

# Corporate Social Responsibility strategy for PT Pertamina Sungai Pakning community empowerment during the Covid-19 pandemic

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## ABSTRACT

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This paper aims to identify CSR analysis strategies at PT Pertamina Sungai Pakning in Community Empowerment during the Covid-19 Pandemic, especially in the section on community empowerment as social responsibility in the company. The method used in this study is qualitative with a description of the analysis to be able to provide an overview of the subject matter to be studied. The results of this study are corporate social responsibility activities in tackling the pandemic using three strategies, namely donations, capacity building and community empowerment. This third strategy is able to answer the needs of the community and encourage the establishment of synergy between companies and government agencies in efforts to overcome the pandemic. CSR during the Covid-19 pandemic has a great opportunity to release its best innovations in making meaningful social contributions as a form of long-term development on a balance between profitability and harmony with various stakeholders.

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## 1. Introduction

Over the course of around two years, people have coexisted with a virus known as Covid-19. Coronavirus (Covid-19) is a member of a broad family of viruses that cause sickness in animals or people, according to the WHO (World Health Organization) (WHO, 2020b). Humans infected with the virus will develop respiratory illnesses ranging from the flu to more serious conditions including Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS) (SARS). Severe Acute Respiratory Syndrome Coronavirus 2 was the name given to this virus (SARS-CoV2) (Pascarella et al., 2020).

The Covid-19 pandemic has caused a downturn in the economy and activity in numerous sectors and areas in Indonesia, according to (Satgas Covid-19, 2020). Despite the fact that the economic shock produced by the Covid-19 pandemic has gradually subsided as the local financial market has steadied and numerous economic sectors have been stretched, the economic impact of the pandemic has been felt. However, given the nature of the situation, which can put pressure on both the supply and demand sides of the economy, recovery efforts will take longer (Pfefferbaum & North, 2020). Simultaneously, the virus's spread shows no signs of slowing, as the number of verified cases and deaths continues to rise. Furthermore, on the one hand, calls for a prohibition on the resumption of different social and economic activities are becoming more loud, as shown by the relaxation of social restrictions in many regions or the fact that many people break health protocol norms. Furthermore, the current public health infrastructure is still insufficient. So there is a high risk of re-

activating the various wheels of social and economic activities to become normal (Olivia et al., 2020).

The Covid-19 pandemic has brought to light some of the potential socioeconomic issues, including poverty and inequality. Within a country, there is still a higher level. During the pandemic, there is a great opportunity for the Corporate Social Responsibility (CSR) program to focus more on social concerns in this arena (Fanti & Buccella, 2017). The pandemic has brought the public's attention to corporations that are fast to fire employees, lay them off without pay, and lower their contracts with the company. However, the government and society also see companies that have good intentions and contribute in their own way and disseminate more meaningful company values (Rohmah et al., 2021). This is because, more and more companies are realizing that their survival and long-term development depend on achieving a balance between profitability and harmony with their various stakeholders (Delbard, 2020).

Corporate Social Responsibility (CSR) is one of the responsibilities that firms must fulfill in accordance with Article 74 of Law No. 40 of 2007 on Limited Liability Companies (UUPT). Industry or cooperatives are required to comply with this regulation, however this is not a difficult requirement (Mairescu-Murphy, 2020). It is important to remember that a country's growth is not solely the duty of the government and industry; every human being has a role to play in achieving social welfare and controlling the community's quality of life.

Howard R. Bowen initially proposed the notion of CSR in 1953, stating that it "refers to the obligation of entrepreneurs to carry out the policy, to make those decisions, or to follow the desired path of action in terms of our society's goals and values." Simply said, CSR is a concept that demands corporations to fulfill and pay attention to the interests of stakeholders in their operations for profit, including customers, communities, local communities, governments, and non-governmental organizations, according to Jhonatan Sofian (NGOs). The growing concern for quality of life, social and environmental harmony also has an impact on business activities, resulting in a lawsuit challenging the company's social responsibility role. This is one of the advantages that CSR efforts may provide for businesses. CSR initiatives, independent of legal constraints, constitute a required menu item for businesses in this setting (Crowther & Rayman-Bacchus, 2017).

