanding market access, achieving operational cost efficiency, and improving stakeholder relations.

The distribution of Corporate Social Responsibility (CSR) program funds at Yasmin Hospital follows a basic concept, as explained by Mr. Agus:



Yasmin Hospital thus demonstrates the view that a sustainable company must adhere to the "3Ps." In addition to pursuing profit, a company must also pay attention to and be involved in fulfilling the well-being of the community (people) and actively contribute to preserving the environment (planet). In this concept, Yasmin Hospital emphasizes that a company is no longer faced with a single bottom-line responsibility, namely the economic aspect reflected solely in its financial condition, but must also consider social and environmental aspects. This finding aligns with the tri-sector partnership concept proposed by Dwi Kartini, which emphasizes the importance of collaboration between government, corporations, and civil society in creating comprehensive and sustainable CSR programs.

Community Economic Empowerment Model through the Yasmin Hospital Banyuwangi CSR Program

Community economic empowerment is a development strategy aimed at increasing community capacity, independence, and well-being. This is as emphasized in Minister of Home Affairs Regulation Number 7 of 2007, which states that community economic empowerment is an effort to realize community capacity and independence in social and national life. In the context of Yasmin Hospital's CSR program, the community is not positioned as an object, but rather as the primary subject in the empowerment process.

The research results indicate that the goals of community economic

empowerment at Yasmin Hospital align with the empowerment concept proposed by Isbandi Rukminto Adi, namely business improvement, increased income, environmental improvement, improved quality of life, and strengthening community capacity. Yasmin Hospital's CSR program seeks to promote economic independence through capital assistance, support for productive activities, and facilitating access to economic opportunities. However, in practice, limitations remain in the areas of mentoring and training.

Field findings indicate that the effectiveness of the economic empowerment model will increase if accompanied by entrepreneurship training, human resource capacity building, and ongoing mentoring. Therefore, this study proposes an empowerment model that integrates community potential development, optimization training, capital provision, productivity improvement, marketing network development, and achieving economic independence into integrated stages.

CONCLUSION

Based on the research results, it can be concluded that the Corporate Social Responsibility (CSR) fund distribution model at Yasmin Hospital Banyuwangi has basically been running in accordance with the established standard operating procedures (SOP), although there are still several aspects that are not optimal and require strengthening and refinement to be more effective and efficient. The developed CSR fund distribution model not only provides opportunities for improving the hospital's organizational system, but also facilitates public access in the fund application process and increases public understanding of the goals and functions of the CSR program. The implementation of CSR at Yasmin Hospital is based on the triple bottom line concept (profit, people, and planet), which emphasizes that company sustainability is not only measured from the economic aspect, but also from social contributions and concern for the environment. In addition, the community economic empowerment model through the distribution of CSR funds has been proven to have a positive impact on improving the welfare of the surrounding community, which is reflected in business improvements, increased income, environmental improvements and quality of life, and strengthening community independence. The integration between the fund distribution model and the community economic empowerment program produces a more effective model in terms of time, energy, and costs, so that it is able to support the sustainability of the CSR program while strengthening the relationship between Yasmin Banyuwangi Hospital and the community in a sustainable manner.

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