

PT Petrokimia Care Sharing CSR Program: Society Potential Empowerment to Improve The Society Life Quality at Roomo Village and Karangturi Sub-District Gresik

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Abstract

The community empowerment program in Roomo Village and Karangturi Village is a part of the Social and Environmental Responsibility (SER) program carried out by PT Petrokimia Gresik and implemented in 2023. The Corporate Social Responsibility (CSR) program carried out consists of distributing basic necessities and training to Micro, Small and Medium Enterprises around the company. This community development program is included in the community relations category whose programs tend to take the forms of corporate generosity or charity. With the existence of Social and Environmental Responsibility (SER) through the provision of basic necessities, community empowerment is expected to improve the quality of life for people in Roomo Village and Karangturi Village.

Keywords: Corporate Social Responsibility, Community Empowerment, Quality of Life

INTRODUCTION

One of corporate social responsibility programs implemented in Indonesia is community development. Community development programs in Indonesia are divided into several categories, one of which is community relations, which means activities related to the development of understanding through information and communication to related parties. Programs carried out in community relations tend to be philanthropic or corporate charity (Siti, 2012). CSR is a company's promise and commitment in the business world to contribute in an effort to create sustainable economic development by taking into account corporate social responsibility and emphasizing the balance of social, economic and environmental aspects where the company is located (Raharjo, 2015).

PT Petrokimia Gresik has implemented Corporate Social Responsibility (CSR) with several programs namely; Community Development Program, Partnership Program, Excellence Program, and the Gresik Petrochemical Mango Program. In addition, PT Petrokimia Gresik also has a Social and Environmental Responsibility (SER) program to provide benefits to the community around the company. One of the activities in the Social and Environmental Responsibility (SER) program is realized through community social assistance in the form of groceries for the community around the company which aims to improve the quality of life for the surrounding community, apart from distributing groceries the company also provides an increase in the quality of life for the community, prevention of stunting, dental health and training for Micro, Small and Medium Enterprises around the company, namely, the people of Roomo Village and the people of Karangturi Village.

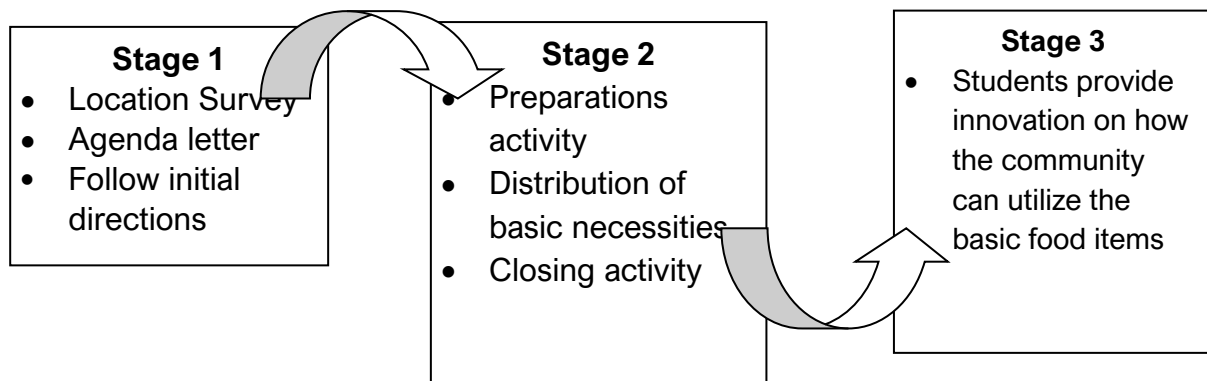
According to survey data from the World Health Organization (WHO) in 2010 the Survey of the Indonesian Ministry of Health (IDHS) showed that as much as 80-90% of the prevalence of Indonesia's population suffers from dental problems, the majority of which are school children (Herlina, 2012). In addition, there is stunting in the community. Stunting itself is a condition of failure to thrive in children under five caused by chronic malnutrition and recurrent infections, especially in the first 1,000 days of life (Iwan, 2022). Stunting conditions

can make children more vulnerable to chronic diseases and experience delays in physical growth and cognitive development which require efforts to improve nutrition (Asriati, 2022).

