CORPORATE SOCIAL RESPONSIBILITY: EMPOWERING A MARGINAL COMMUNITY BY A STAR HOTEL

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Abstract

Corporate Social Responsibility (CSR) plays more and more crucial roles in the development of hotel business since many hotels were built have conflict potentials between the hotel management and the marginal communities. This research aims to find a model of empowering a marginal community by Pose In Hotel as a supplier of traditional snacks. This research is qualitative research. In collecting data, (1) observation, (2) interview, (3) Focus Group Discussion, and (4) document analysis are employed. In analyzing data, Miles and Huberman model is also employed. This research found that (1) there are three training phases followed by the trainees of traditional snacks training, namely: (a) pre training, (b) training process, and (c) post training, and (2) scoring of the feasibility of consuming market snacks is satisfied. It is based on: (a) product composition variables is very good, (b) food serving variables is good, and (c) packaging variables is very good.
Keyword: CSR, marginal community, traditional snacks, star hotel

INTRODUCTION

Today, hotels and communities living around them are two components that are interconnected with each other in their daily activities. This is also one of the hotel's obligations to maintain and foster such relationships in various ways. To realize this, one of the things done by the hotel as a company is a form of concern for the surrounding community, namely in the form of implementing corporate social responsibility to the community around the hotel or what is known as Corporate Social Responsibility (CSR).

Pose In Hotel is an example of a hotel whose location is surrounded by a residential community that are diversed both from the level of population density and its characteristics. Administratively, the Pose In Hotel is located in Surakarta City, i.e. at Jalan Wolter Monginsidi 125 Banjarsari District of Surakarta City. Pose In Hotel was established in 2011 and operates in accordance with the Business Registration Certificate on the Investment and Integrated Permit Agency of the City of Surakarta Number: 556/0008/b-05/HB/I/2016 and

received the title of a three star hotel according to Serfitama Number: 1-033/LSU-SWU/ SK-DIR/2016. As for the environment around the In Pose Hotel, it is included in the black area category, namely the protistion area. This is certainly always a negative paradigm for the area in the general community around the city of Surakarta.

Based on preliminary studies through interviews with General Manager of Pose In Hotel on October 9, 2017 related to coaching relationships with the surrounding community, it was explained that the Pose In Hotel in fostering relationships with the community were realized through CSR, namely in the form of participation funding assistance at each community activities or hotel staff involvement in environmental cleaning activities. However, the implementation of CSR found in Pose In Hotel is not running optimally because it is caused by several indicators: (1) the lack of knowledge and forms of hospitality-specific CSR that are sustainable and permanent and can adjust to the conditions and problems of the surrounding community will receive CSR assistance, (2) the absence of a CSR model from the hotel, and (3) CSR carried out so far is only in the form of charity, that is donations in the form of money or goods for activities carried out by the community around the hotel, even then was given if there was a proposal for assistance that entered the hotel management.

In addition, the researcher also interviewed the community living around Pose In Hotel and 1 Chairperson of RT 02 Kestalan Village. From the results of interviews conducted on January 22, 2017, several problems were found, namely: (1) the hotel carried out CSR programs only in the form of money donations or gifts when the community carried out activities, such as the Republic Indonesia Independence Day competition and sometimes not referred to the proposed and not in the form of empowerment programs; (2) the opportunities for local community who work in the hotel are still limited; (3) related to livelihood, the majority of people living around Pose In Hotel work as entrepreneurs; (4) around Pose In Hotel is found a group of traditional snack makers named "Kelompok Tani", but they only sell their products in minimarket/groceries around the village; and (6) the absence of an ideal and beneficial form of community empowerment (CSR) from the hotel for the surrounding community in a manner.

If it is studied further based on the above explanation, CSR carried out by Pose In Hotel can be offered in the form of a new empowerment model in the communities as CSR recipients, the community is no longer assisted only in material form from the hotel, but also empowered and developed through its potential analysis with the aim to improve the economic welfare of the community and enable it to be involved in supporting activities in hospitality through empowering the potential that it has in the future. This is in line with Untung's explanation (2008:1) which explains that CSR is the commitment of the company or the business world to contribute to sustainable economic development by paying attention to corporate social responsibility and focusing

on the balance between attention to economic, social and environmental aspects. In addition, CSR is an obligation that must be prepared as a form of corporate social responsibility for each company without exception the hotel in accordance with the mandate of Law Number 40 of 2007 concerning Limited Liability Company Article 74 paragraph 2 states that social and environmental responsibility is a liability of the company budgeted and calculated as company costs, the implementation of which is carried out with due regard to propriety and fairness. In addition, the paradigm of hospitality is starting to take care of the surrounding environment, such as Ambadar's explanation (2008) which explains that the hotel paradigm that is only oriented towards earning profit as much as possible has begun to shift and begin to make a positive impact on the welfare of the surrounding community. Therefore, the researcher is interested to carry out research related to CSR from the hotel to its surrounding marginal community.

LITERATURE REVIEW
Community Empowerment

Community empowerment is an effort to explore the potential possessed by the community to be developed. Ife and Tesoriero (2008) explain that empowerment refers to the word "empowerment," which means giving power, power to the less empowered. Robinson (1994) also explains that empowerment is a personal and social process; a liberation of personal abilities, competence, creativity and freedom of action. Rappaport (1985) also explains that empowerment is defined as a psychological understanding of the influence of individual control over social conditions, political power and rights according to the law. Parsons et al. (1994) add that empowerment is a process so that everyone becomes strong enough to participate in sharing control over and influencing, events and institutions that affect their lives. Empowerment emphasizes that people gain enough skills, knowledge and power to influence their lives and the lives of others who concern them.

