



UDC 332

COMMUNITY SATISFACTION AND DEVELOPMENT STRATEGY OF MINA PADI PROGRAM IN SUNGAI REBO VILLAGE

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ABSTRACT

The company's support in the form of Environmental Social Responsibility (TJSL) of PT Kilang Pertamina Internasional (KPI) Refinery Unit III Plaju through the Integrated Agriculture & Fisheries or Mina Padi program is motivated by the low production and income of rice farmers generated by the community because it is affected by tidal water conditions. This research aims to measure the satisfaction index of program recipients and develop a strategy for developing the Mina Padi program. This research used a survey method by conducting interviews and questionnaires with 30 members of the Bina Tani Berkah farmer group who received the benefits of the Mina Padi program in Sungai Rebo Village, Banyuasin I District, Banyuasin Regency. The types of data used in this research are primary and secondary. The data processing method to answer the first objective uses the Likert Scale method; the second uses SWOT analysis. The research results show that community satisfaction with the Mina Padi program in Sungai Rebo Village is in the satisfaction category, scoring 3.18. The first strategy that can be applied from the results of this research is aggressive, namely utilizing the formula by optimizing one's strengths to take advantage of various existing opportunities, namely by exploiting existing strengths and opportunities, overcoming internal weaknesses, and anticipating external threats through the application of appropriate cultivation technology and increasing the capacity of farmers and their farmer groups, and collaborating with various parties so that they can continue to grow the income of rice mina farmers in Sungai Rebo Village

KEYWORDS

SWOT, Mina Padi program, integrated agriculture.

The population of Indonesia has increased from year to year. It requires all parties' cooperation to meet the growing population's food supply (Woran et al., 2021). Government programs in Indonesia require companies operating in the natural resources sector to carry out social and environmental responsibilities (Redaputri et al., 2022). TJSL (Environmental and Social Responsibility) can be a division within several companies, a translation of Corporate Social Responsibility (CSR). This research focuses on one of the TJSL programs of PT Kilang Pertamina Internasional (KPI) RU III Plaju, a form of corporate social responsibility to the community around the company's operational area and trains the community to build capacity. One of the CSR programs run by PT Kilang Pertamina Internasional (KPI) RU III Plaju is Mina Padi. The Mina Padi program is implemented in Sungai Rebo Village, located in Banyuasin I District, Banyuasin Regency, a village directly bordering the Musi River and Komering River. This village is dominated by swamp land, which is also the ring 1 area of the Pertamina Plaju Refinery.



Mina Padi is a type of integrated agriculture that can increase the productivity of rice fields; apart from not reducing rice yields, it can also produce fish (Junaidi et al., 2023; Nuryasri et al., 2015; Priono et al., 2020). Besides rice being a basic need supporting food security in the agricultural sector, fish is also a leading commodity in the fisheries sector. People are starting to attract fish as a source of animal protein because it benefits health. The need for rice as a staple food must be fulfilled to overcome the decreasing area of agricultural land. With the increasing demand for fish consumption, useful intensification can be done by optimizing existing land by implementing integrated agriculture, such as integrating agricultural and fisheries aspects with Mina Padi cultivation (Arfianti, 2023). Cultivation methods that integrate rice and fish are very important because rice is the staple food of Indonesian people and is one of the commodities that supports food security. In contrast, fish is an important source of protein to meet people's nutritional needs and is good for health; efforts need to be made to increase its production (Catur, 2021; Triyanti et al., 2023).

This Mina Padi program can also overcome the problem of paddy fields in Indonesia, most of which can only be cultivated once or twice a year. After the process of sowing the seeds until harvest (Perwitasari et al., 2021), the land is left idle so that during the inactive period, natural soil fertilization occurs, where flowing water deposits nutrients and decomposes post-harvest residual weeds (Yamin et al., 2023). One of the efforts developed to overcome this problem is by carrying out Mina Padi (Intan Christian et al., 2022).

The need for research regarding community satisfaction with the Mina Padi program being implemented is one of the efforts to measure the suitability and impact of the program for the surrounding community and the company. This research is also important in assessing the social and economic effects of the Mina Padi program. By collecting data regarding farmer perceptions regarding the program's impact on farmer income, improving quality of life, and other social changes, program implementers can assess the extent to which the program has successfully enhanced community welfare. By conducting research, program implementers can identify areas that need improvement and develop strategies to increase program effectiveness. For example, research may reveal a need for additional training for farmers or improved infrastructure to support the simultaneous cultivation of fish and rice. In this way, the Mina Padi program can continue to be enhanced and adapted to field conditions.

