

Coastal Women's Empowerment: A Legal Study of CSR In Ujong Blang Lhokseumawe, Aceh

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ABSTRACT

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This study addresses the legal and implementation gap in empowering coastal women through Corporate Social Responsibility (CSR) programs in Indonesia. Despite the mandate under Article 74 of Law Number 40 of 2007 and its derivative local regulation in Aceh (Governor Regulation No. 65 of 2016), which obligates companies to execute CSR initiatives, these programs have failed to effectively strengthen the economic role of women in coastal fishing communities. Focusing on the Ujong Blang beach area in Lhokseumawe, Aceh, this research aims to analyze and propose a viable model for enhancing women's participation in supporting family economics via CSR. Employing an empirical juridical method, the research utilizes primary data from field observations and structured interviews in Ujong Blang, supplemented by secondary data from literature and regulatory reviews. The analysis reveals that existing CSR frameworks lack a targeted mechanism for women's economic empowerment in the studied coastal context. The study concludes that a deliberate partnership model is necessary to create synergy between corporate CSR obligations and the specific socioeconomic needs of coastal women. The findings offer a critical evaluation of current practices and provide a foundational recommendation for designing more effective, inclusive, and legally coherent CSR interventions aimed at strengthening the role of women in coastal family economies.



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Introduction

Women in coastal areas make significant contributions to increasing family income. This contribution is evident in the fulfillment of both primary and secondary family needs¹. The spousal relationship in meeting family needs is based on partnership, enabling mutual cooperation to improve family welfare. Women work to help meet family needs and as a form of responsibility, with both men and women playing active roles in village/regional/national development. Previous research by Dimple Tresa Abraham reveals that existing CSR initiatives mainly support independent women's groups in forming enterprises and suggest meaningful steps companies can take for women's empowerment and economic development². In

¹ Sadih and Safarudin. "Partisipasi Perempuan Pesisir Pantai Dalam Meningkatkan Pendapatan Keluarga Nelayan di Desa Tamarupa Kabupaten Pangkajene dan Kepulauan." *Jurnal Ilmiah Ecosystem* 22, no. 2 (2022): 247–256.

² Abraham, Dimple Tresa. "CSR And Empowerment Of Women: The Way Forward." *AIMA Journal of Management & Research* 7, no. 14 (2013): 497

the context of strengthening the role of coastal women, this involves creating job opportunities through business formation for women as part of CSR, both for those in Community Self-Help Groups (KSM) and for individuals willing to engage in business activities. Efforts to strengthen the role of coastal women to improve family economics remain suboptimal. Fadiah and Safaruddin's study findings indicate that the participation of women in fishing families is not yet optimal in helping to enhance the family economy³. This is because they work without adequate skills to innovate in maximizing the use of marine resources. Similarly, Rahmiyati N & Rachmawati T found that the role of coastal women in utilizing local potential in tourist beaches is still not maximized, due to a lack of skills⁴. According to Mardiah N et al., traditional fishing communities remain in a state of economic vulnerability⁵.

As a maritime nation with an extensive coastline, Indonesia and Aceh in particular, possesses extraordinary marine potential. Aceh's land area is 57,365.67 km², while its waters span 295,370 km², comprising 56,563 km² of territorial and archipelagic waters and 238,807 km² of Exclusive Economic Zone (EEZ). With a coastline of 2,666.3 km and 199 islands, Aceh holds a highly strategic geo-economic and geopolitical position, bordering the Strait of Malacca to the north and east, North Sumatra province to the south, and the Indian Ocean to the west⁶. This remarkable marine wealth should serve as a resource to elevate the living standards of the poor toward prosperity. However, poverty rates remain high. According to Central Statistics Agency (BPS) data, as of July 1, 2024, Aceh province ranked as the 10th poorest in Indonesia⁷. Furthermore, as of September 2019, 810,000 people or 15.01% of Aceh's population lived below the poverty line, placing Aceh as the poorest province in Sumatra and the sixth poorest nationally⁸.

Reality shows that strengthening women's roles to improve community economics has not been undertaken by local governments or area companies⁹. In the context of this study, it concerns women's right to have their roles strengthened in work to support family welfare. This can be directed towards creating job opportunities by establishing businesses for women as part of CSR, targeting both group enterprises and individuals willing to engage in business. Support should encompass finance, training, and marketing. Businesses can also be formed under a cooperative model with initial mentoring from companies. Specifically, for coastal women in the Ujong Blang tourist beach area of Lhokseumawe City, Aceh, they generally sell food and drinks to meet the needs of visiting tourists¹⁰.

