



1st **ICIGR 2017**

**International Conference on Intellectuals'
Global Responsibility 2017**

“Science for Social Welfare and Justice”

This conference indexed by:



1st International Conference on Intellectuals' Global Responsibility (ICIGR 2017)

Advances in Social Science, Education
and Humanities Research Volume 125

Sidoarjo, Indonesia
24 – 25 November 2017

Editors:

**Totok Wahyu Abadi
Nyong Eka Teguh Iman Santosa**

**Mochammad Tanzil Multazam
Fika Megawati**

ISBN: 978-1-5108-5691-2

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2018) by Atlantis Press
All rights reserved.
<http://www.atlantis-press.com/php/pub.php?publication=icigr-17>

Printed by Curran Associates, Inc. (2018)

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantis-press.com

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

SESSION: BUSINESS ETHICS

ECONOMIC PERFORMANCE AND FACTORS AFFECTING THE CONTEXT SOCIO ECONOMIC ENVIRONMENTAL ACCOUNTING (SEEA)	10
<i>Heri Widodo</i>	
DETERMINANTS OF COST OF FUND IN INDONESIA GOVERNMENT BANKS	28
<i>Nurshadrina Kartika Sari, Nanda Widaninggar</i>	
THE COMPARISON OF INTELLECTUAL CAPITAL DISCLOSURE: EVIDENCE FROM PHARMACEUTICAL COMPANY IN SOUTHEAST ASIAN COUNTRIES	45
<i>Sigit Hermawan, Lia Debby Milanetty</i>	
HUMAN CAPITAL INTEGRATION MODEL WITH TECHNOLOGY INNOVATION IN SMALL AND MEDIUM ENTERPRISES (SME)	25
<i>Mudji Astuti, Hana Catur Wahyun</i>	
ANTECEDENT OF ORGANIZATIONAL PERFORMANCE	20
<i>Mashudi Mashudi, Tiara Nurul Hidayah</i>	
THE MORAL VALUES OF PSYCHOLOGICAL STABILITY, SUCCESSFUL KEY OF INVESTMENT (STUDY OF THE INDONESIAN STOCK EXCHANGE INVESTOR BEHAVIORS)	33
<i>Sri Utami Ady</i>	
SIMULATED STRATEGIES TO CUSTOMER PREFERENCES IN DETERMINING THE AMOUNT OF BANK FINANCING: SMALL AND MEDIUM INDUSTRIES IN INDONESIA	41
<i>Rachmad Hidayat, Muhammad Azmi Alamsyah</i>	
CAPITAL MARKET REACTIONS ON THE EVENT OF THE AMERICAN PRESIDENTIAL ELECTION IN 2016 (CASE STUDY OF LISTED COMPANIES IN INDONESIA AND AMERICAN STOCK EXCHANGE)	1
<i>Aris Andriyani, Dwi Nita Aryani</i>	
PHENOMENON OF INJUSTICE IN PROFIT SHARING RATIO OF INDONESIA ISLAMIC BANKS' MUDARABAH CONTRACT	15
<i>Kumara Adji Kusuma</i>	
DEVELOPMENT RESEARCH:THE ROLE OF SUPPLY CHAIN MANAGEMENT ON INCREASING THE COMPANY'S PRODUCTIVITY	6
<i>Hana Catur Wahyuni, Wiwik Sumarmi</i>	
THE INFLUENCE OF MARKETING AND THE QUALITY OF SERVICE TO THE VISITOR LOYALTY IN FASHION PRODUCTS	38
<i>Atikha Sidhi Cahyana, Dadang Sukoriyono</i>	

SESSION: EDUCATION FOR AL

THE EFFECT OF USING ROLE PLAYING STRATEGY TO THE STUDENTS OF SCIENCE EDUCATION	131
<i>Fitria Eka Wulandari</i>	
THE IMPLEMENTATION OF SCHOOL LITERACY IN PRIMARY SCHOOL	148
<i>Kurniati Kurniati Syamsu</i>	
TEACHERS' AWARENESS TOWARDS 21ST CENTURY TEACHING AND ITS IMPLEMENTATION (ADMINISTRATORS' PERSPECTIVE)	156
<i>Lim Chong Ewe, Faizahani Binti Ab Rahman, Lawal Abdul Faragai</i>	
SCIENCE AND ISLAMIC SPIRITUALITY	197
<i>Rahmad Salahuddin</i>	
THE RELATIONSHIP OF OUTDOOR MANAGEMENT DEVELOPMENT AND ORGANIZATIONAL MISSION	202
<i>Rita Ambarwati, Gogor Arif Handiwibowo</i>	
THE SYNERGY OF SCHOOL AND MADRASAH DINIYAH IN IMPLEMENTING FULL DAY SCHOOL	206
<i>Riyono Riyono</i>	
UNDERSTANDING THE MEANING OF SPEAKING BY CONVERSATIONAL IMPLICATURE	223
<i>Vidya Mandarani</i>	

