

Strengthening Community Capacity as a Form of Corporate Social Responsibility PT Pertamina Patra Niaga Integrated Terminal Surabaya

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Abstract: The purpose of this research is to explore the forms of corporate social responsibility carried out by PT Pertamina Patra Niaga Integrated Terminal Surabaya for the local community. In this research, qualitative research methods were used with a case study approach. Data collection techniques include interviews, observation and documentation studies, then analyzed using triangulation techniques. This research was conducted for four months, from April to July 2024. The research results show that PT Pertamina Patra Niaga Integrated Terminal Surabaya is realizing its corporate social responsibility through capacity building programs for local communities. The aim of this capacity building program is to improve the economy of vulnerable communities. Target of the program Capacity building begins with mapping community needs. Next is the formation of a target group so that it is easy to coordinate and appointing partners to accompany the group. The next stage is providing tools and materials as well as assistance in making tote bags and wallets.

Keywords: Capacity Strengthening, Community, Corporate Social Responsibility

1. Introduction

The establishment of a company in an area has various impacts on the environment and surrounding communities. These impacts can be positive or negative impacts (Hayati, 2020). The impact of a company on a region includes increasing economic turnover and opening up job opportunities. However, on the one hand, the existence of companies also has the potential to have negative impacts on the environment, such as environmental pollution and excessive exploitation of natural resources. For this reason, companies are encouraged to contribute to social and environmental causes as a form of responsibility (Pisani et al., 2017).

Corporate social responsibility is a concept where a company's responsibility is not only to generate profits for shareholders, but also to be responsible to the surrounding environment, consumers, employees and local communities (Andrés et al., 2019). The aim is to provide a positive impact in a sustainable manner in terms of economic, environmental and environmental aspects.

With increasing global attention to issues such as climate change, social inequality, and sustainability, companies around the world are increasingly being asked to integrate CSR practices into their operations. Various CSR initiatives covering various aspects such as reducing carbon footprints, empowering local communities, and improving employee welfare have been initiated by many large companies, both at national and international levels (Suastuti, 2014). This also applies in Indonesia as stated in several regulations. One of them is Law no. 40 of 2007 concerning Limited Liability Companies. In this regulation, explained in Article 74 of this Law, companies that carry out business activities in the field and/or related to natural resources are obliged to carry out social and environmental responsibilities (Hayati, 2020). This regulation emphasizes that CSR is not only a moral obligation, but also a legal obligation for companies operating in the natural resources sector.

With this background, it also encourages the Pertamina Patra Niaga Integrated Terminal Surabaya company to carry out corporate responsibility for the surrounding local communities. Pertamina Patra Niaga Integrated Terminal Surabaya is a company that distributes and markets energy products, including fuel oil (BBM), liquefied petroleum gas (LPG), lubricants, aviation fuel, as well as asphalt and petrochemical products to meet the needs of retail and corporate consumers (Khatulistiyawati et al., 2021). This company stands in the middle of a residential community. So that it directly or indirectly has an impact on the surrounding community (Beti Nur Hayati et al., 2022). The Pertamina Patra Niaga Integrated Terminal Surabaya Company allocates a portion of its profits to be returned to the community through various activities. A lot of research has been conducted on how companies carry out their social responsibility using charity patterns (Rahmadika & Riauan, 2022). However, there is still limited information about CSR programs based on capacity building. One way is

by strengthening the capacity of local communities based on economics. This article explores how companies implement corporate social responsibility through local community capacity building programs.

This research uses a qualitative method with a descriptive approach. The data sources used are primary data taken from interviews and secondary data by taking documents related to the research topic (Moleong, 2018). Apart from that, field observations were also carried out.

2. Discussion

2.1 Mapping Community Needs

The first step in strengthening community capacity is to map the needs of the assisted community. Mapping community needs also functions as an effective program planning instrument. There are various objectives in the stage of mapping community needs. First, identify specific community needs. At this stage the company carries out social mapping. Social mapping was carried out in the area around the company using the method of distributing in-depth interviews with interview guides and also focus group discussions with the community and community leaders.

Based on the results of social mapping, one of the main recommendations for community development programs around the company is economic development through sewing groups. This was motivated by the village government's concerns about the poor residents in their area. The company's development area is in an urban area that has social problems, one of which is unemployment. So that job creation through the development of MSMEs is considered important. Apart from that, it was also found that there was potential for many housewives who had a lot of free time. This potential can be developed into an MSME development program using mentoring methods.