Although CSR has been firmly established as a mandatory obligation for every company, the reality for the community, especially the coastal women of Ujong Blang, Lhokseumawe City, is that they have not received role strengthening from companies operating in the Lhokseumawe area through CSR programs to increase women's contribution to their family economics. Therefore, this article will analyze the factors causing the coastal women of Ujong Blang tourist beach not to receive role strengthening in conducting business activities to support family economics and will identify solutions to this issue.

Method

This research employs a qualitative legal study with an empirical juridical and socio-legislative approach. The empirical juridical approach is central, as the study focuses on assessing the implementation gap and sociological effectiveness of legal norms¹¹. Data collection was conducted through combining field research and library studies. Primary data was gathered interviews with key stakeholders in the Ujong Blang coastal area of Lhokseumawe, Aceh. This includes coastal women engaged in small businesses, local

³ Fadiah and Safaruddin. "Partisipasi Perempuan Pesisir Pantai Dalam Meningkatkan Pendapatan Keluarga Nelayan Di Desa Tamarupa Kabupaten Pangkajene Dan Kepulauan." *Jurnal Ilmiah Ecosystem* 22, no. 2 (2022): 247–256.

⁴ Rahmiyati, Nekky, and Titiek Rachmawati. "Strategy Model Of Coastal Women's Economic Empowerment (Fisherman's Wife) Based On Blue Economy And Local Potential In Kenjeran Beach Tourism Location City Of Surabaya." *JPPi (Jurnal Penelitian Pendidikan Indonesia)* 9, no. 4 (2023): 363–371.

⁵ Mardiah N., Isnarmi, Fatmariza, and Maria Montessori. "Pemberdayaan Perempuan Istri Nelayan pada Kelompok 'Putri Bahari' di Pantai Ketaping Padang Pariaman." *Journal of Civic Education* 5, no. 3 (2022): 397–404.

⁶ Mukhtar, R. "Masa Depan Aceh ke Laut Saja." *Serambi Indonesia*, 2017. www.serambiindonesia.com.

⁷ "Aceh Masuk 10 Provinsi Termiskin di Indonesia 2024." *Info Aceh*, 2024. www.infoaceh.net.

⁸ Kiram, M. Z. "Good Governance, Key Factor for Social and Economic Development in Aceh: A Case Study in Aceh Province Indonesia." Paper presented at the 6th UDEF International Symposium, (2020): 95–109.

⁹ Widiastuti, Tika, et al. "Capturing the barriers and strategic solutions for women empowerment: Delphy analytical network process." *Journal of Open Innovation: Technology, Market, and Complexity* 10, no. 3 (2024): 100345.

¹⁰ Kiram, M. Z., and Zamzami. "Peran Perempuan dalam Mendukung Ekonomi Keluarga: Studi pada Keluarga Nelayan di Dewantara Aceh Utara." *Jurnal Ilmu Sosial dan Ilmu Politik Malikussaleh (JSPM)* 2, no. 1 (2021): 66–80.

¹¹ Tamanaha, B. Z., 2022, *Sociological approaches to theories of law*. Cambridge University Press, Cambridge.

community leaders, and representatives from companies with CSR obligations in the region. Secondary data was obtained through a comprehensive library research of legal sources and scholarly literature. Primary legal sources encompass the aforementioned national law and local regulation. Secondary sources include academic journals, books, government reports, and previous research findings on CSR, women's empowerment, and coastal economies.

Data analysis was conducted qualitatively using descriptive and critical analysis methods. Descriptive analysis was used to systematically document the current conditions, business activities, and the stated implementation of CSR programs in Ujong Blang. Critical analysis was then applied to interpret these findings, identify the disconnect between legal intent and on-ground reality, and analyze the causative factors, be they legal, institutional, economic, or socio-cultural, that prevent CSR programs from effectively strengthening the role of coastal women¹².

Results and Discussion

1. The Geographical Condition of Ujong Blang Beach

Ujong Blang Beach is one of the coastal areas of Lhokseumawe, located in Banda Sakti District, North Aceh Regency, Aceh Province. Situated along the coast of the Strait of Malacca, it is one of the most famous tourist destinations and a primary attraction for visitors¹³. The name "Ujong Blang" is derived from its geographical characteristics. In the Acehnese language, *ujong blang* means "the edge of the rice field" or "cultivated land expanse." This naming is based on the historical condition of Lhokseumawe City, which was originally an area of rice fields, swamps, and vacant land. *Ujong* means "edge" and *blang* means "rice field." The beach is located approximately three kilometers north of Lhokseumawe City.

