



## **ALTERNATIVE COMMUNITY EMPOWERMENT PROGRAMIN THE NEW NORMAL TIME**

**Christopher Kevin N. S\***

Universitas Airlangga Surabaya

Jl. Airlangga No.4 - 6, Airlangga, Gubeng, Surabaya, Jawa Timur  
60115

Received: 14 July 2020; Accepted: 29 July 2020; Published online:  
30 September 2020

### **Abstract**

The coronavirus pandemic has been going on since the beginning of 2020. The new virus was originally discovered in China. All countries in the world are inseparable from the threat of the coronavirus, including Indonesia. During a pandemic, many changes occur in the fabric of society. All activities outside the home are avoided, direct encounters with other people are also avoided. Quarantine is carried out in various regions to reduce exposure to the virus. As a result of this social restriction, the community has suffered a lot of losses. Many people have lost their jobs and income, and the many changes in habits or activities that have to be undertaken have made society uncertain. In previous studies, there has been a review of adaptation strategies carried out to survive or survive amid such rapid changes. This study discusses alternatives to community empowerment that can be carried out amid the coronavirus pandemic, especially during the period new normal. The research uses a literature study research method, namely by finding secondary data through theses, journals, or other text sources in finding the data used in this study. The authors relate the problems faced, especially during the pandemic, with a summary of the Millennium Development Goals. This is because the pandemic indirectly hinders the realization of people's welfare, the points of which are listed in the millennium development goals. After categorizing the problems, the authors look for several alternatives to community empowerment that can be adapted from programs that have been implemented in the past. Then, the authors describe the benefits that can be obtained from community empowerment carried out during the coronavirus pandemic, especially or especially during the transition to the new normal.

### **I. INTRODUCTION**

Since early 2020, the world has been shocked by the emergence of the Novel Coronavirus. The novel coronavirus originally appeared in Wuhan City. An area in the territory of the People's Republic of China. The novel coronavirus is thought to have infected humans through bats, whose meat is traded freely in the Wuhan market. Within approximately one month, the novel coronavirus began to spread to the territory of neighboring countries such as Japan, South Korea, Taiwan, Singapore, Thailand, even to countries as far away as England, France, Germany, the Netherlands, Italy, Spain, America. United, and Brazil. In a short period, the Novel Coronavirus has become a common threat to people around the world, especially since the novel coronavirus is a new virus for which a vaccine has

not been found (Wu & McGoogan, 2020). Indonesia is a country affected by the spread of the novel coronavirus.

Corona pandemic has affected many aspects of human life. The number of victims who contracted the virus and those who died increased in a relatively short time. To deal with the spread of the novel coronavirus, people are asked to self-quarantine in their respective places of residence. Many activities outside the home are limited, with the closure of public spaces and crowd centers. If you have to leave the house, everyone is asked to wear a mask and clean themselves as often as possible and maintain a safe distance between people. Besides, many people have lost their source of income. This is due to the decline in the performance of the companies they work for due to the pandemic, as well as the decline in economic activity due to mandatory quarantine. In a tight situation, everyone is required to quickly adapt and find new ways to continue living.

There have been several previous studies examining responses and patterns of adaptation in the face of a disease and environmental crisis. In a study entitled *The Interests of Multinational Corporation (Pharmaceutical Companies) in the Avian Influenza Management Program by the World Health Organization in Indonesia*, it was stated that in handling an international scale outbreak, there are four defining concepts or variables, namely the multinational concept, international organizations, foreign aid, and human security. In handling bird flu cases in Indonesia, the World Health Organization (WHO) is working with vaccine companies to mass-produce avian influenza vaccines to meet the needs of vaccine use in Indonesia. Apart from that, pharmaceutical companies also provide supporting medicines for patients with bird flu (Anggraeni, 2012).

In another study entitled *Multinational Corporation (MNC) Efforts to Address Climate Change (Case Study: Coca Cola Addressing Climate Change)*, the company's strategy in dealing with environmental change was analyzed in the light of Brian White's theory of environmental diplomacy. This research shows that in facing environmental change, countries should hold a communication forum between countries in the form of an international conference, to be able to align their vision for environmental change. Besides, corporations are also one of the institutions with great power to work together, one of which is through inter-corporate conferences, to be able to face environmental changes (Subarkah, 2019).

