

## THE IMPACT OF THE EXISTENCE OF THE TAKALAR SUGAR FACTORY IN CREATING BUSINESS OPPORTUNITIES IN THE COMMUNITY OF EAST POLONGBANGKENG DISTRICT, TAKALAR REGENCY

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### Abstract

*The study's main goal is to thoroughly investigate how the Takalar Sugar Factory impacts the creation of business opportunities within the community, as well as to assess the implementation of Corporate Social Responsibility (CSR) from the community's perspective. The research employs a descriptive qualitative approach, gathering data through observation, interviews, and documentation of a research object. The data will then be analyzed by conducting conclusive interviews with both the community and the factory's workforce, drawing conclusions based on past and present conditions. The findings from the research on the community and the factory's workforce reveal that opening grocery and culinary stalls presents the most promising opportunity to boost community income. This is especially beneficial for workers, as evidenced by the implementation of CSR programs. However, some individuals are unaware of these programs due to insufficient company outreach regarding CSR initiatives and potential business opportunities. The sugar cane crop produced by the factory has a daily milling production target, requiring extensive networks for quick consumer marketing. This presents an opportunity for the community to participate in sugar distribution to consumers.*

**Keywords:** Existence Impact, Business Opportunity Creation, CSR Utilization Analysis, Takalar Sugar Factory.

## 1. INTRODUCTION

The Takalar Sugar Factory, operating under PT Perkebunan Nusantara XIV, plays a vital role in the economic development of the region. With its involvement in sugar cane plantations and production, this factory has the potential to boost local exports and increase community income. As technology advances, the operational activities and corporate social responsibility of the factory become more complex. It is no longer enough for companies to solely focus on generating profits; they must also prioritize environmental sustainability and community welfare. The Takalar Sugar Factory recognizes this and aims to maximize its potential to benefit both internal and external stakeholders. Additionally, it is crucial for the government to support the factory by ensuring an adequate supply of domestic sugar, particularly for the South Sulawesi region and its neighboring areas.

Society believes that industrial companies can have a positive impact on the environment and society, starting from their level of welfare by opening up jobs, making

products, contributing to state taxes as one way to increase state income, as well as allocating budgets for donations in situations of community needs (Adha, 2020). In addition, companies can have a positive impact on benefiting the surrounding community. However, with these benefits, businesses may continue to seek the potential to achieve goals in various ways, which may ultimately have negative effects on their environment. These negative effects include air pollution, diseases caused by the exploitation of natural resources, and noise generated by production machinery and other resources. Modern business not only looks at the quality of a business's products but also assesses how the business acts towards environmental responsibility (Rusdi & Alam, 2017).

The presence of the Takalar Sugar Factory sooner or later brings changes to people's lives, these changes include various aspects such as social and economic aspects of this area have economic and social potential that is strategic enough to continue to be developed, the economic potential that needs to be developed is in the industrial and service sectors including the plantation sector. Seen from the social potential of the availability of various important instruments in dealing with various social problems that exist around if seen from the aspect of community welfare, the government has a populist program that strongly supports the use of resources owned to increase the income of the people around the Sugar Factory, with the support of the government, the community has a high spirit of motivation in land processing and not a few private entrepreneurs who have capital are interested in the use of land processing.

Corporate Social Responsibility is a corporate concept to realize the importance of social responsibility and include social responsibility in the company's business strategy issues, even incorporating social responsibility issues into the company's vision and mission Corporate Social Responsibility is often considered the core of business ethics, which means that companies not only have economic and legal obligations (Agyapong, 2018). The concept of Corporate Social Responsibility (CSR) is closely related to the sustainability of the company and the surrounding community. The company can carry out its responsibilities not only as a shareholder but the company is also obliged to pay attention to the social and environmental dimensions of business operations (Shofia & Anisah, 2020). Society will give a negative response to companies that are considered not paying attention to the economic, social, and environmental conditions around them, companies need to realize the importance of Corporate Social Responsibility (CSR) "corporate social responsibility" and include it in their business strategy issues. CSR is the commitment of the business world to continuously act ethically, operate legally, and contribute to economic improvement, improving the quality of life of employees as well as improving the quality of local communities and society more broadly (Said, 2018).

The Takalar sugar factory is a company engaged in agriculture and sugar production, the Takalar sugar factory is one of the sectors that has an important role in economic development with the Corporate Social Responsibility (CSR) program implemented by the company, namely road repairs, cheap markets, recruitment of workers, cooperatives, social action, and agricultural socialization, of course, this is an opportunity for the community to take advantage of the existence of the Takalar sugar factory to increase income because the high quantity of population is not accompanied by an increase in employment because it creates intense competition in job selection. A small

portion of the workforce with quality abilities is accepted while other community members do not get jobs and even become unemployed.