Beyond being a marine destination, Ujong Blang Beach is a culinary paradise. Along its coastline, numerous vendors sell Acehnese specialties such as *rujak Aceh* (Acehnese fruit salad) and *Mie Aceh* (Acehnese noodles). Additionally, rows of food stalls warmly welcome tourists. Apart from its captivating sea views, Ujong Blang Beach is also known as a family recreation spot. In the late afternoon, the beach becomes a bustling hub for locals who come to enjoy the sunset atmosphere. The sunset view at Ujong Blang Beach is exceptionally beautiful, with orange skies blending with the silhouettes of fishing boats anchored along the shore¹⁴.

The beach not only offers natural beauty but also allows visitors to witness firsthand the activities of fishermen, from preparation to the process of catching fish at sea. Moreover, its proximity to the city center makes Ujong Blang Beach easily accessible for tourists, whether by private vehicle or public transportation. Supporting facilities such as parking areas, resting huts, and places of worship are also available around the beach, enhancing visitor comfort. With its combination of natural beauty, authentic Acehnese cuisine, and the hospitality of the local community, Ujong Blang Beach stands as a friendly, affordable, and family-friendly tourist destination with significant potential for boosting the local economy¹⁵.

2. Profile of the Fishing Community at Ujong Blang Beach

The community living around Ujong Blang Beach is predominantly composed of traditional fishermen and their families, whose livelihoods are intrinsically linked to the sea. This community forms the socioeconomic backbone of the coastal area and maintains a lifestyle and culture deeply rooted in maritime traditions. Ujong Blang Beach, located in Banda Sakti District, Lhokseumawe City, is one of the most well-known beach destinations in Aceh. In general, the local community's livelihood primarily revolves around traditional fishing.

Fishing activities are still carried out using small boats and simple equipment. Meanwhile, women or wives fulfill their roles as homemakers while also seeking additional income by selling food, beverages, and dried seafood products at small stalls along the beach. Unfortunately, these activities have not yet developed into productive enterprises with added value to improve family economies. Their dependence on marine resources remains their primary source of income. The socioeconomic conditions of the Ujong Blang fishing community reveal a reliance on marine resources without livelihood diversification. This contrasts with urban areas, where communities have access to a wider variety of more stable employment

¹² Chartterjee, 2000, *Methods of Research in Law*, Old Bailey Press, London. 38

¹³ Ujong Blang, Pantai Favorit Wisatawan di Kota Lhokseumawe" selengkapnya <https://travel.detik.com>.

¹⁴ Dinas Pariwisata Kota Lhokseumawe, Destinasi Wisata Unggulan Pantai Ujong Blang, 2023. <https://www.tribunnews.com/travel/2022/06/18/menikmati-sunset-di-pantai-ujong-blang>

¹⁵ https://forumrakyat.co.id/2024/11/29/berwisata-di-pantai-ujong-blang-destinasi-eksotis-di-lhokseumawe/?utm_

opportunities. Traditional fishing communities in Aceh remain in a state of economic vulnerability due to limited access to technology and business capital¹⁶. The role of women becomes increasingly critical when the fishermen's catch is insufficient to meet household needs. They sell food along the beachfront to tourists, making coastal tourism an additional opportunity. However, this opportunity has not been maximized due to a lack of support from the government or companies through empowerment programs. In other words, this situation demonstrates the interconnectedness between coastal tourism potential and local community economic empowerment. Without targeted intervention, the community is likely to remain in a state of low economic standing.

3. Corporate Social Responsibility (CSR)

CSR as a means to increase income and market participation which will impact women's economic empowerment. This in itself will change gender relations within households, communities, and society in general. However, there is a need for concrete evidence to show that individual economic benefits can bring about macroeconomic, social, and political changes¹⁷. In general, companies in Indonesia have used a portion of CSR budgets to improve community welfare. In accordance with applicable legal provisions, where CSR becomes mandatory for every corporation whose business operations are related to natural resources.

Article 74 paragraph (1) of Law Number 40 of 2009 concerning Limited Liability Companies, which states: "Companies that conduct business activities in the field and/or related to natural resources are obligated to implement Social and Environmental Responsibility." Based on these provisions, social and environmental responsibility must be carried out by companies in Indonesia, by building harmonious, balanced, and appropriate relationships with the environment, values, norms, and culture of the local community (local wisdom).

