

**The Influence of Community Development and Empowerment Program on
AMMAN'S Corporate Image**



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APPROVAL LETTER

**THE INFLUENCE OF COMMUNITY DEVELOPMENT AND
EMPOWERMENT PROGRAM ON AMMAN'S CORPORATE IMAGE**

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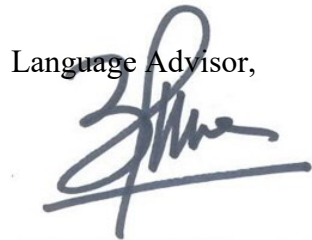
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**THE INFLUENCE OF COMMUNITY DEVELOPMENT AND
EMPOWERMENT PROGRAM ON BRAND IMAGE OF PT AMMAN
MINERAL NUSA TENGGARA**

A BACHELOR DEGREE THESIS

By:

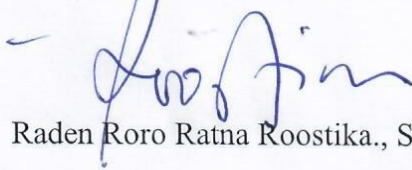
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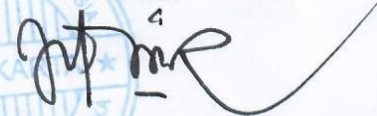
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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, March 11, 2024

A handwritten signature in black ink, appearing to read 'Nabila Aghah', written in a cursive style.

Nabila Aghah

ABSTRACT

Community Development and Empowerment Program is a government initiative to improve the human development index and promote economic development in communities surrounding the mine, including post-mining implementation. The Community Development and empowerment program is related to the company's image which can be seen in the implementation of activities carried out optimally, so that the target of the Community Development and empowerment program can be achieved. PT AMMAN as a mining company has implemented a Community Development and empowerment program. This study aims to see the effect of the Community Development and empowerment program on PT AMMAN's corporate image. This research was conducted using a questionnaire instrument distributed to beneficiaries in West Sumbawa Regency. The results of the questionnaire obtained were then tested for validity, reliability, and normality using SPSS software. Factor analysis was conducted to show that factors affect the corporate image of PT AMMAN. The results of the analysis of factors affecting PT AMMAN's corporate image through Community Development and empowerment programs in the economic sector, namely, MSME training and mentoring programs, Business and Financial Management Training and Infrastructure development. The Community Development and empowerment program carried out by the company has a positive influence on the company's image. The Impression indicator of the community or beneficiaries through the Community Development and empowerment program gets a very good category with the highest indicator value (score 86.93%).

Keywords: Community Development and Empowerment, Corporate Image, and Mining.

PREFACE

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CHAPTER I

INTRODUCTION

1.1 Company Profile

PT AMMAN is a copper and gold mining company in Indonesia that operates the Batu Hijau mine on the island of Sumbawa. The company was established in 1986 and is owned by PT AMMAN Mineral International (AMMAN), listed on the Indonesia stock exchange. AMMAN has a concession area of 11,621 hectares and a JORC-compliant mineral resource of 19.3 billion pounds of copper and 14.6 million ounces of gold. The company is committed to international standards of corporate governance, sustainability, and environmental responsibility. AMMAN also conducts exploration activities in the Elang deposit near Batu Hijau mine (Amman.co.id).

According to the Amman.co.id website, AMMAN's vision is to become a transformative organization that leaves a legacy of excellence. The company aims to bring about positive changes and impacts for its stakeholders, including employees, customers, communities, and the environment. AMMAN's mission is to provide commodities to the world responsibly and sustainably by thinking boldly and acting to bring out the best in themselves, their communities, and the environment. AMMAN aims to produce and deliver copper and gold ethically, environmentally friendly, and socially beneficial, using creativity, innovation, and excellence in their operations. The company is guided by five core values: excellence, integrity, teamwork, health and safety, and creativity and innovation.

PT AMMAN is committed to establishing and implementing a sustainability strategy consistent with its values, mission, and long-term vision. The organization has four pillars of sustainability in its sustainability strategy framework: promoting human resources, safeguarding the environment, managing resources, and upholding ethics. Aside from these pillars, the most critical drivers are leadership, commitment, communication, resources, and the proof of effect and commercial values. These key drivers are internal and external elements that promote the execution and success of numerous programs and initiatives to facilitate the implementation of

sustainable practices, improve performance, and create added value for stakeholders (Amman.co.id).

1.2 Background

The company strongly emphasizes its social responsibility in its endeavors. Organizations should develop business principles and practices that foster economic, social, and environmental development. This idea is interconnected with the ethical and social responsibilities of the company's internal and external stakeholders. Corporate sustainability is achieved by practicing social responsibility, especially when it is done by fostering cooperation among stakeholders. This is done through the company's development programs in the surrounding areas (Iswadi Amiruddin et al., 2020).

Every mining business entity must design and have a Community Development and Empowerment Master Plan by ESDM No. 41/2016 concerning Community Development and Empowerment in Mineral and Coal Mining Business Activities (Astuti & Simandjuntak, 2018). The Minister of Energy and Mineral Resources Decree No. 1824 K/30/MEM/2018, which outlines the Guidelines for Implementing Community Development and Empowerment, further emphasizes this legislation (Parhusip et al., 2022).

Meanwhile, this program aims to establish good relationships with stakeholders to contribute to the company's goals, especially regarding reputation. The program's implementation vision, "Towards a Better Life," is based on ve criteria: mutual benefits between the government, local communities, and the company and adhering to sound governance principles such as transparency and accountability. These factors have been contextualized in six domains: education, healthcare, economic improvement, socio-cultural, and environmental protection. Community empowerment is defined by ministerial regulations where the competent authority focuses on standardizing living conditions. Communities will be better able to have autonomy yet have durable actions for sustainable development (Iswadi Amiruddin et al., 2020).

Community development and empowerment programs carried out by mining companies in Indonesia have significantly impacted the company's corporate image in the eyes of the government and communities around mining areas. The following are related research findings.

1. PT Ceria Nugraha Indotama is committed to implementing community development and empowerment programs as a social responsibility focusing on community economic empowerment, health, education, and ecopreneurship programs. This program aims to maintain the company's corporate image in the eyes of the government and communities around the mining area (Iswadi Amiruddin et al., 2020).
2. PT Vale carries out community development and empowerment programs with sustainability strategies to achieve shared prosperity. PT Vale contributes and synergizes with various stakeholders in its operational areas. The program covers essential sectors such as education, health, economic independence, social culture, social environment, community institutions, and infrastructure development. Through collaboration with local governments, this program contributes to achieving the Sustainable Development Goals (vale.com).
3. PT Bumi Suksesindo (BSI) was awarded for its commitment to implementing community development and empowerment programs. This program focuses on empowering communities around the mine through initiatives such as processing organic waste into maggot food. This program prioritizes positive impacts on local communities over quantity. This statement shows that community development and empowerment programs impact the company's corporate image and receive recognition from the government (Abidin & Mais, 2021).

PT AMMAN emphasizes the importance of a strong corporate image in its marketing strategy to distinguish itself from competitors (Amman.co.id). The company can develop a community empowerment program by the government's policy to enhance its corporate image. PT AMMAN has implemented the Community Development and Empowerment program in its mining operations to foster good relations with the community and take responsibility for the impacts of its activities. The company has carried out three mapping programs under Community Development and Empowerment: Human Capital, Economic Empowerment, and Sustainable Tourism. This study focuses on the Economic Empowerment program for community development and empowerment. The Economic Empowerment program aims to strengthen the local economy by evaluating business potential, providing training and business assistance, enhancing branding and product packaging design, improving marketing, and increasing access to business capital. This program presents an excellent opportunity for the community to enhance

their skills and address economic challenges. In this context, PT AMMAN has provided training and development to MSMEs in Sumbawa and West Sumbawa districts. The community should evaluate the success of these programs to maintain a positive image for the company.

The fact that PT AMMAN has implemented and will continue to carry out its responsibilities in the long run makes this evaluation of the company by the local community—especially the community surrounding the mine—should be favorable. Still, others believe that PT AMMAN is not carrying out its obligations. Hundreds of locals who are part of the West Sumbawa Regency Anti-Mining Mafia Community Alliance, West Nusa Tenggara (Amanat KSB), continue to stage protests and demonstrations against the mining activities carried out by PT Amman Mineral Nusa Tenggara (Nuary, 2022). In the meantime, Kartika as a head of corporate communication PT AMMAN, stated that his party focuses on three main areas: human resources development (HR), sustainable tourism, and economic strengthening. This was in response to the demands and speeches made by the demonstrators regarding the community development and empowerment program, also known as Corporate Social Responsibility (CSR). where long-term plans are established for each of these components.

Therefore, the program implemented by PT AMMAN with responsibility for implementing Community Development and Community Empowerment motivates researchers to research the Influence of the Environmental Development Program on PT AMMAN's Corporate Image because there is an influence between the Environmental Development Program and Empowerment. Carried out the company's image by looking at previous research and analyzing the public's attitudes and perceptions towards the programs they have participated. This research is very relevant to carry out; it is hoped that it can provide an overview of the effectiveness of community development and empowerment programs that have been carried out by the company and can provide recommendations for companies in improving their corporate image in the eyes of the community

1.3 Problem Formulation

Based on the background above, the problem formulation above is obtained as follows:

1. What is the attitude of program recipients towards the community development and empowerment (Economic Empowerment) program conducted by PT AMMAN?
2. Does the community development and empowerment (Economic Empowerment) program have a relationship with the company's Corporate Image?
3. Does the program make the Corporate Image better?

