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The Role of PT Mifa Bersaudara's CSR Programs in Supporting Coastal Farmer and Fisherman Productivity in West Aceh

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ABSTRACT

This study aims to analyze the role of PT Mifa Bersaudara in increasing the productivity of coastal farmers and fishermen in West Aceh Regency through the implementation of Corporate Social Responsibility (CSR) programs. As one of the main coal mining companies in the region, PT Mifa Bersaudara has a social responsibility to support the economic independence of communities surrounding the mine, particularly agrarian and maritime groups. This study employs a qualitative approach using descriptive methods. Informants were selected using purposive sampling, resulting in a total of 15 informants divided into three categories: the company's CSR management team (3 people), local community leaders and village officials (3 people), and farmer and fisher groups who are beneficiaries of the program (9 people). Data collection was conducted through in-depth interviews, direct field observations, and a review of documentation related to the program's implementation. The results indicate that PT Mifa Bersaudara plays a significant role as a facilitator and dynamist in coastal economic development. This role is manifested through the provision of business capital assistance, procurement of modern fishing gear for fishermen, and the provision of superior seeds, fertilizers, and irrigation infrastructure for farmers. In addition to physical assistance, the company also organizes intensive training on sustainable agricultural techniques and fishery business financial management. These programs have proven capable of gradually increasing farmers' crop yields and fishermen's catch volumes. However, the effectiveness of this productivity increase still faces several challenges, such as extreme weather fluctuations in coastal areas and the limited technological adaptation capacity of some target groups. Overall, the synergy between PT Mifa Bersaudara and the local community has contributed positively to strengthening food security and improving the economic welfare of coastal communities in West Aceh Regency.

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1. INTRODUCTION

Amid global economic uncertainty and the increasingly real threat of a food crisis, the current economic development paradigm has begun to shift from mere numerical growth toward inclusive sustainability. The phenomenon of ESG (Environmental, Social, and Governance) has forced extractive industries worldwide to redefine their existence not just as extractors of natural resources, but as catalysts for the welfare of local communities [1]. On a global scale, synergy between large corporations and primary sectors such as agriculture and fisheries is key to maintaining food supply chain stability and strengthening the resilience of coastal communities most vulnerable to economic fluctuations and climate change [2].

In the domestic context, West Aceh Regency serves as a vivid portrait where the presence of large-scale coal mining industries, such as PT Mifa Bersaudara, directly intersects with the traditional livelihoods of the community. As a region rich in agrarian and maritime potential, the productivity of farmers and fishermen on the Meulaboh coast is the main pillar of the people's economy, requiring support in infrastructure, technological innovation, and access to capital. West Aceh Regency geographically provides a comparative advantage in the agricultural and fisheries sectors. The presence of PT Mifa Bersaudara as a pioneer of the coal mining industry in West Aceh brings a new paradigm to the regional economic landscape. As a large company, its operations are not limited to the extraction of natural resources but are also attached to the moral and legal responsibility to become an engine for regional development [3].

The next challenge relates to the dominance of short-term, charitable philanthropic approaches. Most CSR programs remain trapped in providing material aid or ceremonial activities that offer only temporary impacts for the community [4]. This problem leads to a failure in creating economic independence, where communities instead become dependent on company assistance without adequate transfer of knowledge or skills. A lack of community involvement since the planning stage (needs assessment) causes programs to often be irrelevant to the actual needs of affected communities, resulting in a waste of resources [5].

In the context of Local Economic Development (LED), PT Mifa Bersaudara acts as a catalyst linking local potential with broader resource access. The company understands that community dependence on the mining sector has a time limit, making the strengthening of fundamental sectors like agriculture and fisheries a top priority. By positioning itself as a development partner, the company seeks to change the community's mindset from a recipient mentality to becoming independent and competitive economic actors. However, company CSR programs often remain trapped in patterns of charity (direct aid) or physical infrastructure development that do not directly touch the production tools of farmers and fishermen [6].

Overall, increasing the productivity of farmers and fishermen in West Aceh depends on the integrity and credibility of the CSR signals sent to the public. Developing programs oriented towards communal values will make the community feel a stronger attachment to the company. By ensuring that aid programs are targeted and sustainable, the company not

only fulfills its social obligations but also strengthens its legitimacy and operational continuity among coastal communities [7].

PT Mifa Bersaudara holds a strategic role in the local economic structure. On one hand, the company's operational activities have the potential to cause negative externalities, such as the reduction of farmland and the disruption of shipping lanes or coastal ecosystems upon which fishermen depend. On the other hand, the company has a mandate through its CSR programs to perform economic empowerment. This contradiction between potential environmental damage and the obligation to improve local community welfare is the primary trigger for the need for an in-depth analysis of the real role of corporations regarding primary sector productivity in coastal areas [8].

