

# Corporate Social Responsibility programs analysis PT.Pertamina Indonesia in the era of pandemic Covid-19

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## ABSTRACT

This research aims to explain the CSR programs of PT. Pertamina during the covid-19 pandemic. Corporate Social Responsibility (CSR) is a program within a company. CSR is not only an effort to show the concern of an organization on social and environmental issues, but also can be a supporter of sustainable development by weighing economic aspects and social development supported by environmental protection. In order to respond to change and create relationships of trust, the efforts now implemented by organizations (especially business organizations) are designing and developing a series of programs that lead to forms of social responsibility. For this reason, the author will discuss the CSR program of PT. Pertamina. Based on existing data, the author will explain the CSR program conducted by PT. Pertamina during the COVID-19 pandemic. Among them is a program to maintain food security by providing trainers to the built community about hydroponic plants. As well as training and economic empowerment programs for creative youth who are members of various MSME business groups in Walahar Village, Klari Subdistrict, Karawang Regency in the Era of the COVID-19 Pandemic by CSR PT. Pertamina (persero) Fuel Terminal Cikampek.

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## 1. Introduction

The presence of Covid-19 has been going on for almost 3 (three) years which is expected to cause a prolonged crisis and will also have a fairly detrimental impact on humans (Yazdanpanah & Rezaei, 2022). The impact that occurs not only on the health sector but also affects the economy, tourism, and social society. It is known that the implementation of various efforts to prevent the rate of spread of the Covid-19 virus imposed as mandatory by the central government such as large-scale social restrictions (PSBB) and the enactment of restrictions on community activities (PPKM) forced trade sectors to experience a decrease in production (Daniel, 2020), hampered food distribution lines, and some countries and regions chose to secure food stocks within their territory rather than sending out. Region (D. A. Harahap, 2021). The conditions that occur develop into local and national food stock deficits. As a result there is a phenomenon of "panic buying" in the community (Reis, 2022).

This phenomenon then affects the market price, the rarer it is found, the higher the market price. The long implication of the phenomenon is food failure and widespread hunger. This situation can be solved one of them with a food security program. This is reinforced by the call of the minister of agriculture to develop food security that starts from household-scale cultivation. The form of urban farming becomes an alternative to food security to meet the supply of vegetables and fruit independently. Urban farming techniques that are easy, efficient, and fast production are

hydroponics. In addition to food security, hydroponics also creates a cooler urban microclimate (Campelo et al., 2018). Hydroponics is superior to conventional farming with soil media with a wide unity plant density can be optimized so that land saving, quality, products, and sterility are guaranteed because the use of nutrients supplied is controlled, and does not depend on the season / time of planting and harvest so that it can be arranged as needed (Debangshi, 2021) .

The outbreak of the spread of the COVID-19 virus prompted various sectors of the company to flock to hold a CSR program related to COVID-19 one of the culprits was PT. Pertamina Indonesia (Pribadi & Nasution, 2021). Corporate Social Responsibility (CSR) began to be used since the 1970s and grew in popularity especially after the presence of cannibals with forks: The Triple Bottom Line in 21st Century Business (1998), by John Elkington. Developing three important components of sustainable development, namely economic growth, environmental protection, and social equity, initiated by the World Commission on Environment and Development (WCED) in the (Nadanyiova, 2017), Elkington packaged CSR into three focuses: 3P, short for profit, planet and people. Good companies not only hunt for economic benefits (profits) but also have concerns for environmental sustainability (planet) and community welfare (people) (Yan et al., 2015).

## 2. Theoretical Framework

CSR is an effort to act ethically, operate legally and contribute to improving the quality of life of employees and their families, local communities, and the wider community. The concept of CSR involves the responsibility of partnerships between governments, companies, and local communities that are active and dynamic (PURWANDINI & IRWANSYAH, 2018). The basis of CSR understanding for companies continues on the grounds of the importance of social responsibility in realizing community survival and development (Wahyudi & Adhani, 2021).

According to David (2017) CSR in Indonesia has been strictly regulated, namely in Law No. 40 of 2007 on Limited Liability Companies, Law No. 25 of 2007 on Investment, and Regulation of the Minister of State-Owned Enterprises Number Per-5/MBU/2007 on SOE Partnership Program with Small Businesses and Environmental Development Program, specifically for state-owned enterprises. After that, corporate social responsibility is again included in Law No. 40 of 2007 concerning Limited Liability Companies.