THE HUMAN CAPITAL IN SELOKA PAK KADUK.....	235
<i>Nor Hasimah Ismail, Melor Fauzita Binti Md. Yusoff, Nazilah Mohamad, Julizayati Binti Shukor</i>	
THE STRATEGY OF THE TEACHER TRAINING AND EDUCATION FACULTY IN THE PREPARING QUALITY TEACHERS	251
<i>Nur Efendi</i>	
THE LOST IDENTITY OF THE TRAFFICKED CHILD SOLDIER IN YOUNG ADULT LITERATURE.....	254
<i>Faisal Lafee Alobeytha, Abdul Halim Mohamed, Faizahani Ab Rahman</i>	
THE ISLAMIC EPISTEMOLOGY AND ITS IMPLICATIONS FOR EDUCATION OF MUSLIMS IN THE PHILIPPINES	67
<i>Abdul M. Lantong</i>	
EDSA PROGRAM FOR IMPROVING CREATIVITIES OF ELEMENTARY SCHOOL TEACHERS.....	84
<i>Alfi Suciayati</i>	
WORK-FAMILY ROLE CONFLICTS AMONG MALAYSIAN FEMALE PRIMARY SCHOOL TEACHERS.....	153
<i>Lawal Abdul Faragai, Lim Chong Ewe, Fahainis Bt. Mohd Yusof</i>	
INVESTIGATING PRE-SERVICE TEACHERS' ORAL PERFORMANCE ANXIETY IN ISLAMIC AND ASIAN CIVILIZATIONS CONTENT	172
<i>Mimi Rita, Aishah Binti Tajuddin, Aizan Bin Yaacob, Faizahani Ab. Rahman</i>	
APPLICATION OF GRADUATE PROFILE WITH EMPOWERING LEADERSHIP TRAINING AT UNIVERSITY	177
<i>Natalia Hartono, A. M. Panjaitan, S. Sidarta</i>	
INTEGRATION OF ISLAMIC VALUES IN ELEMENTARY SCHOOL	190
<i>Nurdyansyah Nurdyansyah, Moch. Bahak Udin By Arifin</i>	
TEACHING MODELS TO INCREASE STUDENTS' ANALYTICAL THINKING SKILLS	216
<i>Septi Budi Sartika</i>	
ENTREPRENEURSHIP LEARNING MODEL IN IMPROVING STUDENT'S SPIRITUAL INTELLIGENCE.....	219
<i>Siti Musrifah</i>	
CRITICAL ANALYSIS ON TOEFL ITP AS A LANGUAGE ASSESSMENT.....	226
<i>Wahyu Taufiq, Dian Rahma Santoso, Niko Fedyanto</i>	
IMPLEMENTATION OF TDP ACQUIRED TRAINING FOR IMPROVING THE QUALITY OF EDUCATION FOR ALL	230
<i>Umma Jummai Zakar, Lim Chong Ewe</i>	
STUDENTS' MATHEMATICS ATTITUDE TOWARDS COOPERATIVE LEARNING TEAMS-GAMES-TOURNAMENT.....	259
<i>Arsaythamby Veloo, Faizahani Faizahani Ab Rahman, Sitie Chairany</i>	
PRINCIPAL LEADERSHIP STYLE TOWARDS TEACHERS' MOTIVATION ON SECONDARY SCHOOLS IN NIGERIA.....	88
<i>Al-Munnir Abubakar, Bilyaminu Bello Inuwa, Muhammad Hamma</i>	
THE USE OF MAGIC AND FAIRY TALE DICE TO IMPROVE STUDENTS' ABILITY IN WRITING NARRATIVE TEXT.....	91
<i>Arbain Arbain, Dedi Rahman Nur</i>	
VIDEO RECORDING TO REFLECT THE SPEAKING PERFORMANCE.....	103
<i>Dian Rahma Santoso, Wahyu Taufiq</i>	
TEACHER-STUDENT RELATIONSHIP AND ITS URGENCIES IN INDONESIA: A LITERATURE REVIEW	108
<i>Eko Hardi Ansyah, Cholichul Hadi, Seger Handoyo</i>	
THE GUIDED INQUIRY WORKSHEET: GROWING WITH SCIENTIST IN INDONESIA MIDDLE SCHOOL.....	113
<i>Eni Fariyatul Fahyuni, Rusjiono Rusijono, Siti Masitoh</i>	
PEER OBSERVATION OF TEACHING: PRE-SERVICE TEACHERS' PERSPECTIVES FOR BETTER PERFORMANCE.....	124
<i>Fika Megawati</i>	
FACTORS CONTRIBUTING TOWARDS STUDYING EDUCATION RELATED COURSES IN INSTITUTIONS IN KWARA STATE, NIGERIA: IMPLICATION ON TEACHING PROFESSION	135
<i>Habibat Abubakar Yusuf, Ismail Hussein Amzat, Khaliza Bint Saidin</i>	
INTEGRATION OF SCHOOLS AND MADRASSA INTO PESANTREN IN INDONESIA	141
<i>Istikomah Istikomah, Eni Fariyatul Fahyuni, Imam Fauji</i>	
SOCIAL WELFARE FOR DISABLED COMMUNITIES	193
<i>Prantasi Harmi Tjahjanti, Wiwik Sumarmi, Edi Widodo</i>	

