



Corporate Social Responsibility (CSR) Program Initiative of PT Pertamina Patra Niaga Integrated Terminal (IT) Banjarmasin in an Effort to Improve Welfare and Sustainable Development in the City of Banjarmasin

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Abstract

This study aims to analyze the Corporate Social Responsibility (CSR) program initiatives carried out by PT Pertamina Patra Niaga Integrated Terminal Banjarmasin in Banjarmasin City. This case study explores the implementation of community empowerment-based CSR programs carried out by companies in an effort to improve welfare and sustainable development in the surrounding area. The research method used is qualitative descriptive, the analysis is carried out by in-depth analysis of the 2022 PT Pertamina Patra Niaga Integrated Terminal Banjarmasin CSR Program Implementation Report document. The results of the analysis show that CSR programs implemented by the company, such as the CSR initiative program of PT Pertamina Patra Niaga IT Banjarmasin, have a positive impact on community empowerment, including people with disabilities and women's groups, both in improving the economy, and having an impact on the environment. In addition, this initiative program has also managed to obtain a satisfactory level of trust with an average Community Satisfaction Index (IKM) score of 3.5 with the predicate (A) or very good.

Keywords: Corporate Social Responsibility, PT Pertamina Patra Niaga Integrated Terminal Banjarmasin, Initiative Program, PERTADAYA, Banjarmasin City.

INTRODUCTION

Corporate Social Responsibility (CSR) has become an increasingly important aspect of a company's business strategy in this modern era (Arsić, Stojanović, & Mihajlović, 2017). Companies are not only expected to seek profits, but also to make a positive contribution to the community and the surrounding environment (Fallah Shayan, Mohabbati-Kalejahi, Alavi, & Zahed, 2022). PT Pertamina Patra Niaga Integrated Terminal (IT) Banjarmasin is one of the companies that has actively implemented CSR programs as part of their commitment to social

and environmental responsibility. Through the CSR programs they implement, the company strives to have a significant impact on the welfare of the surrounding community, while supporting sustainable development in the region (Abdelhalim & Eldin, 2019).

Although CSR programs have become an important part of the company's activities, there are still challenges in their implementation. Some of the problems that are often faced are related to program effectiveness, accurate impact measurement, and active involvement from all relevant stakeholders (Agol, Latawiec, & Strassburg, 2014). Therefore, it is important to conduct an in-depth analysis of CSR program initiatives carried out by certain companies to understand the extent to which these programs provide tangible benefits to society and the environment (Fallah Shayan et al., 2022).

Several previous studies have revealed the importance of implementing CSR programs that are sustainable and have a positive impact on society (Martinez-Conesa, Soto-Acosta, & Palacios-Manzano, 2017). These studies highlight the importance of collaboration between companies, governments, and communities in designing and implementing effective CSR programs. In addition, the study also emphasizes the importance of transparency and accountability in the implementation of CSR programs to ensure that the benefits produced can be felt equally by all parties involved (Hossain, Alam, Hecimovic, Alamgir Hossain, & Choudhury Lema, 2016).

In the context of PT Pertamina Patra Niaga IT Banjarmasin's CSR program initiative, the solution offered is to conduct an in-depth analysis of the programs that have been implemented by the company. By understanding the objectives, expected benefits, and impacts that have been achieved from these CSR programs, the extent of the company's contribution in improving community welfare and supporting sustainable development in the region can be evaluated.

Thus, this study aims to provide a deeper understanding of CSR program initiatives carried out by PT Pertamina Patra Niaga IT Banjarmasin. By analyzing the implementation of the company's CSR programs, it is hoped that the extent of the company's contribution in providing a positive impact on the community and the surrounding environment can be revealed (Tsamara, Raharjo, & Resnawaty, 2019). Through this research, it is hoped that it can provide a more comprehensive insight into the importance of CSR programs in supporting sustainable development at the local level.

METHODS

In this research methodology, a descriptive qualitative approach is used by conducting a case study of CSR programs that have been implemented by PT Pertamina Patra Niaga Integrated Terminal Banjarmasin in Banjarmasin City. The qualitative approach was chosen because it allows researchers to gain a deep understanding of the context, process, and impact of these CSR programs. The descriptive presentation of data was chosen because it allows researchers to present the results of a detailed analysis of specific and contextual CSR programs in the context of the company (Fadli, 2021). Data will be collected through various sources, be it observations on the implementation of programs in the field, interactive

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discussions with direct or indirect beneficiary partners, as well as analysis of related documents such as CSR program reports and planning documents (Awotwi, 2017). The descriptive qualitative approach will allow researchers to dig into in-depth information about the implementation of PT Pertamina Patra Niaga Integrated Terminal Banjarmasin's CSR program in Banjarmasin City, so as to provide a comprehensive understanding of the company's contribution in supporting sustainable development in the region.

