

Muda Bersama Program as a Form of Corporate Social Responsibility of PT Pertamina Ep Prabumulih Field

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KEYWORDS	ABSTRACT
responsibility, social, ring 1.	Corporate social responsibility is mandatory for companies in Indonesia. It is primarily implemented in the company's Ring 1 area, namely in areas where communities are most disturbed by the presence and activities of corporations and are directly involved with corporate activities. One of the implementations of corporate social responsibility at PT Pertamina EP Prabumulih Field is through the Empowered Women, Managing Waste Together (MUDA BERSAMA) Program. This research took the form of qualitative field research to examine the program. The research results show that the Empowered Women, Managing Waste Together (MUDA BERSAMA) Program is a community development activity in the field of environmentally friendly, healthy and sustainable agriculture in Patih Galung Village, West Prabumulih District, Prabumulih City. The main actor running this program is the Kemuning Women Farmers Group (KWT). Some of its activities include planting organic vegetables and Family Medicinal Plants (TOGA), making processed products, making compost, Liquid Organic Fertilizer (POC) and Local Microorganisms (MOL). There is also the Matoi Women Farmers Group (KWT) which focuses on managing organic waste in their area. The MUDA BERSAMA program has directly benefited 30 members and indirectly benefited 657 residents of Patih Galung Village. The program has four impact categories, which also represent concrete examples of the Village SDGs launched in Indonesia: nature, economy, well-being, and society.

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INTRODUCTION

Prabumulih City is known as one of the pioneering sites of the upstream petroleum industry in Indonesia since the colonial era, and this industry remains productive to this day. There are around 250 drilling wells owned by Pertamina EP Prabumulih Field, one of the state-owned companies in Indonesia. The increase in oil and gas drilling activities managed by companies is inseparable from oil and gas drilling activities that can encourage an increase in the use of Hazardous and Toxic Materials (*B3*). Reviewing the fact that there is an oil and gas industry sector that causes environmental damage, the government imposes rules on extractive companies to maintain environmental sustainability and carry out their social responsibilities (Study et al., 2024).

Referring to ISO 26000, corporate social responsibility is an organization's responsibility for the impact of its decisions and activities on society and the environment. This is manifested in the form of transparent and ethical behavior, which is in line with sustainable development and the well-being of the community, taking into account the expectations *Squirrel*, in line with

established laws and international norms of conduct, and integrated with the organization as a whole. Currently, the implementation of social responsibility is something that companies must do (Susanto & Joshua, 2019).

As a manifestation of corporate social responsibility, it is necessary to hold effective programs for the affected communities. *Ring 1* is part of the local community that is most geographically close to the existence and activities of the corporation. *Ring 1* is defined as a local community within the area of a nearby village and is considered a Primary Stakeholder Corporation. In addition, the community in *Ring 1* is the community whose interests are most disturbed by the presence and activities of the corporation and are directly intersecting with corporate activities (Sociology & Hilarius, 2012).

The sub-district which is located in *Ring 1* of the Pertamina EP Prabumulih Field company is also the location of the community empowerment program, namely West Prabumulih District. This sub-district has several sub-districts, including Patih Galung Village, Muara Dua Village, and Sungai Medang Village (Study et al., 2024).

Since 2019, PT Pertamina EP Prabumulih Field has proactively held *PESAT* activities. This activity was then followed up by the *BALAM EXPERT* Program (*Agrochemical Control in Rubber Agriculture Based on Waste Management*). The *PAKAR BALAM* program consists of three main sub-programs: *Rindu Resik*, *Mokusaku* (Less Waste Wood Capital), and *Muda Bersama* (Study et al., 2024). The *Rindu Resik* sub-program is managed by the Recycling Center Group, which focuses on processing inorganic waste into economically valuable products, such as shredded plastics, plastic boards, and furniture. Meanwhile, the *Muda Bersama* sub-program is managed by KWT Kemuning and KWT Matoa, which focus on organic waste management and organic agriculture. The *Mokusaku* sub-program (Less Waste Timber Capital) is managed by the Mokusaku Bersemi Group, which focuses on processing wood waste into wood vinegar (*mokusaku*).