The government does not have sole responsibility for this pandemic's solution. Efforts to combat COVID-19 are also a source of concern for a variety of industries (Verbin, 2020). State and commercial corporations, Civil Society Organizations (CSOs), communities, and even individuals and the general public help the government solve this challenge, particularly in their own regions and settings (Sitorus & Hidayat, 2020b). Through their CSR programs, a number of corporations have contributed to the fight against the COVID-19 pandemic. As one of the international firms with assets in Sungai Pakning Village, Bukit Batu District, Bengkalis, Riau, PT PERTAMINA Refinery Unit II Sungai Pakning (Pertamina Sungai Pakning) has a role and obligation to help the government's efforts in combating the pandemic COVID-19 is available through CSR program. The goal of this study is to evaluate how PT Pertamina Sungai Pakning's CSR strategy relates to attempts to combat the COVID-19 epidemic in the company's immediate vicinity.

## 2. Theoretical Framework

### 1) *Empowerment of the community*

Community empowerment is a type of action that tries to improve society. Community empowerment aims to improve the quality of community life via self-improvement and community empowerment. Community empowerment can be defined as a method of assisting empowered parties in becoming more successful, making decisions, and deciding what actions to take, including lowering the effects of personal and social barriers by boosting abilities and self-confidence. Community empowerment is a social, economic, and political strengthening movement that is empowered to raise community awareness and increase the community's ability to build and determine actions based on desires independently through certain strategies and approaches that can guarantee true success in the form of independence (Edy et al., 2019).

The purpose of community empowerment activities is, among others, to increase the dignity of human life, in other words solely to improve the quality of life. Furthermore, community empowerment attempts to achieve broad objectives such as institutional improvement, income, environmental protection, and profitable enterprise. There are numerous mechanisms for implementing community empowerment activities, each of which consists of several phases of activities; the mechanism is essentially a cycle that repeats itself (Sitorus & Hidayat, 2020a). The following are the stages in question:

- a) Develop a wish to change or a desire to want to change. How to grow the desire to change is the first stage in the empowering process. Any empowerment process will come to a halt unless the person affected is willing to participate. Growing a desire to change in order to improve oneself is surely not an easy task, and it necessitates a lengthy process of offering motivation, support, and confidence that their decision to change in order to improve oneself is the right one.
- b) A very crucial stage is cultivating interest, desire to stop from transitory pleasures (worrying), and courage to face many problems and hurdles, then making decisions to get out of poverty.
- c) Fostering the capacity, interest, and bravery to deliberately make changes in their destiny to better their quality of life will inspire the individual concerned to consciously take part and participate in every potential opportunity to improve his life destiny without any coercion.
- d) Increase the role in each activity. If people have experienced the socioeconomic benefits, conscious engagement in an activity in the process of transformation toward a better life will increase on its own. What the empowerers need to do is bring them together with successful and independent individuals who can share their experiences with them about the ups and downs of the empowerment process.

## 2) *Corporate Social Responsibility*

Corporate social responsibility (CSR) refers to the ideals and standards that businesses adhere to in order to act ethically, lawfully, and contribute to enhancing the quality of life for employees, the environment, local communities, and society extensively (Das et al., 2021). With the passage of time, corporate social responsibility (CSR) becomes an integral component of the company's existence. This is because the company's presence in the environment has both good and bad consequences. Stakeholder responses and protests are triggered by the negative impact, thus it is vital to balance it through the function of CSR as one of the company's legitimacy strategy (LaBelle & Waldeck, 2020).

Corporate Social Responsibility is derived from Crowther & Rayman-Bacchus (2017) notion of the triple bottom line, which asserts that for a corporation to expand sustainably, it must consider not just the financial component (profit), but also other factors such as people and the environment. Profit, People, and Planet are all part of the Triple Bottom Line idea. Profit denotes the company's expected profit, People denotes social obligation, and Planet denotes environmental responsibility. The attainment of sustainable development will be aided much more by the fulfillment of social and environmental duties. Companies are no longer faced with duties based on a single bottom line (SBL), namely the worth of the corporation (corporate value) as represented in economic (financial) circumstances alone, but rather on the triple bottom line, namely the economics, social, and environmental conditions (Singh & Gupta, 2021).

## 3) *Pandemic of Covid-19*

The corona virus, also known as COVID 19, has been declared a pandemic by the World Health Organization (WHO) due to its widespread spread across many nations and even globally. A pandemic, according to the World Health Organization is a disorder that affects the whole world's population and has the potential to inflict illness and death (WHO, 2020a). A pandemic is a worldwide epidemic that spreads rapidly. The COVID-19 pandemic has repercussions in a variety of areas, including the economy, social services, and education. On Thursday, March 5, 2020, the

United Nations Educational, Scientific, and Cultural Organization (UNESCO) reported that the COVID-19 pandemic had an influence on the world of education (Zhao et al., 2020).