When viewed from the goal of empowerment, Payne (1997) argues that empowerment is essentially aimed at helping clients get the power, strength and ability to make decisions and actions that will be done and related to the client, including reducing personal and social constraints in taking action. People who have achieved collective goals are empowered through independence, even "must" be more empowered through their own efforts and the accumulation of knowledge, skills and other resources in order to achieve goals without relying on help from external relations. Mardikanto (2010) adds that community empowerment is an effort to improve the dignity of the layers of society who are now unable to escape poverty and underdevelopment. In other words, empowerment is enabling and self-sufficient in society. Efforts to empower the community can be seen from the following three sides:

First, to create a climate that allows the potential of developing community. Here the starting point is the recognition that every human being of the community has potential that can be developed. This means that there is no

community at all without power, because if so it will become extinct. Empowerment is an effort to build the power, by encouraging, motivating and raising awareness of its potential and trying to develop it.

Second, strengthen the potential or power of the community (empowering). In this framework more positive steps are needed, apart from only creating a climate and atmosphere. Efforts to strengthen this include concrete steps and concerning the provision of various inputs, as well as opening up access to various opportunities that will make the community powerless.

Third, protect and defend the protecting community. Not only does the empowerment include strengthening individual members of the community, but also its institutions. Instilling modern cultural values, such as hard work, thrift, openness and accountability are a central part of the empowerment effort, renewal of social institutions and their integration.

The concept of empowerment is basically an effort to make a just and civilized humanitarian atmosphere more structurally effective, both in family, community, country, regional and international life; including in the political, economic and other fields (Pranarka and Vidhyandika, 2008). In addition, Hikmat (2006:48) explained that the concept of empowerment does not only lead to individual (individual self-employment), but also collectively (collective self-empowerment). All of that must be part of self-actualization and co-actualization of human existence and humanity.

In a wider meaning, community empowerment is a process to facilitate and encourage people to be able to position themselves proportionally and become the main actors in utilizing their strategic environment to achieve a long-term sustainability (Mardikanto, 2013:172).

Based on the explanation, it can inferred that community empowerment is one of the efforts in giving attention to the surrounding community in both moral and material forms, such as ideas, opinions, or ideas related to the potential of the surrounding community so that they can be managed properly and can produce something that is beneficial for them sustainably and independently in order to improve the socio-economic of the community.

Related to this research, community empowerment carried out by Pose In Hotel with an empowerment model aims to (1) encourage the potential of the community to develop and (2) increase the potential of the community, so that existing Corporate Social Responsibility (CSR) in the efforts to empower the marginal community around the hotel can run effectively.

Corporate Social Responsibility (CSR)

CSR is translated etymologically as "Corporate Social Responsibility". Carroll (1991) defines CSR as a pyramid consists of four layers (economic, legal, ethical, and philanthropic responsibilities respectively), and clearly states that CSR includes philanthropic contributions but is not limited to them. In fact, it will be said here that philanthropy is highly desirable and valued but is actually less important than three other categories of social responsibility. Jalal (2013) defines that a notion of CSR in the context of ISO 26000 is the responsibility of

an organization to impact its decisions and activities on society and environment through transparent and ethical behavior that contributes to sustainable development, health and welfare of a community; consider the expectations of stakeholders; in accordance with applicable law and consistent with international behavior norms; and integrated throughout the organization and practiced in conjunction. Furthermore, it is said that the principles of social responsibility are (1) accountability, (2) transparency, (3) ethical behavior, (4) respect for stakeholders' interests, (5) law compliance, (6) respect for international behavior norms and (7) human rights enforcement. In addition, the purpose of CSR is to maximize the company's income and wealth for its shareholders (Friedman, 1962).

Referring to the previous researches, Agandona and Hoivik (2009) conclude that issues concerning European traditions can be given about CSR and present the main hypothesis regarding CSR. CSR is an ethical concept that calls for socially responsible actions that have developed before Industrial Revolution and companies have responded specifically to companies in Europe that have included CSR in corporate involvement after the Industrial Revolution era historically, culturally, politically and socio-economically. Special conditions in different countries also produce different perspectives from time to time, therefore it can be said that it is not unique about the precise definition of CSR: a global standard by CSR is possible.

Referring to the development of CSR, the relationship between a company and a community experienced development in line with the development of economic paradigm in its time (Kakabadse et al., 2005). Starting from Adam Adam's 1776 opus, The Wealth of Nations, was considered a landmark of modern capitalism, stating Smith's proposition that when businesses are free to pursue profits and efficiency, ultimately benefit the common interest, namely serving the best interests of society (Lantos, 2001). In addition, the development of the concept of Corporate Social Responbility has actually been a long time, but when it is viewed from the history and spirit that underlies the emergence of CSR. According to Matten (2006), there are 4 main perspectives that ultimately lead to the notion of CSR:

1. *Political Perspective.* It is a capitalism which gives birth to economic liberalization oriented to get as much profit as possible turns out to have an impact and gap between developed and developing countries, owners of capital and labor. In addition, capitalism has resulted in greater corporate domination so that the role of holders of economic territories in every country sovereignty has diminished (Zimmerli and Holzinger, 2006). An important point in this view is that the lives of people throughout the world are increasingly controlled and shaped no longer by the government but by companies (Matten, 2006). From here the concept of "corporate citizenship" was born as a political concept.

2. *Ethical Perspective.* It is based on the thought of many corporate practices that only pay attention to profit oriented, so often trapped in shortcuts that

promise selfish profit and cause harm to others. CSR believes that the principles for responsible business provide the foundation needed for society, fair and transparent globally free. In addition, it also guides how to behave ethically to corporate stakeholders, namely, customers, employees, owners and investors, suppliers, competitors and the community.