The principle of Social and Environmental Responsibility, also known as Corporate Social Responsibility (CSR). CSR is the commitment of companies or the business world to contribute to sustainable economic development by paying attention to corporate social responsibility and emphasizing the balance between attention to economic, social, and environmental aspects¹⁸. CSR is an obligation that must be fulfilled by companies to society and the environment, so that corporate concern for the surrounding community and environment is very important in order to establish harmonious relationships. Companies have an obligation to explore their relationships with their communities more deeply.

4. The Role of Women in the Economy

A role is the dynamic aspect of a position. When an individual properly fulfills the rights and obligations of their position, they are performing their role¹⁹. A role is defined as the expectations placed upon individuals who occupy certain social statuses. These expectations represent a balance of social norms. A role is also defined as a function, synonymous with the expected behavior or conduct of an individual, whether by gender or activity, with several objectives²⁰, including: a) a public role, which relates to activities outside the home that result in income for the actor; and b) a domestic role, which pertains to activities performed within the home. Unlike the public role, the domestic role does not generate income and is confined to household-related duties.

In reality, women perform two roles: the primary role as a wife and mother, managing the husband and children, including family affairs; and the secondary role as an additional income earner to support the husband in meeting household needs. This is driven by increasing demands within the family, such as rising needs for food, clothing, housing, and education. Their evolving perspectives have inspired Indonesian women to actualize the idea that education can shift societal views and improve women's quality of life. Women can now choose their dream professions, pursue desired careers, develop their potential, become

¹⁶ Mardiah N dkk., *Kondisi Ekonomi Masyarakat Nelayan Tradisional di Aceh*, Jurnal Pembangunan Daerah, 2020.

¹⁷ Vogel, David (2005), *The Market for Virtue: The Potential and Limits of Corporate Social Responsibility*. Washington, DC: Brookings Institute

¹⁸ Hendrik Budi Untung, 2008, *Corporate Social Responsibility*, Sinar Grafindo, Bandung, hlm. 1.

¹⁹ Soerjono, S. (1990). *Sosiologi Suatu Pengantar*. Jakarta: PT. Raja Grafindo Persada.

²⁰ Wilson, J. D. "The role of androgens in male gender role behavior." *Endocrine Reviews* 20, no. 5 (1999): 726–737.

more productive, and gain the courage for self-actualization²¹. As a result, the presence of working women in today's society is viewed as something commonplace²². In the past, women were expected to stay at home and care for their families. However, women's participation in the workforce is changing their traditional domestic roles, motivated by family financial needs. Women are also more capable of expressing themselves within the family and community, contributing to the growing phenomenon of women helping their husbands earn additional income. The tendency for women to work outside the home is influenced by their family's financial stability²³. In Indonesian society, gender is a primary factor determining an individual's social role and division of labor. According to Ahdiah, the initial basis for the division of labor in society is determined by gender²⁴.

Thus, it can be said that such a gendered division of labor already indicates the obligations of women in society. The developments and changes of the times now provide opportunities for women to be more creative and productive according to their professions. Women's abilities are continually honed to gain skills that can be useful in daily life. Globalization, which has brought many changes, also opens possibilities for individuals to master various aspects of life²⁵. Women's roles in society are often associated with being mothers/women who should stay at home to manage and oversee household matters. Tasks such as maintaining household cleanliness and order, and caring for children have become commonplace routines for women in their roles as homemakers. Fitriana states that women's roles are highly diverse in contributing their best efforts toward collective well-being²⁶.

Women generally have dual roles: as workers or homemakers and as income earners²⁷. As homemakers, they are expected to handle family duties. As income earners, women are also required to work to earn a living to meet the family's daily needs. Women's income contribution to the family economy refers to the portion of total family income contributed by women²⁸. This means the income contributed by female labor from all sources of family earnings. The income earned by women is highly beneficial in supporting the family's economic situation.

5. Strengthening the Role of Women Through CSR Programs to Improve Family Economy.

CSR programs aimed at empowering coastal women serve to strengthen family economies and enhance community welfare. They also open avenues for women to gain access to resources and maximize the utilization of existing potential²⁹. CSR stands as one of the best options for driving economic improvement in coastal communities. According to Sukada et al., CSR encompasses all management efforts undertaken by business entities to achieve sustainable development goals based on a balance of economic, social, and environmental pillars, while minimizing negative impacts and maximizing positive impacts in each pillar.

