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SOCIAL MAPPING AS A BASIS FORMULATING STRATEGY FOR COMMUNITY EMPOWERMENT AROUND THE MINE MOUTH COAL FIRED POWER PLANT

Nicko Albart

PT. Huadian Bukit Asam Power & University of Paramadina, Indonesia

Arbi Muhammad, Junaidi Yulian*

University of Sriwijaya, Indonesia

*E-mail: yulianjunaidi@fp.unsri.ac.id

ABSTRACT

This study aims to analyze the profile of the Penyandingan Village, Tanjung Agung District, Muara Enim Regency, South Sumatra Province, Indonesia and develop a strategic plan to carry out community empowerment programs in the region. The location determination was carried out purposively with the consideration that the village is one of the areas affected by the company around the Indonesian coal mining industry. Primary data was obtained by conducting field surveys, in-depth interviews, Focus Group Discussions (FGD) and Stakeholder Meetings. Meanwhile, secondary data was obtained from village demographic data and previous research sources. The method used in this study is a mixed method by combining qualitative and quantitative methods. The results showed that based on the analysis of the village potential, the livelihood assets in the Penyandingan Village can be said to be sustainable, which is 12.25. Almost all actors in the Penyandingan Village have a positive relationship based on their respective interests. Based on the analysis of the degree of power and interests of the actors, the dominant position lies in the quadrant II position where each actor in the quadrant II position is an actor who has high power but low importance. Based on the results of social mapping seen from the potential, problems and needs of the village as well as the mapping of actors, there are six strategic programs that can be implemented in community empowerment, including the SI BAPANG program, WIDYA ASRI, PUSPASADA Rumah BISA, HBAP Village and the GIGIH Scholarship.

KEY WORDS

Community, empowerment program, social mapping, strategic plan.

Social mapping is an activity carried out to determine the social conditions of the community including the potential, problems, and needs of the community. Through social mapping, we can determine a comprehensive picture of the mapped locations including actors who play a role in the process of social relations, social networks, the strengths and interests of each actor in people's lives, especially in improving their standard of living, existing social problems including the presence of vulnerable groups. and the available potential, both natural, human, financial, infrastructure, and social (Handoyo et al., 2016); (Bahrudin et al., 2013); (Nuryati et.al, 2020). Actors are one of the important supports in determining programs that are suitable for the community in the surrounding area, because actors are in direct contact with the village community as a forum for the community to express their aspirations. Social mapping is the first step in making community empowerment programs provided by the company to the community around the company.

Community empowerment is an effort to increase the role of the community that aims for change so that they can have the ability and strength to be independent in meeting their needs. The achievement of goals is carried out with the active participation of the community in development through increased motivation, initiative and creative ideas. It requires commitment and cooperation to apply the principle of empowerment. With empowerment, the community has the opportunity to be able to advance the economy and improve welfare (Widjaja, 2011); (Widjajanti, 2011); (Haris, 2014); (Eger et al., 2018). Community



empowerment is very important for people living around extractive industrial areas such as coal because the consequences of this industrial activity can have several impacts on the community.

Companies located in the vicinity of community settlements can have both positive and negative impacts on the community. One of the negative impacts for the surrounding community from the company's activities is that it can cause conflicts or disputes between the community and the company (Kurnia, 2015); (Fitryanti, 2016); (Apriliany, 2020); (Mulka, 2020). Conflicts that occur are usually due to land compensation or community land acquisition for coal mining areas, causing water and air pollution to increase due to waste generated by the company. In addition, social jealousy that occurs between local residents and migrant residents due to the less optimal absorption of local workers can also cause conflicts to occur between companies and village communities (Raden et al., 2010). The various problems mentioned above are very crucial for the company to overcome so as not to cause a prolonged conflict. To avoid conflicts that occur between companies and village communities, it is necessary to empower the community as a form of corporate social responsibility for the community around the company or commonly known as Corporate Social Responsibility (CSR) (Dharmariza et al., 2020). Community empowerment programs are obtained from strategic plans (renstra) which are prepared based on the results of social mapping.