1.4 Purpose of Internship

1. To see the attitude of the recipients of the community development and empowerment (Economic Empowerment) program conducted by PT AMMAN.
2. To see if there is a relationship between the community development and empowerment (Economic Empowerment) program and the company's corporate image.
3. Knowing the effect of the community development and empowerment (Economic Empowerment) program at PT AMMAN on Corporate Image.

1.5 Benefits of Internship

- Practical Benefits

1. For the Author

Accommodating the concepts or theories obtained from lectures with the actual operational reality of the field.

2. For Agencies

Being a means of input and information regarding the influence of the community development and empowerment program on corporate image for the Social Impact department of PT AMMAN.

3. For Other Parties

The expected results can add insight into internship practices and can be used as information or reference material in further observations.

- Academic Benefits

It is expected to be useful for the development of knowledge in the field of management, especially marketing. This Internship Final Project Report can also be used as a reference for making the next Internship Final Project Report.

CHAPTER II

LITERATURE REVIEW

2.3 Theoretical Overview

This research model employs two variables: dependent and independent. The dependent variable in this study is community development and empowerment in the Economic Empowerment program, while the independent variable is PT AMMAN's corporate image. This study examined an economic development program that includes assessing business potential, providing training and business assistance, improving branding, product packaging design, marketing, and increasing access to business capital. The dependent variable is PT AMMAN's corporate image, which is crucial for the company's reputation. It is important for companies to create a positive corporate image based on indicators that support good perceptions.

2.3.1 Community Development and Empowerment Program

According to Sundoyo et al. (2019), the Community Development and Empowerment Program is a government initiative to improve the human development index and promote economic development in communities surrounding the mine, including post-mining implementation.

Legal Basis:

- Republic of Indonesia Law No. 4 of 2009 concerning Mineral and Coal Mining.

Article 108: (1) IUP and IUPK holders are obliged to prepare community development and empowerment programs. (2) The preparation of programs and plans as intended in paragraph (1) is in consultation with the government, regional government and the community.

- Republic of Indonesia Government Regulation Number 47 of 2012 concerning social responsibility and limited liability companies

Article 4: This government regulation implements the provisions of article 74 of Law Number 27 concerning Limited Liability Companies. This government regulation regulates social and environmental responsibility which aims to realize sustainable economic development in order to improve the quality of life.

- Minister of Energy and Mineral Resources Regulation of the Republic of Indonesia Number 26 of 2018

Establish regulations from the Ministry of Energy and Mineral Resources regarding implementing sound mining principles and supervising Mineral and Coal mining.

- Minister of Energy and Mineral Resources Decree of the Republic of Indonesia Number 1824 of 2018

It provides implementation programs for community development and empowerment, as well as implementing the provisions of the Minister of Energy and Mineral Resources regulation number 25 of 2018 concerning mineral and coal companies.

- Description of 8 Community Development and Empowerment programs

Number 41 of 2016 concerning community development and empowerment in mining and mineral business activities, every business entity must prepare a master plan for community development and empowerment.

1. Education
2. Health
3. Real income/employment level
4. Economic independence
5. Sociocultural
6. Environmental management
7. Establishment of community institutions

8. Infrastructure development

Companies must establish positive interactions with the local community to gain social legitimacy for mining activities. This can be achieved through corporate social responsibility (CSR) or Community Development and Empowerment. It is essential to take a social approach to the communities around the mine. In general, this will support sustainable national development and help achieve the objectives of mineral and coal management, including increasing the income of local, regional, and state communities and creating maximum employment for the welfare of the people (Esdm.go.id).

The legitimacy hypothesis posits that a company operates with society's permission, which can be revoked if it fails to fulfill its obligations. Corporate social responsibility (CSR) is a commitment between businesses and society within this framework. It is important to note that permission is not a fixed concept. Therefore, the survival and expansion of a company depends on its ability to adapt and develop in response to society's changing demands and desires (Farlinno & Bernawati, 2023).

2.3.2 Corporate Image

Corporate image is the first impression that the public has of a company. conversely, a company's corporate reputation conveys a value assessment of its qualities. Corporate images can be created more quickly through carefully planned communication campaigns, but corporate reputations usually develop over time due to consistent performance, reinforced by successful communication. Businesses aim to present an accurate and favorable picture to their stakeholders. They also desire to be seen favorably by their constituents. As a result, the organization values its standing and reputation among its stakeholders (Gray & Balmer, 1998).

Meanwhile, a company's or brand's public perception of society is known as its corporate image—business or trademark in the community. Reputation, image, and identity are included in this instance. The worth and identity of a business or brand that results from interactions with its stakeholders, including the public, media, government, employees, and investors. This is crucial

because it can affect the decisions made by investors and consumers about purchasing goods, investments, identification, and general trust (Nuryana, 2023).

According to the thoughts of Shirley Harrison, the following are the dimensions of the corporate image (Ristina Dwi Astuti et al., 2022) :

1. Personality, related to the characteristics of the company in being responsible and trustworthy.
2. Reputation, related to the actions or activities that the company has carried out.
3. Value, related to the culture or values that the company has.
4. Corporate Identity, related to the company's identity in the form of slogans, logos, and colors that help people recognize the company.

2.4 Framework

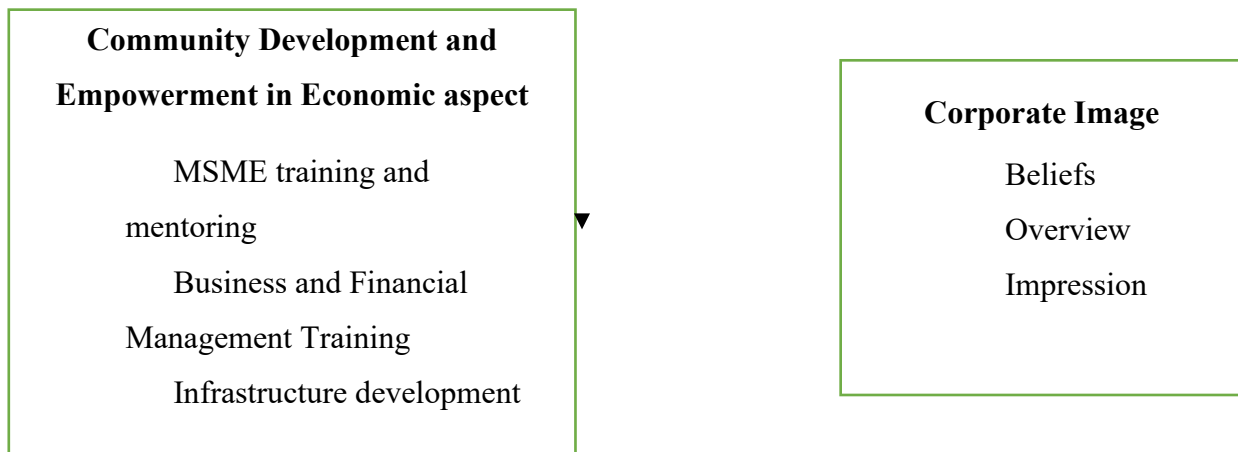


Figure 1.1 Framework

The study's independent variables are community development and empowerment in the Economic Empowerment program, while the dependent variable is PT AMMAN's corporate image. The influence of Community Development and Empowerment on PT AMMAN's corporate image will be seen by the attitude or perception of benefits in the Economic Empowerment development and empowerment program, as shown in the figure above.

This research focused on the Community Development and Empowerment variable, which refers to the economic program or Economic Empowerment. The economic program encompasses a study or assessment of business potential, training and business assistance, improved branding, product packaging design, marketing, and increased access to business capital.

This study focused on PT AMMAN's corporate image as a dependent variable closely related to the company's reputation. Data will be collected through questionnaires distributed to communities involved in PT AMMAN's Economic Empowerment and Community Development program. The collected data will be analyzed using statistical techniques like SPSS.

2.5 Research Hypothesis

This study tested the hypothesis that there was a significant relationship between community development and the corporate image of PT AMMAN.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Focus

The author's research focused on obtaining the perceptions of beneficiaries of the community development and empowerment program at PT Amman. Specifically, the research examined the economic empowerment program, which included training and development of MSMEs in West Sumbawa Regency. The study also investigated the relationship between the programs provided and the company's corporate image. The conclusions drawn are limited to the object under study and apply only at a certain time. In addition to providing suitable recommendations for one of the programs offered based on the beneficiaries' perceptions.

3.2 Approach

Data for this study was collected through a questionnaire to obtain necessary information. The collected data was processed using SPSS. The aim of this stage is to gather relevant data from respondents.

3.3 Unit of analysis

The unit of analysis in research is the information that researchers was collected data form. From the population data that has been obtained by researchers, the population is 134 people. Researchers will use a sample to obtain data, using the Slovin formula with an error tolerance of 10%, researchers obtained 57 respondents who filled out the questionnaire. Respondents were beneficiaries of one of PT AMMAN's community development and empowerment programs, especially in the field of economic empowerment, namely MSMEs and youth in West Sumbawa Regency who take part in the program from the Social Impact department.