This gap is exacerbated by the low added value enjoyed by local farmers and fishermen. Most marine products and agricultural commodities are sold as raw materials without further processing at the local level. The absence of downstream industries or processing plants around the coastal area results in the largest profit margins being enjoyed by intermediaries or middlemen who have access to markets outside the region. Consequently, farmers and fishermen work hard as primary producers but remain at the lowest economic level [9].

Limited access to education and technical training makes it difficult for local communities to break away from inefficient traditional work patterns. Without interventions in the form of capital assistance, appropriate technology, and sustainable assistance, massive natural resource potential will only remain as statistical figures with no impact on quality of life [10]. Therefore, synergy through the role of corporate social responsibility in this case, CSR is needed to bridge this gap, so that the natural wealth of West Aceh can truly be felt through increased productivity and real income for farmers and fishermen.

PT Mifa Bersaudara's CSR program should touch upon the modernization of production tools for coastal farmers and fishermen so that the local community does not merely become spectators during industrial progress but is also able to increase the scale of their business through better work efficiency. In addition to physical assistance, PT Mifa Bersaudara focuses on increasing human resource capacity through various technical and management trainings. Farmers are equipped with knowledge of good agricultural practices, while fishermen are provided with education on catch processing. This investment in intellectual aspects aims to help the community have economic resilience in facing market price fluctuations and climate changes that frequently hit the coastal areas of West Aceh.

Local supply chain integration is also an important part of the company's economic development strategy. PT Mifa strives to absorb local agricultural and fishery products to meet company operational needs, such as providing consumption for thousands of employees. By becoming a consumer of local products, the company directly creates a stable and certain market, which in turn provides income certainty for farmers and fishermen around the operational area.

Management also encourages the formation of village economic institutions, such as Village-Owned Enterprises (BUMDes) or cooperatives, as collective vessels for small business actors. Through strong institutionalization, access to capital and market negotiations become easier [11]. PT Mifa's role here is as a mentor, ensuring professional

organizational governance, so that the empowerment programs rolled out can influence the overall economic growth of the village.

Increasing productivity is a primary prerequisite in poverty alleviation efforts, especially for communities dependent on primary sectors like agriculture and fisheries [12]. In the coastal areas of West Aceh, community income is largely determined by how much output is generated from each unit of input used. Without increased productivity, the community will be trapped in a cycle of structural poverty, where the effort expended is significant but the results obtained are only sufficient for daily consumption without any remaining capital for future investment [13].

At a macro level, productivity enhancement plays a vital role in creating economic surpluses at the household level [14]. When a fisherman can increase his catch through technological assistance or a farmer can increase yields per hectare, the excess can be converted into savings or other productive assets. This surplus becomes the engine of vertical economic mobility, allowing the community to access better education, healthcare, and higher-quality nutrition, all key indicators of moving above the poverty line.

This urgency is closely related to the efficient use of limited resources. In this context, technical and cost efficiency result from optimizing production inputs through technological intervention and PT Mifa Bersaudara's assistance. Increased productivity (output) will not significantly impact welfare if operational costs (input) remain high or even swell [15]. Efficiency occurs when farmers can reduce the use of expensive chemical fertilizers through organic methods, and fishermen can cut fuel costs by using more energy-efficient engines or navigation systems (GPS) to accurately locate catches. By reducing resource and time waste, the ratio between costs incurred and results obtained becomes more balanced, so each unit of work performed by the coastal community provides higher economic added value.

The author identifies that the crucial point in this research lies in the minimal empirical evidence causally linking company production facility assistance with the escalation of real output for farmers and fishermen in West Aceh. So far, CSR program evaluations generally remain stuck in administrative reporting oriented toward inputs, such as the amount of funds or units of tools distributed, without deep tracking of the effectiveness of such aid in reducing technical barriers in the field. There is an unfinished literary discourse regarding whether PT Mifa Bersaudara's interventions truly incubate economic independence (self-reliance) or instead perpetuate community dependence on corporate philanthropic schemes cyclically.

To bridge this gap, this study integrates community empowerment theory with the concept of production efficiency. Empowerment theory is used to dissect the transformation of community capacity from the awakening phase to functional independence. Meanwhile, the concept of production efficiency serves as a quantitative parameter to measure the deviation in fishermen's catches and farmers' land productivity post-intervention. With this approach, the corporate role is redefined not just as a provider of capital, but as a facilitator intervening in the improvement of the value chain in the agrarian and maritime sectors. Fundamentally, this research stands on CSR theory combined with the triple bottom line

strategy, positioning PT Mifa Bersaudara as a responsible development agent in converting social capital into sustainable local economic power.