SCIENCE FOR SOCIAL WELFARE AND JUSTICE	211
<i>Shukri Ahmad, Musa Yusuf Owoyemi</i>	
PANCASILA AS A BASIS FOR NATION'S CHARACTER EDUCATION	268
<i>Machful Indra Kurniawan</i>	
DEVELOPMENT OF SCIENCE LEARNING WITH SPIRITUAL APPROACH TO IMPROVE THE UNDERSTANDING OF SCIENCE CONCEPTS IN MUSLIM BOARDING SCHOOL	271
<i>Ridho Yanuar Dwi Primayudha, Sri Poedjiastoeti, Wasis Wasis</i>	
LOCAL LANGUAGE, BAHASA INDONESIA, OR FOREIGN LANGUAGE?	61
<i>Aam Alamsyah</i>	
ISLAMIC RELIGIOUS EDUCATION STRATEGY LEARNING FOR SPECIAL NEEDS CHILDREN AT PRIMARY EDUCATION LEVEL	72
<i>Adi Subur Raharjo</i>	
AN EVALUATION OF GRADUATE COMPETENCY IN ELEMENTARY SCHOOL	95
<i>Moch. Bahak Udin By Arifin, Nurdyansyah Nurdyansyah, Pandi Rais</i>	
COLLABORATIVE STRATEGIC READING (CSR): AN ATTRACTIVE STRATEGY FOR TEACHING READING SKILL	98
<i>Dian Novita</i>	
IE COMIC IN PRIMARY SCHOOL	116
<i>Eni Fariyatul Fahyuni, Ida Rindaningsih, Istikomah Istikomah</i>	
DIGITAL AGE LITERACY IN ELEMENTARY SCHOOL	119
<i>Ermawati Z Nuro, Vevy Liansari</i>	
MODERNIZATION OF ISLAMIC EDUCATION ACCORDING TO ABDULLAH NASHIH ULWAN	163
<i>Muchammad Qolbir Rohman</i>	
FAMILY SOCIAL SUPPORT AND LEARNING ACHIEVEMENT OF STUDENT WITH SPECIAL NEEDS IN JUNIOR HIGH SCHOOL INCLUSIVE CLASS	182
<i>Ni'Matuzahroh Ni'Matuzahroh, Riskha Dianita Anggraeni</i>	
CLASS PROGRAM DIFFERENCES IN STUDENT'S SCIENTIFIC LITERACY	186
<i>Noly Shofiyah, Amar Abdillah</i>	
PUNISHMENTS TO STRENGTHENING STUDENTS' DISCIPLINE FOR FUTURE EDUCATION	240
<i>Syamsuar Abbas, Reflianto Reflianto</i>	
CASE STUDY OF TEACHER LEADERSHIP STYLE IN IMPROVING STUDENT DISCIPLINE	247
<i>Rahmania Sri Untari, Fitria Nur Hasanah</i>	
COOPERATIVE, SYNECTICS, AND CTL LEARNING MODELS TOWARD SPEAKING ABILITY VIEWED FROM STUDENT'S MOTIVATION	75
<i>Agus Agus Darmuki, Joko Nurkamto, Kundharu Saddhono, Andayani Andayani</i>	
THE POWER OF VERBAL AND NONVERBAL COMMUNICATION IN LEARNING	80
<i>Akhtim Wahyuni</i>	
SKILL ANALYSIS THROUGH INQUIRY LEARNING MODEL	128
<i>Fitria Wulandari, Fika Megawati</i>	
HIGH IQ STUDENTS' THINKING PROFILE IN MAKING EXTERNAL MATHEMATICAL CONNECTIONS SEEN FROM GENDER DIFFERENCE	144
<i>Karim Karim, I Ketut Budayasa, Tatag Yuli Eko Siswono</i>	
THE EFFECT OF GAMES AND SELF-CONFIDENCE FOR VERY YOUNG LEARNER' COGNITIVE ABILITY	159
<i>Luluk Luluk Iffatur Rocmah</i>	
ARABIC ERROR ANALYSIS	168
<i>Muhammad Yudo Agresi Akbari</i>	
SCHOOL CULTURE SHAPING THROUGH SCHOOL-BASED MANAGEMENT: SCHOOL CULTURE AS THE BASIS OF CHARACTER BUILDING	264
<i>Rifki Afandi</i>	