The importance of CSR in a company's operational area is highlighted by Campbell, who emphasized that CSR must consider the evolving legal norms, customs, and practices within the business operation area, and their impact on the changing roles of stakeholders, whether multilateral, national, or local, including CSR forums, government, and the private sector³⁰. Therefore, CSR programs, particularly those that encourage the strengthening of women's roles, are urgent within the company's operational area. The

²¹ Putri, A., & Nurhajati, L. "Representasi perempuan dalam kukungan tradisi Jawa pada film Kartinikarya Hanung Bramantyo." *ProTVF* 4, no. 1 (2020): 42–63.

²² Alie, A., & Elanda, Y. "Perempuan dan ketahanan ekonomi keluarga (studi di Kampung Kue Rungkut Surabaya)." *Journal of Urban Sociology* 2, no 2 (2020): 31–40.

²³ Wolfman, B., (1994). Peran Kaum Perempuan: Bagaimana Menjadi Cakap dan Seimbang dalam Aneka Peran. Kanisius

²⁴ Ahdiah, "Peran-Peran Perempuan dalam Masyarakat", *Academica Fisip Untad* 5, no. 2 (2013): 10

²⁵ Umi Masruro, et al, 2021, Peran Perempuan Masa Kini dalam Implementasi Nilai Pancasila Sebagai Penguat Kesejahteraan Ekonomi dan Sosial, Prosiding Seminar Nasional Ekonomi Pembangunan, Vol 1, No 2, 2021, hlm. 117. <http://conference.um.ac.id>. Akses 3 Februari 2022.

²⁶ Fitriana. "Pemberdayaan Perempuan Dalam Meningkatkan Kesejahteraan Keluarga Melalui Industri Kecil Di Pedesaan (Studi dalam Kelompok Usaha Bersama (KUB) Serang Di Desa Pulorejo Kecamatan Purwodadi Kabupaten Grobogan)." *Undergraduates thesis*, Universitas Negeri Semarang (2016): 6.

²⁷ Yudhy H, B. "Peranan Perempuan Dalam Perekonomian Keluarga Dengan Memanfaatkan Sumber daya Pertanian." *Agriseip* 10, No. 1 (2011): 139.

²⁸ Ibid, 140

²⁹ Umi Masruro. "Peran Perempuan Masa Kini dalam Implementasi Nilai Pancasila Sebagai Penguat Kesejahteraan Ekonomi dan Sosial." *Prosiding Seminar Nasional Ekonomi Pembangunan* 1, no. 2 (2021): 117

³⁰ Campbell, Bonnie. "Corporate Social Responsibility and development in Africa: Redefining the Roles and responsibilities of public and private actors in the mining sector," *Resources Policy* 37, no. 2 (2012): 138-143.

government plays a crucial role in the successful implementation of CSR programs. According to Yani Hendrayani and Nor Hazlina Hashim, the government is the primary driving force and facilitator in CSR partnerships. Collaboration and stakeholder engagement are central activities³¹. Community cooperation and participation must be developed with a bottom-up orientation through community empowerment³².

Corporate Social and Environmental Responsibility is an obligation for every corporation engaged in business activities related to natural resources, as stipulated in Article 74 of Law No. 40 of 2007. Corporations operating in fields related to natural resources are required to implement Social and Environmental Responsibility. The implementation of mechanisms to strengthen the role of coastal women through CSR programs, if ineffective, will result in women's limited capacity to support the improvement of their family economies.

6. Inhibiting Factors in Strengthening the Role of Women Through Corporate Social Responsibility (CSR) Programs to Improve the Economy of the Coastal Community in Ujong Blang, Lhokseumawe City, Aceh.

The strengthening of coastal women's roles to improve family economies, specifically through CSR programs for the Ujong Blang Beach community in this study, has not yet been implemented due to various obstacles. Hindering factors are the constraints that arise in the implementation of Corporate Social Responsibility (CSR) programs, preventing the goal of strengthening women's roles in enhancing family economies from being achieved optimally. These obstacles include internal factors related to the women themselves, such as limited knowledge, skills, and motivation, as well as external factors related to the social and cultural environment and structural support.