RESULTS AND DISCUSSION

CSR Initiative Program of PT Pertamina Integrated Terminal Banjarmasin

PT Pertamina Patra Niaga IT Banjarmasin is part of Pertamina Patra Niaga Regional Kalimantan located on Jalan Kuin Selatan No.01 Banjarmasin City. Starting its operation in the 1950s, it has main activities that include the process of receiving, stockpiling and distributing fuel to distribution institutions (petrol stations) and industrial consumers in the South Kalimantan region and parts of Central Kalimantan. As a form of commitment to quality, environmental and K3 aspects in every operational activity, Integrated Terminal Banjarmasin under the auspices of Marketing Operation Region VI has received ISO 9001:2015 Quality Management System and ISO 14001: 2015 Environmental Management System certification through the British Standard Institute (BSI) which is still valid and continues to be recertified since now, ISRS 7 (International Sustainability Rating System) Certification with level 4 by certification bodies International DNV GL and the Green Proper Award (2018 to 2021 consecutively) as well as other awards (Satria, Bahtiar, Srihardian, Akbar, & Wibowo, 2022).

In addition to focusing on environmental management programs, PT Pertamina Patra Niaga IT Banjarmasin also contributes to the empowerment of the community around the company through Corporate Social Responsibility (CSR). The programs implemented consist of the fields of economy, environment, education and health (Ali, Anufriev, & Amfo, 2021). The location areas that are part of the CSR program are in several areas such as Kuin Cerucuk Village, North Kuin Village, Anjir Serapat Muara I Village, Anjir Serapat Muara Village, and Marabahan Baru Village, thus making the CSR programs implemented more diverse and can provide benefits to various existing regions (Satria et al., 2022). Furthermore, the CSR program implemented is a recommendation from the social mapping carried out in 2019 and 2020 so that it is followed up with several initiative programs, including:

1. PERTADAYA Program (Pertamina with Disability Berkarya)

The PERTADAYA program (Pertamina Bersama Disabilitas Berkarya) is one of the



Figure 1. The PERTADAYA program

CSR programs initiated by CSR PT Pertamina Patra Niaga IT Banjarmasin since 2021 which aims to provide a forum for people with disabilities to develop skills in order to become independent. The PERTADAYA program is carried out in the Banjarmasin City area, namely in the North Banjarmasin and Central Banjarmasin areas (Rismayadi, Subarjah, Yudiana, & Rusdiana, 2020). The background of the PERTADAYA Program is the condition of disability in the city of Banjarmasin, where in terms of the total number of people with disabilities is 921. In this case, PERTADAYA has contributed 15% in participating in solving disability problems in the city of Banjarmasin (Manusia & Dan, n.d.).

The PERTADAYA program is based on the concept of social innovation. The concept of social innovation is a form of approach in community empowerment that focuses on improving capabilities and social relationships, better utilization of assets and resources (Marchesi & Tweed, 2021). There are 4 approaches in social innovation, which consist of (1) organizational management model, (2) entrepreneurship, (3) new product/service development, (4) empowerment and capacity building model. These 4 approaches can realize social innovations that have elements of novelty, core competencies, and shared added value. This is manifested in several programs, including: 1) JasaDaya (disability services) Motorcycle washing, 2) KreDaya (Creativity of Disability Work) Sewing, 3) ProDaya (Processed Disability Products) Processed Bingka Cakes and Typical Banjarmasin Bikang Cakes.

2. Disaster Preparedness Village (Kuin Pilucuk)

The disaster response program is a systematic disaster management system because it is able to carry out disaster response both pre-disaster and post-disaster where in its implementation the community is not only invited to respond to disasters but also organizes itself to be able to manage other productive activities, namely community empowerment. This program is carried out by the CSR of PT Pertamina

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Patra Niaga IT Banjarmasin in the environment around the company, especially in the Kuin Cerucuk Village area.

