

Cattle Fattening Program by PT Pertamina Hulu Energi North Sumatera Offshore: Factors Underlying the CSI Score in Muara Satu District, Aceh Province

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Abstract. The Community Satisfaction Index (CSI) is a crucial element in any community empowerment program. The community empowerment program conducted by the Corporate Social Responsibility (CSR) of PT Pertamina Hulu Energi North Sumatera Offshore (PHE NSO) has been successfully implemented with a very high or very satisfactory CSI score of approximately 84.29%. However, these results remain statistical, and exploring the underlying non-statistical factors is highly relevant or important. This study aims to identify the factors underlying the CSI score in the cattle fattening program by CSR PT PHE NSO in Muara Satu District, Aceh Province. To achieve this goal, a qualitative descriptive approach with document analysis was employed. The study results reveal 27 main factors underlying the CSI score of the Cattle Fattening Program by CSR PT PHE NSO. These 27 factors were narrowed down into 4 main aspects, including: 1) active involvement of all parties such as the company, community, and program facilitators (CSR); 2) careful planning based on factual data, including needs analysis, participatory program design, and continuous evaluation; 3) transparent and accountable program implementation, including prudent financial management and continuous monitoring and evaluation; and 4) local program development, such as meeting community needs and empowering the community to have or develop independent capacity.

Keywords: Cattle fattening, CSR, CSI, Muara Satu.

A. INTRODUCTION

Community empowerment can be understood as a social action aimed at increasing the self-reliance and well-being of the community (Rizal & Bahri, 2022; Setiawati, 2016). This empowerment can encompass all fields, including health, economy, technology, education, institutions, governance, and others (Ibrahim et al., 2020; Indardi, 2021; Purworini et al., 2023). One of the State-Owned Enterprises (SOEs) engaged in the management of upstream oil & gas and energy sectors both domestically and internationally, as well as related or supporting business activities in the oil & gas sector, is PT Pertamina Hulu Energi North Sumatera Offshore (PHE NSO), located in Aceh Province. The company has a Corporate Social Responsibility (CSR) program, namely the cattle fattening program.



PT Pertamina Hulu Energi (PHE) in Aceh Province is divided into two entities: PT Pertamina Hulu Energi North Sumatera B-Block and North Sumatera Offshore, abbreviated as (PHE NSB & NSO). This article focuses more on the programs of PT PHE NSO, often referred to as Zone 11.

Figure 1. Company Visualization of PT. PHE NSB & NSO

Source: (PHE NSO, 2021; PT Pertamina (Persero), 2019)

The results of the Community Satisfaction Index (CSI) survey for the Cattle Fattening Program in Muara Satu District, conducted by the CSR of PT Pertamina Hulu Energi North Sumatera Offshore (PHE NSO) reveals a score of nearly 85% (Very Satisfied) in 2023. This is an intriguing outcome. At least 9 key indicators were developed by the CSR of PT PHE NSO to achieve this score, with each indicator containing 2 to 9 items of questions or statements. Exploring the reasons or underlying factors for this score is an interesting topic for discussion. Additionally, examining the goals of the Sustainable Development Goals (SDGs), Indonesia Emas 2045 (IE45), and Bibliometric Analysis (BA) are also important factors, as concretely shown in the image below (BA) juga menjadi faktor penting lainnya, lihat kongkretnya pada gambar di bawah.



Figure 2. SDGs, IE45 and BA

Source: (Bappenas, 2019, 2023; Personal Data Analysis)

Figure 2 presents several goals of the SDGs for 2030 and Indonesia Emas 2045 (IE45). At least four important pillars are highlighted in the SDGs and IE45, which include 1) SDGs, consisting of the pillars of Social Development, Economic Development, Environmental Protection, and Law and Governance, each having important sub-aspects; 2) IE45, which encompasses the pillars of Human Development and Mastery of Science and Technology (IPTEK), Sustainable Economic Development, Equitable Development, National Security Strengthening, and Government Governance.