The strategic plan (renstra) is one of the management functions which is a program design step for a period of five years which is carried out after the implementation of social mapping, where this strategic plan will be further detailed in an annual plan commonly known as a work plan. The strategic plan as the basis for designing the success of the CSR program becomes a guide for the implementation of community empowerment programs so that the course of the CSR program becomes more focused. The strategic plan itself must be based on the results of social mapping so that the planning and implementation is also appropriate (Permatasari, 2017); (Nayenggita et. al., 2019). CSR programs are also able to create positive relationships in the eyes of community actors and at the same time provide access to companies to contribute to community empowerment programs (Dian & Sri, 2019).

Based on the description above, it is important that this research is carried out in Pengandingan Village as one of the areas affected by coal company activities in Muara Enim Regency with the aim of analyzing village profiles and determining appropriate empowerment programs for rural communities.

METHODS OF RESEARCH

This research was conducted in Penyandingan Village, Muara Enim Regency, South Sumatra Province. This location was chosen intentionally with the consideration that this village is located near the coal mining industry and is affected by the company's activities. The method used in this research is a mixed method of qualitative and quantitative which uses a non-experimental research design consisting of descriptive, comparative descriptive and stakeholder analysis (Creswell, 2017). Informant in this study consisted of Head Of Village, Women Leader, Religious Leader, Youth Leader, Traditional Leader, Non-Governmental Organization Activist, Head Of Sub Village, Head Of Village Legislature (BPD), Head Of the Woman's Majelis Taqlim, Posyandu Group, District Mining Office Staff and Academics. The data collection methods are observation, in-depth interview, Focus Group Discussion and Stakeholder Meeting.

RESULTS AND DISCUSSION

Every human being has livelihood assets that can be used as livelihood opportunities which are divided into five, namely natural, human, financial, infrastructure, and social assets (Azzahra, 2015). Aromolaran (2020) states that livelihood assets can be classified into five levels, namely unsustainable, constrained, sustainable, progressive, and abundant. The five levels can be seen in the Table 1.



The average total score above 8.00 indicates sustainable livelihood asset status, while the average total score below 8.00 represents unsustainable livelihood asset status. The total average score for the livelihood asset status of the community in Penyandingan Village is 12.25, which means it is above 8.00. This status can be said to be a sustainable livelihood asset. Social assets have the highest score compared to other assets which is 3,50. While the lowest assets is human assets, which is 1,75. This condition shows that collective values are potential assets as the basis for community empowerment.

Table 1 – Livelihood Asset in Penyandingan Village

Asset Component Livelihood	Asset Status Score	Categorization	Average Score
Natural Asset			2.25
1. Availability of land for community livelihood	1.00	Constrained	
2. There is a source of clean water	4.00	Abundant	
3. There is a source of coal	2.00	Abundant	
4. Forest resources	2.00	Sustainable	
Human Assets			1.75
1. Community education level	1.00	Constrained	
2. Source of labor	4.00	Abundant	
3. Skills and training for other livelihoods	1.00	Constrained	
4. Work experience	1.00	Constrained	
Financial Asset			2.00
1. Cash in hand	2.00	Constrained sustainability	
2. Savings	1.00	Progressive	
3. Credit and loan facilities	3.00	Constrained	
4. Owned investment	2.00		
Physical Assets/Infrastructure			2.75
1. Building and Housing	4.00	Abundant	
2. Facilities and infrastructure for livelihood activities	2.00	Sustainable	
3. Household appliances			
4. Owned transportation	2.00	Sustainable	
	3.00	Progressive	
Social Asset			3.50
1. Trust	4.00	Abundant	
2. Network and connection	3.00	Progressive	
3. Courtesy	3.00	Progressive	
4. Formal and non-formal organizations	4.00	Abundant	
Total Average Score			12.25