SESSION: GLOBALIZATION AND HUMAN RIGHTS

FOUNDATIONS OF THE SOCIETY OF MERCY TRUST, JUSTICE, AND ETHICS	274
<i>Nyong Eka Teguh Iman Santosa</i>	

SESSION: GOOD CORPORATE GOVERNANCE

MEASURING GOOD GOVERNANCE FOR BETTER GOVERNMENT	294
<i>Lailul Mursyidah, Totok Wahyu Abadi</i>	
ANALYSIS OF ICG AND THE SIZE OF COMPANIES TO FINANCIAL ISLAMIC BANKING PERFORMANCE	311
<i>Imelda Imelda Dian Rahmawati, Bambang Tjahyadi</i>	
GOOD CORPORATE GOVERNANCE ON CORPORATE SOCIAL RESPONSIBILITY WITH PROFITABILITY, SIZE AND LEVERAGE AS MODERATING VARIABLES (CASE STUDY AT REGIONAL DEVELOPMENT BANKS IN INDONESIA)	279
<i>Bernad Engelberd Niron, Dwi Nita Aryani</i>	
INTERNAL CONTROL IMPLEMENTATION IN MITIGATING SIGNIFICANT FRAUD RISK TO CONTROL SALES	283
<i>Elizabeth Tiur Manurung, Greata Octo</i>	
COMMUNITY EMPOWERMENT THROUGH CSR IN PUBLIC-PRIVATE PARTNERSHIP PERSPECTIVE IN PASURUAN	286
<i>Isnaini Rodiyah, Magya Ramadhania Putri, Jusuf Irianto</i>	
REVITALIZATION OF HUMAN RESOURCES IN IMPROVING PUBLIC BUREAUCRACY PERFORMANCE	307
<i>Hasan Ubaidillah</i>	
FUND MANAGEMENT AND ALLOCATION OF FUNDS FOR RURAL VILLAGE: CHALLENGES OF BUDGET PREPARATION, IMPLEMENTATION AND REPORTING ACCOUNTING	316
<i>Erna Hendrawati, Mira Pramudianti, Tantri Bararoh</i>	
EVALUATION ON THE APPLICATION OF THE ACCRUED FIXED ASSETS IN THE EAST JAVA LOCAL GOVERNMENT	297
<i>Lilik Pirmaningsih, Lilik Mardiana, Noor Tri Hastuti</i>	
THE RELEVANCE OF LEGAL STATE IDEA IN ENSURING THE REALIZATION OF THE PEOPLE'S WELFARE	290
<i>Muhammad Junaidi, Tatas Tatas</i>	
IMPLEMENTATION OF SERVQUAL METHOD AND ROOT CAUSE ANALYSIS TO MEASURE THE SERVICE QUALITY OF RETAIL COMPANY IN PT. "X"	301
<i>Wiwik Sulistiyowati, Abdul Rofik</i>	