In relation to these two frameworks, if we connect them with the Community Empowerment Program, specifically the Cattle Fattening Program by CSR of PT PHE NSO, it aligns well with the goals of Sustainable Economic Development in the SDGs, which include: (1) Clean and affordable energy; (2) Decent work and economic growth; (3) Industry, innovation, and infrastructure; (4) Reducing inequalities; (5) Partnerships for the goals (Bainus & Rachman, 2018; Ferawati, 2018; Wahyuningsih et al., 2024). Meanwhile, Sustainable Economic Development in IE45 encompasses: (1) Increasing national investment and trade; (2) Accelerating industrialization and tourism; (3) Developing the maritime economy; (4) Strengthening food security and improving the welfare of farmers; (5) Ensuring energy and water security; (6) Commitment to environmental sustainability (Bappenas, 2019). This is further confirmed through Bibliometric Analysis (BA) which analyzed approximately 1,000 articles found on CrossRef between 2014 and 2024 (the last decade). The analysis reveals that cattle fattening is directly related to (1) income; (2) investment; and (3) employment (as shown in Figure 2, specifically in the second point highlighted in green). Below, the researcher presents the Community Satisfaction Index (CSI) Indicators for the Cattle Fattening Program by CSR of PT PHE NSO.

Table 1. CSI Indicators by CSR of PT. PHE NSO

I	II	KII
KP	The company is committed to seriously implementing the CSR program	1.1
	The objectives of the CSR program align with what the beneficiaries or community aim to achieve	1.2

	The CSR program provides direct benefits	1.3
PM	The company involves all members in the planning of the program	2.1
	The company involves all members in the implementation of the program	2.2
	The company involves all members in the monitoring or evaluation of the program	2.3
	The company inclusively encourages the entire community to join or participate in the CSR program	2.4
KPKM	The CSR program aligns with the community's needs	3.1
	The CSR program utilizes existing local potential	3.2
	The CSR program helps address existing social or environmental issues	3.3
KPM	The CSR program has the potential to develop in the future	4.1
	The program can continue without the company's support or assistance	4.2
	The program can provide continued benefits (economic improvement / human resource quality / health quality / environmental quality, etc.) in the future	4.3
KRIPK	The company implements the program according to the initial plan	5.1
	The company implements the activities according to the planned activities	5.2
	The company implements the program and activities according to the planned schedule or timeframe	5.3
	The company implements the provision of assistance such as production tools or supporting facilities as planned	5.4
KPP	The company's response to complaints or feedback from partner beneficiaries related to the program	6.1
	The company's promptness in responding to issues arising from the CSR program	6.2
	The company assigns program implementers or program facilitators who are responsible	6.3
	The company assigns program implementers or program facilitators who can assist the beneficiaries throughout the program	6.4
	The company assigns program implementers or program facilitators who are communicative	6.5
	The company assigns program implementers or program facilitators who can build good relationships with beneficiaries and the surrounding community	6.6
	The company assigns program implementers or program facilitators who can provide new insights or stimulate innovation in the implementation of the program	6.7
KPPM	In implementing the CSR program, the company provides funding in accordance with the program or the needs	7.1
	The management of the program's budget is carried out transparently and openly	7.2
PP	The company helps or facilitates beneficiaries in developing relationships with other parties that can support the development of the program	8.1
	The company, in implementing the CSR program, encourages innovation	8.2
	The company encourages good management of organizations or groups	8.3
KPPC	The company pays attention to security aspects within the program environment	9.1

The beneficiaries do not feel pressured or disturbed by other parties (certain groups) during the program	9.2
The CSR program does not cause conflict within the community	9.3

