

Benefits of Corporate Social Responsibility (CSR) for the Community of Mundu Village, Klaten

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Abstract

This community service activity aims to provide an understanding of the benefits of the Corporate Social Responsibility (CSR) program for improving the welfare of the community in Mundu Village, Klaten Regency. CSR is understood as a company's social responsibility that is not only oriented towards economic profit, but also towards sustainable social and environmental contributions. The implementation methods included field observations, interviews with village officials and beneficiary communities, and focus group discussions (FGDs). The results of the activity showed that the CSR program in Mundu Village had a positive impact on the economy through the empowerment of MSMEs and skills training, on society through the improvement of public facilities and education, and on the environment through waste management based on waste banks and the use of cow dung waste to produce biogas.

Keywords

Corporate Social Responsibility, community empowerment, sustainable development, Mundu Village

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Abstrak

Kegiatan pengabdian kepada masyarakat ini bertujuan memberikan pemahaman mengenai manfaat program Corporate Social Responsibility (CSR) terhadap peningkatan kesejahteraan masyarakat di Desa Mundu, Kabupaten Klaten. CSR dipahami sebagai tanggung jawab sosial perusahaan yang tidak hanya berorientasi pada keuntungan ekonomi, tetapi juga pada kontribusi sosial dan lingkungan yang berkelanjutan. Metode pelaksanaan meliputi observasi lapangan, wawancara dengan perangkat desa dan masyarakat penerima manfaat, serta diskusi kelompok terarah (FGD). Hasil kegiatan menunjukkan bahwa program CSR di Desa Mundu memberikan dampak positif pada bidang ekonomi melalui pemberdayaan UMKM dan pelatihan keterampilan, bidang sosial melalui peningkatan fasilitas umum dan pendidikan, serta bidang lingkungan melalui pengelolaan sampah berbasis bank sampah dan pemanfaatan limbah kotoran sapi menjadi biogas. Kegiatan ini juga meningkatkan kesadaran masyarakat akan pentingnya kolaborasi antara perusahaan dan komunitas lokal dalam mewujudkan pembangunan berkelanjutan, sehingga CSR menjadi instrumen strategis dalam mendukung pencapaian SDGs di tingkat desa.

Kata Kunci

Corporate Social Responsibility, Pemberdayaan Masyarakat, Pembangunan Berkelanjutan, Desa Mundu

Introduction

Corporate Social Responsibility (CSR) is an important concept in modern business practices that emphasizes a balance between economic, social, and environmental interests.¹ Through CSR, companies are expected to not only focus on achieving profits, but also contribute positively to the community and environment surrounding their operational areas.² The basic

¹ Fanny Dewi Sukma and Iriani Ismail, "Evolusi Relevansi Etika Bisnis Dan Corporate Social Responsibility (CSR)," *Jurnal Lentera Bisnis* 12, no. 3 (2023): 935–49; Monica Puspa Dewi Suganda Putri, Yuris Tri Naili, and Aga Natalis, "Balancing Environmental Preservation and Economic Interests: Building Corporate Social Responsibility in the Era of Sustainable Development," *Braz. J. Int'l L.* 21 (2024): 263.

² Dede Abdul Hasyir, "Perencanaan CSR Pada Perusahaan Pertambangan: Kebutuhan Untuk Terlaksananya Tanggungjawab Sosial Yang Terintegrasi Dan Komprehensif," *Jurnal Akuntansi Maranatha* 8, no. 1 (2016):

principle of CSR stems from the awareness that business sustainability cannot be separated from the welfare of society and environmental sustainability. Therefore, CSR activities become a means for companies to carry out their role as agents of sustainable development.³

In the Indonesian context, the implementation of CSR is regulated in various regulations, one of which is Law Number 40 of 2007 concerning Limited Liability Companies, which stipulates that every company engaged in and/or related to natural resources is obliged to carry out social and environmental responsibilities.⁴ In addition, CSR is also seen as an important instrument in strengthening the relationship between the business world and the community, creating social balance, and supporting the achievement of the Sustainable Development Goals (SDGs).⁵

The village of Mundu in Klaten Regency is an area targeted for CSR programs by companies operating in the surrounding area, one of which is PT Tirta Investama (the manufacturer of AQUA bottled water). The majority of the Mundu Village community earns a living in the agriculture, livestock, and micro, small, and medium enterprises (MSMEs) sectors. The socio-economic conditions of this community show that there are still limitations in terms of business capacity, economic access, quality of public facilities, and environmental management. Therefore, Mundu Village is a relevant location for the implementation of CSR programs that are oriented towards community empowerment and sustainable development.