LITERATURE REVIEW

Mina Padi Program: The Mina Padi Program is a corporate social responsibility (CSR) program implemented by PT Kilang Pertamina Internasional Refinery Unit III Plaju, Palembang. This program aims to develop integrated agriculture and fisheries in Banyuasin Regency, especially in Sungai Rebo Village, Banyuasin I District. The Mina Padi program in Sungai Rebo seeks to empower the community by developing previously unproductive land to become the main source of income. This program also focuses on increasing rice production and other food ingredients to support the South Sumatra Independent Food Movement (GSMP) and strengthen national food security. **Program Benefits:** This program has significantly benefited the community by increasing rice production and providing yields that previously did not exist.

Community Satisfaction Index (IKM) or program recipient satisfaction is a measurement method used to assess the level of community satisfaction with a program or service (Hikmayani et al., 2015; Rahmi et al., 2020), including social assistance and community empowerment programs (Muhammad Noor et al., 2024; Mulyani et al., 2023). The Community Satisfaction Index (IKM) is data and information about the level of community satisfaction obtained from quantitative and qualitative measurement results based on the opinions of program beneficiaries (Ilham et al., 2023; Setiawan, 2014). The main objectives of measuring IKM are: 1) Knowing the level of community satisfaction with a program or service, 2) Evaluating the success of program implementation, 3) Identifying



aspects that need to be improved, 4) Providing input for improving the quality of the program in the future.

The program development strategy is a planned and systematic effort to improve and expand the implementation of an integrated cultivation system between rice and fish in rice fields to optimize land productivity, increase farmer income, and support food security (Ittaqillah et al., 2020; Nuryasri et al., 2015). With this research, it is hoped that optimization of the use of rice fields can be achieved by integrating rice and fish cultivation, focusing on increasing land productivity and farmers' income, considering the local wisdom of local communities in its application, involving government support through assistance with facilities and infrastructure, aiming to encourage diversification of agricultural and fishery products. , being part of adaptation efforts to climate change, requires analysis of potential and development opportunities in a region. So, the Mina Padi program development strategy is a comprehensive approach that combines technical, economic, social and environmental aspects to optimize the benefits of integrating rice and fish cultivation in rice fields.

METHODS OF RESEARCH

This research was conducted in Sungai Rebo Village, in Banyuasin I District, Banyuasin Regency, South Sumatra Province. The research method used was a survey. The survey research method is an information gathering technique that is carried out by compiling a list of questions asked to respondents in the form of a sample from a population, using a questionnaire as a primary data collection tool, and interviewing respondents, namely members of the Bina Tani Berkah group in Sungai Rebo Village.

The sampling method in this research was purposive (intentional) for members of the Bina Tani Berkah farmer group. The purposive sampling method determines the sample by considering the criteria defined and required by the author. The needed sample criteria are members of the Bina Tani Berkah farmer group who are active and receive direct benefits from the Mina Padi CSR program. The number of participants in this study was 30 respondents, who had to meet the criteria needed so that the research could be carried out smoothly and easily. The data collection methods used in this research are primary data and secondary data. Primary data was obtained from field interviews, while secondary data was obtained from agencies, journals and related data sources (Surakhmad, 2011; Yusuf, 2023).

Data processing based on the results of interviews with respondents will be processed tabulated and then analyzed descriptively and quantitatively. The process will be completed with the help of the Microsoft Excel application (Nurjihadi, 2020; Widhiningsih, 2021). To answer the first objective, namely descriptive analysis, the author traces the information obtained through key informants to describe in detail the implementation of the Mina Padi CSR program and analyzes the level of community satisfaction with the implementation of the Mina Padi CSR program using a Likert scale by distributing questionnaires to the Bina Tani Berkah group which is Beneficiaries of the Mina Padi CSR program. Data will be measured through 7 indicators, and each indicator will be measured with three questions. Each question will be given a score of 4 for very satisfied, 3 for satisfied, 2 for dissatisfied, and 1 for very dissatisfied.