Notes: I (Indicator); II (Indicator Items); KII (Indicator Item Coding); KP (Komitmen Perusahaan/ Company Commitment); PM (Pelibatan Masyarakat/ Community Engagement); KPKM (Kesesuaian Program dengan Kebutuhan Masyarakat/ Program Alignment with Community Needs); KPM (Keberlanjutan Program/ Program Sustainability); KRIPK (Kesesuaian Rencana dengan Implementasi Program dan Kegiatan/ Alignment of Plans with Program and Activity Implementation); KPP (Kualitas Pendampingan Program/ Program Facilitation Quality); KPPM (Kualitas Pembiayaan Program/ Program Financing Quality); PP (Pengembangan Program/ Program Development); KPPC (Keamanan Pelaksanaan Program CSR/ Safety of CSR Program Implementation)

Based on Table 1, there are 9 indicators developed by the CSR of PT PHE NSO, which are in line with the Guidelines for the Community Satisfaction Index (CSI) Survey, such as: 1) Decree of the Minister of State Apparatus Empowerment No. 63/KEP/M.PAN/7/2003 concerning General Guidelines for Public Service Implementation; and 2) Decree of the Minister of State Apparatus Empowerment No. 25/KEP/M.PAN/2/2004 concerning Guidelines for Preparing the Community Satisfaction Index for Government Service Units (PANRB, 2010). Additionally, the Cattle Fattening Program by the CSR of PT. PHE NSO received a concrete score of 84.29%. As discussed earlier, this Cattle Fattening Program also supports the SDGs and IE45 Programs and, according to Bibliometric Analysis (AB), is directly related to three major aspects, namely (1) income; (2) investment; and (3) employment (see figure 2). Therefore, exploring the factors behind or the reasons for achieving such a near-perfect CSI score becomes highly relevant.

B. METHOD

This study employed a qualitative descriptive approach, which emphasizes the narrative and in-depth description of findings (Rusandi & Rusli, 2021). The data collection method in this study was document analysis. Document analysis was one of the techniques used in qualitative research, which involves studying documents to obtain information related to the research problem. Researchers using this method must be critical in interpreting the documents being studied (Bowen, 2009; Dalglish et al., 2020). The types of documents examined include primary and secondary data. The data analysis in this research follows the interactive model by Miles and Huberman, which provides for data collection, data reduction, data presentation, and conclusion or verification (Maulidah, 2020). After all data analysis stages are completed, a data validation test is conducted using data triangulation techniques, including sources, as one of the methods (Tasmat et al., 2023). The research question is: Why did the Community Satisfaction Index (CSI) for the Cattle Fattening Program by PT. Pertamina Hulu Energi North Sumatera Offshore (PT PHE NSO) in Muara Satu District receive a score of nearly 85%, indicating Very Good / Highly Satisfactory?

C. RESULTS AND DISCUSSION

The Cattle Fattening Program by the CSR of PT PHE NSO in Muara Satu District has been completed and received a near-perfect score. The Cattle Fattening Program by the CSR of PT. PHE NSO consists of four steps, starting with 1) planning, which includes social and economic studies; then 2) pre-implementation, which involves the dissemination of the CSR program; followed by 3) the implementation phase, which includes integrated cattle farming and the provision of cattle and other assistance; and finally, 4) the monitoring and evaluation stage, which covers impact evaluation, including CSI scores, and so forth (Pertamina PHE NSO, 2023b, 2023a; Pertamina PHE NSO & Yayasan Sembari, 2023a, 2023b; PT. PHE NSO & Yayasan Sembari, 2023; Ramli et al., 2023).

First Indicator and Indicator Items

The first indicator is Company Commitment (KP). Corporate commitment, also known as organizational commitment, refers to the state in which employees are aligned with the company's goals and are determined to remain a part of the company. Organizational commitment is divided into three levels: 1) organizational behavior; 2) organizational attributes and values; and 3) organizational psychological conditions (Raharjo et al., 2023). Corporate commitment can also be divided into several aspects, including: normative commitment, affective commitment, and continuous commitment (Andelan, 2021; Islamy, 2016). There are three indicator items: the company is committed to seriously implementing its CSR program (1.1); the objectives of the CSR program align with what the beneficiaries or the community aim to achieve (1.2); and the CSR program delivers direct benefits (1.3). The three indicator items for KP collectively received an average score of 91.67% (Very Good or Highly Satisfactory).