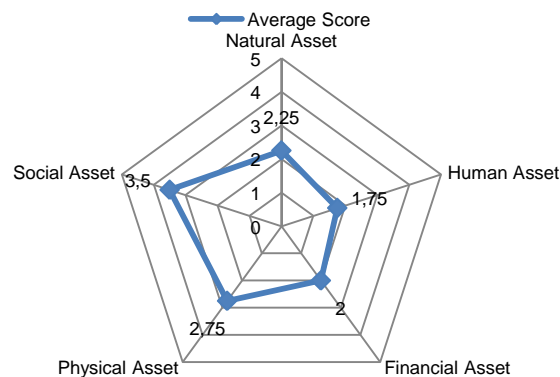


Figure 1 – Village Potential with Polygon Asset

The analysis of the degree of power and importance of actors is measured by each of 5 five indicators. On the degree of strength, the five indicators are the level of education, network, mass power, leadership, and economy. Meanwhile, on the degree of importance, the five indicators are economy, empowerment, labor, environment, and infrastructure (Hasnanda 2019 in Kholek 2021). The indicators mentioned above are measured using a score on a scale of 1-4 so as to obtain a total score for each actor in terms of the degree of importance and power. Furthermore, the total score is used to make a Cartesian diagram which serves to see the quadrant position of each actor. For more details, can be seen in the Figure 2.

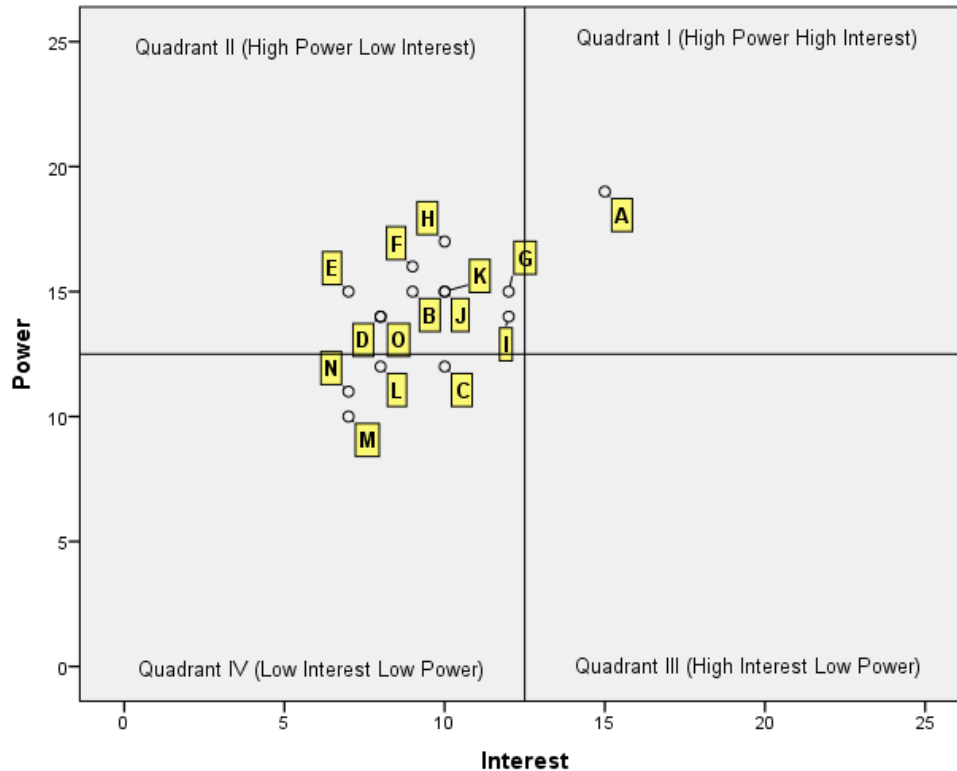


Figure 2 – Actors Position in Cartesian Diagram of Penyandingan Village

Description:

A: Head of Village	H: Deputy Chairman of BPD
B: Religious Leader	I: Head of Sub Village I
C: Youth Leader	A: Traditional Leader District
D: Posyandu Group	K: Head of Sub Village II
E: Village Traditional Leader	L: Head of RT Sub Village I
F: PKK leader (Women Leader)	M: Head of RT 2 Sub Village II
G: Head of BPD	N: Head of RT 1 Sub Village II
O: Head of the Women's Majelis Taqlim	

Quadrant I (High Power High Interest). The actor in quadrant I is the Village Head because he has high interests and power or power in the Penyandingan Village. All information and activities to be carried out must be known by the village head in advance. Therefore, the village head was first involved in anything the company gave to the Penyandingan Village.

Quadrant II (High Power Low Interest). Based on the diagram, the actors who are in quadrant II are the most compared to other quadrants. The actors in quadrant II are the Head of BPD, Deputy Head of BPD, Chair of PKK, Head of Sub Village 1, Head of Sub Village 2, Religious Leaders, Traditional Leaders, Women's Leaders, and Posyandu Cadres. Actors in this quadrant have great power but low importance. Therefore, these actors need to be involved in company programs that are appropriate and in line with the strengths and responsibilities of the actors in the Penyandingan village.

Quadrant III (High Interest Low Power). There are no actors in quadrant III because in the Penyandingan Village there are no actors who have high interests but have low power. Because most actors have high power or power.

Quadrant IV (Low Interest Low Power). There are 4 actors who are in quadrant IV, namely the Chair of RT 1, Chair of RT 2, Chair of RT 3, and Youth Leaders. These four actors do not have a high interest and power in the Penyandingan Village. This is because village activities and information are directly related to the Village Head so that these four actors do not have much influence in the Penyandingan village environment.

Based on the results of the survey in the field, there are 15 actors in Penyandingan Village with different interests. Each actor in the village is related to each other directly and



some are related indirectly where there is an intermediary or other actor who acts as a liaison between one actor and another. Network relationships that occur in actors also do not only occur internally, but also occur externally, for example with companies around the village. The relationship that occurs can also be positive and negative. Positive relationships occur with fellow actors in the village and outside the village. However, there is also a negative relationship, namely between one actor and one of the company's parties, for example the Village Head and PT Bumi Sawindo Permai and the Hamlet Head with PT Huadian Bukit Asam Power. This negative relationship occurred because of a misunderstanding between the two parties regarding the licensing of the company's activities on the land belonging to the hamlet head. Almost all actors in the Penyandingan Village have a positive relationship based on the interests of each actor with the Village Head. For more details, see the diagram below. Almost all actors in the Penyandingan Village have a positive relationship based on the interests of each actor with the Village Head. For more details, see the diagram below. Almost all actors in the Penyandingan Village have a positive relationship based on the interests of each actor with the Village Head. For more details, see the Figure 1.

The forums in the village are useful as community facilities in conveying their aspirations to the village government or vice versa, both from the religious, social, cultural, and community fields. Based on the implementation time, the forums in the Penyandingan Village take place regularly and some are carried out only under certain circumstances. Some of the forums in this Penyandingan Village are as follows.

Table 2 – Forums in Penyandingan Village

No.	Forum Name	Membership	Meeting Frequency	Activity
1.	Village Forum (Musdes)	Village Head, Village Secretary, Head of Dusun, Head of RT, BPD, Chair of PKK, Community Leaders	Tentative	Deliberations on village development plans, and programs to be given to villages
2.	PKK meeting	Head of PKK, village officials, and village communities	Tentative	Training on knitting, making chips, farming in the yard of the house, and all other CSR activities provided by the surrounding companies.
3.	Posyandu for Toddlers, Pregnant Women and the Elderly	Posyandu cadres, all toddlers, pregnant women, and the elderly	Once a Month	Weighing and providing additional food for toddlers, checking blood pressure and detecting complaints experienced by pregnant women and the elderly
4.	Mother's Study Group	The head of the study and the women of the Penyandingan Village	2 Times a Week	Recite and learn the laws of tajwid
5.	Children's Study Group	Ustad and the children of Penyandingan Village	Every day	Recite and learn the laws of tajwid
6.	Youth Organizations	Youth leaders and members	Tentative	Counseling on first aid during fires, mutual assistance in cleaning the village, holding routine sports activities, and other positive activities.