Table 1 – Class Interval Values and Class Criteria for Measuring the Level of Community Satisfaction with the Mina Padi Program

| No | Total Score | Per Indicator | Per Question | Criteria |
|----|---------------------------|-------------------------|-------------------------|-------------------|
| 1 | $24.00 \leq X \leq 42.00$ | $4.00 \leq X \leq 7.00$ | $1.00 \leq X \leq 5.25$ | Very Dissatisfied |
| 2 | $42.00 < X \leq 60.00$ | $7.00 < X \leq 10.00$ | $1.75 < X \leq 2.50$ | Not satisfied |
| 3 | $60.00 < X \leq 78.00$ | $10.00 < X \leq 13.00$ | $2.50 < X \leq 3.25$ | Satisfied |
| 4 | $78.00 < X \leq 96.00$ | $13.00 < X \leq 16.00$ | $3.25 < X \leq 4.00$ | Very satisfied |

Solving the second problem formulation regarding the development of the Minapadi program using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is used to evaluate opportunities and challenges in the Agribusiness environment (Lantarsih, 2016;



Nurjihadi, 2020; Zega & Sibuea, 2014). To make it easier to carry out a SWOT analysis, a SWOT matrix is needed. The SWOT matrix will make it easier to formulate various strategies that must be implemented.

SWOT analysis is a tool for formulating decision-making and determining strategies based on logic to maximize strengths and opportunities while minimizing weaknesses and threats. SWOT analysis by matching the key factors that most influence both internal and external factors will produce four series of possible strategies, namely as follows: 1) SO (Strength-Opportunities) strategy or strengths and opportunities, is a strategy formulated by optimizing the strengths possessed to take advantage of various existing opportunities; 2) WO (Weaknesses-Opportunities) strategy, or weaknesses-opportunities, is a strategy that is formulated as optimally as possible to minimize weaknesses to take advantage of existing opportunities; 3) ST (Strength-Threats) or strength-threats strategy, is a strategy used by utilizing existing strengths while anticipating threats that may be faced; 4) WT strategies or weaknesses (Weaknesses-Threats).

RESULTS AND DISCUSSION

In this research, the level of community satisfaction with the Mina Padi program in Sungai Rebo Village is defined as the result of the community's assessment and opinion regarding what they have received from the program. The level of community satisfaction with the Mina Padi Program can be seen in Table 1.

Table 1 – Satisfaction Index for Mina Padi Program Recipients in Sungai Rebo Village

| No | Measurement Components | Average Score | Criteria |
|----|--|---------------|----------------|
| | Program Suitability with Local Potential | 3.24 | Satisfied |
| 1 | Program according to land potential | 3.37 | Very satisfied |
| 2 | Program according to group capacity | 3.10 | Satisfied |
| 3 | Program according to financial potential | 3.13 | Satisfied |
| 4 | Program according to the potential of infrastructure | 3.37 | Very satisfied |
| | Program Planning | 3.13 | Satisfied |
| 1 | Planning involves the community | 3.10 | Satisfied |
| 2 | Planning according to community needs | 3.20 | Satisfied |
| 3 | Planning according to group capabilities | 3.10 | Satisfied |
| 4 | Planning is socialized to the community | 3.13 | Satisfied |
| | Program Implementation | 3.15 | Satisfied |
| 1 | Implementation according to the schedule | 2.97 | Satisfied |
| 2 | Implementation according to activities | 3.10 | Satisfied |
| 3 | Implementation according to budget | 3.37 | Very satisfied |
| 4 | Implementation according to the target | 3.17 | Satisfied |
| | Program Monitoring and Evaluation | 2.93 | Satisfied |
| 1 | The community is involved in program monitoring | 3.00 | Satisfied |
| 2 | The community is involved in program evaluation | 2.83 | Satisfied |
| 3 | The community provides feedback | 2.77 | Satisfied |
| 4 | The community gets the results of evaluation | 3.10 | Satisfied |
| | Program Enhancement knowledge. | 3.30 | Very satisfied |
| 1 | Increasing the capacity of program participants | 3.30 | Very satisfied |
| 2 | Increasing integrated agricultural literacy | 3.33 | Very satisfied |
| 3 | Increasing innovation and technology | 3.30 | Very satisfied |
| 4 | Increasing knowledge-sharing activities | 3.27 | Very satisfied |
| | Program to synergize stakeholders | 3.31 | Very satisfied |
| 1 | Communication is good between stakeholders | 3.27 | Very satisfied |
| 2 | Coordination is good between stakeholders | 3.30 | Very satisfied |
| 3 | Collaboration is good between stakeholders | 3.33 | Very satisfied |
| 4 | Cohesiveness is built between stakeholders | 3.33 | Very satisfied |
| | Total Score | 76.24 | Satisfied |
| | Average | 3.18 | Satisfied |

Source: Processed primary data, 2023.