In coastal communities, relatively limited socio-economic conditions often leave women with fewer opportunities to develop optimally³³. The potential for marine tourism at Ujong Blang Beach could actually serve as a basis for empowering coastal women, given the many tourists who come to enjoy the beach's beauty and local cuisine, opening significant opportunities for developing food and beverage businesses. However, due to a lack of training in food processing or product packaging, the businesses run by women remain conventional. Education and skills can change women's perspectives, enabling them to be more confident in actualizing themselves and developing their potential.

Unfortunately, the reality in Ujong Blang is still far from this expectation. Women work merely to supplement family income without a long-term business development vision. For instance, if a women's empowerment program were directed at training in marine product processing, turning fishermen's catches into ready-to-eat products, the economic added value would increase. Processing the catch into ready-to-eat products would not only benefit fishing families but also strengthen the image of Ujong Blang Beach as a coastal culinary center. This aligns with the hopes of the *Geuchik Gampong* (Village Head) of Ujong Blang, who expressed a desire for companies operating in the Lhokseumawe city area, such as PT. Pupuk Iskandar Muda (PT. PIM), Perusahaan Listrik Negara (PLN), and Perta Arun Gas (PAG), to channel their CSR funds directly to Gampong Ujong Blang to improve local community welfare. However, this has not materialized to date³⁴.

This situation is further exacerbated by a persistent patriarchal culture, limited supporting facilities and infrastructure, and low access to supporting resources, all of which pose challenges to women's empowerment programs³⁵. Therefore, the success of programs in the Ujong Blang Beach area is not only determined by the availability of the programs themselves but also by the extent to which these hindering factors can be minimized. The specific hindering factors are education, awareness, and misallocated CSR fund distribution.

³¹ Yani Hendrayani & Nor Hazlina Hashim "Social Partnership CSR Forum On Sustainable Development, Jawa Barat Indonesia." *International Journal Of Multicultural And Multireligious Understanding* 5, no. 3 (2021): 140-150

³² Jones, T. M., & Wicks, A. C. "Convergent Stakeholder Theory." *Academy of Management Review*, 24 (1999): 206-221

³³ Lestari, Dwi. "Pemberdayaan Perempuan dalam Program CSR di Kawasan Pesisir." *Jurnal Ilmu Sosial dan Humaniora* 9, no. 2 (2020).

³⁴ Anaya (2025)

³⁵ Handayani, Sri & Kholis, Nur. "Peran CSR dalam Pemberdayaan Ekonomi Perempuan: Studi pada Masyarakat Pesisir." *Jurnal Pengabdian Kepada Masyarakat* 5, no. 1 (2020).

a. Education

Education is a fundamental factor influencing the extent to which women can actively participate in skill development programs³⁶. Women with low educational backgrounds often struggle to understand entrepreneurship training materials, financial management, or marketing strategies provided in empowerment activities. This leads them to participate only passively, without the capacity to optimally develop new skills. Low education levels also affect managerial abilities, financial literacy, and mastery of simple technologies that should support productive economic activities³⁷. In this context, women's education is directly linked to their level of participation in economic empowerment activities: the higher the education, the greater their confidence and opportunities for active involvement.

Beyond hindering technical understanding, low education also impacts women's mindset and confidence in taking on economic roles³⁸. Women with lower education levels tend to depend on men for decision-making, both at the family and community levels. Consequently, opportunities provided through CSR are not fully utilized due to a lack of initiative and independence. Education also equips women with critical thinking skills essential for facing economic challenges³⁹. With education, women can evaluate business opportunities, manage risks, and optimize available resources. CSR programs oriented toward women's empowerment will be more effective if synergized with financial literacy training and non-formal educational capacity building⁴⁰. In this way, education is understood not just as a formal background but as a continuous process that strengthens women's competitiveness in the economic sphere. Therefore, education cannot be overlooked, as it is a dominant factor in the success of CSR programs in improving family welfare.

b. Awareness

Awareness is a serious obstacle in strengthening women's roles through CSR programs. The awareness in question includes women's understanding of their rights, potential, and the benefits of participating in empowerment programs. Generally, coastal women still view domestic roles as their primary duty⁴¹, so involvement in economic programs is considered less important. This low awareness often renders CSR programs ineffective, as participation becomes a mere formality without the motivation to grow. Women's low awareness of the importance of empowerment becomes a barrier to improving family welfare, even when CSR program facilities are available.