Some of the social problems that exist in the Penyandingan Village include problems in the economic, social, environmental and educational fields. First, in the economic field, the community really needs the absorption of local workers by companies around the village due to the high unemployment rate. This is caused by the rampant compensation for land by companies around the village as well as the lack of education and skills possessed by the village community. Second, in the social field, the juvenile delinquency rate in the Penyandingan Village is quite high. One form of juvenile delinquency that exists is smoking and drug use. This is because there is no education about the dangers of smoking and drug usages, making them dare to try these bad things and become dependent. Third, In the environmental field, the Penyandingan Village can be said to lack a healthy living environment. This is because there is no garbage disposal site (TPS) or a cleaning service that transports garbage in the Penyandingan Village so that the village community is accustomed to throwing garbage under suspension bridges or under rafters on village roads. In fact, under the rafters there is a stream whose water is used daily for bathing, drinking,



cooking, and washing the villagers. Fourth, in the field of education there are various problems such as the last level of education taken by the children in the Penyandingan Village is very low.

When explored more deeply, it turns out that the reason for those who did not graduate from elementary and junior high school was not because of the cost, but because of two factors. First, the low learning motivation of village children makes them lazy to go to school and eventually drop out of school. The second reason that makes many village children drop out of school is their fear of teachers at school, resulting in a decrease in the motivation of children in Penyandingan Village to study. This is quite worrying, because this fear has a significant impact on the education taken and the ability of a child. Moreover, they drop out of school in a state of not being able to read. The limited ability and quality of human resources in the Penyandingan Village makes it difficult for them to compete with the outside world to get good jobs, because this is the cause of the large number of unemployed in the Penyandingan Village.