Primary data from this study reveals that the involvement of top management, transparency, and the integration of CSR in empowerment strategies are the key factors for the highly satisfactory result of KP in the CSI score. This is confirmed by (Rizal, 2020; Utami et al., 2017; Wirba, 2023), who suggest that top management involvement in empowerment programs is a mandatory aspect that drives the programs, including CSR initiatives. Additionally, top management's involvement or stakeholder participation encourages transparency in reporting and managing funds for CSR programs, which indirectly influences other aspects or sub-aspects of the implemented program.

Second Indicator and Indicator Items

The second indicator is Community Engagement (PM). Community engagement, often referred to as participation, is the role of individuals or groups in the development process by providing input such as ideas, labor, time, expertise, and capital (Kaehe et al., 2019). The indicator items are as follows: the company involves all members in the planning of the program (2.1); the company involves all members in the implementation of the program (2.2); the company involves all members in the monitoring or evaluation of the program (2.3); and the company inclusively (openly) encourages the entire community to participate in or join the CSR program (2.4). The four indicator items for PM collectively received an average score of 79.75% (Good or Satisfactory).

Analyzing primary and secondary data (published by PT PHE NSO in 2023) shows that significant community participation, recognition of community aspirations, and the occurrence of local training and empowerment are the primary reasons why the PM indicator in the CSI score was rated as satisfactory. By actively involving the community in every stage of empowerment activities under CSR programs, successful program implementation is more likely, to ensure sustainability (Narang & Oktavian, 2022; Nurbaiti & Bambang, 2017). Furthermore, an empowerment program that actively involves the community will directly and indirectly improve the skills and capacities of the community itself. Such positive habits are expected to influence the community's income or other desired outcomes for the community (Indra et al., 2023; Sipahutar et al., 2024).

Third Indicator and Indicator Items

The third indicator is Program Alignment with Community Needs (KPKM). This refers to what the community needs from a program, such as basic needs, including clothing, food, shelter, healthcare, child education, and others (Astuti et al., 2012; Hermawan & Sulastri, 2023). The indicator items are as follows: the CSR program implemented is in line with the community's needs (3.1); the CSR program implemented utilizes the existing local potential

(3.2); the CSR program implemented helps address existing social or environmental issues (3.3). The three indicator items for KPKM collectively received an average score of 77.78% (Good or Satisfactory).

Primary and secondary data reveal several factors contributing to why the KPKM indicator falls into the satisfactory category, including in-depth program analysis, a participatory-based program design, and evaluation and implementation of programs with sustainability. A comprehensive and data-driven needs analysis in an empowerment program is a crucial and fundamental task, as prior analysis leads to successful program planning and implementation, which must always be monitored or evaluated. This aligns with (Oktiana et al., 2023; Sumardjo et al., 2014), who emphasize that sound governance is an absolute requirement for CSR programs based on community empowerment.

Fourth Indicator and Indicator Items

The fourth indicator is Program Sustainability (KPM). Program sustainability refers to a program's ability to endure in the long term, especially in enhancing community self-reliance (Wahyuni & Manaf, 2017). The indicator items are as follows: the CSR program implemented can evolve in the future (4.1); the program that has been running can continue without support from the company (4.2); whether the program can continue to provide benefits (such as economic improvement, enhancement of human resource quality, healthcare quality, environmental quality, and so on) in the future (4.3). The three indicator items for KPM collectively received an average score of 87.22% (Very Good or Highly Satisfactory).

Primary and secondary data in this study shows that the KPM indicator achieved highly satisfactory results. At least three major factors underlie this: long-term program planning, local capacity development, and community involvement in management. This is confirmed by (Farranajla & Erowati, 2024; Lutfia et al., 2022; Situmeang, 2014) who state that the core of CSR empowerment is to help increase the self-reliance of the community. Therefore, CSR programs must be long-term and fully participatory, enabling the community to build the capacity for economic independence and an improved quality of life.

