

Strengthening the Role of Corporate Social Responsibility Towards Local Community Lives in Lombok's Marine Tourism Area

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Received: July 28, 2026	Revised: July 31, 2026	Accepted: August 11, 2026	Published: August 17, 2026
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ABSTRACT

A developing country has a tourism industry as one of its main sources of foreign exchange. The existence of this tourism industry can bridge the new economy for local communities, especially coastal communities that only utilize marine potential. Developing marine tourism based on CSR programs can be an alternative step in community empowerment. The purpose of this study is to uncover the role of Corporate Social Responsibility (CSR) in empowering the Lombok community through the marine tourism industry. The research method used in this study is a qualitative research method with a literature study approach, processing secondary qualitative data as a source of research data. The results and discussion indicate that there is a provision of business capital to communities participating in the CSR program and collaborating as partners with the company. The company that provides the partnership agreement to the community operates as a provider of tourism and marine transportation. In addition, the community is also empowered through the sustainable use of natural resources. The implemented CSR program can also have an impact on the company that runs it, namely improving its image and reputation in the community. Therefore, the impact felt is quite balanced and not one-sided.

Keywords: *Social Responsibility, Local Community, Marine Tourism.*

Background

Every developing country relies primarily on the tourism industry for its income/foreign exchange. Fennel defines tourism as an interconnected system encompassing tourists and related resources provided and utilized to support all tourism activities [13]. Tourism activities are interconnected with the lives of the surrounding communities. Most communities living near tourist areas adapt to the tourism activities in their area.

Tourism is a means of empowering and developing local communities through companies. This empowerment

can be realized through corporate social responsibility, which contributes to the development of the surrounding area. Jokhu et al. stated that national development policies must address infrastructure limitations and socio-economic exclusion within communities [6]. This development and empowerment can be realized through the development of tourism within their region.

A company located in an area inhabited by a community has an obligation to empower the surrounding community. This corporate involvement is key to achieving sustainable development. Morales et al. stated that companies are involved in developing local human resources, connecting agents with the community, and adapting to change [8].

In the tourism sector, Lombok is a popular destination for both local and international tourists. The tourism potential that stretches across every coastal area of Lombok Island makes it an alternative marine tourism destination to Bali. This is reinforced by the abundance of supporting infrastructure and easy accessibility [10]. This tourism potential presents an opportunity for tourism companies to develop their businesses in the Lombok Island region as a form of market expansion and exploration of existing potential.

However, in practice, companies operating within these communities do not contribute to community development. Most companies prefer to focus solely on expanding their market rather than empowering the community. This demonstrates that the implementation of Corporate Social Responsibility is still suboptimal in the Lombok Island region. The presence of these tourism companies sometimes disrupts the economy of local communities who depend on the marine tourism sector.

Literatur Review

Marine Tourism on Lombok Island

Marine tourism is a form of tourism activity frequently undertaken by local communities. Ismayanti in Sawir et al. defines marine tourism as tourism activities conducted on the coast, at sea, or in island areas, supported by infrastructure that supports marine tourism activities [17]. Wirawan et al. state that marine tourism activities utilize underwater life, coastal features, and coastal forests with their rich plant and animal species as their primary attractions. This requires marine tourism to support the preservation of the surrounding environment [18].

One marine tourism destination in Indonesia is Lombok Island, located in West Nusa Tenggara Province. Marine tourism attractions on Lombok Island include beaches, beautiful marine life, and ecosystem conservation. The potential of marine tourism attractions in Lombok can be a means to support the empowerment of surrounding communities. Communities living around these tourist areas can open businesses and participate in the management of marine tourism objects. Therefore, marine tourism is not merely about the beauty of the sea and its environment, but also a form of empowerment and social responsibility for the lives of coastal communities.

Corporate Social Responsibility.

In the business industry, a company must be able to contribute in the form of economic development or improving the quality of life of employees and their families, as well as the surrounding community. Corporate Social Responsibility, or CSR, is a form of business participation in supporting sustainable development [14]. Panwar et al. in Kholis state that CSR programs have various frequently used terms, including Corporate Citizenship, Sustainable Entrepreneurship, Triple Bottom Line, Business Ethics and Sustainability, Corporate Environmental Management, Business and Society, Business and Governance, Business and Globalization, and Stakeholder Management [14].

CSR programs, or Corporate Social Responsibility, are one program that can prevent conflict through support for local communities. Wijayanti et al. stated that CSR is a key asset for creating inclusive and change-sensitive human resources. However, most companies view CSR as merely a way for them to improve their public image. However, in reality, CSR is a tangible manifestation of a company's commitment to empowering the surrounding communities

[12].

The Relationship Between CSR and Tourism.

CSR, or Corporate Social Responsibility, serves as a vehicle for realizing community empowerment, supported by companies in their surrounding communities. CSR practices are generally implemented through grants or financial assistance that can be utilized by the recipient community. Wijayanti et al. revealed that CSR grants are generally provided through short-term funding. The CSR approach directly strengthens the balance in the lives of communities targeted by CSR [12].

The presence of tourism in the community provides a primary pathway to improving well-being through the creation of employment opportunities. CSR programs can integrate sustainable development and environmental conservation. In line with this, Bimson and True state that to realize an integrated CSR program, companies must collaborate with several parties to participate in the program [2]. Parties that can participate in the CSR program include the government, non-governmental organizations, and companies that have areas of activity that are in line with the CSR program.

The Impact of Tourism and CSR on Communities.

Tourism is a sector that can have a direct impact on community life. Tourism development must be monitored and regulated in accordance with applicable policies. If tourism development exceeds the established limits, local communities will directly feel the impacts. Local communities may feel the loss of their homes and begin to marginalize the initially welcomed tourism industry. If not addressed, communities will perceive that tourism does not provide the benefits promised from the outset [16].