In addition to the disaster response program, the disaster preparedness village program also initiated the formation of a disaster awareness group (KSB) by emphasizing empowerment activities for fire disaster volunteers who number in the thousands in the Kuin Ceruck Village area which is generally a productive community at a young age, namely the age range of 16-45 years. The conditions in the field of volunteers who already have their respective agencies are still difficult to get operational funds so that these fire disaster volunteers must ask for donations to the general public, some of the potentials that can be developed for these volunteers such as machine service services, fire extinguisher refills, disaster response training services, production of firefighting clothing and so on.



Figure 2. Disaster Preparedness Village (Kuin Pilucuk)

PT Pertamina Patra Niaga IT Banjarmasin in this Disaster Preparedness Village program has collaborated with stakeholders at the community level such as the Kuin Cerucuk Village Government, West Banjarmasin District Government, Fire Volunteers, Babinsa, Babikabtimas, Social Service, Fire Service, local police, Kuin Raya Health Center, and Job Training Center as well as other companies that are currently helping, namely PT Pertamina Lubricants (Arifin, Wibowo, Sihotang, Haryono, & Ismail, 2023).

3. BUNGAS (Banjarmasin dalam Upaya Penanganan Stunting)

The SEHATI Nutrition Clinic is a program to improve the quality of nutrition, access to services, and public knowledge about PHBS and improve the skills of target groups in processing healthy food for nutritional intake, especially for undernourished toddlers and pregnant women. This program will also empower Posyandu cadres through education and training on PHBS, nutritious food training, improving cadre

skills and intervention activities for environmental problems (Rahmuniyati & Sahayati, 2023).

The SEHATI Nutrition Clinic Program is located at the Anggrek Posyandu RT 11 Kel. This program has been initiated since February 2020 and then began to be implemented in August 2020 until it can be implemented into the 2022 period.



Figure 2. BUNGAS (Banjarmasin in Efforts to Handle Stunting)

The BUNGAS program is based on the high stunting rate in Banjarmasin City which reaches 7,412 stunting out of 36,920 infants and toddlers (Sinambela, Darsono, & Hidayah, 2019), this is caused by several factors such as low nutritional intake for children, family ability factors in meeting children's nutritional needs, environmental health factors, low family capacity in preventing stunting and the lack of massive stunting prevention programs. In addition, according to data from the Kuin Raya Health Center, Kuin Cerucuk Village occupies the first position in the stunting rate from three regions, namely South Kuin Village and North Belitung Village in the Kuin Raya Health Center work area, where the location is Ring-1 of the company's operating area. Referring to these conditions, PT. Pertamina Patra Niaga Integrated Terminal Banjarmasin took the initiative to carry out the SEHATI Nutrition Clinic CSR Program to support efforts to overcome this problem.

Impact of Community Empowerment and Development Program Initiatives

The community empowerment program from CSR of PT Pertamina Patra Niaga IT Banjarmasin has benefits for the environment, social, and economy so that it can help alleviate the poor, increase income, the birth of new policies, and contribute to environmental conservation, which can then be seen from several aspects as follows:

1. Number and percentage of poor people alleviated through the Community Empowerment Program

The community empowerment program as a CSR initiative program of PT Pertamina Patra Niaga IT Banjarmasin aims to overcome the problems of the economic conditions of the village community, which is generally fish and shrimp fishermen in the Barito River, Barito Kuala Regency. As a small group of fishermen, the main problem of the community in Barito Kuala Regency is the poverty rate (Sompa, 2021). The community empowerment program is carried out with the main goal of increasing the

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community's source of income so that it can be an alternative to increasing income and can help reduce the level of poverty in the community. The following is a profile of the poor who will be alleviated through the community empowerment program initiative of PT Pertamina Patra Niaga IT Banjarmasin:

Table 1. Poverty Alleviation Data in the Pertamina IT Banjarmasin Program

| No. | Program | Number of Beneficiaries | | Number of Poor Residents in Barito Kuala Regency and Banjarmasin City | Percentage of Poor Residents in Barito Kuala Regency and Banjarmasin City | |
|-----|-------------------------------|-------------------------|----------|---|---|----------|
| | | Immedia tely | Indirect | | Immedia tely | Indirect |
| 1 | PERTADAYA | 50 | 200 | 34.839** | 0,14% | 0,57% |
| 2 | Disaster Preparedness Village | 12 | 1.000 | 34.839** | 0,03% | 2,87% |
| 3 | BUNGAS | 70 | 840 | 34.839** | 0,2% | 2,41% |