3.4 Data Collection Methods

Data for this study was collected through a questionnaire to obtain necessary information. The collected data was processed using SPSS. This stage aimed to gather relevant data from

respondents. This study's data collection techniques or methods were carried out using primary data through questionnaires and Observation. The respondents or informants taken were 57 people. This sample selection was taken based on Roscoe (1975), who determined that the sample size could be based on a sample size of more than 30 people and that less than 500 was appropriate for most studies. The sample size is generally ten times greater than the number of variables in the study. Based on Roscoe's opinion, the number of samples in this study amounted to 57 people, where the variables in the questionnaire totaled 2.

3.5 Primary Data

Primary data is the main or main data obtained directly from respondents through observation, and distributing questionnaires. Conducted by researchers directly in the field or outside the field. According to Sugiyono (2016), primary data is a data source obtained by researchers directly through direct observation in the field. The following is an explanation of primary data through observation, and questionnaires.

3.5.1 Observation

Observation is a data collection technique by observing all phenomena related to research that occurs in the field. Sugiyono (2016) states that observation is the basis of all science where the information obtained is a fact that occurs in the field based on observations made. Meanwhile, according to Hasan (2002), observation is an observing behavior which is then recorded and sorts out a series of phenomena and situations in the research field conditions in accordance with the objectives. In this case, the researcher conducts active participation observation where this observation is carried out by making observations and being directly involved in activities at the research location.

3.5.2 Questionnaire

According to Arikunto (2013), a questionnaire is a list of questions given to others willing to respond to the user's request. The questionnaire design used several questions and opinions regarding the Community Development and Empowerment program implemented by the benefits and saw the program's effect on the company's image. According to Anotherorion (2022), if a neutral answer is not used, it is better to use a 4-point Likert scale so that respondents do not choose one of the tendencies to be pro or

contra to the questions given. Often, a 5-point Likert scale with a neutral number of 3 can produce a biased value if the respondent chooses too many neutral points because they need help understanding the information in the questions given. In the measurement, each respondent will be asked for their opinion on a question with a rating scale of strongly disagree, disagree, agree, and strongly agree. The questionnaire was distributed to respondents, where respondents included their opinions about the program's implementation and its effect on PT Amman's corporate image.

Table 1.1
Research Variables and Indicators

Variable	Definition	Indicators
1. Community Development and Empowerment in Economic aspect	Community Development and Empowerment Economic is a program that focuses on the economic empowerment of local communities in West Sumbawa district through assessing business potential, training and business mentoring, improving branding, improving product packaging design, improving marketing and increasing access to business capital.	<ol style="list-style-type: none"> 1. MSME training and mentoring 2. Business and Financial Management Training 3. Infrastructure development
2. Corporate Image	An impression or picture of a company in the eyes of the wider community formed based on knowledge from their personal experience.	<ol style="list-style-type: none"> 1. Beliefs 2. Overview 3. Impression

Sample questionnaire statements:

Community Development and Empowerment (Economic Empowerment):

1. The product branding development training provided by PT AMMAN provides useful knowledge about the importance of branding for MSME players.
2. The product branding development training provided by PT AMMAN helps me understand how to improve the corporate image of MSME products or services.
3. Through this training, I feel more confident in managing and promoting MSME product brands.
4. The product branding development training provided by PT AMMAN provides a better understanding of how to increase the income of MSME players.
5. After attending the product branding improvement training provided by PT AMMAN, I immediately implemented the knowledge I gained for the development of MSMEs.
6. The financial recording training provided by PT AMMAN provides a better understanding of the importance of financial recording for MSME players.
7. The financial recording training provided by PT AMMAN helped me understand the basic concepts of financial recording for MSMEs.
8. I feel more confident in recording financial transactions after attending the financial recording training provided by Impact PT AMMAN.
9. The financial recording training provided by PT AMMAN helped me understand how to create and manage MSME finances.
10. I often do financial recording after attending the financial recording training provided by PT AMMAN.
11. PT AMMAN has provided adequate infrastructure facilities to support MSME production activities.
12. I feel that PT AMMAN has provided technical support and training to MSMEs on the use of the infrastructure provided.
13. The infrastructure built by PT AMMAN (palm sugar production house and weaving) has improved accessibility and connectivity for MSMEs.
14. I feel that the infrastructure built by PT AMMAN has increased the production output of MSMEs.
15. Infrastructure development by PT AMMAN has helped MSMEs in overcoming logistical constraints.

Corporate Image:

1. Our assessment is that PT AMMAN employees are very friendly towards the community.
2. The MSME training program has attracted the attention of the community.
3. PT AMMAN is active in implementing MSME training and development programs.
4. PT AMMAN's training and development programs have clear objectives.
5. PT AMMAN maintains good relations with the community.
6. The implementation of the MSME training and development program has received sympathy from the community.
7. The MSME training and development program helps MSME players develop their businesses.
8. The MSME training and development program has a good influence on PT AMMAN's MSME partners.
9. MSME training and development programs provide solutions to help PT AMMAN's MSME partners.
10. PT AMMAN is able to invite the community to participate in the program that is running.
11. The MSME training and development program is well-organized
12. Training and development programs are ethically implemented in the community.
13. The program has a good name in the community.
14. The training and development program helps solve problems faced by MSMEs.
15. PT AMMAN has shown good performance through the training and development program for MSMEs.

3.6 Analysis Method

This research employed quantitative data analysis methods. Sugiyono (2009: 14) stated that quantitative research methods are based on the philosophy of positivism and are used to research specific populations/samples. Sampling techniques are generally random, and data is collected using research instruments. The authors used a simple linear regression equation as an analysis technique to achieve the research objectives. The x variable represented community

development and empowerment, while the y represents a corporate image. The authors used the SPSS version 29.0 for the Windows application to facilitate the data analysis. After data processing, the next step is to conduct a T-test. The t-test is a preliminary step before conducting a linear regression test. Its purpose is to determine the extent to which an independent variable explains the variation in the dependent variable. However, before conducting hypothesis testing, it is necessary to validate and test the research instrument's reliability and perform a normality test to verify classical assumptions. Finally, a simple linear regression test was conducted

3.7 Place and Time of Internship

The place of internship, as well as the research location, was carried out at PT AMMAN, which is located in West Sumbawa Regency, NTB. This internship was carried out for approximately four months. The collection of respondents' data for research was carried out over approximately four months. This data was collected during the internship from April 2023 to July 2023.

RESULTS AND DISCUSSION

4.1 Results

In this chapter of research results and discussion, the author had explained the results of the questionnaire filled out by respondents who received the Community Development and Empowerment program in the field of Economic Empowerment of PT AMMAN. The questionnaire is based on problem formulation questions regarding the response of program recipients regarding the Community Development and Empowerment program carried out by PT AMMAN and its influence on the corporate image of PT AMMAN. This study used data analysis techniques in the form of a Likert scale, which is assisted by SPSS software, to discuss the results of the questionnaires that have been distributed. The following described the results of research and discussion regarding Community Development and Empowerment (Variable x) and Corporate image (Variable y).

- Profile purposive sampling

Respondents who have filled out the questionnaire are gender, age, and education. The characteristics of respondents can be described as follows:

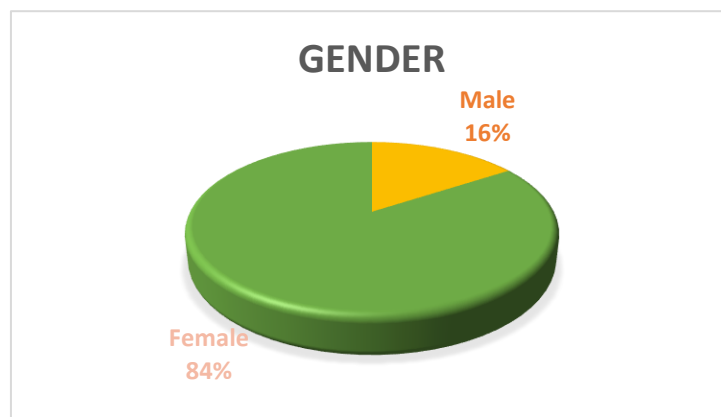


Figure 1.2 Questionnaire Results by gender (Source: Researcher)

Based on Figure 1.2, it can be seen that most of the beneficiary respondents of the Community Development and Empowerment (Economic Empowerment) program are female.

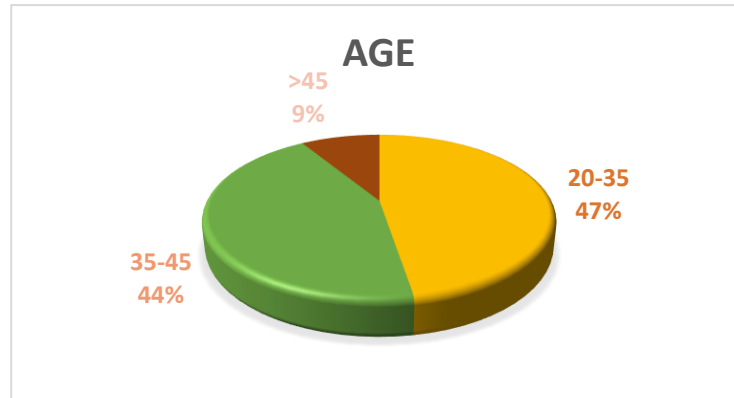


Figure 1.3 Questionnaire Results by age (Source: Researcher)

Based on Figure 1.3, it can be seen that respondents who received the Community Development and Empowerment (Economic Empowerment) program were of various ages. Most respondents from 20-35 years old can be interpreted as the target of the Community Development and Empowerment (Economic Empowerment) program being the younger generation and the fewer respondents over 45 years old.