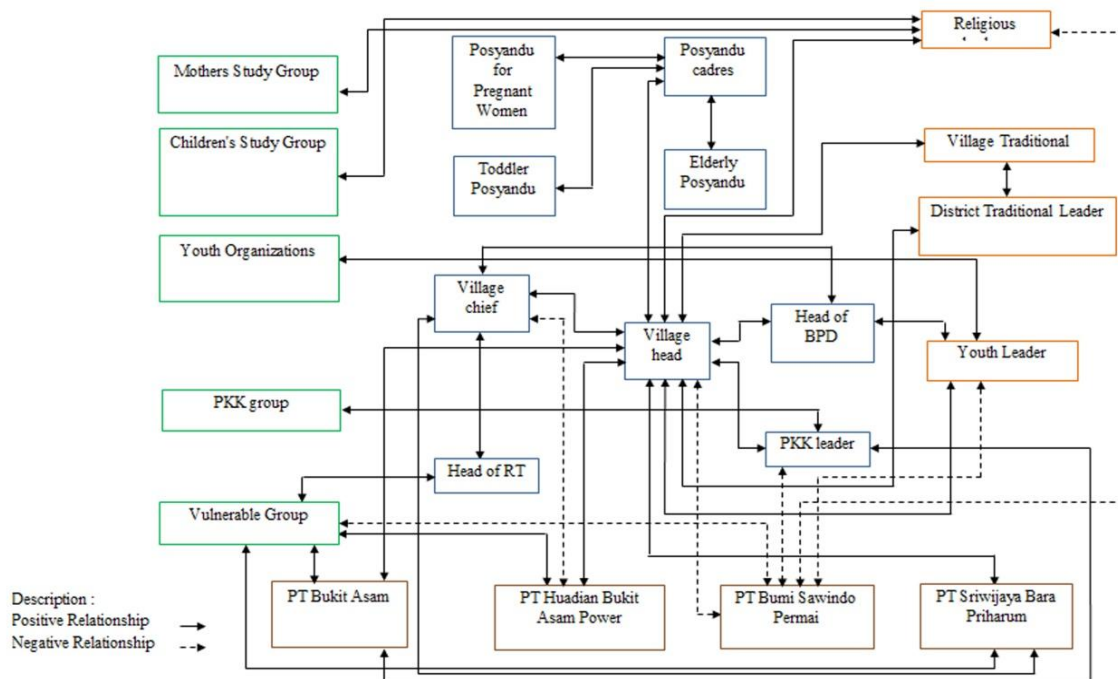


Figure 3 – Actor's Relationship in Penyandingan Village

There are several programs needed by the community of Penyandingan Village both in the economic, social, environmental and infrastructure fields. First, in the economic field, the community requires assistance and the provision of distributors/marketing personnel for the production of women in the Penyandingan Village. In addition, it is necessary to provide assistance to vulnerable communities equally. Second, in the social field, the community requires skills training and technological literacy for the younger generation, strengthening and developing traditions and local cultural tourism, and scholarship assistance for students in the Penyandingan Village. Third, in the field of the community environment, it is necessary to add cleaning facilities and industrial development managed by BUMDes and MSMEs. Fourth, in the field of infrastructure, the community of the Penyandingan Village requires additional worship facilities. According to Arbi et al., (2021) people need economic adaptation strategies in dealing with vulnerability problems such as increasing income and reducing costs.

Based on the results of social mapping that has been carried out and data regarding village potential, social problems, village needs and actors who have power and interests in the area have been obtained, a strategic program proposal is obtained for the implementation of community development programs in Penyandingan Village. Some of



these community empowerment programs are expected to be fully supported by large companies around the village because if this program can be fully realized it will increase investor confidence in company management which can be balanced in increasing company profits both from an economic and social perspective so as to expand access to funding better bonds in the capital market (Albart et al., 2020).

Table 3 – Problem, Potency, Needs, and Actor Involved in Penyandingan Village

No.	Problem	Potency	Needs	Actors Involved
1.	Lack of guidance for household scale businesses such as farming and crafts	Increasing people's income from household businesses	Assistance of experts for housewives	PKK group
2.	Beneficiaries for vulnerable people are not right on target	There is assistance from the central government for vulnerable communities	Providing assistance to vulnerable communities equitably	Village Head, Dusun Head, and RT . Head
3.	The lack of economic actors such as distributors/distributors of the products produced by Ms. PKK	Have the expertise to make handicraft products and other economical products	Providing distribution/marketing staff for the products of Ms. PKK	Village head
4.	The low interest and work motivation of village youth and lack of mastery of skills according to the qualifications required by the company	Availability of labour (Human Resources)	Skills training for the younger generation	Youth Group and Village Head
5.	Do not have the awareness to take their child regularly to the posyandu every week and treat TB	The existence of health facilities such as village posyandu and sub-district health centers	Increasing public awareness about children's health	Posyandu Group
6.	Tech-savvy parents find it difficult to use cell phones to monitor their children's school	Increasing the use of technology for the advancement of education	Technological literacy training to support children's learning process	Youth Group
7.	There is no cultural heritage for the "Mbatur Puyang" tradition	There is a belief in ancestors, namely Mbatur Puyang or Tomb Pilgrimage	Strengthening local traditions	Traditional Leaders, BPD
8.	Lack of public awareness to appreciate grandmother's cultural heritage which contains local wisdom values	There are ancestral tombs that are still frequently visited by local residents and there is a legacy of heirlooms that are still well maintained	Develop cultural tourism to introduce and preserve local cultural values that are integrated with the rural natural atmosphere	Youth Group and traditional figures
9.	Difficulty in costs while carrying out online school activities	Having human resources who are aware of the importance of education	Scholarship assistance	Village Head, Hamlet Head, RT Head, and BPD
10.	There is no special garbage disposal	Recyclable waste management	Adding cleaning facilities	Village Head, Dusun Head, and RT . Head
11.	Garbage accumulation due to carelessly dumped around the river	There is a yard that can still be used	Making ditches in community yards	Village Head, Dusun Head, and RT . Head
12.	There is a very large FABA production (400,000 tons/year) from PLTU activities	The existence of BUMDes that can manage FABA and village youths who can become FABA managers	Development of the paving block, brick and pottery industries which will be managed by BUMDes and MSMEs	Village Head of Youth Group, and BPD
13.	Village funds are not allowed for worship purposes	There are worship facilities in the Penyandingan Village	Financial assistance for the development of religious interests	Village Heads, Religious Leaders, and BPD