Article 74 paragraph (1) of this Law states that companies that carry out their business activities in the field and/or related to natural resources are obliged to carry out social and environmental responsibilities. Paragraph (2) of this article about the obligation is calculated as the cost of the company whose implementation is carried out with regard to propriety and reasonableness. Furthermore, paragraph (3) mentions that companies that do not carry out their obligations as intended by paragraph (1) are sanctioned in accordance with the relevant laws and regulations. Then paragraph (4) states further provisions regarding social and environmental responsibility regulated by Government Regulations (Worokinasih & Zaini, 2020).

Understanding CSR is a form of cooperation between companies (not only Limited Liability Companies) with all things (stake-holders) that directly or indirectly interact with the company to maintain the existence and sustainability of the company. This understanding is the same as Social and Environmental Responsibility, which is the Company's commitment to participate in sustainable economic development to improve the quality of life and the environment that is beneficial, both for the company itself, the local community, and the community in general (Widjaja & Yani, 2006).

PERTAMINA is known as the energy that drives the progress of Indonesia. PT Pertamina produces petroleum and natural gas (oil and gas) through exploration and production activities in support of PT Pertamina (Persero) providing energy that is important for the development and economy of Indonesia (Persero). PT Pertamina is a state-owned energy company and the largest dividend contributor to the Indonesian government (Ramatillah & Isnaini, 2020). Its business stretches from upstream to downstream, including exploration and production, processing, distribution and marketing of energy products, with respect to AKHLAK values (Muhaji et al., 2021).

PT. Pertamina Indonesia has many areas of CSR programs including education, environment, community empowerment, religion, and others. Through Pertamina's Talent Development Program consisting of entry level to high level, Talent Acceleration Program, Digital Working Cultures, Digital learning, Competitive Remuneration & Benefit package, Perwira's can develop itself to pursue good career opportunities anywhere in Pertamina Group. All these efforts aim to lead Pertamina to become the 'Employer of Choice' (Sitorus & Hidayat, 2020b). Not only that PERTAMINA respects gender equality, PT. Pertamina Indonesia offers great opportunities to people with disabilities and local talents to join the Company (Permana et al., 2021). Based on the Joint Recruitment Program (PPB) for State Companies initiated by the Forum Human Capital Indonesia (FHCI) of the Ministry of State-Owned Enterprises (SOE), PT. Pertamina Indonesia and its subsidiaries in 2019-2020 employed 60 (sixty) people with disabilities, 30 (thirty) local Papuan talents, and launched 3 (three) batches of Local Talent Recruitment Program in Kalimantan, to support employment needs in several projects and operations of PT. Pertamina Indonesia (Muna et al., 2020).

### 3. Method

Research uses qualitative data collection methods, in which authors collect data from the results of analyzing documents created by previous groups regarding the same discussion. The object in this study is the CSR program of PT. Pertamina Indonesia in the COVID-19 Pandemic Era (Faidlatul Habibah et al., 2021). Data gathering techniques carried out by authors by identifying themes or discourses from previous research journals to look for things or variables in the form of notes, transkrips, newspapers and so on related to the focus of research (Sarifudin et al., 2020).

### 4. Results and Discussion

#### 1) *Program to maintain food security in pandemic times through Hydroponic vegetable Alms by CSR PT.Pertamina*

In the era of pandemics like this many people who take the initiative to do activities hydroponic. Hydroponics is a way to grow plants such as vegetables, or fruit by using water media as the main ingredient. Hydroponic motode is very suitable for use, because it can reduce (1) water needs, (2) the risk of unhealthy food, (3) environmental pollution. Gardening for some people especially those from the city is not only a hobby but also one form of action to support food security, beautify the environment and for those who pursue it seriously will be able to reap large amounts of profits. Various hydroponic systems can be used in urban areas intensively to increase the value of crop production. One way of growing hydroponics that can be done in urban areas is vertical farming and sky farm. Hydroponic planting methods have various advantages, namely plant growth can be controlled, plants can produce with high quality and quantity (AlShrouf, 2017), plants are rarely attacked by disease pests because they are protected, irrigation water and nutrient solutions are more efficient and effective, can be cultivated continuously without depending on the season, and can be applied to narrow land (Maisarah et al., 2020).