From the the background above, it can be concluded that PT Petrokimia Gresik provides Corporate Social Responsibility (CSR) with several forms of programs, one of which is the Social and Environmental Responsibility (SER) program in the form of providing basic necessities, socializing stunting prevention, counseling about dental health and training to Micro, Small and Medium Enterprises actors aiming to improve the quality of life of the community around the company.

METHOD

PT Petrokimia Gresik's Corporate Social Responsibility (CSR) activities in the Social and Environmental Responsibility (SER) program were carried out in Roomo Village, Karangturi Gresik Village, participants in this activity were underprivileged villagers who had been selected by the local village administration. The places used for the distribution of basic necessities were in the village office of Roomo Village and Karangturi Village. The implementation time was April 13, 2023. The stages of activities carried out in the process of distributing the basic necessities are:



The preparation stage of the activities carried out were:

- 1) Survey of locations where the basic food distribution activities are carried out in each village office of Roomo Village and Karangturi Village
- 2) Make an agenda letter addressed to the kelurahan
- 3) Follow initial directions from CSR representatives

Stage 2

Stage of implementation of activities:

1. Roomo Village

Activities in the village of Roomo were carried out on Thursday starting at 7.00 by giving directions and then continuing with related preparatory activities by giving and explaining the minutes of events to the kelurahan and also preparations for the distribution of basic necessities. After these activities are carried out, the next step is to check the basic food packages after the delivery truck arrives. After the preparatory activities were carried out, the event began with the main activity, namely the distribution of basic necessities until the event closed at 11.00

2. Karangturi sub district

Activities in Karangturi Village were also carried out on Thursday (after the same activity was held in Roomo Village). Activities in the Karangturi Village began at 12.30 by giving directions and then continued with preparatory activities related to giving and explaining the minutes of events to the village administration and also preparations for the distribution of

basic necessities. After these activities are carried out, the next step is to check the basic food packages after the delivery truck arrives. After the preparatory activities were carried out, the main event began at 13.45 by giving the CSR opening ceremony for the distribution of groceries until the event closed at 15.00

Stage 3

Activity Evaluation Stage:

In the evaluation phase of this activity, students provide innovation on how the community can utilize the basic food items received with the aim of increasing the quality potential of the people of Roomo Village and Karangturi Village.

RESULTS AND DISCUSSION

According to Raharjo (in Aqiela et al, 2018): implementation of CSR within the company; (1) Community Relations, the company provides the assistance needed by the community from the company's subjective point of view; (2) Community Assistance, providing assistance taking into account the real needs of the community. The company conducts an assessment of the community's condition and provides what the community needs according to the results of the assessment; (3) Community Empowerment, is the implementation of CSR which makes the community empowered with the assistance provided by the company.

The PT Petrokimia Gresik Company's PUMK program has aims to improve capabilities and develop MSEs to become tough and independent with mentoring and coaching strategies. Petrokimia Gresik through its "Mangga" (Proud Partner) program has become a program center for coaching with the "Mangga Gadung", "Mangga Makmur", "Mangga Golek", "Mangga Muda", and "Mangga Madu" programs. The Non-PUMK Program is aimed at improving the social conditions of the community, especially those around the company through potential empowerment, and providing assistance for social activities. In addition to these two programs, PT Petrokimia Gresik has five flagship program where these flagship program has its own role and function in society;

1. Literacy (Environmental Economics), namely Empowering cattle breeding communities in utilizing the potential of animal husbandry and agriculture
2. The Petro (Bestro) Scholarship is given to outstanding students from underprivileged families from around the company. This program aims to support the human resource capacity building of local residents through education
3. Sustainable earth (environment) begins in June, in the month of commemoration of world environment day by providing waste diet training to the community around the company until holding a village cleaning competition ahead of the anniversary of the Republic of Indonesia's anniversary each year
4. Sekar mamamia (health economics), namely a program to provide insight into health and form cadres who are ready to support health improvement in the community, to become pioneers in delivering health information from credible sources
5. Healthy Village is a series of health programs that become preventive, promotive and curative media to improve the health and lifestyle of the community around the company in harmony with The Sustainable Development Goals point 3.