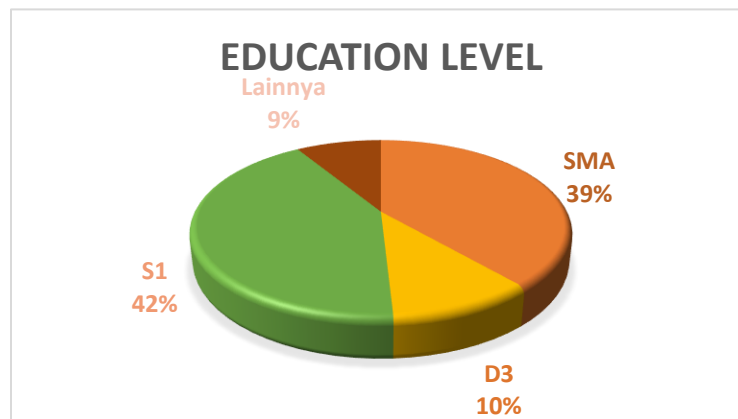


Figure 1.4 Questionnaire results according to education level (Source: Researcher)

Based on Figure 1.4 for the education level of respondents who received the Community Development and Empowerment (Economic Empowerment) program after the data is processed from respondents, it can be concluded that the high school and undergraduate education levels are the most who received the program.

- Data Descriptions

The processed questionnaire data is categorized into five categories: significantly less, less, sufficient, reasonable, and excellent. The tendency of each respondent's answer distribution can be seen from the percentage of the actual score. The actual score percentage value is obtained from the division of the actual score and the ideal score. Actual scores are obtained by calculating all respondents' opinions. In contrast, the ideal score is obtained by predicting the highest score multiplied by the number of questionnaire questions. If illustrated with a formula, it looks like the picture below:

$$\% \text{ Skor Aktual} = \frac{\text{Skor Aktual}}{\text{Skor Ideal}} \times 100\%$$

Image Formula for finding % actual score (Source: Umi Narimawati 2007)

After knowing the % Actual Score, we can see the category according to the table below, namely:

Category Distribution Table (Source: Umi Narimawati, 2007)

Intervals	Criteria
20,00 % - 36,00 %	Significantly less
36,01 % - 52,00 %	Less
52,01 % - 68,00 %	Sufficient
68,01 % - 84,00 %	Reasonable
84,01 % - 100 %	Excellent

4.1 Analysis of Beneficiary Responses to Community Development and Empowerment

Economic

The Community Development and Empowerment (Economic Empowerment) program carried out by PT AMMAN will determine whether or not it is good enough based on the respondents' answers to the questions asked in the questionnaire. Community Development and Empowerment is divided into 3 Indicators: MSME branding and marketing training, business and financial management, and infrastructure development, where the three dimensions are divided into 15 statement items. Each dimension of community development and empowerment will be calculated and processed to see whether the score results are good enough or still lacking by the categorization table in the data description. To find out more clearly the overall picture of the response from

product users, the total score of respondents' answers to each question item is calculated with the results in the table below.

4.1.1 MSME Branding and Marketing Training Indicators

Results of respondent analysis of MSME Branding and Marketing Training Indicators

No	Statements	Respondent's Answer				Actual Score	Ideal Score	Actual Score	%
		SA	A	DA	SDA				
1	The product branding development training provided by PT AMMAN provides useful knowledge about the importance of branding for MSME players.	F	24	30	1	2	190	228	83,33%
2	The product branding development training provided by PT AMMAN helps me understand how to improve the corporate image of MSME products or services.	F	29	25	2	1	196	228	85,96%
3	Through this training, I feel more confident in managing and promoting MSME product brands.	F	33	20	3	1	199	228	87,28%
4	The product branding development training provided by PT AMMAN provides a better	F	26	24	6	1	189	228	82,89%

	understanding of how to increase the income of MSME players.								
5	After attending the product branding improvement training provided by PT AMMAN, I immediately implemented the knowledge I gained for the development of MSMEs.	F	26	24	4	3	187	228	82,02%
Accumulation of Respondents' Answers		F	138	123	16	8	961	1140	84,30%

This indicator explained how the company's role in branding and marketing training is directly related to the Community Development and Empowerment program carried out by PT AMMAN. Statements number 1, 4, and 5 are in a suitable category, while statements 2 and 3 are in the excellent category, and the results of the accumulation of respondents' answers to the Branding and Marketing Training indicator have a score of 84.30%, which meant that this indicator is in the excellent category. The program aimed to develop a better product packaging design so that product quality is maintained and able to attract consumers to buy very well and is accepted by the beneficiaries.

4.1.2 Business and Financial Management Training Indicators

Respondent analysis results of Business and Financial Management Training Indicators

No	Statements	Respondent's Answer				Actual Score	Ideal Score	%	
		SA	A	DA	SDA				
6	The financial recording training provided by PT AMMAN provides a better understanding of the importance of financial recording for MSME players.	F	27	26	2	2	192	228	84,21%
7	The financial recording training provided by PT AMMAN helped me understand the basic concepts of financial recording for MSMEs.	F	24	26	6	1	187	228	82,02%
8	I feel more confident in recording financial transactions after attending the financial recording training provided by Impact PT AMMAN.	F	29	26	1	1	197	228	86,40%
9	The financial recording training provided by PT AMMAN helped me understand how to create and manage MSME finances.	F	32	22	2	1	199	228	87,28%
10	I often do financial recording after attending the financial	F	26	27	3	1	192	228	84,21%

recording training provided by PT AMMAN.								
Accumulation of Respondents' Answers	F	138	127	14	6	967	1140	84,82%

Statements 6, 8, 9, and 10 are excellent. In contrast, statement 7 is categorized as good, and the results of the accumulation of respondents' answers to the Business and Financial Management Training indicator had a score of 84.82%, which meant that this indicator is in an excellent category. This training is provided by AMMAN for MSMEs in the form of training on financial records, how to manage a business, and how to develop business ideas to enlarge the business of MSME friends. This training aimed to ensure that MSMEs in KSB have detailed financial reports that can later be used to make it easier to get loans from banks or funders if they want to expand their business. It can be concluded that training on business management and financial recording is well received by beneficiaries, and from each statement, it can be concluded that the Community Development and Empowerment program in the field of Economic Empowerment has succeeded in showing that the activities carried out have a significant impact on MSME partners seen from the results of the accumulation of beneficiary answers.

4.1.3 Infrastructure Development Indicators

Results of respondent analysis of Infrastructure Development Indicators

No	Statement		Respondent's Answer				Actual Score	Ideal Score	%
			SA	A	DA	SDA			
11	PT AMMAN has provided adequate infrastructure facilities to support MSME production activities.	F	22	29	4	2	185	228	81,14%
12	I feel that PT AMMAN has provided technical support								

	and training to MSMEs on the use of the infrastructure provided.	F	26	29	1	1	194	228	85,09%
13	The infrastructure built by PT AMMAN (palm sugar production house and weaving) has improved accessibility and connectivity for MSMEs	F	23	31	3	0	191	228	83,77%
14	I feel that the infrastructure built by PT AMMAN has increased the production output of MSMEs.	F	20	34	3	0	188	228	82,46%
15	Infrastructure development by PT AMMAN has helped MSMEs in overcoming logistical constraints.	F	20	32	4	1	185	228	81,14%
Accumulation of Respondents' Answers		F	111	155	15	4	943	1140	82,72%

Statements 11, 13, 14, and 15 are in a suitable category. In contrast, statement 12 is categorized as very good, and the results of the accumulation of respondents' answers to the Infrastructure Development indicator had a score of 82.72%, which meant that this indicator is in a reasonable category. The results of observations in the reasonable category in terms of infrastructure development carried out by PT AMMAN aimed to help the palm farmers of Tongo Village (palm production house) in order to produce palm sugar products and their derivatives on a large scale so that these sugar products can be marketed outside KSB. Because previously Tongo aren palm farmers were only able to produce palm sugar, now they can produce ten derivatives of palm sugar (palm sugar coffee, palm sugar milk coffee, sherbet, palm ginger, and palm sugar, briquette sugar, shell sugar, liquid palm sugar, palm fruit, chocolate palm).