SESSION: ECO-TOURISM

BATIK SOCIAL AND CULTURAL LEGITIMACY GLOBALIZATION: STUDY ANALYSIS AND RECOGNITION BATIK MOTIF JEMBER THROUGH JEMBER FASHION CARNIVAL	53
<i>Sumardi Sumardi, Sri Kantun, Aryni Ayu, Mashudi Mashudi</i>	
HOTEL MANAGEMENT STRATEGY IN SURAKARTA CITY IN SUPPORTING ECO-TOURISM CONCEPT	58
<i>Dicky Sumarsono, Bani Sudardi, Wanto Wanto, Wakit Abdullah</i>	
SEGMENTATION STRATEGIES OF MPU TANTULAR MUSEUM	50
<i>Aishaf Pebrianggara, Putri Sania Riska, As'At Rizal</i>	

SESSION: SOCIAL WELLBEING

DIVORCE AND HAPPINESS OF WOMEN?	345
<i>Noor Fatimah Mediawati, Effy Wardati Maryam</i>	
ANALYSIS OF POPULATION DENSITY AND FAMILY WELLBEING	329
<i>Cindy Cahyaning Astuti</i>	
ECONOMIC GROWTH, NATION BUILDING AND SOCIETAL WELLBEING: IMPACT OF R&D AND INDUSTRIAL REVOLUTIONS	338
<i>Mustafa Mohd Hanefah</i>	
RITUAL ANIMISM AND RELIGIOUS ON SURA THANKSGIVING CEREMONY OF SAMIN JEPANG MARGOMULYO TRIBE COMMUNITY	348
<i>Nur Alfin Hidayati, Retno Winarni, Herman J. Waluyo, Suyitno Suyitno</i>	
THE REPRESENTATION OF LOCAL AND GLOBAL CULTURES CONTAINED IN NGAPAK T-SHIRTS DESIGNS	354
<i>Sulyana Dadan</i>	

THE IMPLEMENTATION OF ZERO WASTE PROGRAM TO SUPPORT ENVIRONMENTAL SECURITY	333
<i>Ilmi Usrotin Choiriyah</i>	
THE INFLUENCE OF INFANT BIRTH WEIGHT TO HYPERBILIRUBINEMIA.....	359
<i>Cholifah Cholifah, Djauharoh Djauharoh, Hanik Macfudloh</i>	

SESSION: GREEN ECONOMY

EXPLORING SELLING FEATURE VS SELLING VALUE TOWARD SAVING AT ISLAMIC BANK	324
<i>M. Ruslianor Maika, Fitri Nur Latifah</i>	
THE COMPARISON STUDY ON SHARIA BANKING IN SOUTHEAST ASIAN COUNTRIES	320
<i>Eva Wany, Budi Prayitno, Maqbullla Arochman</i>	
Author Index	

Community Empowerment through CSR in Public-Private Partnership Perspective in Pasuruan

Isnaini Rodiyah

Departemen Administrasi Publik
Universitas Muhammadiyah Sidoarjo
Sidoarjo, Indonesia
isnainirodiyah@umsida.ac.id

Magya Ramadhania Putri

Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Muhammadiyah Sidoarjo
Sidoarjo, Indonesia
magya.ramadhani@gmail.com

Jusuf Irianto

Departemen Administrasi Publik
Universitas Airlangga
Surabaya, Indonesia
jusufi@unair.ac.id

Abstract—Public-private partnership prespective can be used to see the implementation public sector project. Public sector project risks can be minimized by effective management and control trough public-private partnership. Effective communication between two parties in the exploration of needs, facilities and community empowerment play an important role to overcome conflicts of interest. Various community empowerment programs are finally be able to provide optimal benfits for all parties. Discussion as a forum for various perties can resolve the failure by formulating an appropriate empowerment model through corporate social responsibility program. The purpose of this research is to describe public-private partnership in community empowerment. This descriptive qualitative research presents the data as a result of observation, interview and documentation. There are 9 informants determined purposively from government, private and public. The data has been collected, reduced, presented (data displayed) and verified and then analyzed using interactive model. The result of the research shows that Pasuruan Government only rely on one company, that is PT. HM Sampoerna as a supporters of activities through corporate social responsibility (CSR) program. The government has not optimally explored the potential of CSR from other companies spread in pasuruan. CSR Program in the form of physical community empowerment is established Training Center for Entrepreneurship (PPK), while non-physical community empowerment is training and assisting to the public. Other result shows that the partnership of both parties is apparent, there is no formal agreement based on a written agreement, intensive and active communication both two parties is informal, also the private sector more dominant in exploring public needs.

Keywords—community empowerment; corporate social responsibility; public-private partnership

I. INTRODUCTION

The government's effort in realizing the equalization of public welfare can not be achieved without involvement and cooperation with others. The government strives to hold various parties, especially the private sector to actively participate in order to increase economic growth. So thar, the government seeks to create a conducive business climate.