This community service activity was carried out in Roomo Village, Karangturi Gresik Village. The activity carried out on Thursday dated April 13 2023 is a form of PT Petrokimia Gresik's CSR program. The implementation of community service was carried out by students of the East Java "Veteran" National Development University, Management study program. This service was carried out to improve the quality of life of the community around the company by conducting stunting socialization, dental health counseling and empowering the potential of the community, so that the role of companies and students is a solution to help the community, especially underprivileged communities and Micro, Small and Medium

Enterprises around company. The implementation of basic food distribution activities and UKMK training for the community around the company with the theme Empowering Community Potential was to improve the quality of community life went well and there were no obstacles in accordance with the initial plan for the preparation stage of the activity.

Implementation Program at Roomo-Gresik

At the early stages, students provided an agenda letter to be signed by the Roomo Village sub-district office, this preparation was carried out so that community empowerment could take place well (Maryani and Nainggolan, 2019:13) can be seen in Figure 1 below:



Figure 1. Submission of report

Based on figure 1, Richa Meyta Sari was submitting report regarding permits to use the location and carry out the distribution of basic necessities and training to MSMEs which was approved and signed by the Roomo village headman. According to Saidi (2004), in practice there are four CSR models or patterns that are generally implemented by companies in Indonesia, namely: (1) Direct involvement. The company carries out CSR programs directly by organizing its own social activities or making donations to the community without intermediaries. (2) Through foundations or corporate social organizations. The company establishes its own foundation under its company or group. (3) Partner with other parties. The company organizes CSR through cooperation with social institutions or non-governmental organizations (NGOs/NGOs), government agencies, universities or the mass media, both in managing funds and in carrying out their social activities. (4) Support or join a consortium. The company co-founds, becomes a member of or supports a social institution established for the purpose certain social.

The company carried out CSR programs directly by organizing its own social activities or making donations to the community without intermediaries. Delivery via trucks carrying groceries has arrived at the Roomo Village sub-district as shown in Figure 2 below:



Figure 2. Trucks carrying logistic

Based on figure 2, Trucks carrying 4,000 basic food packages containing 5 kilograms of rice, 2 liters of oil, and 1 kilogram of eggs which the company will later give to the less fortunate people of Roomo Village. After the preparation activities, representatives from companies also gave speech at the implementation of programs or activities. At this stage, the community must understand the aims, objectives and goals of the program to avoid

obstacles in program implementation (Maryani and Nainggolan, 2019:13) can be seen in Figure 3 below:



Figure 3. Welcoming speech

Based on figure 3, Mr. Mulyanto as the representative of PT Petrokimia Gresik delivered remarks during the distribution of basic necessities in Roomo.

After the welcome speech, the university students helped to distribute groceries to residents directly, where the recipients have been recorded first before the program is implemented so that residents receive assistance in a fair and equitable manner, can be seen in Figure 4 below:



Figure 4. Provision of basic necessities

Based on figure 4, Provision of basic necessities from PT Petrokimia Gresik to several recipients provided by Richa Meyta Sari and the Roomo village headman to Mr. Nizar.

This activity also provided students interviewing Mrs. Sutrisna as the one of the company's staple food recipients to respond to the ongoing activities, which can be seen in Figure 5 below:



Figure 5. Interviewed Mrs. Sutrisna

Figure 5 has showed expression of Mrs. Sutrisna's joy receiving basic food and she also delivered hopes for PT Petrokimia Gresik in the future.