One important indicator to measure community satisfaction with the Mina Padi program in Sungai Rebo Village is the suitability of local potential. Matching local potential with community needs and potential can increase the sense of ownership of the program, which in turn can increase community satisfaction in line with research (Lestari & Bambang, 2017). The research results show that community satisfaction with the suitability of local potential is



included in the satisfaction criteria, with an average score of 3.24. In other words, the Mina Padi program in Sungai Rebo Village is well-developed by the village's local potential. The Mina Padi program utilizes the potential of existing natural resources by optimizing the use of 1.5 hectares of community land for Mina Padi demonstration plots, hydroponic installations, financial potential of the group, utilization of available infrastructure, nursery houses and compost houses. Land production increased, and the community's economy improved due to the Mina Padi program.

Another way to measure community satisfaction with the Mina Padi program planning process in Sungai Rebo Village is to see how the community is actively involved in the process. Community participation in program planning, developing programs that meet community needs, and gathering community feedback are all elements of program planning. The results show that the level of community satisfaction with program planning has an average score of 3.13, and the satisfied category received this score. This indicates that the Mina Padi program in Sungai Rebo Village actively involves the community in its planning. This was proven by the implementation of the Participating Agricultural Assessment Workshop with farmer groups, empowerment cadres, and the community around Sungai Rebo Village. Mina Padi program planning is carried out openly, and information about the program to be implemented is conveyed clearly and in accordance with the surrounding community's needs. They can say what they need and expect from the program so that the Mina Padi program that has been running is very appropriate to their needs, and the program has been socialized to the entire community.

The next indicator is program implementation. Measuring the level of community satisfaction with program implementation in program implementation. A good CSR program can increase community satisfaction and provide significant benefits for the welfare of the surrounding community and the environment. The research results show that the level of community satisfaction with program implementation received an average score of 3.15, with the criteria being satisfaction. This is the result of implementing the Mina Padi program by the schedule, activities, budget and targets that have been set. Through training, the Mina Padi program helps farmers develop agricultural management technology and innovation.

Monitoring and evaluation of programs is essential to ensure their effectiveness and relevance. Monitoring involves providing information about the successes and failures of the program, while evaluation consists of assessing the program's effectiveness and evaluating its effectiveness. Community involvement in monitoring and evaluation helps build consensus on project progress and reduces potential risks. Community participation in the evaluation process ensures transparency and accountability, making programs more effective, efficient, and aligned with community needs and concerns. The assessment of the program recipient community regarding the evaluation and monitoring of activities carried out is high, with a score of 2.93.

Knowledge and program application is an important indicator in assessing program satisfaction. The level of community satisfaction with knowledge and implementation of CSR programs can provide significant benefits for the environment and the welfare of the surrounding community. The Sungai Rebo Village community can continue the program independently with this knowledge. Knowledge and application of the program received a mean score of 3.30, which placed it in the very satisfied category. The Mina Padi program increases the knowledge and skills of the Sungai Rebo Village community. They learn about farming with the Mina Padi concept, farming with the hydroponic concept, making alternative feed for ducks and fish, making Local Micro-Organisms (MOL) and Eco Enzymes, processing and marketing the products, and the community is becoming more active in sharing knowledge.

The next level of community satisfaction regarding implementing the Mina Padi program in Sungai Rebo Village is synergy between stakeholders, which is cooperation and collaboration between various parties involved in the program, including the community, companies and empowerment cadres. To increase program effectiveness and ensure that the program implemented can provide significant benefits for society and is sustainable, all stakeholders must work together. The level of community satisfaction with synergy between



stakeholders received an average score of 3.31, with the criteria being very satisfied. The synergy between stakeholders in the Mina Padi program in Sungai Rebo Village has been proven, namely effective communication and coordination between the community, companions and companies.