Meanwhile, in another study, an empowerment activity was found by companies in areas with relatively high poverty levels. Banda Sakti sub-district is one of the 4 sub-districts that are the target of activities corporate social

responsibility Pertamina's. This is motivated by the high level of inequality in education. The number of workers in the informal sector, namely 2,203 people, and the high unemployment rate. One of the corporate social responsibility activities carried out was entitled *development of independent tourism villages*. The purpose of developing an independent tourism village, among others, is to accommodate the participation of the local community in corporate social responsibility activities, as well as to provide a market for various micro and medium enterprises owned by villagers with the entry of tourists into the village. Besides, participation from the community is expected to provide a sense of belonging to the villagers towards the area where they live. Thus, it is hoped that a tourism village will be able to increase the income of local villagers (Suhariyanto et al., 2018).

In a study entitled *Survival Strategies for Women who Sell Fruits (Women's Study in Pasar Raya Padang, West Padang District, Padang City, West Sumatra Province)*, fruit traders are required to be able to maintain their business amid fluctuations and uncertainties in the market. To deal with these two things, namely changes in changes that are fast and unpredictable, the traders use a survival strategy, namely 1) a double income pattern, namely by doing a side job other than doing the main job as a fruit seller in the market; 2) saving, by cutting self and household consumption needs, so that the income generated through the main job as a fruit seller or from other side jobs can be sufficient to meet daily needs; 3) cooperation, namely by organizing an arisan (regular social gathering whose members contribute to and take turns at winning an aggregate sum of money) between fruit traders, so that the fruit traders have joint savings, can get additional income through arisan, and can also make loans; and 4) diversification of goods, namely by selling goods other than fruits. Other goods that are sold can be of any type, depending on what is currently in high market demand, so that traders can get maximum and better profit or profit (Irwan, 2015).

In Tarigan's research (2018) entitled *Becak Pullers Survival Strategies Against the Presence of Gojek (online motorcycle taxi) in the Campus Area of USU Padang Bulan Medan*, motorbike rickshaw drivers are threatened with their existence due to a new mode of transportation, namely motorbikes. Before there were motorbikes, motorized pedicab drivers had relatively no competition, so there were many customers to be had, and income was also easy to get. Now, after the existence of motorbikes, they are starting to have difficulty getting customers who want pedicab driver services. In dealing with this situation, rickshaw pullers carry out three survival strategies, namely passive survival strategies, active

survival strategies, and network survival strategies. The active strategy of pulling a rickshaw is to do other side jobs besides being a rickshaw driver. Usually, their wives sell vegetables, or pedicab drivers also work as construction workers.

The pedicab drivers also adopt a passive strategy, namely by reducing expenditure or consumption for themselves and their families. If in the past they were still able to consume foods such as fish, shrimp, and meat, now they eat more often tempeh, tofu, and salted fish. Besides, they also prefer to wear used clothes from their siblings instead of wearing new clothes. Because it takes money to get new clothes. Used clothes can be obtained for free. Besides, the rickshaw pullers also employ a network strategy. Networking strategy is the act of utilizing one's social relations to survive. Pedicab drivers often borrow money from family members, or neighbors or loan sharks. Because they find it difficult to find loans via banks. Therefore, banks are not a preferred alternative for rickshaw pullers to get money loans. Family members can understand the conditions they are experiencing, making it easier for pedicab drivers to get loans. Neighbors are still willing to lend money, even though they often experience economic difficulties as well. In the end, moneylenders have become another alternative that is often used, even though the interest paid by loan sharks is higher than seeking loans from other alternative alternatives (Tarigan, 2018).

