



UDC 332; DOI 10.18551/rjoas.2022-08.01

ANALYSIS OF INTEGRATED COMMUNITY EMPOWERMENT ON BAHARI SEMBILANG MANDIRI (BERLARI) PROGRAM

Indahsari Siti Rachmi, Suhendra Ahmad Adi, Irawan Purna
PT Kilang Pertamina Internasional (PT KPI) Refinery Unit (RU) III Plaju, Indonesia

Junaidi Yulian*
Department of Agricultural Socio-Economics, University of Sriwijaya, Indonesia

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

ABSTRACT

The Bahari Sembilang Mandiri (BERLARI) Program is an integrated community empowerment with the involvement of various stakeholders based on the pentahelix model. The purpose of this study is to analyze the four pillars of Pertamina RU III Plaju's CSR strategy, stakeholder involvement, and program benefits. This study uses a qualitative descriptive research method which is intended to describe phenomena that occur in research subjects. Data collection was carried out using participatory observation techniques and in-depth interviews. The data analysis technique used is Qualitative Interactive. The steps taken are data reduction, data display, conclusion and verification. The implementation of the program is based on the implementation of the four pillars as an integrative CSR strategy, namely Pertamina Smart, Pertamina Sehat, Pertamina Hijau and Pertamina Berdikari. The Pertamina Smart pillar in the BERLARI Program is carried out in adult literacy education activities, disaster potential training, training on strengthening cooperative functions, and assistance with educational equipment. The Pertamina Sehat Pillar is carried out in health service and counseling activities, providing additional food for infants, pregnant and lactating mothers, aiding medical equipment, processing of organic waste through a patracomposter. The Pertamina Green pillar is embodied in and activities that refer to biodiversity conservation, mangrove reforestation, rare orchid breeding, organic vegetable development and the organization of nature tourism groups. In addition, the Pertamina Berdikari Pillar is carried out through a marine product business development program. Stakeholder engagement in this program is based on the pentahelix model, namely the involvement of five elements in this program consisting of academics, the business sector, government, society and the media in general. Only the role of public media for publication to the wider community is still not optimal. The benefits felt by the community with the BERLARI program consist of economic benefits, social benefits, and environmental benefits. Economic benefits consist of increased income, reduced costs of living and production needs, social benefits are the development of social capital and environmental benefits are environmental and sanitation health.

KEY WORDS

Corporate social responsibility, community empowerment, stakeholder engagement.

Community empowerment is an effort to increase community capacity to achieve sustainable life for marginalized and underdeveloped communities. The implementation of this activity is not only carried out by the government but also by the company as a corporate social responsibility. Programs and activities that are presented in various aspects such as economic, social, cultural, political, environmental and infrastructure, as part of efforts to realize social justice and environmental sustainability (Rahman, 2019; Setiyadi, et al., 2020; Sukardi, et al, 2020; Rafa et al, 2022).

Indonesian regulations encourage companies exploring natural resources to care about social and environmental issues. This responsibility requires companies not only to pursue financial gain, but also to become a source of social innovation, business opportunities,



competitive advantage and human solidarity. This program can be seen as a social investment that is considered to be able to improve the company's image and affect the smooth operation of the company and have an impact on the company's sustainability, although there are still companies that do not have the correct understanding of this social responsibility, they see it as a cost not an investment (Niswah and Fanida, 2012; Widhagdha, et al, 2019; Oktina, et al, 2020; Nisa and Habib, 2020).

One of the companies that implement community empowerment is PT. Kilang Pertamina International (KPI) Refinery Unit (RU) III Plaju which is intended to provide assistance, capacity building training to marginal communities around the company's operational areas (Asmara, et al, 2018; Aditya, 2019; Puspita, et al, 2019). PT KPI RU III Plaju is one of the company units of the holding company PT Pertamina (Persero) which is engaged in processing and petrochemicals (Sub Holding Refining & Petrochemical) which carries out business activities in refining petroleum into Fuel Oil (BBM) products, Non-BBM products, and Petrochemical products in meeting national energy needs, especially in the Southern Sumatra region and its surroundings. This company also contributes to sustainable development by providing economic, social and environmental benefits as well as law and governance with principles that are more integrated, directed, impacted and accountable.

To achieve this, Pertamina RU III Plaju also runs a Social and Environmental Responsibility (CSR) program as one of the company's business strategy approaches through collaboration with the government and stakeholders in creating a more prosperous society, especially around the company's operational areas by optimizing human resources. company. The CSR strategy implemented adopts four pillars that have been set by PT Pertamina (Persero), including Pertamina Smart which focuses on education programs, Pertamina Sehat for programs in the health sector, Pertamina Hijau for programs in the environmental sector, and Pertamina Berdikari for programs in the community empowerment.