4.1.4 Recapitulation of respondents' answer scores regarding Community Development and Empowerment program

Table recapitulation of the score of respondents' answers to the Community Development and Empowerment program in the field of Economic Empowerment

No	Indicators	Total		Category
		Actual Score	Score Value	
1	MSME Branding and Marketing Training Indicators	961	84,30%	Excellent
2	Business and Financial Management Training Indicators	967	84,82%	Excellent
3	Infrastructure Development Indicators	943	82,72 %	Reasonable
Total Score		2871	82,97%	Reasonable

After being recapitulated, the table showed that the total score of respondents' answers regarding the Community Development and Empowerment program in the field of Economic Empowerment of PT AMMAN is 82.97% and is included in the reasonable category because it is in the classification of values between 68.01% - 84.00% as stated in the data description table. The community development and empowerment program activities in the field of Economic Empowerment carried out by AMMAN are good but need improvement to reach the excellent category.

4.2 Analysis of program recipients' response to Corporate Image (Corporate Image)

PT AMMAN's Corporate Image will be seen whether it is good enough or not, as seen from the respondents' answers to the questions asked in the questionnaire. Corporate Image is divided into three indicators, namely beliefs, images, and impressions of program recipients, where the three dimensions are divided into 15 statement items. Each dimension Corporate image will be calculated and processed sufficiently to see whether the score results are good or still lacking by the categorization table in the data description. To find out more clearly the overall picture of the

response from product users, the total score of respondents' answers to each question item is calculated with the results in the table below.

4.2.1 Indicator of Beliefs

Respondent analysis results Indicator of Beliefs

No	Statements		Respondents Answers				Actual Score	Ideal Score	Actual Score
			SA	A	DA	SDA			
16	Our assessment is that PT AMMAN employees are very friendly towards the community.	F	30	25	2	0	199	228	87,28%
17	The MSME training program has attracted the attention of the community.	F	24	27	4	2	187	228	82,02%
18	PT AMMAN is active in implementing MSME training and development programs.	F	25	29	1	2	191	228	83,77%
19	PT AMMAN's training and development programs have clear objectives.	F	26	29	1	1	194	228	85,09%
20	PT AMMAN maintains good relations with the community.	F	25	31	0	1	194	228	85,09%
Accumulation of Respondents' Answers		F	130	141	8	6	965	1140	84,65%

Statements 16, 19, and 20 are in the excellent category. In contrast, statements 17 and 18 are categorized as good. The results of the accumulation of respondents' answers to the beliefs indicator have a score of 84.65%, which means that this indicator is in an excellent category. It can be concluded that the belief in the program run by PT AMMAN, especially in Economic Empowerment, is excellent and accepted by the community because it needs to be maintained.

4.2.2 Indicator Overview

Respondent analysis result Indicator Overview

No	Statements		Respondents Answer				Actual Score	Ideal Score	%
			SA	A	DA	SDA			
21	The implementation of the MSME training and development program has received sympathy from the community.	F	25	30	1	1	193	228	84,65%
22	The MSME training and development program helps MSME players develop their businesses.	F	26	29	2	0	195	228	85,53%
23	The MSME training and development program has a good influence on PT AMMAN's MSME partners.	F	24	31	1	1	192	228	84,21%
24	MSME training and development programs provide solutions to help PT AMMAN's MSME partners.	F	26	30	0	1	195	228	85,53%
25	PT AMMAN is able to invite the community to participate in the program that is running.	F	25	31	0	1	194	228	85,09%
Accumulation of Respondents' Answers		F	126	150	4	4	969	1140	85,00%

Statements 21-25 are in the excellent category, and the results of the accumulation of respondents' answers to the Confidence indicator has a score of 85.09%, which means that this indicator is in an excellent category. The indicators regarding the overview of the community or program recipients have convinced the community of the program run by PT AMMAN.

4.2.3 Indicator Impression

Respondent analysis results Indicator Impressions

No	Statements		Respondents Answers				Actual Score	Ideal Score	%
			SA	A	DA	SDA			
26	The MSME training and development program is well-organized.	F	29	25	3	0	197	228	86,40%
27	Training and development programs are ethically implemented in the community.	F	28	28	0	1	197	228	86,40%
28	The program has a good name in the community.	F	28	28	0	1	197	228	86,40%
29	The training and development program helps solve problems faced by MSMEs.	F	31	25	0	1	200	228	87,72%
30	PT AMMAN has shown good performance through the training and development program for MSMEs.	F	31	24	2	0	200	228	87,72%
Accumulation of Respondents' Answers		F	147	130	5	3	991	1140	86,93%

Statements numbers 26-30 are in the excellent category, and the results of the accumulation of respondents' answers to the Impressions indicator have a score of 86.93%, which is the highest

accumulated score of the two indicators of the corporate image variable, which means that this dimension is in the excellent category. It can be concluded that the impression of the Community Development and Empowerment program recipients in Economic Empowerment is excellent towards the program run by PT AMMAN. From the results of the above scores, it has been proven that AMMAN has carried out and implemented the Community Development and Empowerment program required in the ESDM ministerial regulation No. 25 of 2018.

4.2.4 Recapitulation of respondents' answer scores regarding Corporate Image

Table recapitulation of respondents' answer scores Corporate Image

No	Indicators	Total		Category
		Actual Score	Score Value	
1	Indicator of Beliefs	965	84,65 %	Excellent
2	Indicator Overview	969	85,00%	Excellent
3	Indicator Impression	991	86,93%	Excellent
Total Score		2925	85,52%	Excellent

It can be seen that the total score of respondents' answers regarding PT AMMAN's Corporate Image is 85.52% and is in the excellent category because it is in the classification of values between 84.01% - 100%, as stated in the data description table. The highest score is in the Impressions indicator - an impression of 86.93%. From the observations, researchers assess that the program implemented has full filled the beliefs, overview, and impressions of program recipients, so it needs to be maintained to continue to create good value from the community and become a positive image for PT AMMAN.

4.3 Test Results of Research Measurement Tools

After analyzing the beneficiaries' responses to the Community Development and Empowerment (Economic Empowerment) and Corporate Image variables, the validity and reliability tests were then carried out on the measuring instruments used to measure what should be their measuring function, namely to test whether the questionnaire has measured carefully and precisely what will

be measured in this study, how to calculate the score of each answer according to the Likert scale points.

4.3.1 Validity Test

Validity testing uses Pearson Product Moment correlation, where each question item is declared valid if the question correlation coefficient ≥ 0.312 . The results of the validity test of the Community Development and Empowerment variable in Economic Empowerment can be seen in the table. For Corporate Image, they are in the table below.

Table of SPSS 23 Validity Test Results about (Community Development and Empowerment)

Statements Community Development and Empowerment Program	SPSS Result of Validity Test 30 statements	Critical Points	Conclusions
Statement 1	0.634	0.312	Valid
Statement 2	0.830	0.312	Valid
Statement 3	0.790	0.312	Valid
Statement 4	0.837	0.312	Valid
Statement 5	0.823	0.312	Valid
Statement 6	0.772	0.312	Valid
Statement 7	0.836	0.312	Valid
Statement 8	0.826	0.312	Valid
Statement 9	0.678	0.312	Valid
Statement 10	0.749	0.312	Valid
Statement 11	0.751	0.312	Valid
Statement 12	0.749	0.312	Valid
Statement 13	0.623	0.312	Valid
Statement 14	0.698	0.312	Valid
Statement 15	0.744	0.312	Valid

Table of SPSS 23 Validity Test Results about (Corporate Image)

Statements Corporate Image	SPSS Result of Validity Test 30 statements	Critical Points	Conclusions
Statement 16	0.569	0.312	Valid
Statement 17	0.756	0.312	Valid
Statement 18	0.897	0.312	Valid
Statement 19	0.883	0.312	Valid
Statement 20	0.864	0.312	Valid
Statement 21	0.851	0.312	Valid
Statement 22	0.856	0.312	Valid
Statement 23	0.835	0.312	Valid
Statement 24	0.832	0.312	Valid
Statement 25	0.923	0.312	Valid
Statement 26	0.832	0.312	Valid
Statement 27	0.856	0.312	Valid
Statement 28	0.886	0.312	Valid
Statement 29	0.818	0.312	Valid
Statement 30	0.817	0.312	Valid

In the table of SPSS 23 Validity Test results above, it can be seen that all validity indices of the Community Development and Empowerment variable in the field of Economic Empowerment and the Corporate Image variable are more significant than the critical value of 0.312. Thus, all statement items used to measure the two variables are valid, so all statements are valid and suitable for processing as research data.

4.3.2 Reliability Test

Apart from being valid, the measuring instrument used must also be reliable. They are testing the reliability of the two variables in this study using the Cronbach-alpha method. The test results of the measurement instrument are reliable, where the minimum acceptable reliability

limit is a positive coefficient of over 0.700. By using SPSS 23 software, the reliability test results for the two variables are obtained in the table. Based on the table, all coefficients for each statement and variable have met the required critical points, so it can be concluded that the questionnaire used can measure what should be measured. The results of the Reliability test can be seen in the table below.

Table of Questionnaire Reliability Test Results

<i>Variable</i>	Coefficient of Reliability	Critical Points	Conclusion
<i>Community Development and Empowerment</i>	0.946	0.700	Reliabel
<i>Corporate Image</i>	0.968	0.700	Reliabel

4.3.3 Normality Test

The data normality test used the SPSS 23 program with the Kolmogorov-Smirnov test. The following are the results of the data normality test that has been carried out with a total sample of 57.