Low awareness is typically influenced by socio-cultural factors, especially the strong patriarchal value system prevalent in coastal communities. Women are often perceived as secondary to men, severely limiting their space for economic decision-making. This is reinforced by findings from Sari (2018) in the *Jurnal Sosial Politik*, which explains that patriarchal culture makes women reluctant to fully participate in CSR programs even when facilities are provided⁴². This condition makes it difficult for CSR to achieve its primary goal of improving family welfare, as women's involvement is still seen as secondary and not a priority.

Women's awareness is not static; it can be enhanced through appropriate empowerment strategies. With increased awareness, women become not just passive participants but active actors managing small businesses, making economic decisions, and contributing to family welfare. This internally grown awareness ultimately becomes the driving force for women's empowerment programs to achieve more sustainable outcomes⁴³.

³⁶ Elneel, F. A., & Almulhim, A. F. "Socio-economic factors and women's empowerment: the mediation role of training/skill development." *WSEAS Transactions on Business and Economics*, No 21(2024): 192-201.

³⁷ Fitriaty, Amin, Shofia, Saputra, & Muhammad Haris. "The Impacts of Education Level on Financial Literacy and Financial Behaviours: The Case of Women Entrepreneurs" *Edukasi: Jurnal Pendidikan dan Pengajaran* 10, no. 1 (2023): 6-17.

³⁸ Kusumawardhani, & Wardhani. "Education and Women's Economic Participation through a Gender Lens." *Journal of Scientific Research, Education, and Technology (JSRET)* 4, No. 2 (2025): 1073-1088.

³⁹ Rani, Poonam. "Education As A Catalyst For Women Empowerment." *The Stanford Journal* 1, No. 2 (2024): 66-72

⁴⁰ Rahayu, T. "Hubungan Tingkat Pendidikan dan Partisipasi Perempuan dalam Program CSR." *Jurnal Ilmu Sosial Humaniora* 8, No 1, (2019): 33-35.

⁴¹ Wardhani et al. "Women as Pillars of Coastal Economic Resilience: Role Transformation, Empowerment, and Gender Support in the Juwana Coastal Community." *Jurnal Ilmu Sosial dan Humaniora* 14, no. 2 (2025): 396-406.

⁴² Sari, P. "Patriarki dan Partisipasi Perempuan dalam Program CSR." *Jurnal Sosial Politik* 5, no. 3 (2018): 211-215

⁴³ Fitri, N., & Nuraini, I. "Pemberdayaan Perempuan melalui Program CSR untuk Penguatan Ekonomi Keluarga." *Jurnal Ilmiah Ekonomi dan Bisnis* 17, no. 2 (2020): 145-150.

c. Misallocated CSR Fund Distribution

Strengthening the role of coastal women through Corporate Social Responsibility (CSR) programs to improve the economy of fishermen in the Ujong Blang Beach area of Lhokseumawe City, Aceh, is crucial. The urgency of women's role in supporting family economies in this community is clear. Strengthening women's roles to improve community economies through CSR programs can influence values of togetherness and sustainable development to enhance public welfare.

Strengthening women's roles is an essential element in efforts to improve the family economy of fishermen⁴⁴. These efforts are to be carried out through CSR programs in the form of mentoring or support activities that boost the economy. Specifically for the coastal community's economy, fishermen's wives actively contribute to household income through various activities under CSR programs implemented by companies in Lhokseumawe City. However, CSR programs have not yet contributed to strengthening the role of coastal women in Ujong Blang Beach, Lhokseumawe City. As stated by Ernawati, women are unaware of any assistance programs supporting their business development, whether training or other programs at Ujong Blang Beach, since they started selling food and beverages, including *najak*, to serve tourists visiting the beach.

Thus, strengthening the role of coastal women requires serious attention to ensure that the goal of enhancing women's roles through CSR programs can be achieved effectively. This is deemed important to realize economic improvement, which will impact the welfare of coastal communities broadly. According to Nayan, the Village Head (*Geuchik*) of Ujong Blang, the village has never received CSR funds for community programs, whether for women's empowerment or environmental initiatives, from companies operating within the jurisdiction of Lhokseumawe City⁴⁵. Therefore, he intends to convey the community's aspirations to both the companies and the Lhokseumawe City government, stating that CSR funds from companies operating in Lhokseumawe should also be received by Gampong Ujong Blang. Given the unstable economic conditions of fishing families and fishermen's income, often likened to "Raseuki Rimueng" (tiger's luck), sometimes present, sometimes absent, many mothers here help seek income to support their family economies.