The problem is limited employment opportunities and limited human resources (human resources) that have quality. Low education levels are various problems faced by rural communities in terms of overcoming poverty due to the lack of people utilizing the existence of the Takalar sugar factory as a source of income, lack of ability to think about creating business opportunities that can be built to increase income so as not to depend on entering the Takalar sugar factory company and the lack of utilizing Corporate Social Responsibility CSR provided by the company or Takalar sugar factory due to the limited knowledge and skills possessed by the community (Setiawan & Adinugraha, 2022). Planning is an important part of moving an organization or a person, and requires that the organization and a person be able to see and try to shape their future proactively in the face of uncertainty at work, management should have the ability to respond and be corrective to problems and changes that occur. Paying attention to the potential owned and the existing supporting factors, will support the mapping and preparation of strategies for achieving the set targets.

The efforts that need to be made are to improve and increase knowledge about entrepreneurship, take advantage of the existence of the Takalar sugar factory and the Corporate Social Responsibility or CSR program provided by the company by contributing business ideas that can be applied to increase income and reduce unemployment by opening up jobs.

## **2. LITERATURE REVIEW**

### **2.1. Entrepreneurship**

According to (Rakib, 2010) entrepreneurial attitudes, namely innovativeness, risk-taking, and proactiveness contribute to performance. In addition, the view that is in line with these findings is that the entrepreneurship of a company is at the stage of innovating, taking various risks, and acting proactively.

Entrepreneurship is a process that tends to have patience, and a true entrepreneur has patience in undergoing every process toward success, so if there is an opinion that failure is the beginning of success, then the entrepreneur will be able to succeed.

### **2.2. Opportunity**

According to (Utomo, 2019) about opportunities, namely: "business opportunities are a form of potential business ideas for customers in meeting their needs or desires, based on this theory it can be concluded that business ideas can arise when seeing opportunities for lack of fulfillment of needs or desires in the situation so that an idea arises to open a business.

### **2.3. Previous Research**

According to (Nahda, 2014) CSR is the obligation of a company by providing long-term rewards to the community and the company's environment in order to make the environment better, while the rewards or contributions made by the company can be in

the form of: providing funds, assistance from the company's services, providing goods or facilities, and others.

According to (Mutho'am & Aksamawanti, 2023) i.e. Labor is all people who are willing and able to work, including those who are unemployed even though they are willing and able to work and those who are unemployed due to a lack of employment opportunities.

#### **2.4. Logistic**

According to (Raza et al., 2020) "Logistics is part of the supply chain process that functions to plan, implement, control effectively, efficiently the process of procurement, management, storage of goods, services and information from the point of origin (point of origin) to the point of consumption (point of consumption) to meet consumer needs.

### **3. RESEARCH METHODS**

This research is located at the Takalar Sugar Factory, East Polongbangkeng District, Takalar Regency. Subjects to be selected using probability sampling or those with certain criteria to represent, so the author chose 9 subjects to get answers and views on the impact of the existence of the Takalar sugar factory in the creation of business opportunities in the Timbuseng village community, North Polongbangkeng District, Takalar Regency. The research method used through descriptive qualitative research using data collection methods through observation, interviews, and documentation of a research object which will then be analyzed by concluding interviews with the community and the Takalar sugar factory workforce, conclusions are drawn based on conditions several years ago to the present.

### **4. RESULTS AND DISCUSSION**

The growth and development of industry amid society will provide income opportunities so that some people will get employment opportunities. The growth of industry in an area means that some people will have the opportunity to create business opportunities, develop themselves, and develop productivity so that income increases. The establishment and development of industry bring changes in people's livelihoods, where previously the main livelihood of the community was farmers.

Indicators of economic progress in a region can be seen from several things, including the number of community economic activities. Economic activity arises because of the large demand for both goods and services around the region. The construction of an industrial factory causes demand for food, sand, and transportation to facilitate factory activities. The labor that works in the production area does not only come from the area around the factory. But many come from outside the region. The Takalar sugar factory provides housing for workers who come from outside the region. The availability of housing has an impact, namely an increase in the provision of food to open food stalls into income opportunities for the community. The large number of workers obtained from respondents decided to open a stall or eating place.

As factory workers do not receive food rations, many of them decide to buy food around the industrial area. For workers who choose to live in housing, the need for a place to eat is very important.