Table Kolmogorov-Smirnov test result

		Unstandardized Residual
N		57
		57
Normal Parameters ^{a,b}	Mean Std. Deviation	.00000000 4.61585071
Most Extreme Difference	Absolute	.121
	Positive	.105
	Negative	-.121
Test Statistic		.121
Asymp. Sig. (2-tailed) ^c		.037

Monte Carlo Sig. (2- tailed)	Sig.	Lower bound	.032
d	99% confidents interfal	Upper bound	.027
			.036

a. Test result is normal

b. Calculated from data

c. Lilliefors significance Correction

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000

Sumber: SPSS Version 29.0 2023.

Based on the results of the Normality Test, it is known that the significance value is $0.121 > 0.05$.

The residual value is usually distributed and can be continued to the next test.

4.3.4 Correlation Analysis Test (r) Pearson Product Moment

According to Sarwono (2006: 149) the correlation test aims to determine the level of relationship between variables expressed by the correlation coefficient (r). The type of relationship between variables X and Y can be positive and negative.

Decision-making basis

- a) If the significance value is < 0.05 , it is correlated.
- b) If the significance value is > 0.05 , then it is not correlated.

Relationship Degree Guidelines

- Person Correlation Value 0.00 to 0.20 = no correlation.
- Person Correlation Value 0.21 to 0.40 = weak correlation.
- Person Correlation value 0.41 to 0.60 = moderate correlation.
- Person Correlation Value 0.61 to 0.80 = strong correlation.
- Person Correlation value 0.81 to 1.00 = perfect correlation

(Source: Sarwono, 2006 : 149-150)

Table Correlation Analysis Test (R)

		CDE EE	Corporate Image
CDE Economic Empowerment	Pearson Correlation	1	.798**
	Sig. (2-tailed)		<,001
	N	57	57
Corporate Image	Pearson Correlation	.798*	1
	Sig. (2-tailed)	*	
	N	<,001	57
		57	
**Correlation is significant at the 0.01 level (2-tailed)			

Sumber: SPSS Version 29.0 2023.

It can be seen from the correlation table above that the significance value of Community Development and Empowerment (Economic Empowerment) on Corporate Image is 0.001, more diminutive than 0.05; it can be concluded that the variables are correlated or there is a relationship between Community Development and Empowerment (Economic Empowerment) and Corporate Image. For the degree of relationship, the value of Community Development and Empowerment (Economic Empowerment) on Corporate Image is 0.798. Community Development and Empowerment (Economic Empowerment) is positively related to Corporate Image and is included in the strong correlation category.

4.3.5 T-test

The t-test is part of the regression test, but researchers wanted to discuss it before entering the linear regression test. This test wanted to show how far the influence of one independent variable individually explains the variation in the dependent variable (Ghozali, 2006, p. 88).

Ho: Community Development and Empowerment (Economic Empowerment) (X) has no significant effect on Corporate Image (Y).

Ha: Community Development and Empowerment (Economic Empowerment) (X) has a significant effect on Corporate Image (Y).

Tabel T-test result

Model	Coefficient ^a				
	Unstandadized Coefficient	Standardized Coefficient		t	Sig.
B	Std. Error	Beta			
1 (Constant)	11.478	4.110		2.793	.007
CDE Economic Empowerment	.791	.081	.789	9.804	<.001

a. Dependent Variable: Corporate Image

Sumber: SPSS Version 29.0 2023.

- Based on the significance value of the table, the significance value is $0.001 < 0.05$, so it can be concluded that variable (X) has a significant influence on variable (Y), or it can be concluded that H_0 is rejected H_a is accepted.
- Based on the t value, it is known that the t count value is $9.804 > t$ table 2.240, so it can be concluded that the Community Development and Empowerment (Economic Empowerment) (X) variable affects the Corporate Image (Y) variable or it can be concluded that H_0 is rejected H_a is accepted.

The ttable value above can be obtained from various sources or calculated as follows:

$$\begin{aligned} T_{\text{tabel}} &= (\alpha / 2 : n-k-1) \\ &= (0.05 / 2 : 57-1-1) \\ &= (0.025 : 55) \\ &= 2.220 \end{aligned}$$

4.3.6 Simple Linear Regression Test

Simple linear regression analysis tested how one independent variable affects the dependent variable. The following are the results of the simple linear regression test of Community Development and Empowerment (Economic Empowerment) on PT AMMAN's Corporate Image:

Tabel Coefficient of Determination result

Model	Adjusted Square		Std. Error of the Estimate
	R	R Square	
1	.789 ^a	.636	4.658

a. Predictors: (Constant), CDE Economic Empowerment

Sumber: SPSS Version 29.0 2023.

The table above is the first table of SPSS results from the simple linear regression test, which explains the coefficient of determination as the magnitude of the correlation/relationship (R) value of 0.798. From this output, the coefficient of determination (R Square) is 0.636, which implies that the influence of the independent variable, Community Development and empowerment, on the dependent variable (Corporate Image) is influential.

Table F test result

ANOVA^a

Model		Sum of Squares	ANOVA ^a			
			df	Mean Square	F	Sig.
1	Regression	2085.1751	1	2085.175	96.120	<,001 ^b
	Residual	193.140	55	21.693		
	Total		56			

a. Dependent Variable: Corporate Image

b. Predictors: (Constant), CDE Economic Empowerment

Sumber: SPSS Version 29.0 2023.

The table above is the second table of SPSS results from the simple linear regression test, which explains the (ANOVA) or F test, which aims to see how all independent variables affect the dependent variable. However, the partial test is sufficient because the independent variable is only

one. To explain the table above, it can be seen that the calculated F value in the table is 96.120 with a significance of $0.001 < 0.05$. The regression model can be used to predict the participation variable, or in other words, that the Community Development and Empowerment variable (X) influences the Corporate Image variable (Y).

Table Simple Linear Regression test

Model	Coefficient ^a				
	Unstandadized Coefficient		Standardized Coefficient		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	11.478	4.110		2.793	.007
CDE Economic Empowerment	.791	.081	.789	9.804	<.001

a. Dependent Variable: Corporate Image

Sumber: SPSS Version 29.0 2023.

The table above is the last table of SPSS simple linear regression test results, it is known that the Constant (a) value is 11.478, while the Community Development and Empowerment (b / Regression Coefficient) value is 0.791 so that the regression equation can be written:

$$Y = a + bX$$

$$Y = 11.478 + 0.791X$$

- The constant of 11.478 means that the consistent value of the Corporate Image variable is 11.478.
- Regression coefficient X of 0.791 states that every 1% increase in Community Development and Empowerment value, the Corporate Image value increases by 0.791. The regression coefficient is positive or a positive number, so it can be said that the direction of the influence of variable X on variable Y is positive.

4.4 Discussion

- **Factors Impacting the Corporate Image of PT AMMAN**

Factors impacting the corporate image of PT AMMAN Following a series of tests on the questionnaire responses, an indicator analysis is performed. Three indications that impacted PT AMMAN's company image were found as a result of the analysis that was carried out.

Factors influencing the organization include:

- a. MSME training and mentoring

Since November of 2021, this UMKM training and mentoring program has been conducted. This program's objective is to offer MSMEs in West Sumbawa guidance. Training in design, branding, and marketing is the main focus of this program. The goal of this initiative is to help West Sumbawa residents produce locally crafted goods so they can compete on a national level in terms of design, branding, and MSME product marketing. In order to carry out this initiative, PT AMMAN works in partnership with NARASA, a social enterprise that is dedicated to building local resources in West Sumbawa through local training. According to the responses provided by the beneficiaries in the questionnaires, they believe that the program has been carried out effectively, helping the community—especially the MSMEs in West Sumbawa—to create better product packaging designs than they had in the past. This ensures that the quality of the product is maintained and can effectively encourage customers to make purchases.

- b. MSME Business and Financial Management Training

The primary goal of PT AMMAN's implementation of this program was to increase MSMEs' knowledge of the turnover they produce. The initiative is a tangible attempt to help MSMEs manage and organize their finances through organized financial documentation. It is anticipated that MSME participants will gain a great deal from this activity, which will assist them in tracking their turnover and better understanding their business growth. Positive feedback from program participants suggests that the initiative has effectively helped MSMEs gain knowledge through the implemented training, in addition to helping them with financial management. The beneficiaries' compliance in keeping regular financial records, which helps MSMEs better understand and analyze their monthly business turnover, demonstrating the good impact.

- c. MSME Infrastructure development

The program was initiated with the aim of providing strategic measures that support the growth and development of Micro, Small, and Medium Enterprises (MSMEs). PT AMMAN as the program implementer, has implemented it through the construction of the SAKIKI Aren Sugar Production House in TONGO Village, Sekongkang, West Sumbawa. The SAKIKI Aren Sugar Production House acts as part of the coaching program provided to groups of palm sugar farmers. Previously, the farmers had attended training and mentoring for 12 times by the Community Development team. Through these mentoring activities, the farmers have gained knowledge in producing palm sugar, not only in the form of shell sugar, but also in producing 10 derivative products. The hope is that the Production House built can improve the quality of production, as well as improve the living standards and economy of the farmers. The positive response from the beneficiaries shows that this program not only helps the farmers get proper facilities to develop palm sugar production, but also has a positive impact on increasing their knowledge and skills in managing the business.