105–18; Lakshmi Kalyani Chinthala, “Corporate Social Responsibility: How Companies Are Integrating Purpose with Profit,” *International Journal of Science, Engineering and Technology* 10, no. 6 (2022).

³ Meilanny Budiarti Santoso and Santoso Tri Raharjo, “Diskursus Corporate Social Responsibility (CSR) Dalam Mewujudkan Sustainable Development Goals (SDGs),” *Share: Social Work Journal* 11, no. 2 (2021): 100–121.

⁴ Pujiyono Pujiyono, Jamal Wiwoho, and Triyanto Triyanto, “Model Pertanggungjawaban Hukum Pelaksanaan Corporate Sosial Responsibility (CSR) Untuk Meningkatkan Kesejahteraan Masyarakat,” *Yustisia* 5, no. 1 (2016): 73–91.

⁵ Bintang Masnola Capah, Hadiyanto Abdul Rachim, and Santoso Tri Raharjo, “Implementasi SDG’s-12 Melalui Pengembangan Komunitas Dalam Program CSR,” *Share: Social Work Journal* 13, no. 1 (2023): 150–61.

The main problems faced by the Mundu Village community as partners in the activity include limited economic independence, suboptimal MSME development and competitiveness, and the need to increase awareness and practices of sustainable environmental management, particularly in livestock waste management. In addition, the community's understanding of the strategic role and benefits of CSR programs for improving mutual welfare also needs to be strengthened so that the programs implemented can be sustainable and on target.

Based on this background, this community service activity was carried out with the aim of comprehensively analyzing the real benefits of PT Tirta Investama's CSR program for the people of Mundu Village from economic, social, and environmental aspects. In addition, this activity aims to increase community understanding and awareness of the importance of corporate social responsibility and encourage sustainable collaboration between companies and communities in supporting inclusive and sustainable local development.

Method

This community service activity was carried out using a participatory and empirical approach, in which the Mundu Village community was actively involved in every stage of the activity. This approach aimed to ensure that the results of the activity were not only informative, but also applicable and sustainable in accordance with the needs of the local community.

Location and Time of Implementation

The activity was carried out in Mundu Village, Tulung Subdistrict, Klaten Regency, Central Java, which is one of the villages with economic potential based on agriculture and livestock. The activity lasted for three months, covering the preparation, implementation, and evaluation stages.

Stages of Activity Implementation

The implementation of activities was carried out through several main stages as follows:

1. Field Observation

The implementation team conducted preliminary observations to identify the socio-economic conditions of the community, local potential, and forms of Corporate Social Responsibility (CSR) activities that had been or were being carried out by PT. Tirta Investama in the surrounding area. These observations also aimed to identify the problems faced by the community and their level of participation in CSR programs.

2. Interviews and Data Collection

Interviews are conducted with village officials, community leaders, and beneficiaries of CSR programs to obtain in-depth information about the impact of CSR activities on community welfare. Primary data is obtained through direct interviews, while secondary data is collected from regulations related to CSR and literature related to CSR implementation.

3. Focus Group Discussion (FGD)

The FGD was held with the community and company representatives to discuss the benefits, obstacles, and opportunities for developing CSR programs in the future. The discussion also served as a forum to explore the aspirations of the community so that CSR programs can be more targeted and sustainable.

4. Data Analysis and Evaluation

The data obtained was analyzed using descriptive qualitative methods to assess the extent to which CSR programs contributed to improving community welfare. The evaluation was conducted by comparing the conditions of the community before and after the implementation of CSR programs, as well as assessing the sustainability of the benefits for the Mundu Village community.

Community Participation and Collaborative Approach

During the activities, the community was involved as active subjects, not just as beneficiaries. This involvement included participation in discussions, training activities, and the evaluation process. In addition, a collaborative approach between the community service team, the village government, and the company was applied to ensure synergy and sustainability of the activities' results.

Activity Output

The expected outcomes of this activity are an increase in the community's understanding of the benefits of CSR, the emergence of new economic empowerment initiatives at the local level, and strategic recommendations for companies in implementing more effective and sustainable development-oriented CSR programs based on the results of the FGD.

Result and Discussion

The implementation of the Corporate Social Responsibility (CSR) program carried out by PT Tirta Investama in Mundu Village, Klaten Regency, has proven to have a significant impact on improving the welfare of the community while strengthening the implementation of sustainable development at the village level. This CSR program is designed not only as a form of corporate social responsibility, but also as a strategic effort to encourage the independence and sustainability of local communities.

The main focus of the program's implementation is directed at developing Mundu Tourism Village, emphasizing two main pillars of activity. The first pillar is environmental management through a waste bank system, which aims to increase community awareness and participation in sustainable waste management and provide economic value from managed waste. The second pillar is the utilization of cow dung waste into biogas energy, which not only helps provide environmentally friendly alternative energy but also contributes to reducing environmental pollution.