3. *Ecological Perspective.* It is an ecological damage as a result of company practices, also sustainably causes social and economic problems such as poverty, social inequality in society. The famous concept is Elkington (1997) known as the "Triple Bottom Line" in his book Cannibals with Forks, the Tripple Bottom Line of Twentieth Century Bussiness. Elkington developed the triple bottom line concept in terms of economic prosperity, environmental quality, and social justice.

Based on the above explanation, the Triple Bottom Line CSR concept can be described in Figure 1 below:

The three pillars of John Elkington's triple bottom line
to sustainable business: people, planet and profits

Figure 1. Tripple Bottom Lines CSR
Source: Elkington (1997)

4. *Economic Perspective.* Business must be profitable by creating wealth and contributing to society. Gaining profit is a business obligation by serving stakeholders with justice and wisdom. Management leadership skills are challenged to reconcile/integrate conflicting demands: ethics over short-term profits, customer demand for low prices versus high wage demands from owners and employees. For many companies, the stock market provides further incentives to engage in CSR. Porter and Kramer (2002) state that in certain situations, CSR - a particular philanthropic investment becomes a social cause - will create long-term profits not only for individual companies, but also for the entire cluster in which the company operates.

Besides the above explanation, there are two theoretical foundations that are developed in CSR, namely (1) legitimacy theory and (2) stakeholders theory which are explained as follows:

a. *Legitimacy Theory*

Legitimacy is one of the strategic indicators in supporting the company's existence with the surrounding environment. This theory was developed from the opinion of Dowling and Pfeffer (1975) which states that legitimacy is important

for the organization, the boundaries emphasized by social norms and values, and the reaction to these boundaries encourages the importance of analyzing organizational behavior by paying attention to the environment. According to Hadi (2011: 88), legitimacy is a corporate management system that is oriented towards alignments with the community, individual governments, and community groups. In addition, Meutia (2010: 78) explains that legitimacy is equalizing the perception that actions taken by an entity are actions that are desirable, appropriate or in accordance with the system of norms, values of trust, and definitions that are socially developed. To achieve this goal the organization strives to develop harmony between social values associated with its activities and norms of behavior accepted in the larger social system in which the organization is located and is a part of it.

Deegan et al. (2002) also states that legitimacy can be obtained when there is a match between the existence of the company and not disruptive or congruent with the existence of a value system that exists in society and the environment. When there is a nonconformity, so the legitimacy of the company can be threatened at that time.

In this context CSR is seen as an agreed policy between the company and the community. The community referred to here is a community that has given permission to the company to use its natural and human resources and permission to carry out its production functions, so in CSR reporting the company follows the rules that apply in the community. Therefore, CSR is a fundamental obligation of a company that is not voluntary, but it must be remembered that the permit is not fixed so that the survival and growth of the company depends on how the company continually evolves and adapts to changes in the wishes and demans of the community.

b. *Stakeholder Theory*

According to Freeman (1984: 25), stakeholders are parties involved in the running of an organization or company. This is stated in a theory known as stakeholder theory which explains that stakeholders are groups or individuals that can influence or be influenced by the process of achieving an organization's goals. Sembiring (2003: 2) argues that stakeholders Theory assumes that the existence of the company is determined by stakeholders. The company seeks to justify the stakeholders in carrying out its operations. The stronger the position of stakeholders, the greater the tendency of companies to adapt themselves to the wishes of their stakeholders. In addition, Hadi (2011: 93-95) assumes stakeholders into several points, as follows:

First, as all parties, both internal and external, who have a relationship that is both influential and influenced, directly or indirectly by the company. Thus, stakeholders are internal and external parties, such as: government, competitor companies, surrounding communities, international environment, institutions outside the company (NGOs and the like), environmental observers, company

workers, minorities and others whose existence is very influential and influenced by the company.

Second, companies cannot escape themselves from the surrounding social environment. Stakeholder theory explains that corporate CSR is a way to communicate with stakeholders. The implication is that companies will voluntarily carry out CSR, because the implementation of CSR is part of the company's role to stakeholders. This theory if applied will encourage companies to implement CSR. With the implementation of CSR, it is expected that the wishes of stakeholders can be accommodated so as to produce a harmonious relationship between the company and its stakeholders.

Third, a harmonious relationship that results in the company can achieve sustainability or sustainability of the company. Therefore, the company should maintain its reputation, namely by shifting the orientation pattern (goal) which was originally solely measured by economic measuremen that tend to shareholder orientation, the ability to take into account social factors as a form of concern and alignment with social problems (stakeholders orientation).

Based on the explanation above, researchers can conclude that CSR is a form of corporate social responsibility towards the surrounding community which not only focuses on profit as one of its principles, but also focuses on service and community empowerment around the company (people), and active in preserving the environment (planet). If it is linked between Legitimacy and Stakeholder Theory in implementing CSR, it aims to maintain the balance and existence of the hotel and the surrounding community in daily life through empowerment or coaching as explained by O'Donovan (2002) who argues that legitimacy theory requires that in order to maintain a conducive business atmosphere, stakeholder legitimacy is needed, namely congruence between the existence of the company and the expectations of the community and the environment.

Related to this research, the researcher employ the Stakeholders Theory with Legitimacy Theory as a supporting theory in determining a community empowerment model around Pose In Hotel through Corporate Social Responsibility. There are two reasons researchers choose both theories, namely (1) the theory is oriented to community involvement as a component of stakeholders that exist in the environment environment of the hotel, (2) the results of the research will focus on empowering the surrounding community, and (3) the theory according to the needs of researchers in the implementation of this research.