However, if tourism activities are combined with CSR-based empowerment, a CSR approach based on community empowerment can raise community awareness to participate in developing tourism in their area. Harinawati et al. stated that empowerment can create a sense of togetherness in supporting tourism activities in the surrounding environment [5]. Similarly, Wawo et al. also stated that tourism management within the community must be managed by the local community itself as the primary actor [11].

Research Method

The method used is a qualitative research method. Qualitative methods are research methods where the data used is in the form of words, sentences, diagrams, images, and so on. Qualitative methods focus on things that occur in the social environment, and can be described. Data used in qualitative methods can be in the form of interview data or data obtained from literature studies. Literature studies can be conducted by searching for data relevant to the research being conducted [15].

Results and Discussion

Identifying Companies in Lombok's Marine Tourism Area.

Every marine tourism activity requires a provider and facilitator. These providers are generally companies operating in the tourism sector. These companies offer tour packages related to marine tourism on Lombok Island. Astuti stated that these companies consist of travel agents certified by the Association of Indonesian Tours and Travel Agencies (ASITA) [1]. The majority of these travel agents target the marine tourism market in the Gili Trawangan, Gili Air, and Gili Meno areas in West Lombok Regency.

Companies in Lombok's marine tourism sector include not only travel agents but also transportation service companies. To facilitate access to island or Gili tourist attractions, sea ferry companies contribute to this tourism. These companies partner with local fishermen to provide ferry services. These services are equipped with safety equipment and insurance in case of unforeseen circumstances [3].

In this case, fishermen in the coastal areas of Lombok who are partners of the ferry company are beginning to experience a shift in their occupations. Their work status as fishermen will gradually be replaced by that of transportation service providers. Companies operating in this area will play a role in providing employment opportunities for fishermen who depend solely on their catch. Indirectly, these companies have assumed social and economic responsibility through a partnership agreed upon by both parties.

The Impact of CSR on the Lives of the Lombok Community.

In general, companies engaged in tourism services or transportation have their respective roles in implementing appropriate CSR programs. Companies can provide CSR support to the community in the form of business capital loans. Furthermore, Haq et al. also argue that CSR can help

companies maintain their image and reputation within the local Lombok community [4]. This means that the better the activities carried out, the better the reputation they will achieve.

CSR can be implemented in the form of empowerment carried out by certain parties with financial assistance from the company. Empowerment activities can be carried out for communities living along the coast of Lombok. Masrun et al. concluded that in community empowerment, continued mentoring is a key step in improving the tourism capabilities of the Lombok community [7]. Through mentoring, communities begin to explore the skills they have learned during the empowerment process.

Essentially, CSR activities are not only about maintaining the image and assisting the surrounding community, but also about maximizing the utilization of resources. The potential of natural resources around coastal communities can provide an opportunity to develop marine ecotourism. This aligns with Muhammad and Naresworo, who stated that tourism-based community empowerment must optimize local potential. One example is the sustainable utilization of marine natural resources on Lombok Island [9].

Therefore, the CSR program has had a significant impact on the lives of coastal communities on Lombok Island. This is evident in the community's activities, which have adapted to the prevailing marine tourism trends. This demonstrates that the CSR program implemented by the company has transformed the lives of the communities with which it has partnered. This means that corporate support through empowerment programs can contribute to the achievement of a stable and sustainable local economy for coastal communities on Lombok Island.

Conclusion

Tourism can contribute to community empowerment through CSR programs initiated by travel and transportation companies. These contributions can take the form of empowerment, partner engagement, and regular post-empowerment support. However, the implementation of CSR programs in the lives of local communities on Lombok Island still requires further optimization, necessitating further stages to achieve maximum empowerment targets.

Showing concern for the lives of local coastal

communities in Lombok can be through partnerships with more than one community. Companies can provide more effective forms of empowerment in support of CSR programs. This empowerment should not only take the form of business capital or other forms of partnership, but also include marine tourism packages that can boost the economy and social status of the community itself. Thus, companies have succeeded in providing CSR-based empowerment to coastal communities on Lombok Island.

Limitations and Recommendations

This study has limitations. It focuses on CSR-based empowerment in marine tourism areas in Lombok. Therefore, the findings reflect the contribution of empowerment in the form of partnerships and regular mentoring. This implementation still requires further optimization.

Furthermore, this study used a qualitative approach focused on an in-depth understanding of the forms of CSR contributions in empowering the lives of communities in marine tourism areas on Lombok Island. This means that this study focuses on developing forms of CSR for the lives of local communities on Lombok Island, described in descriptive data.

Recommendations

Future research is recommended to expand the scope of the study by comparing several forms of CSR-based community empowerment, thereby providing a more comprehensive understanding of the role of CSR in supporting sustainable community life. Future studies could also involve a broader sample of community members, including those from tourism operators, hotel workers, and fishermen in marine tourism areas.

Furthermore, future research could employ a mixed-methods approach, combining qualitative and quantitative methods, to explain the forms of empowerment and the success rate of CSR programs. Studying the impact of CSR program mentoring could also be an option for measuring the success of programs implemented in the community.

Theoretical and Practical Contributions

This study contributes to the development of research on strengthening the role of CSR in maintaining the sustainability of local communities in marine tourism areas. Strengthening CSR's role in these tourism areas can take the

form of empowerment, partner engagement, and regular post-empowerment support. These findings broaden the application of theory related to the impact of CSR and tourism on communities, particularly in tourism areas with abundant marine resources, such as Lombok Island, West Nusa Tenggara Province.

The results of this study provide practical implications for business owners to ensure they maintain their social responsibility to the community. These efforts can be implemented not only through capital provision but also through tourism packages that can boost the local economy and improve the community's social status.

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