Urban Area (Study at Nginden Herbal Village, Surabaya), the results of the research show that the residents of Nginden Herbal Village are adapting to the environment they live in. Empty land in the village area is in the form of swamps that have been inundated by water for a relatively long time. The puddle in the swamp is a nest for the mosquitoes *Aedes aegypti* to breed so that at certain seasons the villagers often catch dengue fever. Then, the villagers chose to care for and use the swampland to become a medicinal plant plantation (TOGA). The cultivated medicinal plants can then be sold their seeds or reprocessed into beverage products that can be sold as well (Purwanti & Rosdiana, 2020). Seeing that there are many kinds of responses and adaptation patterns during the crisis period in previous research, the authors are interested in knowing about the various adaptation patterns and community empowerment programs that have the opportunity to be developed and implemented during the corona pandemic, especially during this period new normal. For this reason, this study aims to determine the obstacles experienced by the community during the corona pandemic, find out appropriate empowerment programs as a solution to the obstacles experienced, and find out the benefits that can be obtained from these community

empowerment activities.

## II. METHOD

This research is qualitative. Qualitative research is research that uses qualitative information as data that is processed into a research result (Sugiyono, 2008). The form of information collected is mainly text or narrative information, not definite and measurable numerical data. Information in the form of text or narrative is a description of an object involved in this research. Descriptive research aims to explain thoroughly and in detail about the object under study in a study (Bungin, 2006). The author tries to present complete data but still focuses on the theme of community empowerment during the corona pandemic, especially the period *new normal*. This research uses literature study data collection techniques. Literature studies are used to further explore a phenomenon through the point of view of different authors, as well as to enrich insights. A literature study is a data collection technique by looking for ready-to-use secondary data from sources (especially in the form of text) such as from newspapers, books, journals, theses, or other documentation related to research on community empowerment during the corona pandemic, especially the era *this new normal*.

The data that has been collected, the researchers will then collect again to check the relationship with each other. After the re-checking process, the researchers grouped them into several categories according to the concept of the millennium development goals, namely increasing welfare, improving knowledge, improving health, managing the natural environment, and cooperation or synergy between institutions. This grouping is useful in being able to answer research problems that have been listed in the previous section.

## III. RESULTS AND DISCUSSION

The corona pandemic has brought many changes in people's lives. As a result of the change, some people benefit, some people are disadvantaged. Based on the categories contained in the concept section, problems experienced by people affected by the corona pandemic can be grouped into five categories, namely welfare, knowledge, health, natural environment, and synergy between institutions. In the welfare category, most of the people affected by the corona pandemic experienced a decrease in income (Citradi, 2020). In Indonesia, many regions implement Large-Scale Social Restrictions (PSBB) policies. PSBB is a protocol on how a person can access public space, increase the intensity of personal cleaning activities and the provision of facilities, as well as what types of economic activities continue to take place

normally or are subject to restrictions. Restrictions on economic activity have successive effects. People's purchasing power has decreased, due to the number of people who are unemployed because they cannot work during the pandemic. Besides, people also experienced a decrease in consumption volume. After all, they chose to stay at home because they carried out the quarantine. Then, various businesses large and small have decreased incomes. Termination of Employment (PHK) is an alternative for business units to survive.

In the knowledge category, the public is also faced with a lot of ignorance of true and accurate information about the coronavirus. Many hoaxes are circulating, resulting in misinformation in the community. Hoax info includes: the coronavirus is the common cold, the coronavirus is a false narrative, alcoholic drinks can cure corona sufferers, the use of disinfectants can be through room sprays, and so on. Of course, people's literacy levels are different. Some may be accustomed to finding out the truth first before acting, but many also swallow the information unanimously, then hastily share the information through various social media platforms (Tanujaya, 2020).

In the health category, of course, the corona pandemic has a direct impact as a threat to public health. The ability to transmit the virus is relatively high so that one person who is exposed can infect several people at once. The symptoms caused by the coronavirus are also similar to the symptoms of other diseases, so it is quite difficult for ordinary people to be able to identify. Symptoms include a runny nose, dry cough, shortness of breath, fever, headache, and several other, more specific symptoms. The coronavirus attacks the respiratory system, especially the lungs (Sulistiowati, 2020). The age groups most vulnerable to exposure to the coronavirus are children and the elderly. The number of patients who suddenly jumped is also a problem for the health care system in various countries. Not to mention that medical personnel are also threatened by their health. The sudden increase in the death rate is also difficult to anticipate.