Potentials of Marginal Community around Pose In Hotel

Potential is an ability that has not been maximally extracted from within someone who is beneficial to his life. According to Wiyono (2006), potential can be interpreted as the basic ability of something that is still hidden in someone who is waiting to be realized into something real strength. According to Prihadhi (2004), the potential for bias is also referred to as the strength, energy or ability

that is hidden owned by someone and has not been used optimally. The potential referred to here is something that is still buried in the form of physical, character, interests, talents, intelligence and values contained in human life.

From the explanation above, the potential for community empowerment in this study is the people who live around the Pose In Hotel building, which is a traditional snacks *(jajan pasar)* processing. According to Alamsyah (2006) *jajan pasar* (traditional snacks) are one of the important components in Indonesian culinary heritage. Not only because traditional snacks are delicious or unique in color and appearance, but also because traditional snacks are very laden with elements of Indonesian culture such as weddings and birthdays. As revealed by Hartini (2009), traditional snacks are unique cultural heritage, and are often forgotten but actually quite popular. Although small, traditional cakes are part of the traditional attributes of the Indonesian people that need to be preserved and preserved, as a local jewel to promote tourism in Indonesia through culinary snacks. One of the efforts to maintain it is to get to know more about the types of traditional snacks, not just recipes, the basic ingredients for how to make, how to present, but also the stories behind the market snacks themselves, mythology, and their relationships in the traditional Javanese traditional customs. Traditional cakes have a distinctive taste made from natural ingredients that remain viable and can be dug up again to be used as one of the cultural preservation that attracts tourists.

METHODOLOGY

This research is qualitative research. Fraenkel et al. (2012:426) argue that qualitative research studies that investigate the quality of realationships, activities, situations, or materials. In this research, analyzing of corporate social responsibility managed by Pose In Hotel and the impact of it on marginal community living around them has examined through a qualitative research in the form of case research. Marshall and Rossman (1995) explain that the fundamental methods relied on by qualitative researchers for gathering information are participation in the setting, direct observation, in-depth interviewing, and document review.

This research was conducted at Banjarsari District of Surakarta City from September 2017 until February 2018. Twenty females of the marginal community and 6 instructors from Pose In Hotel located at the district as well as members of Indonesian Hotel and Restaurant Association (IH&RA) were prepared to be research subjects and supported by hotel kitchen and restaurant of Pose In Hotel as venues for training activities instead of an ordinary classroom. The group was trained to make, package and display *jajan pasar* (traditional snacks) The research used a six-step framework: (1) focus group discussion (FGD) between marginal communities and IH&RA; (2) agreement to conduct training for making, packaging and displaying *jajan pasar* for marginal communities at Banjarsari District; (3) training phase 1 for making, packaging and displaying *jajan pasar*; (4) assesment phase 1 for consumption feasibility of

making, packaging and displaying *jajan pasar*; (5) training phase 2 for competency improvement of making, packaging and displaying *jajan pasar*; and (6) sustainability livelihood.

Relating to the explanation, four techniques of collecting data used in this research, as follows:

a. Observation

In this research, the researcher observed social condition of people living around Pose In Hotel in the form of nonparticipant observation. Researcher do not participate in the activity being observed; they are not directly involved in the situation they are observing (Fraenkel et al., 2012:446).

b. In-depth Interviewing

Interviewing is an important way for a researcher to check the accuracy of-to verify or refute- the impressions he or she has gained through observation (Fraenkel et al., 2012:450). Relating to this research, one chairman of the neighborhood and one member of the community were interviewed in order to gain data.

c. Focus Group Discussion

It includes representative of people living around pose in hotel, IH&RA, and researcher. FGD is a type of in-depth interview conducted in a discussion group, which displays differences with proposals, size, composition, and interview procedures. Focusing or learning objects is an interaction within the group (Freitas et al, 1998:2).

d. Documentation

In this research, the research gain data relating to hotel policies, regulations, annual reports, and activities during training process. Documents have long been used in research as a data source because in many cases documents as data sources are used to test, interpret, and even predict (Moleong, 2014: 217).

In analysing data, activities are carried out interactively and continuously until complete, so the data is saturated. Stages in data analysis are data reduction, data displays and conclusion / verification (Sugiyono, 2013: 338). It is drawn on the figure 2, as follows:
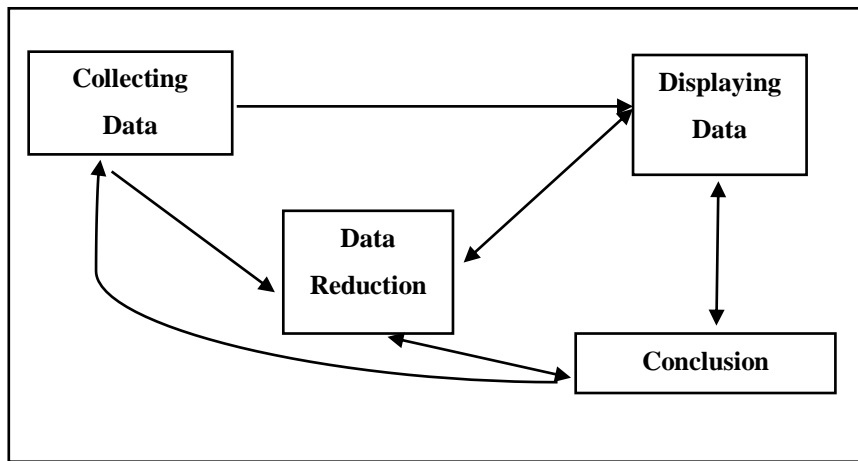

Figure 2. Analyzing Data Technique

RESULT AND DISCUSSION
Observation and FGD results with marginal community around Pose In Hotel