As stated by the State Administration Institution that in good governance there is a synergictic, participative, and constructive relationship between all stakeholders (government, public and private) [1]. The role of government in the development not only as a regulator also market participants, but also actively create a variety of opportunities and conducive climate also develop facilities and infrastructure investment for business support.

Public-private partnership is a form of government cooperation with private sector in implementing a project or activity. The partnership is dynamic and there are various obstacles or risk. The partnership should be based on trust, supported by effective communication in order all corporate social responsibility (CSR) programs can be effective, synchronous and sustainable according to the public needs [2].

To know the implementation of community empowerment program through CSR, this research purposed to describe partnership pattern in Sukorejo Pasuruan viewed from public-private partnership prespective.

Public-private partnership (3P) prespective motivated by awareness of government limitations in providing various forms of public service and solve social problems that arise in public. Supported by good governance concept, public and private participation can maximally help the government in implementing development. 3P prespective underline the importance of shifting government role become facilitator or enabler [3].

Meanwhile, Yescombe said that 3P prespective should be viewed as the overall context of public sector reform movement known as New Public Sector Management. With this 3P prespective various groups encourage existence of: 1) government decentralization, 2) separating responsibility for the purchase of public services from what is required, 3) measurement of results or the basis of public services performance, 4) making public service partner to the private sector and 5) privatization of public services [4].

There are various partnership model as stated by Sulistyani in Pratiwi *et al.*, they are: 1) pseudo partnership (*kemitraan semu*) with the characteristics of unequal cooperation between

one another, 2) mutualism partnership (*kemitraan mutualistik*) characterized by awareness of parties that cooperate to benefit each other, and 3) conjunction partnership or partnership through widening and development analogous as paramecium that doing conjunctions to get energy [5].

CSR is a concept that dominated business report as a company responsibility to the environment also compliance with regulations. However, CSR programs often overlooked by the public due to lack of precise information. Public assumes that companies are more concerned with profit than social environment. For that in developing CSR program, companies should pay attention to three principles they are accountability, transparency and sustainability [6].

There are various forms of CSR that can be developed by the company in realizing the responsibility to the public and environment. Archie Carroll ; formulate of four forms of CSR they are: responsibility that focuses on economics, legal, moral and philanthropy [7].

The real form of CSR in many programs is community empowerment activities. CSR in the form of community empowerment is efforts to establish the public through realization potential ability of the public in determining the choice of activities that most appropriate for the progress of each self [8].

Community empowerment has two basic principles they are, efforts to improve public ability through the implementation of various policies and development programs and provide a power, divert power or delegate authority to the public in order public have independence to make decisions to build themselves and their environment independently [9].

II. METHODS

Research pattern of public-private partnership in Sukorejo Pasuruan is a descriptive research type which is presented qualitatively using data from observation, documentation and interview with selected informant. The focus of research on synergy of community empowerment program include synchronization, accuracy, suitability of program, and partnership pattern in unifying community empowerment program including cooperation, trust and communication.

The information comes from 9 informants consisting of government elements they are Head of Social and Culture Affairs BAPPEDA and Head of Sub Division of Agriculture BAPPEDA, private element that is Head of Coordinator of PPK PT. HM Sampoerna, also the public elements of the trainees and the general public involved in PPK training.

The analytical technique to conclude the research result using an interactive model from Miles and Huberman which is a qualitative analysis activity interactively and continuously until completed, starting from the data collection until the conclusion and verification process.

III. RESULTS

The results of research showed that the community empowerment program by the Psuruan Government covers social culture, economy and infrastructure development in physical and non physical form. The empowerment includes the *Program Penanggulangan Kemiskinan Perkotaan* (P2KP), *Program Nasional Pemberdayaan Masyarakat* (PNPM),

Program Peningkatan Kualitas Kawasan Permukiman (P2KKP), *Program Pembangunan dan Pemberdayaan Masyarakat Desa* (P3MD), also *KoTaKu* (Kota Tanpa Kumuh) program. Implementation of the program is done by involving the *kecamatan* and *desa* apparatus, so that information about public needs can be obtained clearly.

Meanwhile, community empowerment program by PT. HM Sampoerna in the form of non physical establishment of *Pusat Pelatihan Kewirusahaan* (PPK). PPK activities includes training, mentoring and market expansion. PPK also provide supporting facilities for implementation of community empowerment program.