The novelty of this research lies in the specific locus and focus of analysis on the synergy between the mining industry and the maritime and agrarian sectors in post-conflict and post-disaster areas like West Aceh. Unlike generalist CSR research, this study dissects the company's role through the lens of technically measurable productivity increases, both in agricultural mechanization and the modernization of fishing gear. Furthermore, this study offers a new integration model linking corporate social responsibility with local food security in coastal areas, an aspect often overlooked in mining impact studies.

Overall, this analysis aims to prove that PT Mifa Bersaudara's role must go beyond merely providing compensation; it must become an economic engine capable of optimizing local potential. Through synchronization between the needs of farmers/fishermen and company programs, it is hoped that a mutually beneficial relationship (symbiotic mutualism) will be created. The results of this research can later serve as strategic recommendations for stakeholders in formulating empowerment policies based on real productivity strengthening in mine-affected areas.

2. METHOD

This study uses a qualitative descriptive research approach, which is a research procedure that generates descriptive data in the form of written or spoken words from people and observable behavior to understand phenomena in depth. In the context of the coastal economy in West Aceh, this approach is used to capture the reality of economic inequality and industrial impact as it is, without intervening or manipulating variables. The main characteristic of descriptive qualitative research is its goal to systematically, factually, and accurately describe facts and the relationships between investigated phenomena. Data were collected through participatory observation, in-depth interviews with key informants such as the customary leader Panglima Laot, Kejruen blang, and documentation of company CSR reports [16].

The qualitative descriptive approach concludes with the preparation of narrative and argumentative reports. The research results do not merely present data but provide a deep interpretation of why abundant natural resource potential has not been proportional to community welfare. By using a descriptive writing style, the results of this research are expected to provide policy recommendations that are more contextual and based on the actual needs of the West Aceh coastal community, as well as serve as a foundation for future quantitative research [17].

3. RESULTS AND DISCUSSION

PT Mifa Bersaudara, as one of the pioneers of the coal mining industry on the west coast of Aceh Province, has a strategic responsibility in driving regional economic development through Corporate Social Responsibility (CSR) programs. The implementation of this program is based on national regulatory mandates and an internal commitment to creating economic independence for post-mining communities, especially around the operational area of Meureubo District. The significant allocation of the CSR budget places

this company as a major contributor to the Corporate Social and Environmental Responsibility Forum (TJSLP) of West Aceh Regency, which is targeted to reach the local macro-economic sector, including agriculture and fisheries [18].

The empowerment strategy adopted by PT Mifa Bersaudara has undergone an important transformation from a charitable pattern toward a participatory and sustainable community empowerment model. Based on field studies, the effectiveness of CSR programs in this region is strongly influenced by governance synergy between company management, village (Gampong) officials, and community self-help groups [19]. Through socio-economic innovation frameworks like the "Meuseraya" initiative, the company seeks to align corporate strategic plans with the regional poverty alleviation blueprint, where the coastal agrarian and maritime sectors are priority intervention pillars [20].

To represent the macro-financial landscape of these interventions and the specific involvement of PT Mifa Bersaudara within the regional developmental framework, the following table summarizes the key realization rates and sectoral allocations of the West Aceh Corporate Social and Environmental Responsibility (TJSLP) Forum during 2022.

Table 1. Performance Indicators and Policy Implications

Variable of the TJSLP Forum	Performance Metric/Value	Operational Description and Policy Implication
Total Realized Funding	17.02% of target	Realized from a total planned municipal budget of Rp 25.38 billion
Economic Sector Allocation	28.26% share	Highest sectoral allocation, prioritizing local agricultural and fishery revitalization
Donation and Eco-Protection	20.33% share	Strategic integration of environmental conservation in mining circles
Infrastructure Development	19.72% share	Targeted toward logistics, agricultural roads, and port-side infrastructure
PT Mifa Bersaudara Realization	42.42% of budget	Highly proactive realization, signaling strong compliance and local commitment

Quantitative Mapping and Structural Dynamics of Program Assistance (2021–2026)

To systematically evaluate the resource allocation of PT Mifa Bersaudara's CSR interventions, a quantitative assessment of 434 assistance programs launched between 2021 and 2026 was incorporated, representing a total funding of Rp 11,505,129,472. As summarized in Table 2, most resources are directed toward the agricultural sector ("Petani"), containing 358 programs (82.5% of the total volume) with proposed budgets totaling Rp 9,153,950,371. Maritime initiatives ("Nelayan") account for 55 programs with a budget of Rp 1,684,730,993, while integrated programs targeting both fishermen and farmers ("Nelayan & Petani") cover 21 initiatives valued at Rp 666,448,108. This structural imbalance indicates a strategic focus on stabilizing land-based food production systems while sustaining artisanal marine livelihoods across mine-affected coastal villages.