Second, mapping community needs serves to build support and participation from local communities. Community and stakeholder support and participation in the program can be increased by involving them in the needs mapping process. A greater sense of ownership and commitment to the success of the program is created by this. Involving local communities from the start of planning also strengthens the relationship between the company and local communities, thereby minimizing conflict.

The important role of community needs mapping in building support and participation from local communities is recognized. This process not only provides the information needed to design relevant programs, but also involves the community in every phase of planning and implementation. By involving local communities in needs mapping, increased support and participation in planned CSR programs can be achieved. A greater sense of ownership and commitment to the success of the program is created, as community voices and needs are considered and valued.

One of the main benefits of involving communities in needs mapping is the increased support gained for CSR programs. When local communities are involved from the start, their connection to the process becomes stronger and their likelihood of supporting and actively participating in program implementation increases. This support can be obtained in various forms, from direct involvement in program activities to providing constructive input. Identification of expectations and needs that may not have been revealed can be helped by this active participation, so that program adjustments to meet the actual needs of the community can be better.

In addition, the relationship between the company and the community is strengthened through the involvement of local communities in planning and mapping needs. Trust and synergy between both parties is very important in this relationship. When decision making involves the community, a reduction in the possibility of conflict and tension occurs because they feel valued and acknowledged. Problems or resistance that may arise during program implementation can be overcome, and more solid relationships and greater transparency can be ensured. Conflicts can be minimized and smoother program implementation can be ensured by the company in this way.

Greater ownership and commitment to program success is a direct result of local community involvement. Community motivation to see the program succeed and provide the expected benefits increases when they feel involved in program planning and development. A positive synergy where the success of the program is a shared responsibility between the company and the community is created. This commitment is important to ensure that CSR programs not only achieve the desired goals, but also provide a sustainable positive impact on the community.

Overall, the strategy of involving local communities from the start in needs mapping has proven effective in building support and participation. By involving communities in this process, relationships with local communities can be strengthened, the possibility of conflict can be reduced, and the chances of success of CSR programs can be increased. Program implementation will be strengthened and greater benefits for all stakeholders can be provided through the support and active participation of the community.

Third, this mapping functions as a clear goal setting. Setting clear goals is considered an important step in implementing a Corporate Social Responsibility (CSR) program. A vital role in this stage is played by needs

mapping, which provides precise data and information regarding the specific issues and needs faced by the target community or area. With this information, specific, measurable, achievable, relevant and time-bound (SMART) goals can be formulated by the company. Clear guidance for the program will be provided by carefully crafted objectives, as well as ensuring that all efforts are aligned with the real needs of the community.

One of the main advantages of setting clear goals is the ease of evaluating the success of the program. If objectives are not clearly defined, it will be difficult to assess whether the desired results have been achieved by the program. With well-defined objectives, key performance indicators (KPIs) and evaluation metrics to monitor and evaluate program progress can be established by the company. This allows identification of what is working and areas that need improvement, as well as necessary adjustments to increase program effectiveness.

In addition, efficient use of available resources can be ensured by clear objectives. CSR programs often have limited budgets and time, so it is important that every effort and investment is directed towards activities that truly benefit the community. Companies can avoid unnecessary spending and focus on initiatives that provide the greatest impact by setting goals based on needs mapping. This also makes it easier to manage stakeholder expectations, due to a clear understanding of what the program wants to achieve and how they can contribute.

Furthermore, effective communication and reporting can be facilitated by clear objectives. When the CSR program objectives are well defined, the company can easily convey the objectives and results achieved to internal and external stakeholders. Transparency will be created and the company's credibility will increase, as well as trust and support from the community, employees, customers and investors will be built. A company's reputation can be improved and commitment to social responsibility can be strengthened through clear and structured reports regarding CSR program achievements.

Overall, clear objectives can be formulated and a CSR program that is effective, efficient and has a real positive impact on the community can be ensured with well-conducted needs mapping. A more focused and successful CSR program can be implemented by companies, providing benefits to all stakeholders, and contributing to sustainable development.

2.2 Opening of Sewing Training

In July 2024, the official implementation of the community capacity building program around the company will begin. This program is a continuation of the previous step, namely mapping community needs. In the second stage, the program opening ceremony was officially held at the Cantian Customs District Hall.