Knowing everything there is to know about the COVID-19 virus, the sickness it produces, and how it transmits is the greatest strategy to avoid and decrease transmission (Wahyuni & Anshori, 2021). The most effective approach to keep yourself and others safe from the virus is to wash your hands often and avoid touching your face. When an infected individual coughs or sneezes, the COVID-19 virus is transferred mostly by droplets of saliva or fluid from the nose.

If you don't follow the World Health Organization's guidelines, COVID-19 can quickly spread (Ciotti et al., 2020). With the rising number of positive cases in Indonesia, the government has made repeated pleas to the public in an effort to stop the corona virus from spreading. Washing hands, using a mask, keeping a safe distance, large-scale social restrictions, prohibitions on holding events, prohibitions on online motorcycle taxis carrying passengers, prohibitions on gatherings of more than five people, prohibitions on eating in restaurants, and rules for private vehicles to prohibit go-karting.

As a result, it becomes a challenge as well as a unique opportunity for companies that organize CSR programs, where all companies must familiarize themselves with and develop strategies for carrying out social responsibility through CSR programs during the Covid-19 pandemic, one of which is PT Pertamina Refinery Unit II Sungai Pakning (Pertamina. Pakning River).

### 3. Method

This study uses a qualitative method with a description of the analysis. According to (Sugiono, 2016) descriptive analysis method is a research method by collecting data according to the truth then the data is compiled, processed and analyzed to be able to provide an overview of the main problems that exist. Meanwhile, the data collection technique was carried out using the literature study method with secondary data sources in the form of literature such as books, journals, and important documents that represent and are relevant to the problem being studied (Sugiyono, 2018). The majority of data is sourced from the internet due to the restrictions faced by researchers. The scope of the research will detail the analysis of PT Pertamina Sungai Pakning's CSR approach in community empowerment during the Covid-19 Pandemic Period to minimize the difficulties that will be described.

### 4. Results and Discussion

#### 1) *Covid-19's Impact on Corporate CSR*

Not only has Covid-19 placed a strain on Indonesia's health, but it has also put a strain on the country's economic operations, particularly in the industrial and business sectors. Covid-19 has an influence on firm investment, even mass layoffs, and is marked by the termination of industrial activities in many nations, the drop in public consumption, and the loss in trade sector tax collections (Khlystova et al., 2022). Companies are currently facing crucial conditions in order to survive during the worldwide pandemic, and Covid-19 is posing a problem for them, particularly in terms of continuing to fulfill their moral commitments and make social contributions.

Covid-19 has pushed businesses to be more ethical and socially responsible while still offering positive and significant value, particularly when resources are low and the company's existence is at risk (Zoran et al., 2022). Since the Covid-19 epidemic in Indonesia, all stakeholders, including the commercial sector, have collaborated to help the government improve social network security while minimizing the economic impact on vulnerable populations in need (Lian et al., 2020). Indirectly, the pandemic has imparted the lesson that "we are in this together," raising public expectations for more socially responsible corporate behavior (Jribi et al., 2020). As a result, CSR who has a strong dedication and an effective CSR strategy in creating good and significant social contributions to society, would benefit from the post-pandemic period as a period of rising company.

## 2) *Strategy for CSR at Covid-19 Pandemic*

COVID-19 is a common adversary that poses a threat to all citizens. As a result, all parts of the state and society must unite in opposition to it. Handling and countermeasures will be delayed if there is no common commitment. The corporation, through its social and environmental responsibility (TJSL) or Corporate Social Responsibility (CSR), is one of the factors that must be engaged (Idowu & Sitnikov, 2020). CSR, also known as TJSL, is a duty shared by the government, institutions, resource communities, and local (local) communities. This collaboration is a shared societal obligation for all parties involved. In the framework of handling and controlling Covid-19, anybody can be engaged.