The results of this research are similar with research [10],[11],[12] which states that the 3P model aims to formulate a model of community empowerment that includes processes, products, resources, mechanisms and constraints or problems that may occur in cooperation between the government and private sector.

Community empowerment program by government and private sector are synchronized. The establishment of PPK by the company as a training center and community empowerment becomes one of the evidence of private commitment in community empowerment program. PPK is useful in saving the cost of community empowerment programs and can be used to fulfill the other public needs.

All parties need to underline the importance of reality in the field that community empowerment program should be clear and directed. So that, the role of apparatus in *Kecamatan* and *Desa* should be maximized to find information about public needs. In other hand, private sector as government partners establish Public Development Forum to run the program through CS according to the public needs around. This results refer to the research, which suggests that program monitoring according to 3P in governance transparency should be a major concern because it is related to its sustainability. The involvement of independent parties within monitoring can be alternative to increase the objectivity of work evaluation [13]. Public Development Forum is the answer to monitoring problems that have been neglected, especially in public-private partnership.

Community empowerment program conducted through an applied research program and training in horticultural agriculture, fisheries, cultivation, and the results of waste treatment are also considered appropriate. The public which is originally limited their knowledge about how to produce an agricultural yields (quantitative) now, they also able to improve the quality of the resulting product (qualitative). The public is helped by the applied research.

Community empowerment program was not only felt by the surrounding people, but also felt by the general public even to the people in Surabaya that away from the business location of private parties. The community empowerment program is very useful because it can inspire the public in starting new business and opportunity to become PPK partners.

The growing number of people become an entrepreneurs and able to entrepreneurship shows that PPK making people more empowerment. This research results is relevant with research conclude that empowerment should be done through clear concept, relevant, and positive. Strategy in

implementation the program should be appropriate, managed professionally, and give a prioritizing the principle of humanity [14].

Community empowerment program through training assessed in accordance with public needs and government policy. Community empowerment program through CSR considered as development of local government's strategic plan in realizing their vision and mission. Private training is more complete because it covers a variety of materials ie, strategic management and planning that are not obtained from government training. The private sector committed to innovate in training through updated Master Plan every five years. This intended to be able to fulfill the public needs especially related with the training.

In addition, private also trying to align training program with policy and local government program. Suggest that leadership role in participatory empowerment can be a positive power to implemented all of policies effectively and advantageous others [15]. This empowerment also purposed in order public role can give a long-term effect.

Partnership pattern between government and private implemented as a tool to help development program based community empowerment. More companies involved through cooperation, the community empowerment development program can be achieved. However, that cooperation not yet has a strong base. Cooperation between government (*Kabupaten* Pasuruan) with private sector (PT. HM Sampoerna) so far does not have a Memorandum of Understanding (MoU) which is stated in formal agreements.

The absence of such formal agreements indicates a weakness in any government activity involving others. This matter suitable with research which suggest that partnership pattern in Indonesia still not organized formally so it does not have a clear legal framework. This resulted in a cooperation program that did not have an impact for wider public or community [16].

Meanwhile, communication and synergy of the preparation and implementation of training programs both by government and private sector should be prioritized with the intention that the training materials are complementary and not overlapping.

From the trust aspect, partnership pattern between government and private sector there has been mutual trust on both sides who cooperate. Through this program the company reputation is increased. Trust the public around the company become better than before.

In the relation with regulation, partnership pattern with government is a form of private obedience to regulation and policies issued. While for the government, the partnership pattern with private sector through CSR program can support the planned work program.

However, it should be noted that there is no record about exact number of companies that cooperate. Pasuruan Government does not have an officers in charge to collecting data. As a result, there are risks, especially the loss of potential funding to support government programs. State that implementation of public-private partnership should be pay attention to all possible risks that will happen includes risk identification and risk allocation. The ability to reduce and solve some risks can build mutual trust [17].

Observation results shows that the company that do CSR cooperation with the government is divided into two types they are, company with CSR management and without CSR management. Company with CSR management tend to productive, directed and targeted. While company without CSR management tend to charity ie just by handing some funds to the public based on request. In this public-private partnership context, elements of CSR cooperation program has been well appreciated by the Pasuruan government by giving an award.

Partnership pattern between government-private in communication aspect is a form of problem solving which has not been written and without MoU. Private sector actively communicated with government especially about training to agricultural empowerment. This program can be done well because of the intensive interaction between two parties. Government involvement in CSR activities by private community empowerment is a proof that government seeks to maintain harmony and benefit.