Program Implementation at Karangturi -Gresik

In the implementation of community development, there are several fields or areas that can be targeted in efforts to develop and empower the community. The areas of scope that can be carried out for community development and empowerment usually cover the economic, education, health and socio-cultural sectors (Rahmadani, Raharjo, and Resnawaty 2019). The Karangturi sub-district was also the other target of place for PT.Petrokimia CSR Program. The head of sub-district also signed the official report, which can be seen in Figure 6 below:



Figure 6. Submission of report

Based on figure 6, Richa Meyta Sari submitted reports regarding permits to use the location and carry out the distribution of basic necessities and training to MSMEs which was approved and signed by Mr. Jamal as the head as sub district. Documents when the food-carrying trucks arrived at Karangturi Village can be seen in Figure 7 below:



Figure 7. Trucks carrying logistic

Based on figure 7, Trucks carrying 4,000 basic food packages containing 5 kilograms of rice, 2 liters of oil, and 1 kilogram of eggs for the underprivileged in Karangturi Village. According to Garriga & Mele (2004: 51-71) maps CSR concepts into four major groups, namely; (1) Instrumental theories that understand CSR as a mere tool to gain profit; (2) Political theories, seeing that the social power of the company becomes a pressure, especially in relation to society and its responsibilities in the political arena related to this power. It directs the company to accept social duties and rights or participate in certain social cooperation; (3) Integrative theories, assume that business depends on society for its continuation and growth. According to this theory, business should be integrated with social demands that can be resolved by implementing CSR; (4) Ethical theories, understanding CSR from an ethical perspective, companies must accept social responsibility as an ethical obligation above other considerations. In this case the CSR of PT Petrokimia Gresik has carried out the concept of Integrative theories. Documents when students and student parties provide basic necessities can be seen in Figure 8 below:



Figure 8. Provision of basic necessities

Based on figure 8, The delivery of the basic necessities to several recipients was given by Richa Meyta Sari and the head of the Karangturi sub-district head to Mrs. Nur.

From the previous description, it can be drawn a common thread that many CSR theories focus on 4 main aspects, as revealed by Garriga & Mele (2004:65), namely: (1) meeting objectives that produce long-term profits, (2) using business power in a responsible way, (3) integrating social demands and (4) contributing to a good society by doing what is ethically correct (Budiarti S n.d.). One of the forms of PT Petrokimia Gresik is providing groceries. Documents when the company representative provided the basic necessities can be seen in Figure 9 below:



Figure 9. Distribution of groceries

Based on figure 9, Distribution of groceries to several recipients given to Mr. Muhlis by representatives of PT Petrokimia Gresik.

MSMEs in dealing with a pandemic and turning it into a journalistic product that is able to provide motivation and enthusiasm for readers to remain optimistic in facing challenges during this pandemic and the mentors will evaluate the quality of the news produced by these journalists (Mayasari 2022). Documents when students interviewed Mr. Eko Sudrajat who was one of the recipients of the company's food staples and also one of the MSME trainings, can be seen in Figure 10 below:



Figure 10. Interviewed Mr. Eko Sudrajat

Based on figure 10, Expression of the joy that Mr. Eko Sudrajat received for receiving groceries and hope for PT Petrokimia Gresik in the future.

CONCLUSIONS AND RECOMMENDATIONS

Corporate Social Responsibility (CSR) is a corporate concern program for the surrounding community, where every company is required and needs to implement it in order to maintain a balance between company and community relations. In carrying out the CSR program, PT Petrokimia Gresik provides CSR in the form of groceries, stunting outreach, dental health counseling and training on making dry and wet cakes to the community around the company. It is hoped that a sustainable Corporate Social Responsibility (CSR) program can help improve the lives of a more prosperous and independent.

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