Pertamina Sungai Pakning's efforts in combating the COVID-19 epidemic may be noticed in the reallocation of the company's CSR expenditure. In order to launch regular CSR initiatives in 2020, an initial budget was set. However, when COVID-19 hit Bengkalis Regency, Pertamina Sungai Pakning reallocated 65% of the budget which was used to help handle COVID-19 in Bengkalis Regency (Sitorus & Hidayat, 2020b). The funds are allocated to meet the needs of medical devices, improve the economy and also provide social safety nets in Bengkalis Regency. According to field data, Pertamina Sungai Pakning employs three techniques to assist prevent the spread of the COVID-19 pandemic in the Bengkalis Regency area: donation activities, capacity building, and community empowerment. This plan has been deemed effective since numerous health organizations and public services have received assistance and have been able to enhance facilities and infrastructure in order to halt the virus's spread (Sitorus & Hidayat, 2020a).

First, Pertamina Sungai Pakning's donation program in response to the COVID-19 pandemic will provide assistance in the form of Personal Protective Equipment (PPE) to four health centers in three sub-districts in Bengkalis Regency, namely Bukit Batu District, Siak Kecil District, and Bandar Laksamana District. Apart from PPE, Pertamina Sungai Pakning also provided public and health institutions with 4,000 medical and non-medical masks, 100 liters of hand sanitizer, electric tension meters, and a body temperature detector (thermo gun infrared).

In addition, the company provided handwashing facilities at a number of locations, including the police station and Koramil in the Bukit Batu, Siak Kecil, and Bandar Laksamana sub-districts, as well as several educational facilities, the Indonesian Port (Pelindo) Syah Bandar, Sungai Pakning Village, and several places of worship. This attempts to provide hygiene facilities as close to the community as possible so that people can keep themselves clean and protect themselves against COVID-19 (Maisarah et al., 2020). In addition to medical supplies and cleaning facilities, this aid is felt not only by the Puskesmas but also by the larger community. Because of the pandemic's impact on the community's economy, Pertamina Sungai Pakning's CSR program offered roughly 600 packages of essential food aid to orphans and poor communities in Bukit Batu District in celebration of Eid al-Fitr (Sitorus & Hidayat, 2020b).

Second, in addition to donations, the company raises public awareness about the COVID-19 epidemic, particularly in Sungai Pakning Village. As a result, Pertamina Sungai Pakning has a number of CSR activities aimed at building community capability. Capacity building, also known as capacity development, is an endeavor to expand an individual's or a group's capacity or ability to carry out a task according to their talents and efficiency.

The following are Pertamina Sungai Pakning's programs aimed at increasing community capacity (Sitorus & Hidayat, 2020a):

- a. The Fire Care Community (MPA) was renamed the Disaster Care Society (MPB). The Fire Care Community (MPA) is a Pertamina-supported community organization tasked with managing and responding to forest and land fires throughout the Bengkalis Regency, particularly in the Bukit Batu District, with ten Fire Care Community (MPA) groups from various villages. During the current COVID pandemic, the Fire Care Community (MPA), which is responsible for protecting forests and land from fires, has changed its name to the Disaster Care Community (MPB), with the goal of embracing members of the Fire Care Community (MPA) by spraying disinfectants in their areas, such as places of worship or in every village in Bukit Batu District to prevent the spread of the COVID-19 pandemic.

- b. Interactive game for the COVID-19 Alert Child (ASIC) ASIC is an interactive game developed by CSR Pertamina Sungai Pakning in response to the current COVID-19 pandemic. This interactive game aims to socialize the dangers and how to prevent COVID-19 in children. This program will benefit 25 elementary schools in the districts of Bukit Batu, Siak Kecil, and Bandar Laksamana. Starting with the company's worry that the general preventative pattern is still age-biased, children are a vulnerable category that needs special care during the present pandemic.
- c. Counseling on Clean and Healthy Living Behavior (PHBS) PHBS is a basic behavior that should be known by every community. However, not all people in Sungai Pakning Village are aware of this clean and healthy lifestyle. Especially in the midst of the current pandemic, PHBS is very much needed to protect yourself from the dangers of the invading virus. As a result, Pertamina Sungai Pakning conducted PHBS counseling for posyandu cadres in Bukit Batu District in partnership with UPT Puskesmas Sungai Pakning Village. As is well known, posyandu cadres are at the forefront of ensuring public health in Bukit Batu District.