To analyze the implementation of the four pillars in the CSR program as an integrated approach, as well as how to engage stakeholders, we will use a case study on the Program of Bahari Sembilang Mandiri (BERLARI) which was carried out in Sembilang Hamlet, Sungsang IV Village, Banyuasin Regency, South Sumatra Province. This location is in the Berbak Sembilang National Park area, where most of the inhabitants are traditional fishermen and the location is very isolated.

METHODS OF RESEARCH

This study uses a qualitative descriptive research method which is intended to describe phenomena that occur in research subjects (Moleong, 2017). The subject of this research is the Program of Bahari Sembilang Mandiri (BERLARI) in 2021-2022. The object of research is the implementation of the four pillars as a CSR strategy of PT Pertamina which is applied to the BERLARI Program. Data collection was carried out using participatory observation techniques and in-depth interviews with deliberately selected informants consisting of field officers, community leaders and beneficiaries. The data analysis technique used is Qualitative Interactive. The steps taken are data reduction, data display, conclusion and verification.

RESULTS AND DISCUSSION

Program of BERLARI is a Social and Environmental Responsibility (CSR program) program implemented by Pertamina RU III Plaju. The objectives of this program are to improve facilities and infrastructure for community empowerment programs, to increase economic and social values for local communities, and to meet accommodation needs for local residents and visitors to Berbak Sembilang National Park. In achieving this goal, this program implements four pillars as an integrative CSR strategy, namely Pertamina Smart, Pertamina Sehat, Pertamina Hijau and Pertamina Berdikari.



The Pertamina Smart pillar in the BERLARI Program is carried out in adult literacy education activities, disaster potential training, training on strengthening cooperative functions, and assistance with educational equipment. This activity is very beneficial for the community because most of the people in Sembilang have very low education. This education has the potential to improve the quality of human resources. There are still a lot of people in the Sembilang area who are illiterate due to the lack of educational facilities in the Sembilang. In addition, in the period before the construction of the school in Sembilang Hamlet, the children often joined their parents in fishing so they could not get an education and resulted in many people being illiterate until they were old. If parents do not have skills in reading/illiteracy, then they also cannot teach their children to read and write. This has resulted in a high level of illiteracy in the Sembilang area.

The Program of BAHARI also provides equipment for non-formal education ranging from facilities and infrastructure related to science and technology such as computers, printers, projectors, book, tables, chairs, cabinets, digital content and other learning equipment to support education. Disaster potential training activities to overcome disaster problems such as natural disasters and fires by providing education and understanding to young people in the form of theory and practice of disaster preparedness as well as providing disaster preparedness equipment. Through this training, the facilitators in charge of this activity hope that there will be follow-up from young people to spread understanding to other communities. In addition to training, assistance for disasters was also provided such as life jackets, fire extinguishers, safety helmets, folding stretchers, ring boys, and 20 meter throwing ropes.

The Pertamina Sehat Pillar in the BERLARI Program is carried out in health service and counseling activities, providing additional food for infants, pregnant and lactating mothers, as well as aiding medical equipment for midwives and community health centers. The Pillar of Health is also implemented through the processing of organic waste through a patracomposter. The media for making organic fertilizer from household waste is to support the growth of vertical vegetable plants. The Patracomposter was placed in a demonstration plot that had been made as a demonstration plot for the Patracomposter and agroecology as well as a waste bank. The waste processing program was then revitalized into a waste-free healthy behavior program (PHBS) which optimizes patracomposters by holding waste bank management training to deal with plastic waste and training on processing organic waste into compost, and eco enzymes.

The Pertamina Green pillar is embodied in and activities that refer to biodiversity conservation, mangrove reforestation, rare orchid breeding, organic vegetable development and the organization of nature tourism groups. Processing of organic fertilizers and pesticides as well as eco-enzymes is integrated with the Health program to reduce household waste. This pillar is the basis for promoting environmental sustainability. Agroecological farming systems can also be part of this pillar. According to Liere, et al (2017) Agroecology strongly supports ecological processes that link biodiversity and ecosystem functions. By applying this agricultural method, the community can carry out food production while maintaining biodiversity.

In addition, the Pertamina Berdikari Pillar is carried out through a marine product business development program. The focus of this activity is on housewives who do not have jobs. Activities carried out in this field are the organization of business groups, training and packaging of fishery products, assistance with equipment for product processing and product packaging, and facilitation of halal certification. This activity is in an effort to increase the independence of vulnerable groups, especially mothers. The Sembilang area is located on the coast so that the people who live there are dominated by fishermen whose livelihoods depend on marine products. Many things can be produced from the sea but are not supported by the ability and willingness of the community to process and create a high-value economy in the marine product sector.

