

COMMUNITY EMPOWERMENT-BASED INTEGRATED SERVICE POST TO ESTABLISH A CHILD FRIENDLY VILLAGE THROUGH CORPORATE SOCIAL RESPONSIBILITY IN BADRAN YOGYAKARTA

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ABSTRACT

Background: Badran is a dirty slum area near Winingo river in Yogyakarta. Some children were malnourished due to unhealthy food and environment. This situation has driven the community to establish a healthy village for children. In collaboration with a private agency, namely PT. Sari Husada, the community empowered the Integrated Health Posts to improve their health services for children under-five. The purpose of this study was to investigate a community empowerment initiative involving collaboration between community and private agency.

Subjects and Method: This was a qualitative study conducted in Badran, Yogyakarta. Some key informants were selected for this study consisting of health cadres, community members, community leaders, PT Sari Husada corporate responsibility manager. The data were collected by in-depth interview, participant observation, and focus group discussion. Source triangulation was used to validate data. Data analysis consisted of data reduction and data display.

Results: Integrated Service Posts in Badran village, namely House of Srikandi, had been established as the result of collaboration between community and PT. Sari Husada CSR. The Integrated Service Posts was operated by health cadres from Badran village. PT. Sari Husada nutritionists trained mothers who had children under-five on how to process healthy and nutritious food. PT. Sari Husada provided milk for children under-five at the Integrated Service Posts. Upon completion of the CSR program, community members started to contribute 500 rupiahs a month to cover the operational cost of the Integrated Service Posts.

Conclusion: Community members and private agency have successfully collaborated in a community empowerment initiative namely the House of Srikandi. The initiative has empowered community and created independence in operating better Integrated Service Posts for child health.

Keywords: Integrated Service Posts, corporate social responsibility, children under-five

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