Previous studies have examined various aspects of corporate social responsibility (CSR) in the context of the extractive industries. Susanto & Joshua (2019) focus on the broader application of CSR as an organization's responsibility to society and the environment, emphasizing ethical behavior and sustainable development. However, this study did not delve into specific CSR programs or their localized impacts, particularly in areas directly affected by corporate operations, such as oil and gas extraction sites. Additionally, Sociology & Hilarius (2012) discuss the importance of local community engagement in CSR initiatives, specifically highlighting the role of "*Ring 1*" communities, which are the most impacted by corporate activities. While they underscore the need for targeted CSR programs for such communities, their research lacks a detailed exploration of the effectiveness of specific programs aimed at addressing the environmental and social challenges these communities face.

The objective of this study is to analyze the impact of the *Muda Bersama* program under PT Pertamina EP Prabumulih Field's CSR initiative on waste management and organic agricultural practices in Patih Galung Village, Prabumulih City. The research aims to assess the effectiveness of this program in addressing local environmental issues and supporting sustainable agricultural development. The benefits of this study include providing valuable insights for the improvement of CSR programs in the mining and energy sectors, offering practical recommendations for enhancing community empowerment and environmental sustainability. Additionally, the findings can guide policymakers and companies in designing more effective CSR strategies that address the specific needs of local communities.

RESEARCH METHODS

The Kemuning Empowerment, Useful for Others (*MUDA BERSAMA*) program is carried out through the following steps: 1) Social mapping of Patih Galung Village in 2021, which is updated every year; 2) Preparation of a Strategic Plan (*Strategic Plan*—5 years), Work Plan (*Renja*—annually), and an organizational road map; 3) Development of KWT Kemuning and provision of organizational and financial management training; 4) Construction and repair of infrastructure, such as the construction of seedling houses, compost houses, and land clearing in 2022; 5) Capacity building to support product diversification and promotion, including training in making vegetable chips, *simplicia* and herbal medicines, as well as digital marketing, branding, and packaging training in 2023; and 6) Expansion of partnerships and involvement of technology in group activities.

The research method employed is qualitative field research. Field research is research in which data is obtained directly from sources in the field, so that the data gathered constitute primary sources (Sugiyono, 2018). The data collection techniques were conducted through observation with active participation, in-depth interviews, documentation, and focus group discussions.

RESULTS AND DISCUSSIONS

Community Conditions in Patih Galung Village

The absence of a forum that can facilitate the community to develop interests and skills is the main problem in Patih Galung Village. In fact, human resources (HR) in Patih Galung Village have great potential to be developed through community empowerment. The community in this village, especially women, has social activities such as PKK, social gatherings, and associations that increase the sense of togetherness and social strengthening among the community. With this potential, it will be easy to form empowerment activities because of good community participation (Study et al., 2024).

The people of Patih Galung also have vegetable farming skills. However, so far, people have only grown vegetables independently in their yards, so the results are only used personally. Seeing this potential, empowerment through agriculture makes it possible. In addition, there are groups that can process TOGA products in the form of candied ginger, ginger candy, and herbal medicine, but they are still consumed personally. This knowledge was owned by the community during COVID-19 at the suggestion of the health center. This processing continues to be carried out by the community until now and has the potential to be developed and marketed widely. The problem experienced by the community is that there is no access to market these products (Study et al., 2024).

One of them can be seen from the Kemuning Women Farmers Group (KWT) which consists of 30 women in Patih Galung Village, the majority of whom have a background as housewives. This background makes the women in Patih Galung Village only limited to taking care of domestic activities and cannot develop the potential that actually exists in them, as a result they lack confidence and only depend on the income obtained by other family members, including their husbands. Around 37.5% of people have no other skills other than taking care of domestic activities at home. Even though as many as 73% of people are also included in the underprivileged class with indications of low income. This figure is quite large because of the large number of people in Patih Galung Village who are workers *Non-Skill* with the main occupations such as palm oil workers, rubber workers, and construction workers (*YOUNG JOURNAL TOGETHER*, n.d.)