The system of this hydroponic plant is to put foodstuffs in a solution of minerals or nutrients needed by the plant by flushing or dripping. Through this technique can be maintained more plants in units of narrower space. In fact, without a medium the soil can be maintained a number of plants are more productive. The system of these hydroponic plants should be pesticide-free so that there are no pest and disease attacks.

CSR of PT Pertamina DPPU Adi Sumarmo successfully inaugurated the Masitoh Hydroponic House program in November 2020. This inauguration signifies the company's commitment in accompanying the target group in running food security programs through hydroponics in a sustainable manner (Supriyadi et al., 2021). The achievement of the inauguration of hydroponic houses through the focus group discussion (FGD) process involving mosque administrators, jama'ah mothers, mosque youths and local village managers (Pribadi & Nasution, 2021). FGD successfully identified the problem and mapped the needs of the target group in running hydroponics. FGD also agreed on the establishment of a group of masitoh hydroponic house managers. The board consists

of advisors (chairman of tanjungsari mosque takmir), daily manager (chairman, secretary, treasurer), technical coordinator, security sie, and members, the total number of administrators 19 (nineteen) people.

After FGD, the next step is to socialize the concept of food security activities with hydroponic techniques carried out by Masitoh Hydroponic House to the community around the mosque. PT Pertamina DPPU Adi Sumarmo participated in opening a network of cooperation with related stakeholders such as with the village government and the nearest agricultural extension. This activity helps counseling on good and correct hydroponic techniques to managers. The hydroponic system used by Masitoh Hydroponic House is Ebb and flow system. Local agricultural extensionists provide demonstrations of hydroponic system assembly, seed seed seeding, planting, and harvesting of hydroponic products (R. P. Harahap et al., 2018).

This hydroponic program is carried out for the optimization of CSR Programs in maintaining food security during the COVID-19 pandemic. Social innovation in the form of vegetable alms from hydroponic crop yields that have been implemented by this group is an opportunity for companies to further show their support (Chen et al., 2020). One that can be given is to give a touch of technology to the vegetable alms program, so that people in need can quickly obtain information on the availability of vegetables and the range of benefit impacts can be wider. In addition, the concept of vegetable alms can still be developed towards social entrepreneurship.

**Table 1.** Presentation of Masihtoh Hydroponic

No	Presentation of Masihtoh Hydroponic House Vegetable Crop	
	Types of Vegetables	Average Crop Yield
1.	Lettuce	26,9%
2.	Green Spinach	23,0%
3.	Water spinach	29,9%
4.	Pakcoy	23,3%
5.	Red Lettuce	25,0%
6.	Mustard	20,4%

Source : Research primary data



**Fig. 1.** Pertamina inaugurates the dream farmer program

Source : (Documentation of PT. Pertamina)

From the results of the presentation of the data above it can be seen that the development of kale vegetables is superior to other bodies, with an average crop yield of 29.9% and mustard plants being

the lowest with an average yield of 20.4%. From the results of the development is considered still very lacking, for that CSR PT (Novianita & Pratiwi, 2020). Pertamina always conducts further development, namely by providing training to the built community related to hydroponics. The harvest of hydroponic vegetables will then be distributed to the surrounding community, because the main purpose of this hydroponic program is to provide new knowledge to the built village community so that in the future it can grow vegetables with hydroponic methods by utilizing a narrow yard as land. That way the built community no longer buys vegetables, and of course vegetables produced from their own gardens are much healthier (Sitorus & Hidayat, 2020a).

**2) Training and economic empowerment program for creative youth who are members of various MSME business groups in Walahar Village, Klari Subdistrict, Karawang Regency in the Era of the COVID-19 Pandemic by CSR PT. Pertamina (persero) Fuel Terminal Cikampek**

PT Pertamina (persero) Fuel Terminal Cikampek through CSR program with community empowerment methods has a strong commitment in walahar village, Klari subdistrict, Karawang regency. Walahar village is a village that belongs to ring 1 company. Since 2020, community empowerment programs have been implemented by developing programs that see the potential of human and natural resources owned by Walahar Village. Walahar Village is proclaimed to be a tourist village by collaborating with products with local wisdom, helping to develop the creative economy of the community and awakening the role of MSMEs and tourist conscious groups in Walahar Village with the icon of Walahar Dam (Triana et al., 2020).