In the category of the natural environment, it has been explained that the transmission of the coronavirus to humans occurs through contact with the meat of prey, especially bats. This is a sign that there is overexploitation of resources. Wild animal hunting occurs to meet human food consumption needs. Besides, the market environment where game meat is sold is also far from appropriate. The market is mixed with slaughterhouses at once, and also without a proper sanitation system. Finally, on the market, there are many media for the disease to reproduce and mutate. Besides, nowadays the use of disposable masks is rampant. As a result, mask waste has increased, which creates a risk of

pollution in the future. This must also be a focus to be tackled in the future.

In the category of cooperation or synergy between institutions, there are still obstacles. There are still policies that are not synchronized between government institutions. At first, the government seemed to be somewhat ignorant of the threat of the coronavirus before it entered Indonesia. However, after the first case appeared, the government immediately seemed panicked because it had not prepared an alternative plan ahead of time. At the time of determining the PSBB policy, there was an overlap, as happened with the East Java provincial government and the Surabaya city government. Initially, the Surabaya city government had implemented restrictions on access to the city of Surabaya. However, the East Java provincial government feels that it has not permitted the Surabaya city government. Thus, the provincial government of East Java asked that the policy of restricting entry to the city of Surabaya be stopped first. However, it was not long before the East Java provincial government instructed the Surabaya City government to implement large-scale social restrictions (PSBB). Besides, the PSBB protocol also does not pay attention to the habits of residents who like to hang out with their neighbors, so that it still has the potential for the danger of transmission.

## **A. Alternative Empowerment Programs**

Seeing some of the problems that have occurred due to the pandemic, there are many opportunities for anyone or any institution to carry out community empowerment. The community is in a momentum, where they must learn again, make adaptations, and new lessons to welcome a new time because there have been changes in post-corona pandemic changes. Some of the potential empowerment programs to be carried out are

### **1) Marketing training through online media**

One example of alternative empowerment, for example, Pertamina held an introduction and assistance for the use of promotional and marketing strategies with a combination of promotional online and media (digital media, internet pages) and offline (exhibitions, brochures). One of the contents of this activity is the introduction of a tourism promotion for the younger generation through social media pages with photos and newsfeed (Suhariyanto et al., 2018). This activity was carried out to promote the tourist village in Lhokseumawe. However, due to a pandemic, it is impossible to promote a tourism package. So, the empowerment program can be adapted according to the conditions during the period new normal. Promotion training activities with media online potential, because small and

medium-sized businesses are certain to get customers back after a long period having had a shortage of customers due to the quarantine period. Online promotion training through digital media, internet pages, social media, and brochures can still be carried out. However, the products offered certainly change according to what economic activities are still potential to be carried out during the period new normal.

## **2) Community-based problem handling**

Pertamina through CSR activities with the community has initiated the formation of 3 communities, namely a prosperous bud farmer group, a fire-care community group, and a mangrove cultivation group (Widhagdha, 2019). This activity was carried out in the Pakning River area. One of the communities, namely the community that cares about fire, was founded because of the background of the village area which is prone to field fires. Much of the land in the Pakning River area is a peatland. So that when the dry season comes, soil that contains a lot of combustible material will easily cause hotspots. Peatland fires have become a chronic problem in Indonesia. Every year, peatland fires are found, either exposed or not covered by the media. Several times, the smoke from forest fires crossed the region between provinces and even crossed the territory between countries, especially neighboring countries such as Malaysia and Singapore.

Of course, large forest areas are difficult if only guarded by the authorities. Therefore, it is good if residents can get involved. As with the corona pandemic problem, it is not enough if only the medical apparatus and personnel are working. It would be very good if the community could be involved a lot in handling corona activities. So far, the government is still quite ignorant of the potential of RT RWs. Many residents in the village still have high solidarity with their neighbors. Therefore, whether there is an instruction or an invitation for each RT RW to participate, such as the provision of standby posts, spraying disinfectants, provision of quarantine rooms, checking body temperature, and other activities that support mutual safety. Besides, regional quarantine is also under consideration rather than individual quarantine, because of the collective character of Indonesian society.

