



DOI: <https://doi.org/10.38035/gijlss.v4i1>  
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## Maritime Education Strategy through CSR Programs in Coastal Communities

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**Abstract:** This study aims to analyze the implementation strategies of Corporate Social Responsibility (CSR) in supporting maritime education and economic empowerment of coastal communities in Tarumajaya District, Bekasi Regency. The main problems faced by coastal communities include low financial management literacy, limited entrepreneurship skills based on local potential, and minimal utilization of digital marketing. This research adopts a qualitative approach with a descriptive-analytical design. Data were obtained through in-depth interviews, observation of training activities, and documentation of CSR programs, then analyzed using the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing with source triangulation to maintain data validity. The results of the study indicate that the effectiveness of CSR programs is determined not only by the substance of the training materials, but also by participatory, dialogic, and hands-on practice-based communication strategies. These communication strategies are able to enhance participants' understanding in business financial record-keeping, foster entrepreneurial awareness based on the added value of coastal resources, and encourage the initial adaptation to digital marketing through social media. Thus, CSR in this study functions as a planned development communication instrument aimed at behavioral change, rather than merely philanthropic activity. This research contributes to the development of a communication strategy model for empowerment-based CSR that positions communication as a medium for sustainable socio-economic transformation of coastal communities.

**Keyword:** Corporate Social Responsibility, Communication Strategies, Maritime Education, Empowerment of Coastal Communities, Entrepreneurship.

### INTRODUCTION

Coastal areas are strategic areas that play a crucial role in supporting economic, social, and environmental development, particularly as Indonesia is an archipelagic nation. According to national territorial asset statistics, Indonesia's territorial waters cover 5.9 million square

kilometers, including the Exclusive Economic Zone (EEZ), comprising 2.8 million square kilometers of islands, 0.4 million square kilometers of territorial waters, and claims to the Continental Shelf beyond 200 miles of water, covering 3,500 square kilometers west of Aceh. Consequently, the majority of coastal communities depend on the fisheries and marine resources for their livelihoods.

According to statistics from the Ministry of Maritime Affairs and Fisheries (KKP), the number of fishermen in 2023 was 2.4 million. However, they also face various structural problems such as poverty, limited access to education, low skills, environmental degradation, and high dependence on natural resources vulnerable to climate change and overexploitation. These conditions place coastal communities in a socio-economic and ecologically vulnerable position. Statistics Indonesia (BPS) data indicates that in 2022, poverty in coastal areas reached 17.74 million, with 3.9 million people categorized as extremely poor. This group should be the primary target of the KNMP program implemented by the Ministry of Maritime Affairs and Fisheries to improve their welfare and free them from poverty.

Coastal areas are strategic areas that play a crucial role in supporting economic, social, and environmental development in Indonesia, an archipelagic nation. However, coastal communities still face structural poverty influenced by various factors such as low levels of education and skills, limited access to capital and technology, dependence on capture fisheries, and marine ecosystem damage that directly impacts fishermen's catches (Ayodya et al., n.d.). These conditions demonstrate that coastal poverty is not merely an economic issue, but a multidimensional issue related to social, environmental, and resource management aspects.

Coastal communities in Tarumajaya District face various challenges in improving their economic well-being, particularly in production, business management, and marketing. The main obstacles faced by coastal communities in Tarumajaya District are a lack of understanding of business financial records and limited entrepreneurial skills based on local potential. These conditions make it difficult for micro-entrepreneurs to monitor business performance, plan business development, and access broader market opportunities.

Corporate Social Responsibility (CSR) is a crucial instrument for bridging a company's economic interests with the social and environmental needs of the surrounding community. CSR obligations in Indonesia are regulated by Law Number 40 of 2007 concerning Limited Liability Companies, particularly for companies operating in the natural resources sector. CSR is no longer merely a voluntary activity but also a form of corporate commitment to contributing to sustainable economic development and improving the quality of life of the community (Rahayu et al., 2025). In the maritime context, CSR holds significant potential as a means of education and development communication to increase environmental literacy, sustainability awareness, and the adaptive capacity of coastal communities. A case study in Juntinyuat, Indramayu, demonstrates that CSR programs based on community empowerment, a circular economy, coastal disaster mitigation, and renewable energy utilization can improve household welfare while strengthening the social and environmental resilience of coastal communities.