Fifth Indikator and Indikator Items

The fifth indicator is Alignment of Plans with Program and Activity Implementation (KRIPK). KRIPK refers to the extent to which the implementation of a program or activity aligns with the initial plans that were developed (Bahri et al., 2020; Sipuan et al., 2023). The indicator items are as follows: the company implements the program according to the initial plan (5.1); the company implements the activities according to the activity plan (5.2); the company implements the program and activities according to the scheduled or planned time (5.3); the company provides support such as production tools or supporting facilities as planned (5.4). The four indicator items for KRIPK collectively received an average score of 89.58% (Very Good or Highly Satisfactory).

Although distinct, examining primary and secondary data reveals that the KRIPK indicator falls into the Highly Satisfactory category. This is attributed to factors such as adherence to program plans, regular monitoring and evaluation, and adjustments based on feedback. This aligns with the findings of (Ningtyas et al., 2022; Roza, 2014) which assert that a successful CSR program must be founded on clear management principles, starting from planning, implementation, monitoring, to evaluation, ensuring that the program remains aligned with its objectives and established goals.

Sixth Indicator and Indicator Items

The sixth indicator is Program Mentoring Quality (KPP). The quality of mentoring in a program refers to the extent to which the process of providing assistance, support, and guidance by a mentor or facilitator meets the needs and expectations of program participants. High-quality mentoring not only delivers information or instructions but also involves deep interaction, mutual support, and a focus on achieving common goals (Prameswari & Setiawan, 2024; Resdiana, 2016; Widyakusuma, 2013). The indicator items are as follows: the company's responsiveness to receiving complaints or feedback from partners regarding the program (6.1); the company's responsiveness to addressing issues arising from the CSR program (6.2); the company assigns program implementers or mentors who are responsible (6.3); the company assigns program implementers or mentors capable of facilitating beneficiaries throughout the program (6.4); the company assigns program implementers or mentors who are communicative (6.5); the company assigns program implementers or mentors who can foster good relationships with beneficiaries and the surrounding community (6.6); the company assigns program implementers or mentors who can introduce innovations or stimulate new ideas during program implementation (6.7). The seven indicator items for KPP collectively received an average score of 85.00% (Very Good or Highly Satisfactory).

An analysis of primary and secondary data, particularly regarding CSI, reveals that the KPP indicator achieved the same highly satisfactory category as the previous indicators. This is attributed to the competence and capacity of the mentors, effective communication, and a participatory approach. It is no surprise that this indicator achieved high satisfaction, given that CSR aims to enhance the welfare of communities. Therefore, these three factors are highly relevant to their duties, as CSR personnel engaged in community empowerment programs must possess strong communication skills and relevant knowledge (Suryani Suryani, 2022; Syahriani & Siwi, 2018).

Seventh Indicator and Indicator Items

The seventh indicator is Program Financing Quality (KPPM). The quality of financing in a program refers to how effectively, efficiently, and sustainably financial resources are utilized in the execution of the program (Sa'baini & Amsari, 2023). The indicator items are as follows: the company provides financing for the CSR program in alignment with the needs and the program being executed (7.1); the program's budget management is carried out transparently and openly (7.2). These two indicator items of KPPM averaged a score of 79.17% (Good or Satisfactory).

Although KPPM ranks last in terms of average scores among the nine indicators, it still falls into the Satisfactory category. This is due to factors such as transparency and accountability, well-planned budgeting, and monitoring and auditing. These three factors are reflected in several pieces of data in this study, both primary and secondary. Furthermore, an in-depth examination of the "2023 CSR Program Implementation Report by PT. Pertamina Hulu Energi North Sumatera Offshore" reveals that, as of May 2023, the budget for the Cattle Fattening Program reached IDR 540,990,000 (Pertamina PHE NSO, 2023a). This indicates that transparency in budgeting and regular monitoring significantly influence the success of a program (Fransisca et al., 2018; Safitri & Mildawati, 2019; Zubaidah & Nugraeni, 2023).

