

## Optimization Comdev Program with Business Incubator Methods for Improving Economic Society at Balunganyar Village, Lekok, Pasuruan

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### ABSTRACT

Community has played major role to improving the quality standard of its people. The community empowerment program (comdev) then become a significant approach to empower community. PT Indonesia Power (IP) Grati POMU has employed this method as a form of social responsibility to the community nearby the Grati PLTGU plant. The business incubator method is to provide assistance to new comdev programs to make a business sustainable and provide economic value to the community. Fresh milk as nutritional drink during the Covid-19 pandemic, has been developed into Milky Cake and Milk Ice at affordable prices to increase the value of fresh milk by the people at Balunganyar village, Lekok, Pasuruan. The comdev business incubator is in the form of assistance starting from the selection and treatment of raw materials, the flavors developed, understanding financial reports and marketing methods for milk cake and milk ice. Since the training began at the end of 2020 and continued with the production and sales, it was recorded that up to March 2021, the omzet is around Rp. 7.249.000,- and a profit of Rp. 2.476.000,- was felt by 10 members of the Fresh Milk group.

**Keywords :** Community development, Business Incubator, Fresh milk.

## 1. INTRODUCTION

### 1.1 Background

PT Indonesia Power Grati POMU is a Combined Cycled Power Plant (CCPP) located on Jl. Raya Surabaya-Probolinggo Km. 73, Lekok District, Pasuruan Regency. East Java. It has 3 blocks with a total capacity of 1,370 MW that delivers electricity to Java Bali electricity system. The form of corporate social and environmental responsibility to the environment and the community around the plant is with the sustainability Comdev program.

Comdev program is based on the results of social mapping of the needs and conditions of the community around the plant which is then handed down in The Strategic Plan and Work Plan 2021. Comdev program Fresh Milk group which is one of the programs in Grati CCPP will be assisted in the form of comdev incubators to improve the economy of the community around the plant by succeeded the comdev program. Another form of fresh milk with a higher selling value of Milk Ice and Milky Cake are expected to survive and provide economic benefits to a society

### 1.2 Problem Formulation

Changes in the assistance of the comdev program at PT IP Grati POMU in the form of a business incubator in the form of Comdev benefits in improving the social economy of the community will be evaluated in this study. Since 2020 Comdev from PT IP Grati POMU has been accompanied and evaluated for its success and for the Freshmilk group of Balunganyar Village which produces Milk Ice and Milky Cake are provided with assistance in terms of administrative reporting, marketing in order to have maximum impact on the group

### 1.3 Goals and Objectives

Goals and Objectives of this paper are :

1. Describe the form of the Balunganyar Village Freshmilk Group business incubator
2. Evaluating the success of the socio-economic business incubator in the Balunganyar Village Freshmilk group.

## 2. LITERATURE

### 2.1 Community Development

In accordance with PP. 47 of 2012 regarding social and environmental responsibility of limited liability companies and guidelines for implementing Comdev or Inpower-care program activities in PT Indonesia Power in accordance with the Decree of the Board of Directors No. 26.K / 010 / IP / 2014. So Grati CCPP carries out its social and environmental responsibility in the form of Community Social Responsibility (CSR) to the community. Inpower-care priority is a program that supports environmental conservation and compliance as a form of representation of PT IP Grati POMU which is environmentally friendly.

Community empowerment has been described by Payne (in Adi, 2012) that community empowerment is intended to help clients gain the power to make decisions and determine the actions they will take related to themselves, including reducing the effects of personal and social barriers. In addition, the meaning of empowerment is seen as an effort to enable individuals or communities. Where the granting of authority or power aims to make society become independent. In terms of the language of empowerment comes from the word "Daya" which means strength or ability to do business. Anwas (in Mustangi, 2017) states that empowerment is a concept related to power.

Community empowerment is a development process in which the community takes the initiative to initiate a process of social activities to improve their own situation and condition. Community empowerment can only occur if citizens participate. An effort can only be considered as "community empowerment" if the community group or community becomes agents of development or is also known as the subject. Here, the subject is the driving force, and not the beneficiaries or the object (Reliantoro, 2012).