According to the researchers' observations prior to the CSR training, most coastal communities in Tarumajaya District had never systematically recorded income and expenditures and still relied on conventional marketing methods. The impact of these issues was weakened business decision-making and the low competitiveness of local products. Through a participatory approach, the CSR program provided training in basic financial record-keeping, simple marketing strategies, and the development of resource-based businesses in coastal areas.

Effendy O., (1993) emphasized that a good communication strategy, especially at the macro level (planned multimedia strategy), has a dual role. First, a communication strategy serves to disseminate messages that are informative, persuasive, and instructive in a systematic

way to the target audience in order to achieve optimal results. In the context of CSR for empowering coastal communities, this function is reflected in delivering financial literacy and entrepreneurship content, which not only provides information but also encourages changes in participants' attitudes and business practices. Instructive messages, such as financial record-keeping practices and the use of social media for promotion, require systematic communication planning in order to produce sustainable behavioral change.

Second, (Effendy O., 1993) stated that communication strategies also function to bridge the "cultural gap" that emerges as a result of advancements and the increasing accessibility of sophisticated media. In the context of coastal communities, cultural and digital literacy gaps can become obstacles in embracing innovation, particularly in the use of social media-based marketing technologies. Therefore, the communication strategy in CSR training must be able to adapt messages to the values, norms, and social contexts of the local community so that digital transformation does not create resistance or new inequalities. Through a participatory and contextual approach, the communication strategy in this program serves as a bridge between economic modernization and the social realities of coastal communities.

Thus, this study positions communication strategy as a key element in the success of CSR programs. Well-crafted training materials will not have an optimal impact without systematic communication planning that is adaptive and sensitive to the audience's cultural context. This perspective underscores that the success of empowerment-based CSR lies not only in the content of the program, but also in the communication design which integrates informative, persuasive, and instructive functions while bridging social and cultural gaps in the community development process. Zulkhair & Mubarak (2021) explains that an effective communication strategy in development communication is not just about creating messages that can have an impact on the target or audience, but also about being able to reflect the mission, objectives, and goals of the organization which are integrated into daily operations. Therefore, the strategy requires clear articulation regarding the audience, message clarity, and choice of media.

Previous studies on CSR generally focused on economic empowerment, poverty alleviation, or other CSR regulations. This research focuses on primary analysis of maritime CSR education and communication strategies. The research's novelty lies in the integrative approach of CSR, development communication, and maritime education to build awareness of coastal communities' sustainability in a participatory and long-term manner.

Based on the background presented by the researcher, the focus of the research to be conducted by the researcher is to determine the CSR implementation strategy in supporting maritime education in coastal communities in Tarumajaya District.

## **METHOD**

In this study, a qualitative approach with a descriptive-analytical design was used. This approach was chosen to explore the implementation process of community empowerment programs for coastal communities based on Corporate Social Responsibility (CSR), and to analyze their impact on improving the community's economic capacity and business management.

The subjects of this research are members of coastal communities who participate in CSR-based financial management and entrepreneurship activities, with a focus on those who are actively involved in the training and apply the training results to their business activities. The research was conducted in Tarumajaya District, Bekasi Regency, a coastal area that serves as the location for CSR activities. The primary data sources for this study are the results of CSR activities and interviews with CSR activity participants.

Data analysis in this study uses the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing, in order to identify patterns of change and the

impact of the program. To ensure the credibility and consistency of the research findings, source triangulation was used for data validation.

## RESULT AND DISCUSSION

The research results were obtained through interviews with training participants to understand their experiences before and after attending the training, as well as their perceptions of the impact of the CSR activities. The research findings were also gathered through analysis conducted during the activities. These results indicate that the success of the CSR program lies not only in the training materials, but also in the communication strategies used throughout the CSR activities. Based on this, it was found that there were changes in the areas of financial management, entrepreneurship, and marketing strategies after participants attended the training in Tarumajaya District. The effectiveness of the program is assessed through the elements of the communicator, message, media, audience, and communication effects.