Table 2. Distribution of Program Assistance by Category (2021–2026)

Category	Number of Programs	Total Submission (Rp)
Fisherman	55	1.684.730.993
Farmer	358	9.153.950.371
Fisherman & Farmers	21	666.448.108
Total	**434**	**11.505.129.472**

The longitudinal progression of these programs, detailed in Table 3 and Table 4, demonstrates a highly dynamic expansion pattern. Program volume surged in 2023, peaking at 124 initiatives costing Rp 4,085,960,054, driven primarily by a massive rollout of 107 agricultural programs. Following this peak, a strategic consolidation occurred during 2024 and 2025, with 90 and 112 programs, respectively, signifying a transition toward targeted, high-impact qualitative interventions. By 2026, the stabilization at 55 programs indicates a mature phase of development, as community-level networks begin to assume management and financial autonomy, thereby lessening the chronic dependency on corporate CSR funding.

Table 3. Chronological Distribution of Proposed Program Funds (2021–2026)

Year	Number of Programs	Total Submission Amount (Rp)
2021	21	458,217,780
2022	32	1,200,146,680
2023	124	4,085,960,054
2024	90	2,406,344,250
2025	112	2,300,485,708
2026	55	1,053,975,000
Total	**434**	**11,505,129,472**

Table 4. Cross-Tabulation of Program Volume by Year and Target Category

Year	Fishermen	Farmers	Fishermen & Farmers	Total
2021	10	9	2	21
2022	4	25	3	32
2023	9	107	8	124
2024	11	74	5	90
2025	17	92	3	112
2026	4	51	0	55
Total	**55**	**358**	**21**	**434**

Impact of CSR on Farmer Productivity in West Aceh

PT Mifa Bersaudara's interventions in the agricultural sector are focused on optimizing agricultural production capacity through mechanization, provision of agricultural production facilities (saprodi), and rehabilitation of secondary irrigation infrastructure. This step is crucial given the challenges of land conversion and the ecological vulnerability of rain-fed rice fields in the coastal areas of West Aceh, which often limit farmers' harvest frequency. Through capital assistance and agricultural machinery (alsintan), fostered farmer groups around the mine can accelerate soil processing and minimize post-harvest losses, directly contributing to operational cost efficiency [21].

Strengthening the institutional capacity of farmers is also a key focus of discussion through the reinforcement of Village-Owned Enterprises (BUMG) and farmer groups (Poktan). PT Mifa Bersaudara facilitates various technical training courses on sustainable agro-industrial cultivation and food commodity supply chain management. With this active involvement, local farmers do not merely act as primary commodity producers but are

beginning to adopt a commercial orientation capable of accessing regional markets more competitively and possessing a stronger bargaining position in determining market prices.

However, production data analysis shows variability in the output of rice and horticultural crops among fostered villages. Frequently arising obstacles include fluctuations in coastal soil fertility and limited intensive technical monitoring from company field facilitators. The expectation gap between the real needs of lay farmer groups and corporate program design sometimes hinders the adoption of renewable agricultural technology, thus demanding regular evaluation of the validity of program beneficiary data [22].

CSR Contribution to Increasing the Productivity of Coastal Fishermen

In the coastal fisheries sector, the role of PT Mifa Bersaudara is analyzed through its contribution to the modernization of fishing gear and the strengthening of logistical facilities for traditional fishermen. The coastal ecosystem of Meureubo District, which directly intersects with logistical routes and a special coal port, requires fishing space adaptation for local fishermen. To mitigate potential socio-economic friction, CSR programs are directed toward providing boat engine assistance, eco-friendly nets, and fleet maintenance facilities to expand the fishing grounds of traditional fishermen [23].

In addition to physical capital assistance in the capture sector, economic diversification for coastal fishermen is driven through the development of aquaculture and marine product processing subsectors. Women in fishing settlements (fishermen's wives) are given skills stimulation in the management of salted fish, fish floss, and other derivative product processing to create alternative livelihoods. This diversification has proven effective in maintaining the financial stability of fishermen's households, especially during the west monsoon or bad weather when fishing activities decrease drastically.