As for the impact of the existence of the factory on business creation, it can be seen from the need for daily supplies that can be obtained at the basic needs supply store that appears in this area. Some people in the factory area have decided to open shops. No specific skills are needed, only capital, perseverance, and knowledge in developing the shop that was opened was able to increase the income they earned.

A large number of workers constantly need driver services to facilitate labor activities, so becoming a driver around the factory area has increased income for its community. The impact of the existence of the factory is also felt by sugar cane farmers as the main raw material supplier for sugar production by getting their benefits in increasing income. Sugar production certainly has its target, so the community can utilize it as an increase in income by becoming a sugar agent in the region.

When industries are established in the area around their homes, they try to seize other, more promising opportunities. The opportunities they seize encourage them to become entrepreneurs, of various kinds. It turns out that the income they get from this self-employed business can supplement their previous income or become the main input for their family. The community around the Takalar sugar factory has many choices to increase income, but people tend to choose to become farmers after the sugar factory in Polongbangkeng District, the younger generation has choices for employment such as becoming employees or workers at PT. Perkebunan Nusantara can be seen because people who live around the Takalar sugar factory become employees. In addition, the existence of the company PT. Perkebunan Nusantara XIV (Persero) is also very helpful for mothers who live around the company because these mothers who used to only stay at home can now also trade at the company's location, but most of them choose to migrate or become unemployed for certain reasons.

Another impact felt by the community around the factory related to the existence of the Sugar Factory Company is that it opens up opportunities for other businesses such as workshops, mixed goods/grocery stores, food stalls, and clothing sellers. In this case, Corporate Social Responsibility (CSR), which is an improvement in the quality of life, means that there is a human ability as an individual member of society to be able to respond to existing social conditions, and enjoy and take advantage of the existence of the company as a magnet for the community both around the factory and outside the community to come to Polongbangkeng Subdistrict to look for income opportunities. This situation makes Polongbangkeng Subdistrict more crowded so that the community around the company finds ideas by opening new land to open businesses, such as shops that sell mixed goods, for example, their merchandise becomes in demand because of the large number of immigrants or employees who shop there.

Seeing the existence of a factory that can increase income and become a community income opportunity, there are also inhibiting factors, one of which is the lack of public awareness about CSR due to the lack of company socialization to the community regarding CSR Implementation, as a result, there are still many people who do not take advantage of technology, business opportunities for the existence of factories and there are a handful of people who take actions that harm the company.



In this study by analyzing the situation that happened based on existing problems and looks more broadly at the business opportunities that can be created by the community in utilizing the existence of the Takalar Sugar Factory as a tool for processing research data. Analysis is used to find out what business opportunities the community built during the existence of the company by looking at various aspects of business opportunities. The selection of the best opportunities is usually done after seeing the opportunities that will arise if an alternative is chosen and implemented.

In this study, analysis is used as a tool to process qualitative research data used to find out the many other business opportunities that can be done by the community and the CSR program implemented by the company to be better known by the community, by looking at various aspects of business opportunities for the community. To start a business, the community needs to determine the product, determine the target market, test the feasibility of the product, how to manage it, prepare capital, and then form the business first. Based on the results of data collection obtained at the research location through documents, observations, and interviews with related parties. Therefore, researchers can identify CSR programs and business opportunities that have been utilized by the community.

In conducting the analysis, it is necessary to first identify these business opportunities based on the results of data collection obtained at the research location through documents, observations, and interviews with labor and the community. Therefore, researchers can identify business opportunities that have been carried out by the community. The following is an identification of corporate social responsibility or CSR, the number of workers, logistics, and sugar distributors. The environmental conditions that are utilized by business opportunities include (1) corporate social responsibility or CSR (2) the number of workers (3) logistics (4) sugar distributors.

The existence of the Takalar sugar factory that the community has utilized to increase income, namely: (1) cheap markets and stall construction (2) culinary, basic needs, and transportation (3) sugar cane supply (4) sugar agents (5) motorcycle taxi drivers (6) suppliers of production raw materials (7) sugar agents.

Other business opportunities that can be utilized by the community by utilizing the CSR program and a large number of workers in the company are by opening a more complete buffet stall, a coffee shop that can be used as a resting place and company need or meetings, increasing workshops, selling various transportation equipment, providing services or places, opening agricultural shops and many other business opportunities.

## **5. CONCLUSION**

After conducting extensive research on the community and the workforce of the Takalar Sugar Factory, it has been determined that the most promising opportunity to boost the community's income lies in the establishment of grocery stalls and culinary stalls. These ventures would cater to the never-ending needs of the workers and provide them with a convenient solution.

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