PermenLHK No. 01/2020 concerning the Company Performance Rating Program in Environmental Management (PROPER) provides requirements for the beyond compliance assessment, that the substance in CSR policies does not only concern "harmonization" between companies and communities, but structured efforts to encourage community independence. Where harmonious conditions are the implications of a balanced functional relationship between the company and the community.

In Dewani's research (in Triyono, 2014) discusses the CSR Policy, Implementation and Communication of PT. Indocement Tungggal Prakarsa Tbk. These researchers discussed policies on CSR activities carried out by PT. Indocement is based on the triple bottom line principle, identifies participant participation in the implementation of CSR programs, analyzes the benefits of the CSR program and its relationship with the level of participation of participants in implementing CSR programs, and identifies forms of CSR communication of PT. Indocement to stakeholders.

In activities aimed at improving the economy of the Posdaya residents, PT Holcim conducted an analysis of the potential benefits for the residents. After going through analysis and based on input from the community, PT Holcim provided assistance in the form of tools needed to develop business fields in accordance with the wishes of the community. In the process, the company continues to monitor the course of the business. PT. Holcim is very supportive of the people who form business groups. One of the things that is done to support people's efforts to remain productive is by marketing their products and buying at prices that are appropriate. In addition, the company's concrete steps in developing community businesses are to make a special container in the form of a souvenir shop called "Panginyongan" which contains and sells all processed products and handicrafts of the posadaya community guided by PT. Holcim Cilacap (Triyono, 2014)

### 2.2 Business Incubator

Yuana, 2016. The government also plays a role by carrying out its function as a provider of business incubators. In this case, there are at least four government entities that open business incubator services, among others, the Ministry of Economy, the Ministry of Industry, Badan Pengkajian dan Penerapan Teknologi (BPPT), and the Ministry of Communication and Information Technology (Kominfo).

Kominfo and business incubator from BPPT are the units of analysis under study. Kominfo is a business incubator provider for startups in the field of informatics which is definitively engaged in the communication aspect; while BPPT is a business incubator provider that covers startups from a variety of technology-based industries. The creation of a business incubator originated from the disbursement of funds that were originally intended to be used as an angel investment for potential startups. Furthermore, the use of these funds is transformed into capital in the development of business incubators.

startup quality, namely product and people or product and team (managerial). Kominfo and BPPT provide business resource services for startups under their auspices so that the startups have a high degree of sustainability. Integrally, this service is also fulfilled by the efforts of Kominfo and BPPT to collaborate with several parties to develop the quality of startups.

Business incubators at universities, Unair (Airlangga University) Surabaya established a business incubator in 2017 and developed and changed its name to Badan Pengembangan Bisnis Rintisan dan Inkubasi (BPBRIN). Having a vision to become a superior incubator in facilitating and commercializing Universitas Airlangga's invention products in supporting the nation's independence. On the <http://bpbrin.unair.ac.id> page, there are various services, namely Matching Fun, Teaching Industry, Intellectual Property Rights, Business and Technology Incubation and Downstreaming. The

Technology Business Incubator Program in 2021 from Airlangga University is as shown in Figure 1

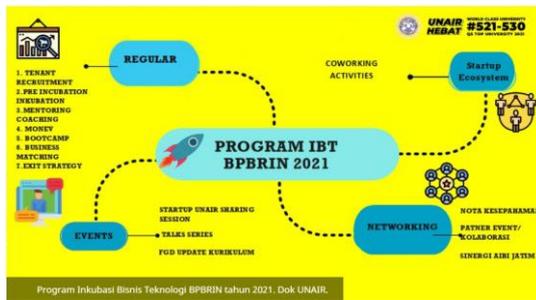


Figure 1. BPBRIN Technology Business Incubation Program

The incubation of business and technology also seeks to turn the fostered startups into sustainable companies, so that they have a positive impact on society. Meanwhile, UNAIR's business and technology incubator has seven services that can be accessed or obtained by fostered startups. Namely space and share, services, support, development skills, seed capital, synergy, and social networking.