IV. CONCLUSION

The conclusion of the research shows that there has been a government-private synergy in the implementation of community empowerment programs. While the pattern of partnership has been run effectively even though it needs to be optimized based on potential and opportunities that exist in Pasuruan. There needs to be proactive efforts especially from local government to improve the implementation of community empowerment. After that, government needs to make a Public Development Forum to monitoring and evaluating the implementation of public-private partnership and to record or list potential and prospective companies in community empowerment.

ACKNOWLEDGEMENT

I am grateful to all of those with whom I have had the pleasure to work during this research especially my colleagues at Faculty of Social and Political Sciences Universitas Muhammadiyah Sidoarjo.

REFERENCES

- [1] Lembaga Administrasi Negara dan Badan Pengawas Keuangan dan Pembangunan, "Akuntabilitas dan Good Governance", Jakarta: Lembaga Administrasi Negara dan Badan Pengawasan Keuangan dan Pembangunan, 2000, p.6
- [2] R.Widdus, Public-Private Partnership: An Overview. 'Transactions of the Royal Society of Tropical Medicine and Hygiene', 2005. 99S, S1-S8.
- [3] Ministry of National Development Planning/ National Development Planning Agency (BAPPENAS), "PPP Policy and Regulation in Indonesia", Jakarta: Pkps, 2011
- [4] E.R.Yescombe, "Public-Private Partnership, Principles of Policy and Finance", London: Elsevier Ltd, 2007.
- [5] N.M.K.E. Pratiwi, dkk, "Peran Pemerintah Kabupaten Gresik Dalam Kemitraan Berbasis Corporate Social Responsibility", Jurnal Ilmu Administrasi Negara, Volume 13, Nomor 1: 58-66, Juli 2014
- [6] D. Crowther dan A. Güler, "Corporate Social Responsibility", Frederiksberg: Ventus Publishing ApS, 2008.
- [7] C. Archie, Business Horizons, "The Pyramid of Corporate Social Responsibility: Toward The Moral Management of Organizational

- Stakeholders”, Indiana: The Foundation for The School of Business at Indiana University,1991.
- [8] G.Sumodiningrat, “Respon Pemerintah Terhadap Kesenjangan Ekonomi”; STUDI empiris Kebijakan dan Program Pembangunan Dalam Rangka Pemberdayaan Masyarakat Di Indonesia, PerPod, Jakarta, 2001.
 - [9] O.S.Priyono & A.M.W.,Pranaka, “Pemberdayaan: Konsep Kebijakan dan Implementasi”, Jakarta: CSIS,1996.
 - [10] N.H. El-Gohary & Osman & T. E El-Diraby, Stakeholder Management For Public-Private Partnership, “International Journal of Project Management” Vol. 24, p. 595-604,2006 N.H. El-Gohary & Osman & T. E El-Diraby, Stakeholder Management For Public-Private Partnership, “International Journal of Project Management” Vol. 24, p. 595-604,2006
 - [11] D. Brinkenhoff and B. Jennifer,Public-Private Partnership : Persepective On Purpose Publicness, And Good Governance.” Public Administration And Development”, Vol. 31, p. 2-14,2011.
 - [12] E.B. V.D. Molleman and J. Slomp. The Application of An Empowerment Model, “Human Factors and Ergonomics In Manufacturing”, Vol. 11 No. 4, p. 339-354,2011.
 - [13] E.Omobowale, M. Kizuw., M. Naylor., A. Daar and P. Singer, Addressing Conflict of Interest In Public-Private Partnership, “Debate BMC International Helath and Human Rights”, Vol. 10 No. 19, p. 1-8. 2010.
 - [14] A.Stainer and A.Lorice, Empowerment and Strategic Change – An Ethical Persepective, “Strat. Change” Vol. 9, p. 287-296,2000.
 - [15] G.Spreitzer, Giving Peace A Chance: Organizational, Leadership, Empowerment And Peace, “Journal Of Organizational Behaviour”, Vol. 28, p. 1077-1095,2007.
 - [16] B. Steijn., K.Erik-Hans and E.Jurian, Public-Private Partnership: Added Value By Organizational Form Or Management? “Public Administration”, Vol. 89 No. 4, p. 1235-1252,2011.
 - [17] L-Y. Shen, & A. Platten., X. P Deng, Role Public Private Partnership to Manage Risk In Public Sectors Projects In Hongkong, “International Journal of Management”, Vol. 24, p. 587-594,2006.