If abundant, marine products have a weakness, namely the shelf life is not long, so they are easily damaged and the quality can decrease. Therefore, it is necessary to have the ability to process marine products as an innovation in the context of improving the



community's economy. The mentoring activity program for the yield Economy Program provides solutions to overcome problems in the storability of marine catches by training people to capture marine products such as fish into processed salted fish products so that they have a longer shelf life compared to fresh fish. This is also a solution to maintain the selling value of marine products if the price of fish drops.

Through this mentoring activity, the community starts from the process of making salted fish, packaging to carrying out the certification process to increase the selling value. This mentoring activity also aims to increase human capacity, especially women by forming salted fish processing groups. This group aims to increase the role of women in improving the family economy that comes from processing salted fish by creating and opening marketing networks outside of Sembilang.

Processed salted fish products were chosen as an alternative solution to lower fish prices by considering the condition of the Dusun Sembilang area which is limited by the flow of electricity. Diesel Power Plants (PLTD) can only be used at night. Therefore, facilities that are not supported cause the limitations of alternative product solutions to process other processed products that require a refrigerator.

Table 1 – Economic, Social and Environmental Benefits of the BERLARI Program

No.	Program	Economic	Social	Environmental
1.	Education Program	Reduce education costs	Increased knowledge and literacy skills	Awareness and concern for environmental sustainability
			Groups as learning media	The emergence of disaster response awareness
			Increasing social cohesion in society	
2.	Health Program	Increased income from waste processing	Increasing public awareness about the importance of health	Wareness of environmental sanitation
			Reducing the cost of yard farming through the manufacture of compost	The formation of a patracomposter group in the community
3.	Environmental Program	Income from organic fertilizers and pesticides	The formation of a group of vegetable farmers	Agroecology improves environmental quality
		Income from nature tourism	The formation of a nature tourism group	Biodiversity is maintained
4.	Marine Economics Program	Increased income from processed marine products	Formation of women's business group	Use of waste products for eco enzymes

An integrative approach is very important in community empowerment. According to Rafa et al (2022) an integrative approach can ensure the system can work in meeting the increasingly complex needs of society. This approach also ensures the sustainability of the empowerment program. This is also expressed by Sitepu, et al (2018), Community empowerment needs to be carried out institutionally and in an integrated system so that social entropy (psychological, ecological, economic and cultural entropies) that hinder activities can be overcome. The four-pillar strategy implemented in the BERLARI program is very appropriate for sustainability and overcoming social problems.

Stakeholder involvement in this program is based on the pentahelix model, namely the involvement of five elements in the BERLARI program consisting of academics, the business sector, government, society and the media in general. Only the role of public media for publication to the wider community is still not optimal, this is because the program location is in remote areas. For the involvement of academics represented by Sriwijaya University, where several resource persons came from universities, the involvement of academics was supported by Aditya's study (2019), the role of academics is not only limited to the role of evaluators. According to this study, the role of academics in program implementation is very much needed, especially for implementing innovations produced by universities.



The business sector represented by Pertamina provides programs and funding. The role of the business sector in this program is very large, because for the program in the nine area it is not only community empowerment activities, but also development infrastructure such as roads, bridges, houses for educational activities, and placement of Community Development Officers (CDO). The government is represented by the Berbak Sembilang National Park and the sub-village government which is also part of the BERLARI program. The role of the government is very important in empowering the community in the village, according to Boy, et al (2019), government support can encourage economic growth and business development. The role of the community is represented by Non-Governmental Organizations (NGOs), cooperatives and community-based organizations (CBOs) at the local level who are partners in implementing the program in the field. The role of this community is needed, especially in increasing participation. Community independence can only be realized if there is community participation.

The benefits felt by the community with the BERLARI program consist of economic benefits, social benefits, and environmental benefits. Economic benefits consist of increased income, reduced costs of living and production needs, social benefits are the development of social capital and environmental benefits are environmental and sanitation health. In more detail can be seen in Table 1.

CONCLUSION

The Bahari Sembilang Mandiri (BERLARI) Program is an integrated community empowerment with the involvement of various stakeholders based on the pentahelix model. The objectives of this program are to improve facilities and infrastructure for community empowerment programs, to increase economic and social values for local communities, and to meet accommodation needs for local residents and visitors to Berbak Sembilang National Park. The implementation of the program is based on the implementation of the four pillars as an integrative CSR strategy, namely Pertamina Smart, Pertamina Sehat, Pertamina Hijau and Pertamina Berdikari. The Pertamina Smart pillar in the BERLARI Program is carried out in adult literacy education activities, disaster potential training, training on strengthening cooperative functions, and assistance with educational equipment. The Pertamina Sehat Pillar is carried out in health service and counseling activities, providing additional food for infants, pregnant and lactating mothers, aiding medical equipment, processing of organic waste through a patracomposter. The Pertamina Green pillar is embodied in and activities that refer to biodiversity conservation, mangrove reforestation, rare orchid breeding, organic vegetable development and the organization of nature tourism groups. In addition, the Pertamina Berdikari Pillar is carried out through a marine product business development program.