The results of the need analysis also showed the strong desire of citizens to make and market their products around the hotel, especially in Pose In Hotel. However, residents in RT 04 did not know at all the types of food in accordance with the hotel standards, such as the required ingredients and quality by star hotels. After a meeting of residents around RT.04 Kestalan Village and the manager of Pose In Hotel through a Focus Group Discussion mediated by PHRI, it was agreed that the utilization of the potential of the local people through processed market snacks (traditional food) in accordance with hotel standards. The market snack processing empowerment (traditional food) is carried out at Kusuma Sahid Prince Hotel by involving professional Chef instructors who provide guidance and training to citizens so that the standard of food produced can be sold in accordance with the standards and qualifications of star hotels, both in terms of taste, packaging, composition of nutritional value, and appearance of food. The training process itself is carried out periodically to residents starting from the explanation of the food menu to be made, tools and ingredients, the manufacturing process, to packaging. After all these processes were carried out, the last stage was carried out by continuous evaluation by giving questionnaires to residents regarding the responses or perceptions of the community during the training process which was expected to make it easier for researchers to see the development of the community during the training process. PHRI Surakarta City and researchers can see and analyze the development of residents and can directly determine whether the empowerment has been

appropriate or feasible to be used as an empowerment model for the community around starred hotels through corporate social responsibility in Surakarta City.

The following is an explanation regarding (a) training participants in processing market snacks at Pose In Hotels, and (b) Training Processes and Procedures as follows:

Market Snack Processing Processes and Procedures

The training process for market snack processing is carried out for residents around RT 04 Kestalan Village, PHRI Surakarta City and Pose In Hotel preparing trainers or cooking chefs who are professional in their field. The trainer or chef prepared by PHRI Surakarta City is a chef who comes from Kusuma Sahid Prince Hotel, Mr. Afandi, who has experience cooking five-star hotel-grade food. For the smooth running of the training process, the PHRI of Surakarta City together with Pose In Hotel made training procedures for each citizen who was given a market snack processing training, namely the training process was carried out twice the training stage. For phase I training, market snack processing training was carried out and then continued the assessment of consumption feasibility in terms of taste, health and appearance. After that, continued phase II training, namely the refinement of market snack processing competencies which are then carried out by the consumption feasibility test. For more details about the second phase of the training process procedures for improving the competence of market snack processing by residents around star-rated hotels can be seen on the figure 3, as follows:

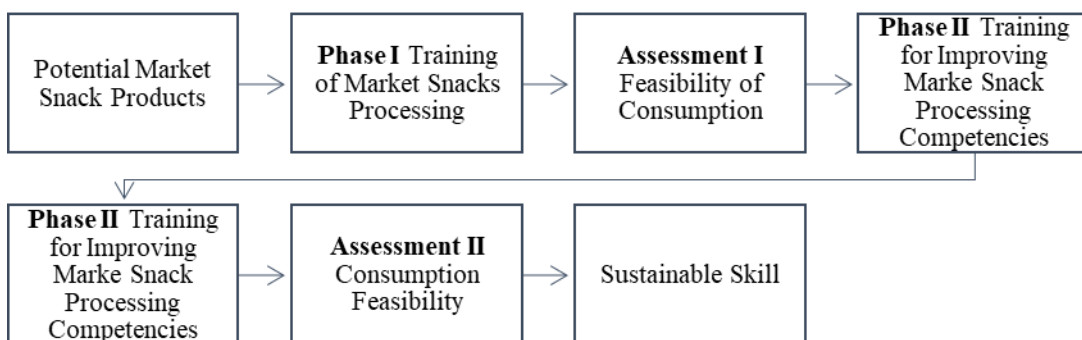**Figure 3. Training Process for Traditional Snacks**
Source: Researcher's data in the field

Phase I Training for Traditional Snacks Processing

The phase I training process for processing market snacks carried out by residents around Pose In Hotels was followed by mothers who were members of the "Farmers Group" community. The stages that must be passed by local

residents, namely stage I market snack processing consists of: (1) general cooking training education, (2) knowledge of material selection, (3) method of making, (4) cooking practices, (5) the practice of serving the food menu, and (6) the packaging practices described as follows:

1) Education in General Cooking Training

In this phase I training, residents around Pose In Hotel were first given general cooking training education for three days. Cooking training education is headed directly by professional chef Mr. Afandi who has experience cooking five-star hotel-grade food. This is done so that the local people have sufficient knowledge before they start cooking practices, because the scope of cooking activities in star-rated hotels is basically very different from the scope of activities in ordinary places. Star hotels highly uphold the quality of the food they offer to guests both in terms of taste, hygiene, nutritional value composition, presentation procedures, packing and packing. At this stage, the chef not only provides cooking training in general, but also the chef provides information about traditional snack menus made during the cooking practice process. The menu consists of three menus including a donut menu, chocolate fried bread, and sesame bread, while the snack menu chefs only re-modify the products made by residents, namely potato chips and bitter chips.

(1) Knowledge of Material Selection and Method of Cooking

After cooking cooking training in general for three days and perceived mastery of the material has been sufficiently understood by the participants, then the chef then conducts the next stage which is to provide an explanation of the knowledge of material selection. Material selection in traditional snacks training is adjusted to the qualifications and standards of star hotels. From the menu that has been agreed between the chef and the training participants, therefore at this stage the chef explains the ingredients used in the market snack processing process which consists of donut menu, chocolate bread, and sesame bread.