Eighth Indicator and Indicator Items

The eighth indicator is Program Development (PP). Program development is defined as efforts to assist organizers, managers, or implementers in creating or modifying desired condition (Chomaryani, 2022). The indicator items are as follows: the company helps or facilitates beneficiaries in developing relationships with other parties that can support program

development (8.1); the company encourages innovation in the execution of the CSR program (8.2); the company promotes good management of institutions or groups (8.3). The three indicator items for PP averaged a score of 79.44% (Good or Satisfactory).

As noted, the average score of PP on the CSI indicator is slightly different from KPPM but still falls within the Satisfactory category. Analyzing primary and secondary data reveals at least three key factors behind this: a highly participatory program design, continuous program evaluation and adjustments, and integration with local resources. This is confirmed by secondary data, particularly in the journal publication titled "Community Empowerment through Integrated Cattle Farming in Muara Satu, Lhokseumawe City, Aceh Province, 2023." The journal outlines four stages carried out by PT. PHE NSO's CSR program in the cattle fattening initiative, includes a data- and fact-based survey, socialization with various stakeholders and communities, program implementation, and final evaluation. This indicates that the CSI indicators, especially for program development (PP), are very well executed, which explains why this indicator is categorized as satisfactory. This is reinforced by (Daraba, 2015; Sofinisa et al., 2015), which emphasize that communication, resources, disposition, bureaucratic structure, cooperation, facilities, maintenance, and support from both the government and the community are crucial factors in the success of community empowerment program development.

Ninth Indicator and Indicator Items

The ninth indicator is CSR Program Implementation Safety (KPPC). The safety of CSR program implementation refers to the procedures and practices used to ensure that the program runs safely, effectively, and free from threats that may disrupt various aspects of program execution. The indicator items are as follows: the company pays attention to safety aspects in the program environment (9.1); the beneficiaries do not feel pressured or disturbed by other parties (certain groups) during the program (9.2); the CSR program does not cause conflicts within the community (9.3). These three indicator items for KPPC averaged a score of 90.00% (Very Good or Highly Satisfactory).

This final indicator relates to program implementation safety, abbreviated as KPPC. On average, this indicator falls into the Highly Satisfactory category. Although there is limited direct information in the primary and secondary data regarding safety, the CSI score for this indicator ranks second, just after Corporate Commitment (KP). This indicates that the organizers of the program or PT. PHE NSO's CSR division place a strong emphasis on safety in program execution (as seen in the indicator items in Table 1, previously described). Additionally, three other key factors indirectly apply: a comprehensive risk assessment, clear safety protocols, and security training for program implementers. Before any program execution, discussions are held up to the evaluation stage, during which training or discussions on various aspects of the program, including safety, are conducted. These activities can be described as training and education (Hidayat & Nurasyiah, 2017).

Based on the explanations above, we can conclude that all indicators and indicator items of the CSI of Cattle Fattening Program fall into the Good or Satisfactory and Very Good or Highly Satisfactory categories (PT. PHE NSO & Yayasan Sembari, 2023). The following is a concrete analysis of the factors behind the CSI score for PT. PHE NSO's CSR Cattle Fattening Program, which reached 84.29% (Very Good or Highly Satisfactory).