- **Respondents' Perception of PT AMMAN's Image**

Based on respondents' evaluations of PT AMMAN's corporate image, the majority of respondents rated the corporate image highly, which was developed through community development and empowerment programs. Three indicators were used to assess the corporate image: beliefs, overview, and impression. The total actual score of respondents' answers regarding PT AMMAN's Corporate Image is 85.52%, falling within the excellent category. The highest score was observed in the impression indicator, with a score of 86.93%. Researchers concluded that the implemented programs have effectively met the beliefs, overview, and impressions of program recipients, highlighting the importance of maintaining these initiatives to continue generating positive value for the community and enhancing PT AMMAN's image.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the results of research and discussion in the previous chapter regarding the effect of Community Development and Empowerment Economic Empowerment on Corporate Image through the questionnaire distribution method, the following conclusions are proposed:

1. The beneficiaries' response to the Community Development and Empowerment (Economic Empowerment) program carried out by PT AMMAN can be seen from the results of the answer score on each indicator, which shows excellent results, especially in the Business and Financial Management Training indicator, which is in the excellent category with a score of 84.82%. The total score of all Community Development and Empowerment (Economic Empowerment) Indicators of 82.97% is in the excellent category. Thus, the community receiving the program has been realized and accepted and also responded positively to the Community Development and Empowerment (Economic Empowerment) program carried out by PT AMMAN.
2. After the Correlation Analysis Test, there is a relationship between Community Development and Empowerment (Economic Empowerment) and Corporate Image by looking at the significance value, which is less than 0.05, and the value of the degree of relationship of 0.798, which is included in the strong correlation category and has a positive relationship.
3. After a t-test, the results show that H_0 is rejected and H_a is accepted. So, like the initial hypothesis, H_a , namely Community Development and Empowerment (Economic Empowerment), has a significant effect on PT AMMAN's Corporate Image with a test score of 9,804.
4. After conducting a Simple Linear Regression Test, for every 1% increase in the value of Community Development and Empowerment (Economic Empowerment), there is a positive increase in value towards the Corporate Image variable of 0.791, so it can be said that the Community Development and Empowerment (Economic Empowerment) program can make Corporate Image better because the results of positive numbers in linear regression can mean that the influence moves towards getting better.

5.2 Recommendations

Based on the author's research on the influence of the Community Development and Empowerment program on PT AMMAN's Corporate image in the field of economic empowerment, the following suggestions are proposed:

1. The Community Development and Empowerment (Economic Empowerment) indicators are good. However, they could be improved, particularly in the infrastructure development indicator, which has the lowest score among all the indicators at 82.72%. It is essential to increase infrastructure development evenly and consider the needs of program recipients and the community. The quality of branding and marketing training and business and financial management training is commendable. To ensure integrity, it is essential to maintain communication with the community or beneficiaries even after the training program is completed. Additionally, opening communication channels that allow program recipients to ask questions or seek advice regarding applying the concepts learned in the training program would be beneficial. It may help maintain engagement and provide necessary support to the benefits of the Community Development and Empowerment (Economic Empowerment) training program.
2. Based on the data obtained, the author's suggestions for PT AMMAN in terms of corporate image are as follows: In the corporate image variable, each indicator is excellent and needs to be maintained by maintaining the quality of the program, namely ensuring that Community Development and Empowerment (Economic Empowerment) Program run by PT AMMAN continues to provide tangible benefits to the community. Provide relevant training materials, qualified trainers, and effective learning methods. Providing a positive and valuable experience will build beliefs and a positive impression on the program beneficiaries.

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APPENDIX

Appendix 1

Internship letter from the university



FAKULTAS
BISNIS DAN EKONOMIKA

Gedung Prof. Dr. Ace Parladinda
Ringroad Utara, Condong Catur, Depok
Sleman, Yogyakarta 55283
T. (0274) 881546, 883007, 885376;
F. (0274) 882589
E. fe@uii.ac.id
W. fecon.uui.ac.id

Nomor : 91/WD2/10/Div.URT/I/2023
Hal : Permohonan Ijin Magang

Kepada Yth
Pimpinan
PT Amman Mineral Nusa Tenggara
Tongo, Kec. Sekongkang, Kabupaten Sumbawa Barat, Nusa Tenggara Barat

Assalamualaikum warohmatullahi wabarokatuh

Diberitahukan dengan hormat, Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia adalah institusi pendidikan yang memiliki tujuan menciptakan lulusan profesional di bidangnya. Schubungan dengan hal tersebut, kami memohon kepada Bapak atau Ibu memberikan ijin mahasiswa kami dalam melaksanakan magang di perusahaan yang Bapak/Ibu pimpin. Mahasiswa tersebut adalah sebagai berikut:

Nama : Nabila Agsah
NIM : 20311541
Alamat : Jalan Mancasan Indah 3 No. 18
Tempat/Tgl. Lahir : Seteluk / 02 Mei 2001
Program Studi : Manajemen
Jenjang : Sarjana
Periode Magang : 1 Februari 2023 - 1 Juni 2023

Demikian surat ini kami sampaikan. Atas perhatian dan kerjasamanya, kami ucapkan terima kasih.

Wassalamualaikum warohmatullahi wabarokatuh

Yogyakarta, 06 Januari 2023
Wakil Dekan Bidang Keagamaan,
Kemahasiswaan, dan Alumni,

Drs. Achmad Tohirin, M.A., Ph.D.
NIK: 903110102

Appendix 2

Internship Acceptance Letter



10 Maret 2023

Nomor : L-115/PP-AMNT/III/2023
Lampiran : Daftar Calon Peserta Kerja Praktik

Kepada Yth.:
Drs. Achmad Tohirin, M. A, Ph. D.
Wakil Dekan Bidang Keagamaan, Kemahasiswaan, dan Alumni
Universitas Islam Indonesia

Perihal : **Dukungan PT Amman Mineral Nusa Tenggara ("PTAMNT") Atas Kegiatan Penelitian Peserta Magang atas nama Sdr. Nabila Agsah**

Dengan hormat,

Sehubungan dengan surat Wakil Dekan Bidang Keagamaan, Kemahasiswaan, dan Alumni Universitas Islam Indonesia dengan nomor 91/WD2/10/Div.URT/1/2023 tentang permohonan penelitian atas nama Sdr. Nabila Agsah, bersamaan dengan ini kami bermaksud menyampaikan kesediaan PT AMNT untuk mendukung kegiatan penelitian dengan penempatan di Kabupaten Sumbawa Barat yang akan dimulai pada bulan April 2023 sesuai dengan komunikasi bersama *user* dan berdasarkan hasil *Medical Check Up*.

Untuk komunikasi detail mengenai kegiatan ini, mohon berkenan tim Bapak atau Peserta Magang untuk menghubungi Sdr. Faqih Aulia Akbar Rasyid (Sr. Specialist Grants and Charitable Gives) melalui email faqih.rasyid@amman.co.id atau nomor 0811-3941-344.

Demikian surat konfirmasi kesediaan ini kami sampaikan. Atas perhatian dan kerjasama Bapak, kami sampaikan terima kasih.

Hormat kami,
PT Amman Mineral Nusa Tenggara



Privo P. Pramono
Vice President Social Impact

Lampiran Surat PT Amman Mineral Nusa Tenggara

Nomor : L-115/PP-AMNT/III/2023
Tanggal : 10 Maret 2023

PT Amman Mineral Nusa Tenggara
The Energy Building, Lantai 28, SCBD Lot 11 A, Jl. Jend Sudirman Kav. 52-53, Jakarta 12190
Phone: +62 21 5799 4600 Fax: +62 21 5296 4138

Appendix 3

Plagiarism Free Letter



STATEMENT OF SIMILARITY TEST RESULTS

No.: 366/Ka.Div/10/Div.PP/III/2024

Bismillahirrahmaanirrahim.

Assalamu'alaikum wr. wb.

This document hereby affirms to the following particulars

Name : **Nabila Agsah**
Student ID Number : **20311541**
Content Advisor : **Raden Roro Ratna Roostika, S.E., MAC., Ph.D.**
Study Program : **Management**
Final Project Title : **The Influence of Community Development and Empowerment Program (PPM) on Brand Image of PT Amman Mineral Nusa Tenggara**
Mobile Number (Hp) : **085792270127**

The submitted Final Project Report as mentioned above has undergone a similarity test process utilizing **Turnitin** software, yielding a result of **6% (six percent)** similarity. This result is well below the mandated threshold of **20% (twenty percent)** set by Universitas Islam Indonesia for compliance.

May this formal statement serve its intended purpose suitably.

Wassalamu'alaikum wr. wb

Yogyakarta, 7 March 2024

Head of Knowledge Management Division,

A circular official stamp of Universitas Islam Indonesia, Yogyakarta, with the text 'UNIVERSITAS ISLAM INDONESIA', 'YOGYAKARTA', and 'FAKULTAS BISNIS DAN EKONOMIKA'. Overlaid on the stamp is a handwritten signature in blue ink. Below the signature, the name 'S. P. M. I. P.' is printed.