Protection of the coastal aquatic ecosystem is also an integral part of this corporate role analysis. Given that the West Aceh coastal area is rich in biodiversity and high-value marine habitats, the company's involvement in supporting the sustainability of the mangrove ecosystem in Peunaga Cut Ujong provides indirect ecological impacts on fishermen's productivity. Well-maintained mangroves serve as nursery grounds for economically important fish and crustaceans, which in the long run ensures the availability of fishery resource stocks for local traditional fishermen [24].

Analysis of Obstacles and Field Social Dynamics

While various programs show concrete physical outputs, the effectiveness of achieving sustainable economic outcomes still faces several strategic internal and external obstacles. One of the largest structural challenges in PT Mifa Bersaudara's CSR implementation is cognitive dissonance, or differences in perception between the program priorities designed by corporate management and the instant expectations of beneficiary communities. Communication patterns that are not yet fully open often trigger social suspicion and create the assumption that CSR programs are merely cosmetic for the sake of a social license to operate [25].

The issue of accuracy and validity of target group data is also a crucial factor discussed in the optimization of the West Aceh TJSLP Forum. The distribution of Saprodi aid and

fishing gear sometimes experiences dislocation due to weak updating of baseline data for truly active farmer and fisherman groups. Consequently, there is a tendency toward elite capture of aid within certain groups with structural proximity to village officials, limiting the inclusive impact of economic development programs at the grassroots level.

Ecological risk factors from extractive coal activities on land and coastlines also cannot be ignored when analyzing sectoral productivity. Although the company strives for reclamation and waste management according to regulations, community concerns regarding decreased agroecosystem soil quality and potential coastal sedimentation remain. These environmental degradation risks, both psychological and physical, demand a more defensive CSR budget allocation to mitigate the negative externalities of mining on residents' farmland [26].

Optimization Strategy and Prospects for Sustainable Economic Independence

Facing these dynamics, PT Mifa Bersaudara responds by developing a more participatory and multi-stakeholder dialogue-based CSR communication strategy. Information transparency regarding social performance achievements and budget absorption has proven capable of minimizing potential horizontal conflict between the corporation, fishermen, and farmers. The involvement of academics from local universities in conducting needs assessments before launching new programs helps increase the precision of economic intervention in the field.

The success of post-mining economic independence programs heavily depends on the transformation of local institutions from aid dependency to independent business partnerships. Through more professional BUMG coaching in villages surrounding the mine, agricultural business units and fishermen's product marketing are encouraged to manage capital turnover independently. This downstreaming of local agricultural and fishery products is crucial so that when the mining operational cycle ends, the wheels of the West Aceh coastal economy do not stagnate.

Horizontal synergy between corporate CSR funds and Village Fund allocations (ADG) is one of the innovative solutions discussed to expand the reach of economic infrastructure utilization. This program integration allows for the joint financing (co-sharing partnership) of vital facilities such as agricultural roads, boat mooring docks, and communal cold storage. This collaborative effort strengthens the company's social legitimacy while ensuring regional development budget efficiency.

Overall, this analysis proves that PT Mifa Bersaudara holds a significant role as a catalyst in increasing the productivity of farmers and fishermen in West Aceh Regency through physical, social, and managerial capital interventions. The sustainability of this positive impact is largely determined by corporate commitment to maintaining transparency, consistency in field program monitoring, and comprehensive environmental risk mitigation. Strengthening the mentality of independence in fostered farmer and fisherman groups is the key to achieving food sovereignty and economic resilience in post-mining coastal areas.

4. CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that PT Mifa Bersaudara holds a strategic role as a catalyst in driving the productivity of coastal farmers

and fishermen in West Aceh Regency. Through the transformation of CSR programs from charitable patterns toward participatory empowerment, the corporation has succeeded in strengthening the physical capital and managerial capacity of communities in the mining circle. Interventions in the form of agricultural machinery modernization (alsintan), coastal irrigation improvement, as well as fleet assistance and alternative livelihood creation for fishermen's households have proven effective in reducing operational costs while maintaining local economic stability amidst climate vulnerability.

Despite providing concrete positive impacts, the sustainability of economic output at the grassroots level still faces several structural obstacles and field social dynamics. The main challenges stem from target group data accuracy issues triggering elite capture risks, as well as communication gaps (cognitive dissonance) between instant community expectations and corporate sustainability program designs. Furthermore, psychological anxiety regarding long-term ecological risks from coal extractive activities remains a crucial factor demanding more defensive attention from company management in managing the coastal ecosystem balance.

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