2) Cooking Practice

After being given cooking education and knowledge of the selection and method of making ingredients, the Indonesian Hotels and Restaurants Association (PHRI) of Surakarta City together with Pose In Hotel gave cooking practices to the residents of the hotel. Kusuma Sahid Prince Hotel is used as a cooking practice place for residents who live around Pose In Hotel. In the process of cooking practice, Pose In Hotel provides all the equipment needed by residents in making a menu that has been planned in advance, namely: donuts, brown fried bread, and sesame bread. Of course in the making of the menu, the hotel prepares 1 chef and 2 chef assistants who are in charge of overseeing the cooking process. The cooking practice itself is carried out for 3 days in accordance with the schedule agreed upon by the Indonesian Hotels and Restaurants Association (PHRI) of Surakarta City and the hotels incorporated in it, especially Pose In Hotels, as well as the researchers themselves through Focus

Group Discussion (FGD) meetings with marginal community living around Pose In Hotel.

Based on the results of the cooking system and practices that had been carried out by mothers around Pose In Hotel for 3 days, it was concluded that it could maximize the potential of citizens in mastering all the menus given by the chef. Mastery of all cooking training material is very necessary, because the practice of cooking for 3 days can determine the next stage of the assessment of consumption feasibility.

2) Practice Presentation of the Menu

After practicing traditional snacks by residents who live around Pose In Hotel Surakarta, then the Indonesian Hotels and Restaurants Association (PHRI) of Surakarta City and Pose In Hotel provides a practice of serving food menus which is one of the important things that must be done by local residents. so that the products they sell are not only superior in taste images but also attractive in terms of appearance and presentation. The practice of serving the food menu is done after the market snack menu is truly superior in terms of taste, cleanliness and nutritional composition. If all of these criteria have been met, the chef head along with the assistant chef I and assistant chef II give an explanation to the residents regarding the presentation of hotel-standard cuisine menus to the surrounding residents who are directly involved in the training process.

In the world of the art of cooking itself, not only is the good taste the main goal, the beauty and harmony factors also play an important role in determining the quality of food products sold in star hotels. In the practice of serving traditional snacks, to enhance the appearance of donuts, chocolate bread and sesame bread, you need to use a garnish. The purpose of decoration / garnish in a dish is to provide attraction and beauty to the dish. These two factors will affect the visibility of hotel guests, giving rise to appetite, which eventually wants to taste the dishes served. Seeing the importance of garnish as a method of decorating food, the practice of serving food menus by residents around Pose In Hotel is more focused on the practice of making garnishes. In making garnishes themselves, residents must first know some important aspects, namely: garnish requirements, equipment for making garnishes, and the form and application of garnishes.

2) Packaging Practice

After the practice of cooking and the practice of serving the menu, the last step in the training of market snacks processing by the people around Pose In Hotel is to focus on packaging practices. In this packaging practice process, the Pose In Hotel does not rely on the training menu that has been carried out, namely: on the menu of donuts, chocolate bread, and sesame bread, but the packaging practice process is carried out on snack products that Pose In Hotel residents have made in "Farmer Group" community that has been formed, namely: processed food, bitter melon chips and potato chips. In terms of taste,

the residents' processed products have met hotel qualification standards, but in terms of packaging (packing) is still very simple. Therefore, the Indonesian Hotels and Restaurants Association (PHRI) of Surakarta City and Pose In Hotel took the initiative to provide packaging practices for the processed products they made. The management of Pose In Hotel is interested in marketing local residents' processed products for sale at the hotel, only the hotel needs to re-modify the packing on processed bitter chips and potato chips. Packaging has a very important role in protecting food products and one as a medium to communicate and provide information to consumers. Basically, the main function of product packaging is as a container that relies on the interaction between food products and its external environment. Therefore, residents around Pose In Hotel are trained to choose the right packaging material by paying attention to: the interaction of food ingredients, packaging materials and their environment.

There are five important factors that must be known by residents around Pose In Hotel in selecting to package materials as follows:

a. Safety factor (interaction factor between packaging materials and food ingredients), which does not contain toxic components and has compatibility with packaged foodstuffs.
b. Protection factors (factors of interaction with the external environment), namely protection against microorganism contamination, protection against oxidation damage, protection against damage due to water absorption/loss: transmission properties to water vapor, protection against absorption/loss of odors: transmission properties of components volatile, protects against physical damage, and has a "tamper-resistant/tamper evident" feature.
c. Visibility factors (business and marketing factors), namely the nature of transparency, important for food products whose quality is related to the stability and clarity of the liquid, and the appearance of attracting attention: the luster of the material, the quality of the print, color and so on.
d. The convenience and environmental factors, which are easy to carry, easy to store, easily opened and closed again, easy to use, easy to dispose of, easy to reuse, easily recycled, and easily degraded by the environment.
e. Price factor
   As for any information that needs to be included by the hotel management, following the conditions that must be possessed by processed products, as follows: (1) name of food product, (2) list of products, (3) content of clean and net weight, (4) name and address of the company, (5) country of origin / origin city, (6) expiration date, (7) storage instructions, and (8) usage instructions.

Assessment I Feasibility of Traditional Snacks Consumption

After going through training in making market snacks ranging from the cooking menu of donuts, brown bread, sesame bread and packaging practices to residents' processed products, namely potato chips and bitter chips, the

Indonesian Hotels and Restaurants Association (PHRI) together with Pose In Hotel conducted tests feasibility of consumption of market snacks by local residents. The feasibility test for consumption of market snacks is carried out by presenting a number of experts who are experts in food processing who are tasked with assessing whether the training process carried out by residents starts from the cooking practice of donut menus, brown bread, sesame bread and packaging practices in people's processed products, namely potato chips and chips. Pare, has met the standard of consumption feasibility. A number of experts in charge of assessing the assessment of the feasibility of consuming snacks include: (1) Chef Egi from Lor In Hotel, (2) Chef Yoga from Sharia Hotels, and (3) Chef Suraji from Sahid Jaya Hotel.