Table 4 – Empowerment Program in Penyandingan Village

No.	Program	Purpose	Success Indicator
1.	SI BAPANG	Utilization of FABA (Fly Ash Buttom Ash) becomes economic value for the community and improves the economy of the community around the company's area. In addition, this program can avoid polluting the village environment and decreasing public health (Khofiyya et al., 2021).	Minimizing company waste, decreasing inputs and potential company risks, as well as improving the community's economy through the use of FABA.
2.	WIDYA ASRI	Preserving the culture in each village and introducing the culture to the wider community because culture in an area is one of the determinants of tourist attraction (Kirom et al., 2016).	The creation of the preservation of local wisdom, the improvement of the regional economy through tourism, the establishment of good relations between the company and the local government as regulators, the addition of new partners as stakeholders.
3.	PUSPASADA	Increase public awareness of the importance of environmental cleanliness and economic improvement as well as education about waste that has economic value.	1. Creating a beautiful, clean and healthy environment, increasing income through the use of household waste, improving social relations between local communities with companies; 2. There is training and assistance in village waste management activities (Cundari, Lia et al., 2019).
4.	RUMAH BISA	1. Improving community skills and skills and creating business opportunities for the community; 2. Helping business actors to increase digital-based sales (Solihin et al., 2021)	Improving the welfare of the community, creating a harmonious relationship between the company and the community, the formation of potential human resources in accordance with the criteria to become professional workers.
5.	HBAP Village	Creating a beautiful, clean and healthy environment, increasing income through the use of household waste, improving social relations between local communities and companies.	The HBAP village becomes a green village, improving environmental quality and maintaining environmental sustainability in the company's operational area. Through this program, it is also hoped that the community can apply the agroecological model of agriculture by developing their own seeds such as chilies, onions, kale, etc. (Junaidi et al., 2021).
6.	GIGIH Scholarship	Increase interest and motivation to learn every teenager in the village.	1. Meningkatkan kualitas sumber daya manusia lokal dengan jenjang pendidikan yang lebih tinggi sehingga kesejahteraan hidup masyarakat juga meningkat (Septianti, 2017). 2. Improving the quality of local human resources with higher education levels, creating the most effective liaison media between companies and the surrounding community.

CONCLUSION

Based on the analysis of the potential of the village, the livelihood assets in the Penyandingan Village can be said to be sustainable, which is 12.25. Actors in the Penyandingan Village have a positive relationship based on their respective interests. Based on the analysis of the degree of power and interests of the actors, the dominant position lies in the quadrant II position where each actor in the quadrant II position is an actor who has high power but low importance. Based on the results of social mapping seen from the potential, problems and needs of the village as well as the mapping of actors, there are six strategic programs that can be implemented in community empowerment, including the SI BAPANG program, WIDYA ASRI, PUSPASADA Rumah BISA, HBAP Village and the GIGIH Scholarship.



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