## **3) Labor-intensive work skills training**

In the Social Economy of Creative Industries, As many as 4 activities were carried out by Pertamina as corporate social responsibility, namely the development of productive small businesses for youth in the form of souvenir business DecopagePrintingdevelopment, productive small business development for youth in the form of ScreenBusinessDevelopmentTraining,Development

of productive small businesses for youth in the form of AC Service Business Development, and Depot Development. fishery center, and development of fishery product packaging. The problems that arise in the community of Banda Sakti District are the low work culture and economic productivity of the community which results in low per capita income and family income.

The poverty that occurs is very unfortunate because the natural potential and support for programs and support from the government and other institutions are relatively good. Besides, community economic institutions, Small and Medium Enterprises, as well as creative and innovative household craft industries are not yet empowered due to limited access to productive resources, especially the capital, consumers, and information and technology. On the other hand, there is low awareness, knowledge, skills, and participation of community elements in practices related to the overall tourism sector based on natural tourism, community culture, and fisheries. The empowerment program that has been mentioned earlier is an activity that is needed by the community to develop the potential of natural resources, and business opportunities that are needed by the community (Suhariyanto et al., 2018).

One of the concrete results of the implementation of this corporate social responsibility is the establishment of the Dried Fish Marketing Center which contains villagers who undertake economic activities in the field of marine catch processing under the name «Kedeu Kareng Aira Keureng». The presence of this center can be a driving force for the growth and development of dry fish processing community business activities in Banda Sakti District, as well as providing a stimulus for other authorities in efforts to develop facilities and infrastructure for marketing raw or processed fish products, especially in the local area. Empowering youth with productive business training is a concrete and tangible step to open up and initiate employment and absorb people of productive age who are still unemployed. The development of souvenir businesses is mostly carried out by women, mothers, or teenagers as an effort to maximize the potential based on maritime-based local wisdom. On the other hand, the development of screen printing and Air Conditioning services is commonly done by men, of course absorbing a lot of labor. This training in the field of entrepreneurial expertise is very suitable to be applied in Banda Sakti District because considering the large number of the workforce who have not graduated from elementary school, and quite a lot of them can complete education up to the junior and senior high school levels (Suhariyanto et al., 2018).

#### 4) Donation of materials to support health facilities provides

Another example IKEA Indonesia product assistance to the Indonesian Hospital Association, or PRSI. The forms of material given are household items such as trolleys, sheets, towels, and blankets. This assistance was given as a concrete form of solidarity in the face of the coronavirus pandemic, or covid-19. "There is an urgent need for all parties to work together and play an important role in testing and treating Covid-19 and IKEA Indonesia will support frontline personnel who help the wider community," said Ririn as public relations representing the opinion of IKEA Indonesia. Some of the hospitals that were targeted by IKEA to get aid packages were as follows: EMC Sentul Hospital, An-Nisa Cibodas Hospital, MISI Lebak Hospital, BUN Kosambi Mother and Child Hospital, and Permata Pamulang Hospital. The locations of several of the hospitals mentioned earlier are in the Banten Province and West Java Province. Apart from donating household equipment for hospitals, IKEA Indonesia also took the initiative to donate cleaning equipment for the people in the DKI Jakarta area.

#### 5) Waiting for the Benefits

Community empowerment practices have been relatively common to be studied in earlier studies. In a study entitled "Corporate Social Responsibility and Financial Performance: Correlation or Misspecification?" there is a study on a similar study that reviews community empowerment. These research studies mutually prove contradictory hypotheses. Some studies show the results that community empowerment carried out by companies has a positive impact on the company, while other studies show the results that community empowerment carried out by companies has a negative impact on the company, while some other studies show the results that community empowerment which is carried out by the company has a neutral impact on the company that carries out these community empowerment activities (Siegel, 2000).