*Space and share* is the provision of office facilities or work spaces such as discussion rooms, production rooms, laboratories, showrooms, and internet connections. Meanwhile, *services* are the provision of technical guidance such as management guidance, marketing, aspects of finance, law, business information and technology. *Support* is intended to provide access to research, professional networks, technology development, and investor relations. *Development Skill* is the provision of training in business planning, management and leadership. *Seed Capital* is the provision of assistance to access funding sources and financial institutions. As for *synergy*, it is cooperation between startup tenants, universities, institutions, research, private businesses, professionals and the community. *Social Networking* is a facility to build networks through seminars, exhibitions and agency visits (Sumantri, 2021).

According to Saputra, 2020, the Fishermen Community and Business Incubator Consultation and Entrepreneurship Assistance Program is carried out through a series of integrated educational activities with the aim of improving the economy and increasing the knowledge of the people of Kampung Tua Teluk Mata Ikan, Sambau Village, Nongsa District. Activities are carried out starting from counseling on business plans, packaging, marketing, simple bookkeeping and training in processing marine products, such as fish, seaweed and barking,

Evaluation is usually carried out at the final stage of the activities that have been carried out. Evaluation also means assessment, evaluation can be carried out after the completion of the empowerment program or three months, six months, one year, three years, five years or even ten years after the empowerment program ended. To evaluate the program, first you have to look at what programs have been planned (input) and the process (implementation) of program implementation, are the programs implemented or

implemented in accordance with what was planned ?. if it does not go according to plan, it means that the empowerment program will experience a shift and it may even be that the program is considered a failure. Layanan Pembangunan Umat (LPU) as a companion team as well as Kemenpora partners continues to monitor activities during the activity. Monitoring is carried out in order to monitor whether what has been implemented is as planned. The implementation of training for the Youth Entrepreneurship Center (SKP) group is also being monitored, because it must be ensured that the beneficiaries really understand the theories or techniques on how to carry out catfish farming activities, from pond preparation, feeding, when to harvest, where marketed and how to calculate profit and loss.

### 3. METHODOLOGY

This research will use quantitative and qualitative research techniques. Namely by evaluating the success of the business incubator program compared to the Comdev program prior to the business incubator program. Namely how the socio-economic impact on the community of Balunganyar village, Lekok. The research location was conducted in Lekok District. namely research that is descriptive and tends to use analysis

Data collection techniques are data collection from both group administrators or CDOs who carry out periodic monitoring of the comdev program. The observations made were to see how the condition of the program location was carried out at the Freshmilk Milk group outlet. Previously provided assistance was only provided by the Comdev sector, where communication with Comdev actors was carried out by the CDO (Community Development Officer). Furthermore, assistance was also carried out by IP employees who had the knowledge that could help improve the Comdev program. The comdev program before using the business incubator method to be compared is the Biogas Program in Balunganyar village, while the comdev program that has used the business incubator method is the Fresh Milk group in Balunganyar village, located in Lekok sub-district.

The 2020 Business Incubator is assistance from the PT IP Grati POMU Change Agent team. Marketing assistance with ECOMODA (E-Commerce and Online Monitoring Data) with a RED culture (Mention-Repot-Hastag) on the instagram media to improve Grati's CSR products. The activity stages are as shown in Figure 2.



Figure 2. Activity Stage of Business Incubator

Table 1. Time Schedule Assistance 2020

2020	Assistance Activity
April	Partner Analysis
May	Team Formation
June	Educational Reports and Records
July	Marketing & Service Education, Advertising design
August	Stock Production and Quality Control
Sept	Advertising and launching
Oct	Evaluation and Strengthening of Reports

Meanwhile, the Business incubator program in 2021 does not only cover marketing but is more comprehensive from setting up business processes to product marketing. Learning by doing enables CSR products to provide economic value to society more quickly by paying attention to the terms and conditions for the sale of processed food products.