This is contrary to Frankenger's theory. According to him, women as part of the household have a fairly important role in the system to increase family economic resilience. Family resilience reflects the adequacy and sustainability of access to income and resources to meet various basic needs. (Wulandari et al., 2022)

Empowered Women Program, Together Waste Management (MUDA BERSAMA)



Figure 1. Institutional and Administrative Training for PT Pertamina EP Prabumulih Field Fostered Partners

Program Empowered Women, Together to Manage Waste (YOUNG TOGETHER) is a community development activity in the field of agriculture that is environmentally friendly, healthy and sustainable in Patih Galung Village, West Prabumulih District, Prabumulih City. The main actor who runs the program and also the beneficiaries is the Kemuning Farmer Women Group (KWT) which consists of 30 women with a background as housewives (*EPSA Revised Paper*, n.d.).

Some of the activities carried out by KWT Kemuning are the planting of organic vegetables and Family Medicinal Plants (TOGA), the manufacture of processed products (herbs, simplisia, organic noodles, vegetable pudding, vegetable chips, etc.), the manufacture of compost, Liquid Organic Fertilizer (POC) and Local Microorganisms (MOL). The activities carried out by KWT Kemuning are not necessarily carried out briefly and instantly because this group began to be established in 2020 with the initial capital of a plot of land that is not managed with weeds covering the surface of the land. Then over time they received training in soil cultivation and organic farming and processed plants into products that were ready to be consumed. From the training, they try to practice it in the group garden or in their own yard so that more or less the garden's produce can meet their own needs, leading to savings and also increasing the group's cash (*EPSA Revised Paper*, n.d.).



Figure 2. Assistance in Waste Management into Liquid Fertilizer and Compost at KWT Prabumulih City CSR Fostered Group PT Pertamina EP Prabumulih Field

This year, KWT Kemuning made an innovation by trying to transfer *knowledge* to 9 other groups in order to plant plants organically. This effort is in line with one of the Ministry of Environment and Forestry's programs that contains climate change adaptation and mitigation actions by community groups in an effort to increase climate resilience and reduce emissions, namely the Climate Village Program (Proklim).

In summary, mitigation actions lead to preventive forms of activities against the increasing amount of greenhouse gases, while adaptation actions lead to actions of adaptation to the circumstances caused by climate change. Forms of climate change adaptation and mitigation activities can be carried out in various sectors of life, such as agriculture, forestry, fisheries and marine and so on (Zukmadini & Rohman, 2023). The Climate Village Program is a national program that is carried out as an effort to adapt and mitigate climate change by prioritizing community empowerment and the involvement of other stakeholders (Ismiartha et al., 2021).



Figure 3. Sharing Knowledge KWT Kemuning Prabumulih to PT Bukit Asam Fostered Partners

KWT Kemuning also makes innovations in tools and products in the form of production *wood vinegar* or in the Palembang language it is commonly called Cuko Para to harden rubber sap. Para Cucumber is generally made of B3 material and is dangerous if exposed to human skin because of its large alcohol content. In this case, the group tried to make Cuko Para from organic waste (leaves, grass, twigs) to become organic cucumber that is safer to use and reduce organic waste as well (EPSA Revised Paper, n.d.).

In addition to KWT Kemuning, no less important in the Joint Youth Program is the Matoa Farmer Women Group (KWT). KWT Matoa is one of the groups of the Muda Bersama sub-program that focuses on organic waste management in their area. The group also shows a high commitment to developing the skills of its members through the training and mentoring provided. Their activities focus on processing organic waste with the main goal of improving the economic welfare of group members through the sale of processed products, such as organic fertilizers and compost (Study et al., 2024).

The Matoa Women Farmers Group (KWT) is chaired by Heriyanah with support from Indah Pertiwi as vice chairperson, and Marmiatun as treasurer. The members of KWT Matoa consist of 16 women, the majority of whom are housewives and local farmers, including one elderly member named Tukinem (Study et al., 2024).