This study strengthens the results of other studies that show that community empowerment activities carried out by companies have a neutral impact on the company. The neutral impact referred to is specifically measured by benchmarks on the company's financial performance. Neutral results are proven after the variables are research and development included in the research method, a variable not found in previous studies (Siegel, 2000).

Thus, even though it tends to have a neutral impact, community empowerment activities by companies still hold opportunities to provide benefits for the company. If a company includes research and development activities in its community

empowerment activities, then the impact that the company gets from community empowerment activities will be concrete. This is because companies often ignore research and development activities in their community empowerment and development activities. Besides, nowadays companies are more and more required to carry out community empowerment. Concern from various elements regarding the distribution of welfare is getting better. Employees, suppliers, communities, non-profit organizations, and the government demand a greater contribution from the corporation in carrying out community development activities and social responsibility, or corporate social responsibility (McWilliams et al., 2006). Thus, the company's image in the eyes of the community will certainly be better and more respected if the company carries out corporate social responsibility activities because these activities can meet the expectations of the community.

### B. Benefits Obtained

In general, people can get two benefits, namely integration and ethical values. Community empowerment activities can be viewed from several perspectives. The perspective of integrative theory defines community empowerment activities as a medium for integrating various elements in society and interests in a harmonious relationship. The perspective integrative theory views that a company or corporation must have a connection with the surrounding social environment. Thus, integration is very important for the continuity of business activities. Meanwhile, the perspective of ethical theory means community empowerment activities as a medium for business actors to instill ethical values in society. Starting from this thought, a company is considered good if it has a role in fulfilling the obligation to socialize ethical values (Mele, 2008).

#### 1) Improving the economy

Online-based marketing training and job skills training are useful to increase the income of people affected by the coronavirus pandemic. If so far the products sold by small entrepreneurs have to be marketed face-to-face, of course, the marketing methods can change if entrepreneurs are provided with provisions to market products online. Direct sales or marketing through face-to-face will be affected a lot during the coronavirus pandemic because activities that require face-to-face or direct meetings save the risk of coronavirus transmission. Therefore, the sales turnover is getting lonely because people avoid activities with in-person meetings. Besides, diverse work skills can also prevent small entrepreneurs from becoming fixated or trapped in cultivating just one commodity.

## 2) Inter-agency coordination

Involving the community in handling the coronavirus will certainly improve coordination between institutions. If all this time the policy has been top-down, it would be better if ideas emerged from the bottom-up direction. It is good if residential residents are invited to form a joint task force to deal with the pandemic. Based on the author's observations, at several points in the Mojo sub-district, several independent disinfectant booths are available, hand washing stations at each mouth of the alley, as well as a group of people from the local community who take turns guarding the post. Thus, all elements of society can slowly build self-awareness and awareness of the coronavirus. It would be better if village-based quarantine could be carried out. This means that this quarantine will be able to accommodate the social activities of the local community, but at the same time reduce the risk of transmission of the coronavirus that is carried from areas outside the village. This can certainly reduce the number of residents who gather in uncertain places with relatively large and large crowds because it is sufficiently limited to a smaller area.

## 3) Health improvement

In the face of the coronavirus pandemic, of course, a series of actions are needed that directly impact significant public health improvements. Programs designed systematically to cope with the increasing number of infected people, patients, and victims who have lost their lives need to be considered and carried out intensively. One of the activities that can help medical and hospital personnel is to support the supply of equipment needed in hospital operations. By supplying this equipment, it is hoped that the performance of hospitals and medical personnel can be optimized and facilitated so that more patients can be treated, the faster the recovery of patients, especially those with coronavirus disease so that the number of victims can be further suppressed. Thus, it is hoped that the coronavirus pandemic that has attacked various parts of the world since the beginning of the year can be resolved immediately without taking such a long time.

## IV. CONCLUSION

Pandemics save opportunities for various elements to empower communities. Due to various circumstances that force people not to carry out activities as before, many changes have to be experienced by the community. Like it or not, people must learn new things that were never thought of before. However, if there is no change, the chances of survival are also getting smaller. Therefore, a synergy is needed to jointly learn from new conditions for a better future.

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