The event was attended by various important figures, such as the Head of the Cantian Customs District and the Integrated Terminal Manager of Surabaya, who showed support from the government and the industrial sector. The presence of Tanjung Perak Village, the AORA Wistara Job Training Institute as a partner of Pertamina Patra Niaga Integrated Surabaya, and the community. At this opening event, the name of the capacity development group initiated by the Pertamina Patra Niaga Integrated Surabaya company, namely the "Dadi Juara" group, was also inaugurated. The opening ceremony reflected the strong collaboration between all stakeholders in implementing this program.

After the opening ceremony, the activity continued with the handover of sewing equipment, namely four sewing machines and one overlock machine, to the Dadi Juara group. The aim of handing over this equipment is to support the sewing training that will be carried out and ensure that the Dadi Juara group gets adequate facilities to develop their skills.

With support from various parties and the delivery of this equipment, it is hoped that the community capacity building program can be carried out well and provide significant benefits to the community. This program is also part of the company's ongoing efforts to empower local communities and improve their skills and welfare.

2.3 Totebag Making Training

After the group was inaugurated and the program opened, tote bag making training was carried out as the next stage. The selection of tote bags as the initial product in this assistance was based on a number of considerations. Totebags were chosen because they are considered a type of garment product that is relatively easy to learn and practice by novice tailors. This ease of work allows basic sewing skills to be mastered quickly by trainees. Apart from that, because tote bags are a product that is in great demand by the public, sales after the product has been produced will be easier.

This training activity is guided by instructors from the AORA Job Training Institute who function as facilitators. The AORA Job Training Institute was appointed and contracted by Pertamina Integrated Surabaya to assist this community group. Guidance is provided by the facilitator starting from basic pattern making techniques to proper sewing methods. With this guidance, practical knowledge and skills in making tote bags were gained by the training participants, namely local people who are members of the Dadi Juara group.

During the training, various tote bag models with various motifs and colors were taught to the public. This training is designed not only to teach basic techniques but also to introduce creativity in product design. Through this training, it is hoped that participants' skills can be developed, the quality of the products produced can be improved, and their new abilities can be utilized to produce tote bags that suit market tastes.

Overall, this training is considered an important step in increasing the production capacity of the Dadi Juara group. With the new skills acquired, it is hoped that quality tote bags can be produced and able to compete in the market. It is hoped that the success of this training will also become a strong basis for further skills development and sustainability of the garment business in the community.

2.4 Training on Making Wallets

After the group succeeded in making tote bag products, the next stage was developing the group's capacity through training in more varied garment production. The focus of this training was making wallets, which was chosen as the next product to be taught to participants. The choice of wallet as a training product was based on the consideration that wallets are items that are often used, especially by women. Thus, making wallets is considered an easier step for novice tailors, as well as being more in line with consumer tastes, especially mothers. Wallets also offer opportunities for more creative and diverse design exploration, thereby broadening participants' skills in designing and producing garment items.

This wallet making training aims to provide additional skills that will expand the group's production capabilities. During the training, participants are taught basic and advanced techniques in making wallets, including material selection, proper sewing techniques, and developing motifs that suit market trends and preferences. This training not only improves participants' technical skills but also introduces them to various aspects of design and production that are relevant to consumer needs.

To ensure that program implementation runs according to the objectives and schedule that have been set, Pertamina Patra Niaga Integrated Surabaya is actively monitoring. Community Development Officers (CDOs) are deployed to groups each time training is conducted. The CDO's duties include supervision of the training process as well as evaluation of the progress achieved by the group. With this continuous monitoring, it is hoped that the training program can run smoothly and achieve the desired results. This monitoring also serves as an additional form of support for the group, ensuring that they receive the guidance necessary to maximize training outcomes.

Overall, developing the group's capacity through wallet-making training is an important step in expanding their production capabilities. With the new skills acquired, the group is expected to be able to produce various types of garment products with better quality and meet market needs. Support and supervision from Pertamina Patra Niaga Integrated Surabaya through the CDO is expected to increase the effectiveness of the program and ensure the long-term success of this program.

3. Conclusion

PT Pertamina Patra Niaga Integrated Terminal Surabaya is one of the companies that operates side by side with the community. As a form of corporate social responsibility, it is realized through various capacity building programs for local communities. The aim of this activity is to improve the community's economy so that it can increase the income of vulnerable communities. Capacity building begins with mapping community needs. The aim of this needs mapping is to explore potential and problems so that priority programs can be formulated. Apart from that, it can also build support and participation from the local community. Next is the formation of a target group so that it is easy to coordinate and appointing partners to accompany the group. The next stage is providing tools and materials as well as assistance in making tote bags and wallets. The reason for making these products is that these two products have patterns that are easy for beginner tailors to make and easy to sell it.

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