Table 2. Results of Analysis of Factors Underlying the CSI of CSR

I	KNII	NRRII	K	RI	RII	HAFMB
KP	1.1	93.33%	91.67%	SB/SM	1	1
	1.2	90.00%				5
	1.3	91.67%				2

PM	2.1	78.33%	78.75%	B/M	8	27	Active Participation from the Community Recognition of Community Aspirations Local Training and Empowerment
	2.2	90.00%				6	
	2.3	76.67%				30	
	2.4	70.00%				31	
KPKM	3.1	80.00%	77.78%	B/M	9	23	In-depth Needs Analysis Participatory Program Design Continuous Evaluation and Adjustment
	3.2	90.00%				7	
	3.3	63.33%				32	
KPM	4.1	90.00%	87.22%	SB/SM	4	8	Long-term Sustainability Plan Local Capacity Development Community Involvement in Management
	4.2	86.67%				14	
	4.3	85.00%				15	
KRIPK	5.1	91.67%	89.58%	SB/SM	3	3	Alignment with Program Plans Regular Monitoring and Evaluation Adjustments Based on Feedback
	5.2	88.33%				11	
	5.3	90.00%				9	
	5.4	88.33%				12	
KPP	6.1	85.00%	85.00%	SB/SM	5	16	Competence or Capacity of CSR Facilitators Effective Communication Participatory Approach
	6.2	85.00%				17	
	6.3	85.00%				18	
	6.4	85.00%				19	
	6.5	85.00%				20	
	6.6	85.00%				21	
	6.7	85.00%				22	
KPPM	7.1	80.00%	79.17%	B/M	7	24	Transparency and Accountability Budget Planning Aligned with Needs Supervision and Auditing
	7.2	78.33%				28	
PP	8.1	80.00%	79.44%	B/M	6	25	Participatory Program Design Continuous Evaluation and Adjustment Integration with Local Resources
	8.2	80.00%				26	
	8.3	78.33%				29	
KPPC	9.1	91.67%	90.00%	SB/SM	2	4	Comprehensive Risk Assessment or Analysis Clear Security Protocols Security Training for Program Implementation
	9.2	88.33%				13	
	9.3	90.00%				10	

Notes : I (Indicator); KII (Indicator Item Coding, see Table 1 for Indicator Items); NRRII (Nilai Rata-Rata Item Indikator/ Average Indicator Item Score); K (Keputusan/ Decision); RI (Rank Indikator/ Indicator Rank); RII (Rank Item Indikator/ Item Indicator Rank); HAFMB (Hasil Analisis Faktor yang Melatarbelakangi/ Factor Analysis Results); KP (Komitmen Perusahaan/ Corporate Commitment); PM (Pelibatan Masyarakat/ Community Engagement); KPKM (Kesesuaian Program dengan Kebutuhan Masyarakat / Program Alignment with Community Needs); KPM (Kesesuaian Rencana dengan Implementasi Program dan Kegiatan/ Keberlanjutan Program/ Program Sustainability); KRIPK (Program and Activity Plan Implementation Alignment); KPP (Kualitas Pendampingan Program/ Program Facilitation Quality); KPPM (Kualitas Pembiayaan Program/ Program Financing Quality); PP (Pengembangan Program/ Program Development); KPPC (Keamanan Pelaksanaan Program CSR/ CSR Program Implementation Security).

D. CONCLUSION

The success of a community empowerment program is reflected in the maturity of the program itself. In short, the success of a CSR program lies in the synergy between corporate commitment, community participation, and the implementation of a program that is high-quality, relevant, and sustainable. Based on the results and discussions, several factors were identified as underlying the CSI score for the Cattle Fattening Program by CSR PT. PHE NSO in Muara Satu, which received an exceptionally satisfactory score. These include: 1) Active involvement of all parties, including the relevant company, the community, and program facilitators (CSR); 2) Well-planned, data-driven designs, such as needs analysis, participatory program design, and continuous evaluation; 3) Transparent and accountable program implementation, including prudent fund management and ongoing monitoring and evaluation; and lastly, 4) Locally oriented program development, addressing community needs and empowering the community to develop independent capacities. The scope of this research focuses on the factors underlying the CSI score for the Cattle Fattening Program in the Muara Satu District, Aceh Province, by CSR PT. PHE NSO. Future research is recommended to track the progress of PT. PHE NSO's CSR programs, as the company implements various CSR programs annually

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