MSMEs in Indonesia have become an important part of the economic system in Indonesia (Ridhosari & Rahman, 2020). This is because MSMEs are more business units than large-scale industrial businesses and have the advantage of absorbing more labor and are also able to accelerate the equalization process as part of development (Oktina et al., 2020). In 2021 Pesona Walahar will carry out the development of creative and integrated economic areas through local wisdom. The management of integration between tourism, MSMEs, and creative economy efforts is used as an attraction and community economic generator to carry the tourist village around the Walahar dam. The development of this creative economy area in collaboration with various stakeholders involved is PT Pertamina so as to create the concept of "The Great Wonderful Walahar (Calista et al., 2021).

PT Pertamina (Persero) Fuel Terminal Cikampek in this case the business provides CSR programs to Walahar Village in the form of infrastructure assistance and various community development programs channeled through the Creative Walahar Charm Foundation. The distribution of assistance carried out by the Pesona Walahar Kreatif Foundation is tailored based on the needs of MSME groups and creative economic actors who have been mapped before (Permana et al., 2021). This foundation was created with the help of guidance from PT Pertamina (Persero) Fuel Terminal Cikampek to conduct community empowerment activities by collaborating with MSMEs and creative economic actors as beneficiaries.

**Table 2.** Presentation of the Beneficiaries

NO.	Presentation of The Beneficiaries of the Creative Walahar Charm Foundation				
	Name of MSME group	Total labor	Products offered	Production capacity	Turnover during the COVID-19 pandemic
1.	Parisdo coffee	12-15 person	Room-sweetening coffee	5.000-6000 pcs	Rp.120.000,000- Rp.150.000,000 / year
2.	Phallus coffee	3-5 person	Brewed coffee	500-600 glass	RP.7.000,000- Rp.9.000,000 / moon

3.	Wood carving	4-6 person	Various woodworking	40-50 Craft	Rp.3.000,000- Rp.5.000,000 / moon
4.	Wooden clock	2-3 person	Clock	10-20 unit	RP.1.000,000- Rp.2.000,000 / moon
5.	Creative walahar	10-12 person	Kebab and Dimsum businesses, and <i>merchandise</i>	30-40 <i>merchandise</i> in the form of clothes per month	Rp.3.000,000- Rp.4.000,000 / moon
6.	Gondog hyacinth	4-8 person	Handicrafts such as bags, chairs, tables, hats and others	10-15 product	Rp.3.000,000- Rp.4.000,000 / moon

Source : research primary data.



**Fig. 2.** PT. Pertamina Patra Niaga Regional West Java is present through training and economic empowerment programs for creative youth who are members of various MSME business groups in Walahar Village

Source : (Documentation of PT. Pertamina MOR III)

## 5. Conclusion

The presence of COVID-19 has had a huge impact and change for the fabric of our lives, including in the world of education, economy, government, and even social. For this reason, many of the corporate sector flocked to make efforts to deal with COVID-19 by implementing various Corporate Social Responsibility (CSR) programs as a form of corporate responsibility to the community. Various innovations carried out by PT Pertamina through programs maintain food security during the COVID-19 pandemic with hydroponics (Ramatillah & Isnaini, 2020), and provide training to built villagers on the advantages in hydroponics, which hopes to overcome food limitations in the pandemic era.

As well as social innovation carried out by the CSR team of PT Pertamina (Persero) Fuel Terminal Cikampek with the point of empowerment through the Creative Walahar Charm Foundation brings out a collaborative nature and shoulder to shoulder among the beneficiaries in Walahar Village to continue to survive running the business in the COVID-19 pandemic. Promotion is done together through social media and business forums and is used as a powerful medium to maintain relationships with customers (Toroima, 2020). In addition, MSMEs and creative economy actors establish good relations with stakeholders to maintain their existence. The most active stakeholders helping the beneficiaries of The Pesona Walahar Kreatif Foundation are from PT Pertamina (Persero) Fuel Terminal Cikampek which provides program assistance and infrastructure facilities for them.

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