Erna stated, "I don't know about such a program; there has been no information regarding CSR programs. Assistance from PIM, as I recall, includes aid like sacrificial cows for Eid al-Adha. However, specific assistance in the form of training or business capital for women does not exist. What we know is only the Direct Cash Assistance (BLT) from the government."⁴⁶ Community members, especially coastal women, do not have access to information about company CSR programs for coastal women's empowerment⁴⁷. As conveyed by a Gampong resident, they have never received information about CSR programs, and business capital assistance is also rare here. Therefore, they strive to work in any capacity to support their husbands in meeting household economic needs⁴⁸.

According to Dahlia, a fisherman's wife helping to pull nets to assist her husband is a common job for a fisherman's spouse. She also helps pull nets while selling noodles at her stall; sometimes, her husband helps sell when he cannot go to sea. However, when there are few customers, her husband, Indra, switches to working as a house builder for residents around Ujong Blang Beach. She also has not received business capital assistance, mentoring, or other training from CSR funds of companies in the Lhokseumawe area⁴⁹.

Susilawati, a resident of Gampong Ule Reuleng involved in Micro, Small, and Medium Enterprises (MSMEs) in North Aceh Regency, explained that recipients of business capital, mentoring, or work training from nearby companies through CSR programs do not include coastal women from Ujong Blang Beach⁵⁰. This is because business capital assistance or training provided periodically is only for women who are part of MSME groups at the regency and city levels. Unfortunately, women who are not proactive in seeking opportunities do not receive such assistance⁵¹. Thus, although the government has made efforts to

⁴⁴ Sastro et al., "Strengthening The Role Of Women (Wives) Of Fishermen Through Corporate Social Responsibility (Csr) Programs To Improve The Fishermen's Economy On The Coast Of North Aceh, Indonesian." *Environmental & Social Management Journal/Revista de Gestão Social e Ambiental* 17, no. 6 (2023): 1-8

⁴⁵ (Amiruddin 2025)

⁴⁶ (Dek Gam 2025)

⁴⁷ (Inayanti 2025)

⁴⁸ (Julia 2025)

⁴⁹ (Dahlia 2025)

⁵⁰ (Susilawati 2025)

⁵¹ Pranoto & Yusuf. "Program CSR Berbasis Pemberdayaan Masyarakat Menuju Kemandirian Ekonomi Pasca Tambang di Desa Sarijaya." *Jurnal Ilmu Sosial dan Ilmu Politik* 18, no. 1 (2025):1-96

empower women through partnerships with State-Owned Enterprises (BUMN) and Regionally-Owned Enterprises (BUMD), this remains a persistent issue in coastal communities due to weak empowerment models. Therefore, this study aims to produce a model for strengthening the role of coastal women through CSR programs, targeting women in Family Welfare Empowerment (PKK) groups and individuals wanting to engage in business activities. Support in the form of financial aspects, training, and marketing would be structured under a cooperative model with initial mentoring from companies.

Thus, although the marine tourism potential at Ujong Blang Beach could serve as a basis for empowering coastal women, with many tourists coming to enjoy local cuisine, opening significant opportunities for developing food and beverage businesses, the lack of training in food processing or product packaging means businesses run by women remain conventional. Education and skills are pathways that can change women's perspectives, making them more confident in actualizing themselves and developing their potential. Unfortunately, these factors have not yet supported women there in utilizing the existing marine potential as an income source to improve their and their families' welfare.

Women work merely to supplement family income without a long-term business development vision. If CSR programs were directed toward training in marine product processing, for example, processing fish into ready-to-eat products, the economic added value would increase. This would not only benefit fishing families but also strengthen the image of Ujong Blang Beach as a coastal culinary center. Therefore, strengthening women's roles is an urgent matter to support the economy and improve community welfare, especially for coastal communities, and to support the success of government poverty alleviation programs.

Conclusion

Based on the description above, it appears that strengthening the role of coastal women through Corporate Social Responsibility (CSR) programs to boost the economic welfare of the Ujong Blang coastal community in Lhokseumawe City has not yet been effectively implemented. This stagnation is primarily due to persistent barriers such as limited educational access, low awareness, and the misallocation of CSR funds. Therefore, it is urgent to implement a targeted empowerment model, specifically through sustained coaching, training in marine resource processing, and marketing support integrated into CSR initiatives of local companies, to enhance household economic resilience, support coastal community welfare, and contribute to broader poverty alleviation efforts in the region

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Conflict of Interest

This section is a statement from the author that this article has a conflict of interest or not.

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