Table 2. Time Schedule Assistance 2021

2021	Assistance Activity
Des'20	Ide Generation and the Mentor Team
Jan	Product manufacturing training
Feb	Education Reports and Records
March	Advertising and Marketing setup

The following is the assistance given to the Fresh Milk group of Milky Cake products in the village of Balunganyar, Kec. Winding:

a. Strategic Plan

The management of Grati POMU is involved in determining the strategic program or the 5-year strategic plan of the Comdev program. The discussion in the leadership meeting will provide a broader view of the potential that can be developed at Grati POMU. The need for healthy food and dairy products is a routine consumption for IP Grati employees in the midst of the Covid-19 pandemic. Marketing is carried out internally to employees of PT Indonesia Power Grati POMU including evaluating milky cake products.

b. Product Mentor Designation

Assistance is carried out by 2-3 mentors who can help with the sales of Milky Cake products. Starting from product quality, product flavor variants, packaging, advertising, recording and reporting of Milky Cake products. The mentor also makes a BMC (Business Model Canvas) for the sustainability of CSR products. The mentor consists of:

- The skill of making Milk Cake
- Advertising and packaging design expertise
- Expertise in financial administration
- Expertise in product marketing

c. Product Development Training

Mentors who have expertise in making Milky Cake conduct training for the Fresh Milk group at the end of January 2021. Previously, the training was carried out by external parties, such as Milk Iced, cannot be assisted continuously. Because the location is close to the company, post-training learning by mentors from Grati POMU can

continue intensively Determining variations in flavors and pricing is also a discussion in the Comdev Team

d. Financial Reporting

February 2020 products continue to be launched with orders from inside and outside of Grati POMU. The amount of profit and whether the business is losing or profitable must be known by the business operator. The mentor from the finance sector provides lessons on recording and financial reporting.

e. Advertising and Marketing

How to present a product that has attracted consumer tastes became a discussion of the mentor team. The flyer format will be easy to share either by the group or assisted by a team of mentors. Including the link from PT IP Grati to PT PLN for product marketing carried out in March 2021

#### 4. RESULTS

The Fresh Milk group has been formed in 2020 with dairy products in the form of ice candles which sell for Rp. 15,000 / pack with 30 pieces per package. Assistance has been carried out since October 2020 and continued with sales in December 2020. The training was provided by Kang Apri from YISI (Indonesian Social Investment Foundation). A high sales trend of 159 packages in December 2020 and 66 packages in January 2021.

The next training in January 2021 is the manufacture of Grati Milky Cake products. The training was given directly by organic employees at PT IP Grati POMU. Since it was produced 2 days after training, the sale of Milky cake has been in high demand. Because it advantage that was made from fresh milk and without preservatives. Milky Cake is sold in 4 flavors, original, durian, strawberry and matcha. The sales trend for dairy products in the form of Milk Ice and Milky Cake from the Freshmilk group is as shown in Figure 3.

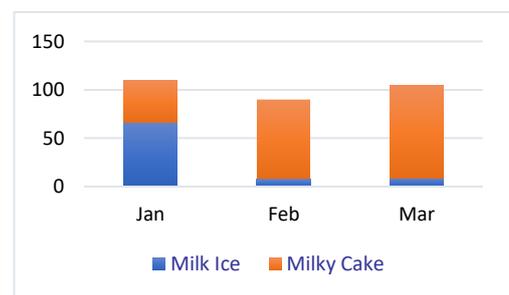


Figure 3. Trend of Sales Milky Cake and Milk Ice

Milky Cake is sold for Rp. 30,000. So that in the period January - March 2021 the turnover of the Balunganyar Village Fresh Milk group is Rp. 7,249,000, - with a profit of Rp. 2,476,000.

Another success besides the economic aspect also on social aspect. The innovations carried out are as

shown in Figure 4. Economical size at a price of Rp. 15,000 per package. Sales are not only made within IP and PLN. Milk Cake and Milk Iced also sales online by member of Fresh Milk group.



Figure 4. Inovation Small Package Milky Cake

Another success besides the economy is the social community. The Freshmilk group consists of mothers

who gather to produce Milk Ice and Milky Cake together. Other ideas emerged in the form of Milky Cake that was tailored to the demands of the surrounding community.

Business incubator assistance does not mean that Fresh Milk group members are not independent. Discussions and innovations for improvement are carried out between mentors and members periodically.

## 5. CONCLUSION

1. The trend of comdev program Fresh Milk Group can survive in the pandemic period.
2. Profit around Rp. 800.000/months was felt by 10 members of the Fresh Milk group.
3. Business incubator assistanc effectively to make comdev program sustain .

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