Material assessment assessment assessment 1 feasibility of consumption of snacks is the same as the training material that has been done by local residents. The assessment test materials included: (1) general cooking training education, (2) knowledge of material selection, (3) method of making, (4) cooking practices, (5) practice of serving food menus, and (6) packaging practices. All of these items serve as benchmarks for experts to assess the competence of citizens during market snack training. The results of assessment 1 are explained in Table 1 as follows:

Table 1. Assesment I for Feasibility of Jajan Pasar Consumption

Name of Participants	Items of Assesment					
	1	2	3	4	5	6
Mrs. Y	√	√	√	√	√	√
Mrs. SW	√	√	√	√	√	√
Mrs. SD	√	√	√	√	-	-
Mrs. S	√	√	√	√	√	√
Mrs. M	√	√	√	√	√	√
Mrs. DS	√	√	√	√	√	√
Mrs. S	√	√	√	√	-	-
Mrs. LE	√	√	√	√	√	√
Mrs. WW	√	√	√	√	√	√
Mrs. B	√	√	√	√	√	√
Mrs. R	√	√	√	√	√	√
Mrs. DS	√	√	√	√	√	√
Mrs. RS	√	√	√	√	√	√
Mrs. P	√	√	√	√	√	√
Mrs. T	√	√	√	√	√	√
Mrs. SS	√	√	√	√	√	√
Mrs. DA	√	√	√	√	√	√
Mrs. Y	√	√	√	√	-	-
Mrs. NY	√	√	√	√	√	√
Mrs. AKK	√	√	√	√	√	√

Source: Researcher' Data in the Field

Note:
1: Education in General Cooking Training

2: Knowledge of Material Selection
3: How to make
4: Cooking Practice
5: Practice Presentation of the Cuisine Menu
6: Packaging Practice
(√): Pass
(-): Not Passed yet

Assessment assessment results I feasibility of consumption of market snacks by residents around Pose In Hotel of 20 participants who participated in the training process, 17 participants were declared passed by the assessment teams from the general cooking training education, knowledge of material selection, method of making, cooking practices, the practice of serving menu dishes, and packaging practices that are close to the standards desired by the hotel, while the remaining 3 participants have not yet passed the assessment team. The three residents have not yet graduated in terms of the practice of serving food menus and packaging practices that are not in accordance with the standards desired by the hotel. Therefore, the Association of Indonesian Hotels and Restaurants (PHRI) together with Pose In Hotel is obliged to retrain the local residents who have not yet passed the assessment team. For retraining, not all items were carried out, focusing only on items that had not been passed, namely in terms of the practice of serving dishes and packaging practices.

Phase II Training for Improving Traditional Snacks Competencies

In phase II training, the head chef along with assistant chef I and assistant chef II reviewed the training in stage I processing of market snacks with more stringent assessment standard criteria. In this training, chefs no longer provide training and direction, but their role is more to monitor the training process. This is done so that the chef can see how far the ability of citizens to absorb the material and practices that have been conveyed in the previous training.

This stage is also a continuation of the first phase training in market snack processing that has been carried out by residents around Pose In Hotel by mothers who are members of the farmer group community. At this stage the training process has little difference in the phase I training that has been done before. In phase I the market snack training process only focused on: (a) cooking training education in general, (b) knowledge of material selection, (c) method of making, (d) cooking practices, (e) practices of serving menu dishes, and (f) packaging practices, but this phase II training is more focused on the improvement stage with the hope that the products produced by the trainees really meet the standards for sale in hotels which include: (a) taste, (b) nutritional composition, (c) hygiene (d) product presentation, and (e) product packaging.

Phase II Feasibility Assessment for Traditional Snacks Consumption

In the second phase assessment of the feasibility of consumption of market snacks by residents who live around Pose In Hotel, the Indonesian Hotels and Restaurants Association (PHRI) of Surakarta City together with Pose In Hotels to conduct an assessment or assessment of the potential of these residents. Stage II Assessment Process the feasibility of consumption of market snacks is done with the aim to see how far the citizens in applying the potential they have, so that the products made by citizens can be sold in accordance with the standards of star hotels.

Assessment through questionnaires on the second stage assessment of the feasibility of consumption of market snacks, the Indonesian Hotels and Restaurants Association (PHRI) of Surakarta City gives a number of questionnaires to guests or consumers visiting Lor In Hotel. The assessment process through questionnaires on the second stage assessment of market snack consumption feasibility that is used aims to see how far the guest or consumer perception of the potential of the citizens during the training process has been carried out, the researcher uses data conversion through a likert scale that is to measure attitudes, opinions and perceptions about social phenomenon, hereinafter referred to as the research variable.

By using a Likert scale, the measured variables are translated into sub-dimension dimensions, then the sub-variables are translated again into inductors that can be measured. Finally, these measurable indicators can be used as starting points for making instrument items in the form of questions or statements that need to be answered by the respondent. Each answer is related to a form of statement or attitude supprot expressed in the following words:
Very good: 5, Good: 4, Enough: 3, Bad: 2, Very Bad: 1

In classifying and helping interpretation of research results, class interval values are obtained by the following formula:

$$I = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Classes}}$$

$$= 5 - 15$$
$$= 0.8$$

The average value generated from the calculation is confirmed by Table 2, as follows:

Table 2. Likert Scale

No	Scales of Consumer's Perception		
	Perceptin	Score	Interval
1	Very good	5	4.3 – 5.0
2	Good	4	3.5 – 4.2
3	Enough	3	2.7 – 3.4
4	Bad	2	1.9 – 2.6
5	Very Bad	1	1.0 – 1.8

Source: Sugiyono (2013:134)