In the context of dealing with the COVID-19 pandemic, the company's CSR program that aims to empower the community is to optimize the products and services of fostered partners related to the handling of COVID-19, including:

a) ***Posyandu Innovation***

Bukit Batu District has 25 Poyandu spread over 8 villages and 1 kelurahan, following up on PHBS counseling activities, Pertamina Sungai Pakning CSR team has the initiative to hold a posyandu innovation competition. This activity aims to capture innovations and new ideas for posyandu cadres in Bukit Batu District. The sequence of events is as follows: posyandu cadres register their inventions or ideas with the committee, then several candidates are chosen to submit their innovations to the jury, then a field visitation program is conducted, and lastly the winners are declared. The competition winner will be groomed to become a Pertamina Sungai Pakning CSR partner in the future.

b) ***Using Essential Oils to Make Hand Sanitizer (Citronella)***

When the COVID-19 pandemic struck, Pertamina Sungai Pakning hosted a workshop with the Mekar Jaya Bumdes on how to make hand sanitizers using the main ingredient, essential oils. This activity is to meet the needs of the community for the supply of hand sanitizers.

c) ***Forest Honey for Health Workers Immunity***

Bumdes Tanjung Leban is now receiving a request for honey to boost immunity. This hole was created by Pertamina Sungai Pakning as well as other enterprises. Many individuals drink honey to preserve their immunity and avoid becoming infected with COVID-19 during the current outbreak. Not only that, but with increasing honey output and demand, the Biene Forest Honey Group may better their economic situation in these difficult times.

d) ***Sungai Pertamina Community Empowerment through Corporate Social Responsibility (CSR)***

As a corporate social obligation, CSR, or corporate social responsibility, can be defined as community activities carried out by the corporation for the community surrounding it. Furthermore, according to Law No. 40 of 2007, any firm that conducts business in the sector of natural resources is required to carry out social and environmental duties to the community and the environment in which it operates (Suparno, 2010). In other words, as a sort of corporate responsibility, the Indonesian government mandates firms to empower the community.

National Agency for Management (NAM) refers to the sensitivity and response to catastrophes. In COVID-19, catastrophes split community empowerment into five (five) stages: disaster prevention, disaster mitigation, readiness, emergency response, and disaster recovery (BNPB, 2008). In table 1, position 3 (three) of Pertamina Sungai Pakning's COVID-19 mitigation solutions can be noticed.

**Table 1.** Pertamina Sungai Pakning CSR Activities about Covid-19

No	Type of Activity	Activities
1.	Community Empowerment (Community Development)	- Innovation of Posyandu UMKM COVID-19. - 2 Ha Pertanian Agricultural Land Clearing. - Assistance with 30,000 Fragrant Lemongrass Seeds. - Lemongrass Processing Training - Help 100 units of glodok - Assistance for the construction of Saung Madu.
2.	Capacity Building	- Development of COVID-19 Alert Children's Books and Games (ASIC). - Socialization of PHBS and COVID-19.
3.	Donation (Charity)	- PPE Assistance to Health Workers - Giving Sambako

*Sumber* : Sitorus & Hidayat (2020a)

According to BNPB from table 1, the three methods of Pertamina Sungai Pakning CSR program in an effort to combat the pandemic have incorporated four (four) criteria for community empowerment in COVID-19, including:

1. Donation = disaster mitigation, emergency response, and readiness.
2. Disaster Mitigation = Capacity Building
3. Recovery efforts are aided by community empowerment.

The influence of a company's knowledge of corporate social responsibility on society is positive. In the Sungai Pakning Village area, Bukit Batu District, Bengkalis Regency, Riau, the creation of the triple bottom line concept in community development efforts makes harmonious relations between the community and companies, live in harmony and support each other, and seek to optimize development through community empowerment.

## 5. Conclusion

This research demonstrates the importance of corporate social responsibility in community empowerment activities. Companies must be aware of their existence in the midst of societal dynamics in order to carry out their social duties to the best of their abilities. Pertamina Sungai Pakning looks to fulfill its corporate obligations successfully, according to the study's findings (Sitorus & Hidayat, 2020b). CSR initiatives are no longer only altruistic, but have evolved into community development efforts. The deployment of catastrophe response programs, as well as their mitigation measures, are proof of this.

Harmony and partnership between the community and the corporation are critical for achieving community empowerment in the Bukit Batu District. The community's cooperative engagement with Pertamina Sungai Pakning in implementing COVID-19 pandemic mitigation activities in their region demonstrates this (Sitorus & Hidayat, 2020a). The company's strategy initiatives in dealing with COVID-19 include donations (charity), capacity building, and community empowerment. In

the end, the three solutions employed were able to suit the community's demands in coping with the epidemic.

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