

## Social Innovation of PT. Pertamina EP Pendopo Field for Conservation the Protected Orchid Plants in Selangit Village, Musi Rawas Regency

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### KEYWORDS

Conservation; Orchid;  
Social Innovation

### ABSTRACT

A rescue program was made to save orchid plants in Selangit Village by initiating and involving the community. This activity began in 2017 and now, more than 250 species of orchid plants have been successfully rescued. The decline of some species of orchid plants are due to many factors, such as the endemic nature, forest fire, illegal logging, and illegal sales by collector can be an accelerator of their extinction. This activity can be a trigger to increase insight and ideas for the government and local community in developing natural areas. Working together between PT. Pertamina EP Pendopo Field and South Sumatera Natural Resources Conservation Center to build the Selangit Greenhouse aims to save orchid plants and can be an education facility for educators and learners. Next, this program advised to development of tourist village destinations by increasing training and promotion activities of flora tourism activities, and can be sustainable social activity in rescuing orchids and rare plants in Selangit village.

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### Introduction

Various damages such as forest fires, illegal logging, pollution, and natural disasters occur as the consequences of the management of natural resources and the environment that have an impact on the sustainability of environmental functions. This is a challenge faced in the management of natural resources and environmental sustainability due to the increasingly complex impacts of climate change and habitat change if not anticipated through conservation activities. One of the protected plants is orchids. With habitat destruction and illegal trade, orchids are prone to extinction. Orchid conservation is an important step to avoid extinction due to the destruction of natural habitat (Phillips et al., 2020).

Orchid plants are one type of ornamental plant that is very popular throughout the world. This plant has a uniqueness and beauty that attracts the attention of many people to have it. Orchids are members of the Orchidaceae plant family, which consists of more

than 28,000 species and thousands of hybrids known (Fay, 2018). Orchids come in a wide variety of shapes, sizes, and colors. Some orchid species can grow up to a large size, even reaching 2-3 meters in height, while other species have a smaller size and are suitable for planting in pots.

Orchids usually grow in tropical or subtropical areas and require typical environmental conditions to grow well. Orchid plants usually grow in bright places, in forests, or at the foot of mountains with sufficient moisture, and cool temperatures. Apart from being an ornamental plant, orchids also have important economic value (R, Rambey; J, n.d.). Some orchid species have excellent flower quality and can be used as cut flower material. In addition, orchids are also used in the perfume and cosmetic industries (Hinsley et al., 2018). To support orchid conservation activities, a greenhouse was built to help maintain and maintain the ideal condition of orchid plants.

The greenhouse is one of the agricultural technologies used to protect plants from sunlight intensity, and exposure to high rainfall so as to maintain an optimal climate and environment for plants. Greenhouse technology has become popular for its ability to increase crop productivity, quality, and quantity (Dwinugroho et al., 2021). The construction of the greenhouse is part of the orchid conservation program by empowering the community. It is hoped that the greenhouse, in addition to protecting existing plants, can also be used as a place for orchid cultivation which can be part of environmental education and environmental conservation.

The results of this activity are expected not only as one of the solutions to protect the flora in Selangit Village from extinction or misuse. But more than that, as an effort to create an environmentally friendly green environment that has a positive impact on the community to be able to maintain overcoming uncertain conditions both economically, socially, and environmentally in a sustainable manner.

## **Research Methods**

A method is a systematic way of working to facilitate the implementation of an activity in order to achieve the specified goals used to solve problems. The method used is the advocacy method, which is an activity in the form of assistance to the target group of local communities which aims to describe an event and understand the phenomenon more deeply.

The data collection techniques used were observation with active participation, in-depth interviews, documentation, and Focus Group Discussion (FGD). By conducting observations, the implementation team will go directly to the field to collect data and provide assistance, direct interviews with local communities in depth to gather reliable information, and documentation as a complement to the use of observational data collection techniques in the form of photographs or videos of activities carried out. The FGD method is also used to explore the wants and needs of the community in order to determine the development program, which is attended by those who have knowledge of the issues that are trying to be resolved.

## Results and Discussions

### 1. Orchid Plants Rescue Activities



Figure 1. Orchid Plants Rescue Activities

- a. There has been no drive to save rare plant species due to illegal logging
- b. Initiate activities to save orchid species and involve the community in the Selangit Village.
- c. Activities started since 2017 until now recorded more than 250 species of orchids that have been rescued

### 2. The Role of PT. Pertamina EP Pendopo Field

In 2022 BKSDA & PT Pertamina EP Pendopo Field focus on the rehabilitation and breeding of orchids by involving the community who are members of the community care group so that it becomes one of the provisions for the preparation of Selangit to become an Orchid Tourism Village in 2023.

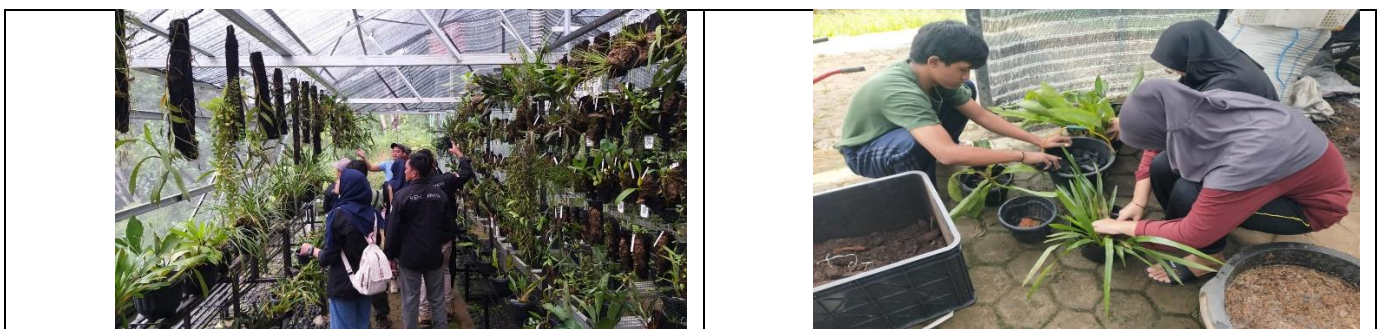




Figure 2. Social Activity

### 3. Program Sustainability

In the future, this program will be sustainable through several stages as follows:

1. Initiation stage which includes socialization of the program, construction of infrastructure facilities
2. Development stage which includes development sustainability, tourism management training
3. Stabilization stage which includes training, expansion of online and offline marketing networks, education, and environment-based development.
4. Strengthening stage which includes the development of environmental facilities and infrastructure and the addition of rides and becoming part of the tour package.
5. Sustainability stage which includes the expansion of partners and marketing networks.



Figure 3. Program Sustainability



Figure 4. Visiting Activities

## Conclusion

The program is further advised to develop tourist village destinations, one of which is by increasing training/socialization/promotion activities of flora tourism activities that bring in expert speakers by cooperating either from the local government or outside the region.

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