Phase II Assessment of Feasibility of Market Snack Consumption

Real activities carried out are part of an open house that was intentionally programmed by the Indonesian Hotels and Restaurants Association (PHRI) of Surakarta City together with Pose In Hotel to see whether the market snack products made by local residents have a selling value for visiting guests or consumers. This real activity was carried out in Lorin Hotel using the concept of the bazaar with the theme "Traditional Culinary", which later the Indonesian Hotels and Restaurants Association (PHRI) Surakarta City together with Pose In Hotel deliberately invited several experts who were specifically tasked with assessing processed products made residents around Pose In Hotel. The experts are (1) Chef Egi from Lor In Hotel, (2) Chef Yoga from Sharia Hotels, and (3) Chef Suraji from Sahid Jaya Hotel. Not only that, the Indonesian Hotels and Restaurants Association (PHRI) of Surakarta City together with Pose In Hotel also intentionally invited 30 guests staying at Lor In Hotel to taste and assess whether the processed products made by the residents met the standards of star hotels which included (1) food composition, namely (taste, nutrient content, hygiene, material selection), (2) serving food, namely (display of products, garnishes, and layout, (3) food packaging (security, protection, visibility and ease of packaging).

The second stage assessment process is the feasibility of consuming market snacks after the real activity program has ended through questionnaires and in-depth interviews with a number of experts who specifically give an assessment or perception of the processed food products displayed by the residents. The results of the phase II assessment are the feasibility of consuming market snacks through interviews and questionnaires on product composition variables in Table 3, as follows:

Table 3. Results of Assesment Process Phase II on Product Compositin Variable

| Product Compositon | Very good | | Good | | Enough | | Bad | | Very bad | | Score |
| | 5 | | 4 | | 3 | | 2 | | 1 | | |
	Person	Score	Person	Score	Person	Score	Person	Score	Person	Score	
Taste	19	95	5	20	6	18	-	-	-	-	4.4
Nutrition	4	20	16	64	10	30	-	-	-	-	3.8
Hygienity	19	95	12	48	4	12	-	-	-	-	5.0
Material	14	70	2	8	14	42	-	-	-	-	4.0
Total	**4,3 (Very good)**										

Source: Researcher' data in the field

It can be concluded that the product composition variables by the people around Pose In Hotel during the market snack training process that has been carried out on donut products, chocolate fried bread, and sesame bread consisting of indicators of taste, nutrition, hygiene, and ingredients accumulatively obtain a perception of assessment.

The results of the phase II assessment are the feasibility of consuming market snacks through interviews and distributing questionnaires to the food serving variables in Table 4 as follows:

Table 4. Results of Assessment Process Phase II on Meals Serving Variable

Meals Serving	Very good		Good		Enough		Bad		Very bad		Score
	5		4		3		2		1		
	Person	Score	Person	Score	Person	Score	Person	Score	Person	Score	
Serving	7	35	11	44	12	36	-	-	-	-	3.8
Product Appereance	2	10	13	52	15	45	-	-	-	-	3.5
Garnish	1	5	16	64	13	39	-	-	-	-	3.6
Total	3.6 (Good)										

Source: Researcher's data in the field

The results of stage II assessment are the feasibility of consuming market snacks through interviews and distributing questionnaires to packaging variables Table 5 as follows:

Table 5. Results of Assessment Process Phase II on Meals Packaging Variable

Meals Packaging	Very good		Good		Enough		Bad		Very bad		Score
	5		4		3		2		1		
	Person	Score	Person	Score	Person	Score	Person	Score	Person	Score	
Security	14	70	12	48	4	12	-	-	-	-	4.3
Ease of Packaging	2	10	18	72	10	30	-	-	-	-	3.7
Covering	19	95	5	20	6	18	-	-	-	-	4.4
Visibility	20	100	8	32	2	6	-	-	-	-	4.6
										Total	4.25 (Very good)

Source: Researcher's data in the field

Based on the explanation above, the CSR empowerment model applied emphasizes more on community involvement around Pose In Hotel and is divided into three training phases, namely:

1. *Pre Training*. In this phase, a Focus Group Discussion (FGD) was held which involved the community around the hotel, hotel management, researchers, and PHRI Surakarta City to determine and agree on CSR like what would be implemented.
2. *Training process*. In this phase, it is carried out in two stages of training and two stages of assessment where in stage I the basic introduction of materials related to market and pambiwara snacks is carried out and in stage II the development and refinement of these materials is carried out.
3. *Post Training*. At the end of the training process stage and follow-up, the results of the training will be evaluated with the trainees, the hotel, PHRI Surakarta City, Consumers, and Researchers to determine whether it is feasible and meet the requirements according to established standards or not to be followed up through creating cooperation between the hotel and the surrounding community, so that the hotel does not need to bother to recruit outside human resources, because naturally they have created reliable human resources by empowering the community around their hotel. If the post-training evaluation is not feasible & meets the requirements, it will be re-guided by the parties agreed upon in the evaluation process.

CONCLUSION

Based on the data findings and data analysis, the traditional snacks training was held and the trainees were able to follow the training effectively. The conclusion can be drawn, as follows:

First, traditional snacks training which was conducted by Pose In Hoel was effective and appropriate to empower the marginal community. There were three training phases followed by the trainees, namely: (a) pre training, (b) training process, and (c) post training. Those phases gave trainees the opportunity to experience in making, packaging and displaying traditional snacks.

Second, Pose In Hotel mangement, PHRI Surakarta City, consumers, and researchers were satisfied on results of the training. It can be seen from scoring of the feasibility of consuming market snacks on: (a) product composition variables is very good, (b) food serving variables is good, and (c) packaging variables is very good.

Third, the researcher wishes that the traditional snacks training can improve the ability of the marginal community in making and creating those snacks well. Besides that, CSR held by Pose In Hotel is able to continue in the future.

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