2. Increase in income target community development programs

The Rambai Center Mangrove Ecotourism Program as one of PT Pertamina Patra Niaga IT Banjarmasin's CSR initiative programs is expected to have an economic impact on increasing the income of target residents or beneficiaries at the program location, then the targets can be seen in the following table:


Table 2. Improving the community's economy

| No | Programs and Targets | Average Income (Rp) | | Number of Increases (Rp) | Sources of Improvement |
|---|-----------------------|---------------------|-----------|--------------------------|------------------------------|
| | | Before | After | | |
| PERTADAYA Program (Pertamina with Disability Berkarya) | | | | | |
| 1 | Bayu Nirwana | 500.000 | 2.000.000 | 500.000 | Washing Disabled Motorcycles |
| | Rusliansyah | 2.000.000 | 3.500.000 | 1.500.000 | Washing Disabled Motorcycles |
| | Ibrahim | 1.000.000 | 1.500.000 | 500.000 | Washing Disabled Motorcycles |
| | Aldo | 1.700.000 | 2.200.000 | 500.000 | Sasirangan Sales |
| | The Art of Art | 500.000 | 1.500.000 | 1.000.000 | Sasirangan Sales |
| | Muhammad Zidane | 1.700.000 | 2.200.000 | 500.000 | Sasirangan Sales |
| | Abdul Hakim | 2.500.000 | 3.000.000 | 500.000 | Sasirangan Sales |
| | Rizky Aryani in Aural | 500.000 | 2.200.000 | 500.000 | Sasirangan Sales |

3. Number of government policies formulated in response to community development programs

With the Rambai Center Mangrove Ecotourism Program, in the future it is hoped that there will be policies from the Barito Kuala Regency government as a response and effort to develop the program, namely:

Table 3. Projection of government policy draft

| No. | Policy Name | Information |
|-----|--|--|
| 1 | The policy issued by Kuin Cercuk Village is in the form of a Decree of Kuin Cercuk Disaster Preparedness Village. With this legalization, it can strengthen the position of the Kuin Pirukuk Disaster Preparedness Village. In addition, the existence of this Decree also strengthens the Validity of |  <p>The image shows a formal document from the Government of Banjarmasin, Kecamatan Banjarmasin Barat, Kelurahan Kuin Cercuk. The document is titled 'KEPUTUSAN LUBAH KUIN CERCUK' and is numbered 'MUBAB 46/2022/11/022'. It is dated '11/01/2022'. The document is about the 'PENYUSUNAN 'KAMPUNG SIAGA BENCANA' DI KAWILAHIRAN KAWILAHIRAN KUIN CERCUK'. It lists several points under 'Mencantumkan' and 'Menganjurkan'.</p> |

4. Contribution of community development programs to environmental conservation

PT Pertamina Patra Niaga IT Banjarmasin's CSR community empowerment program initiatives, including through the Rambai Center Mangrove Ecotourism Program and the PERTADAYA Program, have had an impact on environmental conservation, especially for flora and fauna in the Curiak Island Conservation area, Barito Kuala Regency. Among these contributions are:

Table 4. Program Contribution to Environmental Conservation

| No. | Program | Description |
|-----|-----------------------------------|--|
| 1 | Rambai Center Mangrove Ecotourism | <p>The Rambai Center Mangrove Ecotourism Program, in addition to focusing on community empowerment, also carries out activities that have an impact on environmental conservation, namely the following:</p> <ol style="list-style-type: none"> <li data-bbox="786 1641 1361 1709">1. Planting of mangroves as many as 6,200 trees until 2022 <li data-bbox="786 1720 1361 1787">2. It also supports the conservation area of 48 proboscis monkeys living there <li data-bbox="786 1798 1361 1910">3. The use of water hyacinths that are considered waste is then made into segank soap as much as 50 Kg/month <li data-bbox="786 1921 1361 1980">4. The use of used cooking oil for raw materials is 30 Kg/month |

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| | | |
|---|---|--|
| 2 | PERTADAYA Program (Pertamina with Disability Work) Motorcycle Washing Business Unit | The disability laundry business unit uses segank soap to substitute detergent soap which is basically a chemical-based soap and has the potential to pollute the environment, so currently the group uses 10L/month of organic-based SEGANK soap |
|---|---|--|