Appendix 4

Internship Attendance List



FORMULIR KEHADIRAN PRAKTEK KERJA LAPANGAN
INTERNSHIP TIMESHEET FORM

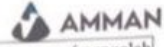
Nama & No. Badge : NABILA AGSAH (30025346)
Name & Badge No.
Nomor Induk : 20311541
Reg. Number

Tanggal / Date	Jam / Time		Keterangan / Remarks
	Masuk / In	Keluar / Out	
18 April 2023	07.00	16.00	Safety Induction
19 April 2023	07.00	17.00	Serah terima dan pengenalan
20 April 2023	07.00	17.00	Presentasi Proposal Penelitian
21 April 2023	07.20	17.00	Revisi Proposal Penelitian
22 April 2023	-	-	Off
24 April 2023	07.20	16.30	Konsultasi Proposal Penelitian
25 April 2023	07.00	16.00	Pertemuan dengan mitra umkm
26 April 2023	07.20	16.30	Pertemuan dengan panitia sandeka dilao'
27 April 2023	07.25	15.30	Mengikuti acara seminar Internet of Things
28 April 2023	07.00	16.20	Observasi rumah produksi gula aren
29 April 2023	-	-	Off
30 April 2023	-	-	Off
1 Mei 2023	-	-	Off
2 Mei 2023	07.15	16.15	Safety training Membuat laporan MOM
3 Mei 2023	07.15	16.00	Membuat laporan MOM
4 Mei 2023	07.30	16.00	Mencari jurnal tentang UMKM
5 Mei 2023	07.05	17.00	Membuat Kuesioner Penelitian Observasi venue kegiatan sandeka dilao
6 Mei 2023	-	-	Off
7 Mei 2023	-	-	Off
8 Mei 2023	07.15	17.00	Revisi proposal penelitian Mengisi laporan bulanan magang kampus

9 Mei 2023	07.00	16.00	Revisi proposal penelitian Meeting Rencana Proker EE
10 Mei 2023	07.20	16.20	Revisi kuesioner penelitian
11 Mei 2023	07.00	16.00	Observasi venue mitra umk kegiatan sandeka dilao'
12 Mei 2023	08.00	18.00	Mengikuti acara sandeka dilao' hari pertama & menyebarkan kuesioner penelitian
13 Mei 2023	08.00	18.00	Mengikuti acara sandeka dilao' hari kedua & menyebarkan kuesioner penelitian
14 Mei 2023	07.00	17.00	Mengikuti acara sandeka dilao' hari ketiga & menyebarkan kuesioner penelitian Melakukan foto produk mitra UMKM
15 Mei 2023	07.00	17.00	Meeting dengan BSF Meeting dengan DLH Meeting dengan Dinas Peternakan SAKIT
16 Mei 2023	-	-	
17 Mei 2023	07.10	17.00	Membuat laporan MOM
18 Mei 2023	07.10	17.00	Mengikuti dan menjadi volunter kegiatan W4W
19 Mei 2023	06.58	17.00	Revisi proposal penelitian
20 Mei 2023	-	-	Off
21 Mei 2023	-	-	Off
22 Mei 2023	07.00	16.00	Revisi proposal penelitian
23 Mei 2023	07.10	16.00	Revisi proposal penelitian
24 Mei 2023	07.00	16.00	Observasi rumah produksi tenun & pertemuan dengan DiTenun dan Komunitas tenun mantar
25 Mei 2023	07.30	16.30	Revisi proposal penelitian
26 Mei 2023	06.40	17.00	Revisi proposal penelitian
27 Mei 2023	-	-	Off
28 Mei 2023	-	-	Off
29 Mei 2023	06.50	17.00	Revisi proposal penelitian
30 Mei 2023	07.00	17.00	Revisi proposal penelitian
31 Mei 2023	07.10	17.00	Revisi proposal penelitian
1 Juni 2023	-	-	Off
2 Juni 2023	-	-	Off

3 Juni 2023	07.20	17.00	Mengumpulkan data kuesioner
4 Juni 2023	06.30	17.00	Membuat laporan MOM
5 Juni 2023	06.30	17.00	Mengumpulkan data kuesioner
6 Juni 2023	06.28	13.00	Membuat laporan MOM
7 Juni 2023	07.00	16.00	Membuat laporan magang
8 Juni 2023	07.00	16.00	Mengisi laporan bulanan kampus
9 Juni 2023	07.00	16.00	Mengumpulkan & Mengolah survei responden
10 Juni 2023	07.00	17.00	Mengikuti kegiatan assessment di rarak ronges
11 Juni 2023	-	-	Off
12 Juni 2023	07.00	16.00	Membuat laporan MOM
13 Juni 2023	07.00	16.00	Mengumpulkan data UMKM di KSB
14 Juni 2023	07.00	16.00	Mengumpulkan data UMKM di KS
15 Juni 2023	07.00	16.00	Mengumpulkan data responden

16 Juni 2023	07.00	16.00	Mengumpulkan data responden
17 Juni 2023	-	-	Off
18 Juni 2023	-	-	Off
19 Juni 2023	07.00	16.00	Mengumpulkan data responden
20 Juni 2023	07.00	16.30	Mengecek hasil survei responden & mengisi laporan magang bulanan
21 Juni 2023	07.00	16.00	Mengikuti kegiatan FGD tentang kebencanaan
22 Juni 2023	07.00	16.00	Membuat laporan magang
23 Juni 2023	07.00	16.00	Mengingatkan kembali responden untuk mengisi kuesioner penelitian
24 Juni 2023	-	-	Off
25 Juni 2023	-	-	Off
26 Juni 2023	07.00	16.00	Mengingatkan kembali responden untuk mengisi kuesioner penelitian
27 Juni 2023	07.00	16.00	PIC kegiatan Higienitas & sanitasi pengelolaan daging qurban
28 Juni 2023	-	-	Off
29 Juni 2023	-	-	Off
30 Juni 2023	-	-	Off
1 Juli 2023	08.00	17.00	PIC beach clean up di kenawa
2 Juli 2023	-	-	Off
3 Juli 2023	07.30	16.30	Mengumpulkan survei responden & mengecek kembali data responden
4 Juli 2023	07.30	16.30	Membuat laporan bulanan produksi gula aren
5 Juli 2023	07.00	16.00	Membuat laporan bulanan produksi gula aren
6 Juli 2023	07.00	16.00	Membuat laporan bulanan produksi gula aren
7 Juli 2023	07.00	16.00	Membuat reels kegiatan EE & SI
8 Juli 2023	-	-	Off
9 Juli 2023	-	-	Off
10 Juli 2023	07.30	18.40	Mendata peserta lulus beasiswa unggulan amman
11 Juli 2023	07.30	16.30	PIC kegiatan Keberangkatan peserta beasiswa SMK unggulan amman
12 Juli 2023	07.00	16.00	Mengerjakan laporan magang (mengolah data penelitian)



13 Juli 2023	07.00	16.00	Mengerjakan laporan magang (mengolah data penelitian)
14 Juli 2023	07.00	16.00	Mengerjakan laporan magang (mengolah data penelitian)
15 Juli 2023	07.00	16.00	Mengerjakan laporan magang (mengolah data penelitian)
16 Juli 2023	07.00	16.00	Mengerjakan laporan magang (mengolah data penelitian)
17 Juli 2023	07.30	17.00	Mengerjakan laporan magang (mengolah data penelitian)
18 Juli 2023	07.20	17.40	Presentasi akhir magang

Dibuat Oleh
Created By



NABILA AGRAH
20311541

Menyetujui
Approved By



DIMAS PURNAMA
Manager Social Impact

Appendix 5

Internship Assessment Sheet



FORMULIR PENILAIAN PROGRAM KERJA PRAKTEK
INTERSHIP PROGRAM ACCEPTANCE FORM

Nama : Nabila Agsah
Asal Sekolah : Universitas Islam Indonesia
Reg. Number : 20311541
Periode Praktek Kerja : 90 Hari
Internship Period

NO.	VARIABEL PENILAIAN VARIABLES	NILAI ANGKA* VALUE
1.	Performa Kinerja <i>Work Performance</i>	78
2.	Sikap (sopan santun, kepatuhan) <i>Attitude</i>	82
3.	Kerjasama dalam tim <i>Teamwork</i>	76
4.	Kedisiplinan. <i>Disciplinary</i>	80
5.	Kemampuan dalam komunikasi. <i>Communication Skill</i>	78
6.	Pelaksanaan dan tanggung jawab atas pekerjaan yang dilakukan. <i>Work Responsibility</i>	85
7.	Pengetahuan dan kemampuan teknis di bidangnya. <i>Knowledge and technical ability</i>	80
Nilai Total <i>Total Value</i>		559
Rata-rata Nilai <i>Average</i>		79,86

KOMENTAR/ COMMENT:

*Nilai dalam bentuk angka
Skala Penilaian:
90-100 : Memuaskan
80-89 : Sangat Baik
70-79 : Baik
60-69 : Cukup

18, Juli 2023
Pembimbing Lapangan

DIMAS PURNAMA

Appendix 6

Routine visits to the beneficiaries of the Community Development and Empowerment Program



Appendix 7

Assessment activities and questionnaire distribution with business owners and coffee farmers in Rarak Ronges Village, West Sumbawa



Appendix 8

Assistance to MSMEs at bazaars and distribution of questionnaires



Appendix 9

Monitoring the use of water filters with local communities in Poto Tano village, West Sumbawa



Appendix 10

With the mentors and staff of PT AMMAN's Social Impact Department