Stakeholder engagement in this program is based on the pentahelix model, namely the involvement of five elements in this program consisting of academics, the business sector, government, society and the media in general. Only the role of public media for publication to the wider community is still not optimal. The benefits felt by the community with the BERLARI program consist of economic benefits, social benefits, and environmental benefits. Economic benefits consist of increased income, reduced costs of living and production needs, social benefits are the development of social capital and environmental benefits are environmental and sanitation health.

REFERENCES

1. Aditya, R. 2019. Penta Helix Analysis in Seeing the Sustainability of the 207 Pattura CSR Program at PT. Pertamina RU III Plaju. *Journal of Islamic Community Development*, Vol.4(2); 149-164.
2. Asmara, M.R., K. Komariah, S. Lukman. 2018. The Relationship Between Pattura Waste Bank Training With Participant Attitudes Towards Institutions. *Journal Of Communication Studies*, Vol.3(2): 93-108.



3. Boy, J. K. N., S. N. Djinar, D. M. H. Urmila. Marhaeni, 2019. The Effect Of Stakeholders On Village Community Creativity And Community Welfare Of Coastal Village In The Bali Province, Indonesia. *Russian Journal of Agricultural and Socio-Economic Sciences (RJOAS)*, 9 (93): 206-215.
4. Liere, H., Jha, S., Philpott, S.M. 2017. Intersection between biodiversity conservation, agroecology, and ecosystem services. *Agroecology and Sustainable Food Systems*, Vol 41(7), 723–760.
5. Moleong, L. J. 2017. *Qualitative Research Methodology (Revision ed.)*. Bandung: PT. Youth Rosdakarya Co.
6. Munir M., Z. Fanani, Soemarno, A.S. Leksono. 2020. Community Empowerment Model For Tobacco Farmers In Lengkong District Of Nganjuk Regency, Indonesia. *Russian Journal of Agricultural and Socio-Economic Sciences (RJOAS)*, Vol.7(103): 13-19.
7. Nisa, K.K. and M.A.F. Habib. 2020. Implementation of Corporate Social Responsibility (CSR) at TBBM Pertamina Rewulu as a Form of Community Empowerment. *Journal of Sociology*, Vol.3(2): 65-72.
8. Niswah, F. and E.H. Fanida. 2012. Three-Sector Partnership in Economic Development. *Journal of Accountancy*, Vol.1(1).
9. Oktina, D.A., E.S. Sari, I.A. Sunardi, L.N. Hanifah, V.F. Sanjaya. 2020. The Effect of CSR (Corporate Social Responsibility) Strategy Implementation in Improving Company Image at PT. Pertamina (Persero) 2018. *Journal of Competence*, Vol.14(2): 184-202.
10. Puspita, A.R., Barasani, A.A., Aditya, R., Wiyatmoko A., Puspitasari, I., Sari R.K. 2019. Management of PT Pertamina (Persero) RU III Plaju Corporate Social Responsibility (CSR) Program. *Journal of Islamic Community Development*, Vol 4(1): 29-45.
11. Rafa, A.I. Mulyanto, Sriati. 2022. Agroecology As A Foundation In Community Empowerment Through Ecological Village Schemes In Bangsal Village Of Ogan Komering Ilir District, Indonesia. *Russian Journal of Agricultural and Socio-Economic Sciences (RJOAS)*, Vol.7(127): 84-91.
12. Rahman, R. 2019. The Role of Religion in Marginal Society. *Socioreligious Journal* Vol.1(4): 81-89.
13. Setiyadi, B., A. Ranati, M.H. Atani. 2020. Isolation of Isolated Communities: A Study of PKSMT Activities in the Anak Dalam Tribe. *Journal of Social Education*, Vol.7(1): 92-103.
14. Sitepu, M., Sjarkowi F., Yunita, Sari S. N. 2018. Chayanov's Syndrome As Faced By 'BAP' Agribusiness Corporation and The Peasant Communities Living In And Nearby The Forestry Estate Concession. *Russian Journal of Agricultural and Socio-Economic Sciences (RJOAS)*, Vol.6(78): 46-52.
15. Sukardi, Wildan, A. Sukri. 2020. Education for Communities in the Marginal Category of Tourism Areas: Educational Applications Based on Social Practices. *Journal of Service Masters in Education, Natural Sciences*, Vol.3(2): 109-113.
16. Widhagdha, M.F., H.I. Wahyuni, M. Sulhan. Bonding, Bridging and Linking Relationships of the CSR Target Communities of PT Pertamina Refinery Unit II Sungai Pakning. *Malaysian Journal of Communication* Volume 35(4): 470-483.