Table 3 – SWOT Matrix

| | | |
|---|--|---|
| Internal / External | Strength (s): Increased revenue; suitability of rice and fish types; Availability of human resources of productive age; Increase rice production. | Weakness (W): Group knowledge capacity; Knowledge and access to technology; Access to capital; Weak motivation. |
| Opportunity (O): Support from the government and related agencies; Market availability; Manufacture of derivative products with high economic value; The program can still be developed in collaboration. | S-O: Increasing rice and fish productivity by utilizing appropriate technology; Partnership Development to expand the market; Increasing production results by utilizing the support of related agencies; social media optimization for product marketing. | W-O: Increasing productivity through the application of appropriate cultivation technology to take advantage of opportunities for developing the Mina Padi business; diversification of derivative products by utilizing land suitability information and local government support. |
| Threat (T): Flood; Bird and rat pest attacks in the second planting season; Price fluctuations; There are competitors. | S-T: Improving product quality to compete in the market; Increasing the efficiency of the Mina Padi business to face business competition and price fluctuations; Develop business diversification to reduce the risk of crop failure; Maintaining environmental sustainability through implementing an environmentally friendly Mina Padi system to anticipate negative impacts on the environment. | W-T: Develop an efficient business management system to reduce production costs; Strengthening farmer institutions to increase bargaining power and access to capital. |

Source: Primary data processed, 2023.

SWOT (Strength, Weakness, Opportunity, Threat) matrix analysis is a tool used to identify internal (strengths and weaknesses) and external (opportunities and threats) factors in developing the Mina Padi program. The SWOT matrix consists of four types of strategies:

SO Strategy (Strength-Opportunity)/ Aggressive strategy.

This strategy leverages internal strengths to take advantage of external opportunities. Some examples of SO strategies in developing Mina Padi:

- Increase rice and fish productivity by utilizing appropriate cultivation technology;
- Develop partnerships with related parties to expand the marketing of production results;
- Increasing production results by utilizing support from related agencies, such as participating in exhibitions or promotional events to introduce products to a wider market and using digital platforms such as e-commerce or social media to market products.

WO (Weakness-Opportunity) Strategy.

This strategy aims to improve internal weaknesses by exploiting external opportunities. Example of a WO strategy:

- Increasing productivity through the application of appropriate cultivation technology to take advantage of opportunities for developing the Mina Padi business;
- Diversification of derivative products suitable for rice cultivation by utilizing land suitability information and local government support. Product diversification in the Mina Padi business increases farmers' income and supports food security and economic growth. Some steps can be taken, including processed fish products. Products such as catfish chips, salted fish, and other processed foods can be developed to increase added value.

ST Strategy (Strength-Threat).



This strategy uses internal strengths to avoid or reduce the impact of external threats. Example of ST strategy:

- Improving product quality to compete in the market;
- Increasing the efficiency of the Mina Padi business to face business competition and price fluctuations;
- Develop business diversification to reduce the risk of crop failure;
- Maintaining environmental sustainability through implementing an environmentally friendly Mina Padi system to anticipate negative impacts on the environment.

WT Strategy (Weakness-Threat).

This strategy aims to reduce internal weaknesses and avoid external threats. Example of WT strategy:

- Develop an efficient business management system to reduce production costs;
- Strengthening farmer institutions to increase bargaining power and access to capital.

SWOT matrix analysis can help in formulating a strategy for developing the Mina Padi program that is right on target and sustainable. In general, the rice mina development strategy that can be formulated is to take advantage of existing strengths and opportunities, overcome internal weaknesses, and anticipate external threats through the application of appropriate cultivation technology, increasing the capacity of farmers and their farmer groups, and collaborating with various parties so that farmers can continue to grow. Mina Padi in Sungai Rebo Village.

CONCLUSION

The research results show that community satisfaction with the Mina Padi program in Sungai Rebo Village is in the satisfaction category, with a score of 3.18. This is because the community has felt the benefits of the program that has been implemented, and the community has received assistance from the program that has been provided. The Mina Padi program implemented by PT Kilang Pertamina Internasional RU III Plaju in Sungai Rebo Village, Banyuasin I District, Banyuasin Regency, has provided significant benefits for the local community. This program is part of the company's Corporate Social Responsibility (CSR) efforts. Based on the results of the SWOT analysis to develop a strategy for developing the Mina Padi program, the results obtained are that the first strategy that can be applied from the results of this research is aggressive, namely utilizing the formula by optimizing existing strengths to take advantage of various existing opportunities, namely by using existing strengths and opportunities, overcoming internal weaknesses, as well as anticipating external threats through the application of appropriate cultivation technology, increasing the capacity of farmers and their farmer groups, and collaborating with various parties so that they can continue to increase the income of mina rice farmers in Sungai Rebo Village.

SUGGESTIONS

Develop a business model that can increase farmers' profits from the Mina Padi system. This includes marketing strategies for the organic products produced. As well as Strengthening Farmer Group Institutions: Encouraging the formation of farmer groups that focus on mina rice cultivation to facilitate the transfer of technology and knowledge and increase farmers' bargaining power.

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