Joint Youth Program as a Form of Corporate Social Responsibility of PT Pertamina EP Prabumulih Field

The importance of social and environmental responsibility is a new paradigm in sustainable development. Since the 1980s sustainable development (*sustainable development*) has become a development concept in various countries. The principle of sustainable development is to build for the present without sacrificing future interests. Sustainable

development can be achieved if development activities in addition to pursuing economic interests, also pay attention to social and environmental interests (Susanto & Joshua, 2019). The foundation of corporate social responsibility is that the company is not only responsible for its problems but also for the social and environmental problems around the company as well (Mayanti & Dewi, 2021).

In analyzing corporate social responsibility, it is necessary to have a reference for the sustainability of a program. *Compass sustainability* is an analytical tool to invite the community to understand the sustainability of an activity that helps supervise the program process. Based on the framework of thinking developed, namely the *economy, society, well-being and Nature* is a constructive indicator *Sustainability* in the Company's business activities (Kurniyawan et al., 2024).

If examined, the impact of the existence of the MUDA BERSAMA program can be felt by KWT Kemuning consisting of 30 members as direct beneficiaries and also 657 people in Patih Galung Village as indirect beneficiaries. The program has 4 categories of impacts which are also a tangible form of the Village SDGs launched in Indonesia, namely the categories of *nature, economy, well-being, and society*.

The development of organic, environmentally friendly and sustainable agriculture requires MUDA BERSAMA to switch from conventional agriculture with chemical pesticides, to organic agriculture that uses household waste as one of the fertilization media. Through organic soil cultivation, peatland in the middle of residential areas has been used for an area of 675 m² and that also does not include the yards of residents' houses which are also planted with various organic vegetables. Through good tillage, the soil pH in the group's garden becomes neutral (pH 6). Fertilization carried out with household waste and kembang waste also succeeded in utilizing 204 liters of liquid waste from rice washing and 270 kg of animal waste. (Turap et al., 2021).

Some of the plants planted by KWT Kemuning are kale, spinach, chili, eggplant, onion, ginger, kencur, temulawak and many more. The group also has a typical plant, namely Batik Corn (*Zea Mays var. Caratina*) as one of the prima donna of the community who is eagerly awaited for the harvest period. Corn is one of the plants that has a carbohydrate nutritional content. In fact, corn is the most important food in the world after rice and wheat (Fitria, 2018)

From the harvest of corn, vegetables and medicinal plants, the results are partly consumed by group members, some are sold in raw form, and some are processed into food and beverage products such as herbs, cakes, simplicia, and crackers. The total that the group gets in one harvest reaches Rp 18 million, where they can harvest crops every 2-3 months, so that the group's turnover reaches Rp 72 million/year. The success of the program also has an impact on improving the welfare and social of the community, for example, the program has succeeded in providing skills to 30 group members, successfully planted 16 cultivation plants, produced 1.35 tons of compost and 1,926 liters of liquid fertilizer, gave birth to 10 replicated KWTs, and has 3 groups as regular customers (Turap et al., 2021).

For the company itself, the impact felt by the MUDA BERSAMA program is to reduce social conflicts in West Prabumulih District, especially in Patih Galung Village. By carrying out social responsibility, the company, the community and stakeholders have the same vision and mission for the development of organic agriculture in KWT Kemuning so as to minimize conflicts between the three parties. More or less the company's image has also increased along with the many positive news about KWT Kemuning.

Another impact of the MUDA BERSAMA Program is related to the Matoa Farmer Women Group. KWT Matoa plays a role in managing organic waste and producing agricultural products such as fertilizers. In addition to supporting waste reduction, KWT Matoa also empowers women and provides additional income. KWT Matoa is a fostered partner as well as a beneficiary of the MUDA BERSAMA Program initiated by Pertamina EP Prabumulih

Field. Their involvement starts from the planning stage, program implementation, to program evaluation.

KWT Kemuning and KWT Matoa have experienced improved skills in managing organic waste into organic fertilizer and understanding soil ecology and sustainable agricultural practices. Knowledge of soil ecology enhances their skills in identifying soil nutrient needs, using organic fertilizers effectively, and applying agricultural techniques that prioritize soil health. KWT Kemuning and KWT Matoa (Muda Bersama sub-program) apply soil ecology knowledge and organic fertilizer making skills in their agricultural practices, which increase crop yields and reduce the use of chemical fertilizers, in addition to being carried out in group activities, the application of these knowledge and skills is also applied to daily life. Each member of KWT Kemuning carried out activities to plant toga and vegetables independently in their respective homes by applying the knowledge and skills gained in the program.