Community Satisfaction Index

Apart from the aspect of benefits or impacts, PT Pertamina Patra Niaga IT Banjarmasin's CSR initiative program is also assessed for its success level through the Community Satisfaction Index (IKM) Survey which is based on 12 assessment indicators. This was done to find out the public's satisfaction with the CSR program carried out by PT Pertamina Patra Niaga IT Banjarmasin (Pertamina IT Banjarmasin, 2017). The 12 indicators are then classified into 3 stages (planning stage, implementation stage, and result stage) with the following value classification:

Table 5. Conversion of SME Value

| No. | Interval Value | Conversion Interval Value | Service Quality | Service Unit Performance |
|-----|----------------|---------------------------|-----------------|--------------------------|
| 1 | 1,00 – 1,75 | 25 – 43,75 | D | Bad |
| 2 | 1,76 – 2,50 | 43,76 – 62,50 | C | Not good |
| 3 | 2,51 -3,25 | 62,51 - 81,25 | B | Good |
| 4 | 3,26 - | 81,26 -100 | A | Excellent |

Source : Werle et al. Regulation of PAN & RB Number 14 of 2017, 1975

The results of the calculation of SMEs in the CSR initiative program of PT Pertamina Patra Niaga IT Banjarmasin can be known from the answers to the questionnaire distributed to the groups that are members of this questionnaire containing questions that contain 12 elements containing 1 question in each element. The results of the average value of the elements and stages of program implementation will be explained through the following table:

Table 6. Average Value per Element

| Phase | No | Element | Average Score |
|----------------------|----|---|---------------|
| Planning Stage | P1 | Corporate social responsibility | 3,60 |
| | P2 | Ease of procedure for applying for CSR program assistance | 3,40 |
| | P3 | Community involvement in CSR program planning | 3,48 |
| Implementation Stage | P4 | Accuracy of Program Implementation | 3,32 |
| | P5 | Compatibility between planning and | 3,52 |

| | | | |
|-----------------------------|-----|---|---------------|
| | | implementation of CSR programs | |
| | P6 | Timeliness | 3,32 |
| | P7 | Field facilitator capabilities | 3,64 |
| | P8 | Facilitator Behavior | 3,56 |
| | P9 | Ability to respond to challenges | 3,56 |
| Yield Stage | P10 | Direct benefits of the program | 3,32 |
| | P11 | Long-term benefits of the program | 3,48 |
| | P12 | Readiness to independently continue the program | 3,40 |
| Average Score of all stages | | | 3,46667 (3,5) |

Source : IT IKM Data Processing Banjarmasin, 2023

In the results above, it can be seen that the average score of all elements in the PT Pertamina IT Banjarmasin initiative program reached 3.5 which means very good (A). The highest score was obtained in the element of facilitator's ability in the program implementation stage, which reached 3.64, while the service element that had the lowest score was in the element of punctuality with a score of 3.32.

Based on the data described above, it can be seen that the beneficiaries of the CSR initiative program of PT Pertamina Patra Niaga IT Banjarmasin have been satisfied with the program that has been felt, but nevertheless there are still elements that need to be improved in the future so that the community or beneficiaries can feel the benefits. The elements that need to be improved are in accordance with the results of the Community Satisfaction Index of the CSR initiative program of PT Pertamina Patra Niaga IT Banjarmasin, especially in the elements of timeliness, direct benefits of the program, and the accuracy of program implementation. Responding to this, PT Pertamina Patra Niaga IT Banjarmasin always strives to be agile and disciplined in the implementation of the program so that the program can be carried out on time (Marsudi, 2023).

CONCLUSION

The Corporate Social Responsibility (CSR) program initiative carried out by PT Pertamina Patra Niaga IT Banjarmasin City is a clear example of the company's commitment to making a positive contribution to the surrounding community. Through CSR programs based on community empowerment and environmental conservation, the company not only provides economic benefits, but also improves the quality of life and people's access to sustainable development opportunities. In addition, the PT Pertamina Patra Niaga Integrated Terminal Banjarmasin initiative program has managed to get a satisfactory level of trust with an average Community Satisfaction Index (IKM) score of 3.5 with a predicate of (A) or very good. However,

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there are still elements that need to be improved in the future so that the community or beneficiaries can feel the benefits, including the element of time pressure which gets an average score of 3.32. As a solution, in the future PT Pertamina Patra Niaga IT Banjarmasin will try to be agile and disciplined in the implementation of the program so that the program can be carried out on time.

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