### 1. Communication Strategies in Changing the Understanding of Financial Management

During the financial management training stage, the communication strategy used is participatory and dialogical. The implementation team, as communicators, not only delivers the material in a one-way manner, but also involves participants through simulations, hands-on practice, and open discussions. (Littlejohn et al., 2021) explain that communication effectiveness is achieved through tactical planning. In this context, the use of simulations and direct exercises is an instructional communication tactic designed to produce behavioral change, not merely an increase in knowledge.

One of the participants said:

*“If it’s just the theory being explained, I don’t really get it, but in this activity, after the explanation we practiced right away, so I understood better.”* (Informant 1)

This strategy is in line with the concept of participatory communication in development, which emphasizes that dialogue should involve the community as active participants in communication, rather than as objects. Research conducted by Rahim et al., 2023 shows that interactive financial management training is more effective than one-way lecture methods. Before the training activities, most participants had never kept systematic financial records and were not yet able to distinguish between business finances and personal finances.

One of the participants said:

*“I’ve never really kept track of my income and expenses before. Usually, all my money just gets mixed together.”* (Informant 1)

Another participant added,

*“In the past, when asked how much profit I made, I really couldn’t say because the money just went straight into my pocket.”* (Informant 2)

After the training activities were carried out, participants eventually became accustomed to recording daily income and expenses. They also began to understand the importance of simple financial reports in controlling business cash flow.

**Table 1. Change in Participants' Financial Management Capacity**

Aspect	Before Training	After Training
Transaction recording	Not done routinely	Start keeping a daily journal
Separation of business & personal finances	Not yet separated	Starting to be separated
Understanding cash flow	Low	Increase
Awareness of the importance of financial reports	Slightly	Significant increase

**2. Communication Strategy in Raising Entrepreneurship Awareness Based on Local Potential**

In the business development discussion session, the communication strategy used by the communicator is group communication. In this strategy, the implementing team, acting as the communicator, encourages participants to share their experiences and identify local potentials present in the coastal area.

Bauer. (1982) explain that effective communication in development is convergent, meaning it is a communication process that enables the achievement of mutual understanding. The group discussions in this training reflect that model, as business ideas are not imposed by the communicator, but are instead developed through participant interaction.

This can be seen from the statement of one of the participants:

*“During the discussion, I just realized that fish can actually be processed into all sorts of dishes. The idea came up while we were chatting together.”* (Informant 1)

This is in line with Dennis & DeFleur, (1991), who stated the importance of selecting messages that are relevant to the needs of the audience. In this activity, the entrepreneurship message will focus on the potential found within the community, in this context, the processing of marine products, so that the message feels closely connected to the participants' daily lives.

This approach aligns with development communication theory, which emphasizes that horizontal dialogue is a crucial aspect of community empowerment. Doktoralina & Mareta, 2024 state that community-based economic empowerment is more effective when the community is involved in the process of identifying solutions. Similarly, (Suryatni et al., 2021) explain that developing household economies through the optimization of local resources becomes an effective strategy for improving community welfare.

Interviews also showed that there was a shift in participants' mindsets regarding the potential of businesses based on coastal resources. Before the training was conducted, participants tended to sell raw marine products without added value. After taking part in the training activities, there was an increased awareness to develop processed products.

One of the participants said:

*“Usually, I just sell the fish as they are. But after the discussion, I started thinking about making fish crackers so the price would be higher.”* (Informant 2)

This indicates a shift from traditional production patterns towards the development of value-added enterprises.

### 3. Communication Strategy Adaptation to Digital Marketing Strategies

At the marketing training stage, the communication strategy employed is demonstrative and based on digital media. Participants are given information about social media, starting from being shown directly how to create a business account to how to develop promotional content. The communication media used in the training becomes part of the material itself, allowing participants to experience the learning process through hands-on practice or experiential communication.

A participant said:

*“Previously, social media was just for personal use, but after being guided, it turns out social media can also be used for selling.”* (Informant 3)

Findings regarding the use of social media as a promotional tool indicate that there is adaptation to digital transformation at the micro-enterprise level. Although still in the early stages, participants have begun to create business accounts and develop promotional content. This aligns with research by Siska et al., (2024) which shows that digital marketing training for MSMEs can increase market reach and sales potential. Rizan, (2021) also state that the digitalization of MSMEs through the use of online platforms is an important factor in enhancing business competitiveness in the digital economy era.