From this when the research was conducted, the results of the IKM conversion index in the MUDA BERSAMA Program received a score of 3.45, with a conversion index value of 86.12% which is included in the "Very Good" category. Overall, the performance of Pertamina EP Prabumulih Field in the MUDA BERSAMA Program is very good. Of the 28 performance indicators, 23 were considered excellent by the beneficiaries (People & Development, 2010).

In addition, there are aspects that need to be maintained, namely the Acceptability of Field Officers with an IKM conversion value of 87.71% while the indicators that need to be maintained are the sustainability and independence of the program with an index value of 3.68 with an IKM conversion value of 91.95% which is included in the "Very Good" category. The company's responsiveness to complaints and problems faced during the implementation of the program was also appreciated, with a conversion index value of 77.30%. Overall, the beneficiaries felt that the company was very supportive and committed to running the program, reflecting the company's effective social responsibility and good relationship with the community (People & Development, 2010).

The existence of this good program has made PT Pertamina EP Prabumulih Field also plan about the sustainability of the program. The planning made leads to efforts so that the positive impact of the program can be sustainable and more people receive the benefits of the program. One of the efforts made is through capacity building or empowerment in the community. Therefore, until this third year, the MUDA BERSAMA program has succeeded in directing the impact of the program to support the Village SDGs. *Sustainable Development Goals (SDGs)* It is a development that is oriented towards the sustainable economic welfare of the community, maintaining the sustainability of the community's social life, maintaining the quality of the environment, and development that ensures justice and the implementation of governance to maintain the quality of life from one generation to the next (Boekoesoe & Maksum, 2022)

The MUDA BERSAMA program has been proven to support 6 *Goals* in the Village SDGs, namely: no.1 village without poverty; No.2 Village Without Hunger; No.5 Involvement of Village Women; No. 8 Equitable Village Economic Growth; No. 12 Consumption and Production of Environmentally Conscious Villages; and No.17 Partnership for Village Development (Turap et al., 2021).

The picture in the next 5 years the MUDA BERSAMA program has entered the first independent phase which has indicators such as the completeness of infrastructure, the community is able to implement the various trainings provided, and the community remains active in developing organic agriculture without having to wait for directions from the company. It is possible that the success of the MUDA BERSAMA program will be a pilot for other groups who are trying to run healthy and environmentally friendly agriculture, because the key to the success of the program is not difficult, the most important thing is human

resources who are willing to move, have a strong will and are active in the development of organic agriculture.

CONCLUSION

The Empowered Women, Together Waste Management Program (*MUDA BERSAMA*) is a community development initiative in the field of agriculture that is environmentally friendly, healthy, and sustainable in Patih Galung Village, West Prabumulih District, Prabumulih City. The main actors who run the program and also serve as the beneficiaries are the Kemuning Farmer Women's Group (*KWT*), which consists of 30 women with backgrounds as housewives. Some of the activities carried out by *KWT Kemuning* include the planting of organic vegetables and Family Medicinal Plants (*TOGA*), the production of processed products (herbs, *simplicia*, organic noodles, vegetable pudding, vegetable chips, etc.), the manufacture of compost, Liquid Organic Fertilizer (*POC*), and Local Microorganisms (*MOL*). In addition to *KWT Kemuning*, no less important in the Joint Youth Program is the Matoa Farmer Women Group (*KWT Matoa*). *KWT Matoa* is one of the groups under the *Muda Bersama* sub-program that focuses on organic waste management in their area. The group also demonstrates a high commitment to developing the skills of its members through the training and mentoring provided. The impact of the *MUDA BERSAMA* program can be felt by *KWT Kemuning*, whose 30 members are direct beneficiaries, as well as by the 657 people in Patih Galung Village who are indirect beneficiaries. The program has four categories of impacts, which also represent tangible forms of the Village SDGs launched in Indonesia: nature, economy, well-being, and society.

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