Support for Tourism Village Development

PT Tirta Investama provides CSR funding to strengthen the potential of Mundu Village as an environmentally-based tourist village. This support is manifested in the construction of educational tourism facilities that highlight the concept of an ecovillage, where the community and visitors can learn firsthand about waste management and renewable energy.⁶

⁶ Aris Wasita, "Masyarakat Klaten Komitmen Garap Desa Ekowisata," *Antaranews.Com*, 2023.

This tourism village program not only aims to increase the region's tourism appeal, but also serves as a means of public education on the importance of maintaining environmental cleanliness and managing resources sustainably. The local community is actively involved in every stage of implementation, from planning and training to program management.

Waste Bank Program

One of PT Tirta Investama's flagship CSR programs is the establishment and management of the Mundu Village Waste Bank. Through this program, the community is encouraged to sort household waste according to type, especially organic and inorganic waste. Inorganic waste that still has economic value is collected and resold, while organic waste is processed into compost to support local agricultural activities.

This waste bank program has successfully changed the community's mindset regarding waste, which was previously considered useless, into a source of additional income. In addition, this activity has also fostered a collective awareness of the importance of maintaining environmental cleanliness as part of the lifestyle of the Mundu Village community.

Observations show that the level of community participation in waste bank activities has increased consistently every month. This indicates that the CSR program not only provides economic benefits but also strengthens the community's sense of social and ecological responsibility.

Utilization of Cattle Manure as Biogas

Another innovation that is the main focus of the CSR program is the management of cow dung waste into biogas energy. PT Tirta Investama assisted in the construction of a waste treatment plant that converts cow dung into methane gas, as shown in Figure 1. The gas is then piped through distribution pipes to residents' homes and used as fuel for cooking.⁷

⁷ Arina Zulfa Ul Haq, "Warga Mundu Klaten Sulap Kotoran Sapi Jadi Biogas, Tak Lagi Pakai LPG," *DetikJateng*, 2024.

The use of biogas brings double benefits to the community. First, it reduces dependence on LPG, the price of which fluctuates. Second, it reduces environmental pollution caused by livestock waste that was previously not properly managed. In addition, this program reinforces the principle of circular economy at the village level because the waste produced can be reprocessed into useful energy.⁸



Figure 1. PT Tirta Investama Klaten promotes Environmentally Friendly Energy Innovation Through a Biogas Program in Klaten

Residents welcomed this program positively because, in addition to helping save household costs, it also created a cleaner and healthier environment. Based on interviews with representatives of farmer groups and village officials, this biogas program has now become one of the main attractions of Mundu Tourism Village and an example of effective sustainability practices.

Social and Environmental Impact

Overall, the implementation of PT Tirta Investama's CSR program in Mundu Village has had a tangible impact on the community, as shown in Figure 2. From a social perspective, this program has increased community awareness and participation in environmental conservation, as well as strengthened cooperation between residents and the company. From an environmental perspective, this program has succeeded in reducing the volume of

⁸ Redaksi, "AQUA Klaten Mendorong Inovasi Energi Ramah Lingkungan Melalui Program Biogas," *Sinarharapan.Net*, 2023.

household waste, optimizing the utilization of livestock waste, and creating environmentally friendly energy that supports the daily needs of the community.



Figure 2. Certificate from the Coordinating Minister for Human Development and Culture awarding the Platinum Indonesian CSR Award to PT Tirta Investama Klaten in Mundu Village

The results of this activity show that targeted CSR implementation that directly involves the community can be an effective means of promoting sustainable development in rural areas. Mundu Village is now not only known as a tourist village, but also as a model for the implementation of environment-based CSR that has successfully improved the community's welfare in a sustainable manner.

Conclusion

The implementation of the Corporate Social Responsibility (CSR) program in Mundu Village, Klaten Regency, has had a positive and sustainable impact on improving the welfare of the community by integrating economic, social, and environmental aspects within the framework of sustainable development. Through the development of Mundu Tourism Village, the waste bank program, and the utilization of cow dung waste into biogas, tangible benefits have been achieved, both in terms of increasing awareness of circular economy-based waste management and providing clean, environmentally friendly energy.

The success of this program is supported by the active participation of the community, who play a role not only as beneficiaries but also as key actors in maintaining the sustainability of the activities. Overall, CSR in Mundu Village demonstrates that partnerships between companies and communities can create shared value and serve as a model for applying the triple bottom line principle (people, profit, and planet) in supporting the achievement of Sustainable Development Goals (SDGs) at the local level.

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