One participant said:

*“Now I’ve tried creating a business account and have also tried uploading product content as taught by the trainer.”* (Informant 3)

Thus, the CSR program in this study serves as a facilitator of digital transformation for micro-entrepreneurs in coastal areas. In terms of marketing, most participants previously relied solely on direct sales within their immediate surroundings. The training provided has enhanced participants’ understanding of using social media as a promotional tool. These findings indicate an increased adaptation to digital marketing strategies, although it can be said that this is still in the early stages.

**Table 2. Marketing Strategy Changes**

<b>Aspect</b>	<b>Before Training</b>	<b>After Training</b>
Marketing Methods	Conventional	Conventional
Market reach	Limited local reach	Wider reach through social media
Brand awareness	Low	Starting to increase
Customer Interaction	Face-to-Face	Face-to-Face + Online

### 4. Analysis of Communication Strategies from a CSR Perspective

From the perspective of Corporate Social Responsibility (CSR), communication functions not only as a means of delivering information, but also as a strategic

instrument for building relationships, participation, and community empowerment. The results of this study indicate that the communication strategies implemented in CSR training activities in Tarumajaya District are planned and systematic.

According to Bauer, (1982) communication strategy is a series of consciously arranged decisions aimed at achieving specific communication objectives by taking into account the characteristics of the audience, channels, and message context. In the context of CSR, these strategic decisions can be seen in the approach chosen for participants, the language used, and the adaptation of materials to the socio-economic conditions of coastal communities. This means that the CSR activities implemented are tailored to the actual needs of the coastal community.

Dennis & DeFleur. (1991) highlight the importance of selecting the right message, a strategic timing, and appropriate communication channels. In this study, CSR messages are not delivered in the form of campaigns, but rather through practical training such as financial record-keeping, development of businesses based on local potential, and even digital marketing.

Meanwhile, Littlejohn et al., (2021) state that communication strategy involves systematic planning to achieve effectiveness through the use of various tactics and communication tools. In the CSR program studied here, the strategies used include group communication (participatory discussions) and media-based communication (social media simulations). Thus, in this program, CSR is positioned as a communication process designed to bring about behavioral change, rather than merely being a symbolic activity.

## CONCLUSION

This study concludes that the effectiveness of Corporate Social Responsibility (CSR) programs in empowering coastal communities in Tarumajaya Subdistrict is not only determined by the substance of the training itself, but is also influenced by communication strategies that are designed systematically and participatively. A dialogical, contextual, and hands-on communication approach has proven capable of improving financial literacy, strengthening awareness of entrepreneurship based on local potential, and encouraging adaptation to digital marketing.

Thus, this study can contribute to the development of an empowerment-based CSR communication strategy model, in which communication is positioned as an instrument of socio-economic transformation rather than merely a channel for delivering program information. More broadly, these findings enrich the study of development communication and CSR practices within the context of coastal community economic empowerment, with the implementation of structured and adaptive communication planning serving as a key element in generating sustainable social impact.

## Suggestion

1. The implementation of Corporate Social Responsibility (CSR) programs based on community empowerment is needed, which not only focuses on the quality of training materials, but also on the planning of systematic and structured communication strategies. Research findings indicate that the effectiveness of a program is not only influenced by the quality of its training materials, but also by the alignment between the message, communication channels, audience characteristics, and the resulting effects. Therefore, communication planning must include audience segmentation, mapping of communication needs, and the design of contextual messages to achieve sustainable behavioral change.

2. There needs to be a sustainable communication strategy after the training is completed. Post-program assistance through interpersonal communication, community discussion groups, or digital mentoring can strengthen the cognitive and affective effects that were established during the training. The continuity of this communication is carried out to ensure that changes in financial management and digital marketing practices are not temporary, but rather become stable business habits.
3. For future research, it is recommended to develop a more comprehensive model of CSR communication strategy based on empowerment, using a mixed methods approach. This approach enables a more integrated measurement of communication impacts, both in terms of behavioral change and economic impacts such as increased income or business productivity. In addition, further studies can explore the role of digital communication as an instrument of economic transformation for coastal communities within the framework of sustainable development communication.

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