An Effectiveness Analysis of Corporate Social Responsibility of Empowerment Program in Terminal BBM Pertamina Siantar

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Abstract

The purpose of this research is to describe effectiveness of the Corporate Responsibility Program (CSR) that has been implemented by Terminal BBM Pertamina Pematang Siantar. The type of this research is descriptive by using qualitative approaching. The effectiveness analyze of CSR which contains of two empowerment indicators: first accuracy of implementation of the mechanic motorcycles training with the participants from 16 mechanic motorcycles among Siantar and the second is planting trees for green area with the participants from 9 Adiwiyata Schools. According to the result of research done by using interview, observation and documentation so the researcher can conclude that effectiveness of empowerment program in the participants both micro, small enterprises and school committee growth have run effectively as well as the conclusion for objectives in the empowerment program can be proved from each indicator of the effectiveness. The recommendation for empowerment by Terminal BBM Pertamina Siantar is to evaluate the results of the training empowerment program that has been given for mechanic motorcycles as well as the improvement of planting trees for green area for sustainable development.

Keywords: Pertamina, empowerment, Siantar.

Introduction

In the development of a company, it is necessary not only to generate profits, but also it needs to be done a faith to raise awareness together. The condition of the company is certainly related to the activities of residents around the company. The activities of citizens can certainly affect the concern for the company and the company needs to act to create a harmonious atmosphere to create sustainable development.

Initiative (2002); Marnelly (2012) Explained that 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 Brundtland Report (1987), Elkington encapsulates CSR into three focuses: 3P, From profit, planet and people. A good company not only pursue the economic profit (profit) but also has a concern for the preservation of the environment (planet) and people's welfare (people).

In realizing the concern of profit, the planet and people, not apart from the existence of State-Owned Enterprises (SOEs), SOEs in using CSR can be allocated.
how to realize high profit that can be enjoyed by local people who later also used to improve environmental prosperity. The main focus of course is to help elements of Micro, Small and Medium Enterprises (MSMEs) to improve the process of community empowerment.

Pratama (2013) explained that the existence of SOEs have a role, and a strategic function and responsibility to the sector of SMEs. Empowerment and development of MSMEs become the task of SOEs. This is as described in Article 7 of Law no. 20/2008 concerning Micro, Small and Medium Enterprises states that "The corporation plays a conducive business climate in terms of funding, facilities and infrastructure, business information, partnership, business licensing, business opportunity, trade promotion and institutional support "Not only state-owned enterprises have important roles but micro, small and medium enterprises have an important and strategic role in realizing national development and economic development and solving social problems that occur.

Existing social issues include the presence of vulnerable groups, the potential available from natural resources and human resources, financial, infrastructure, social capital. From these information, it will be easier to use in the formulation of Corporate Social Responsibility (CSR) assistance policy, because basically the policy that has been formulated then implemented is an effort to solve the problem.

The formulation of strategic plan in developing people's life is expected to be able to overcome the long-time social problems in the society with the details of what programs address the needs of vulnerable community groups. Indicator in measuring the achievement of policy performance is composed of course through planning process involving community member.

The existence of social mapping implementation activities that have been done Terminal BBM Pertamina Pematang Siantar is a form of social responsibility of stakeholders to the stakeholders and the community, especially the community in the surrounding environment. The measure of the success of the social mapping program in the empowerment program that focuses moral values by taking into account the needs of society on the social and economic aspects of society and the implementation of activities from the mapping through data acquisition.

Acquisition of data and description from various actors in Community Development is the accuracy of data obtained in order to do the mapping in the fulfillment of the needs of surrounding communities, in accordance with the social mapping program is expected to be able to target without any interest to certain elements. Approach method in understanding a system is an analysis that will be done to stake holders’ related parties.

Based on the above, the previous socio-economic mapping implementation study needs to be seen how the effectiveness of the study of corporate social responsibility for empowerment program in Terminal BBM Pertamina Pematang Siantar and any activities undertaken to realize the effectiveness of such mapping?

**Literature Review**

**Social Economic Aspect for Empowerment**

Teunissen et al (2015) explained that the sustainability concept is interwoven with concepts such as equality and equity, which strongly relate to the way in which governments intervene in the provision of services and, thereby, to the effect of interventions on socioeconomic and environmental conditions.
Collan et al. (2007) said that the socio-economic situation of a country can be measured in a number of ways, often by looking at indicator values describing different aspects of the social and economic reality in the country in question. Socio-economic development can be measured and observed by comparing yearly indicator values. As a large number of indicators are often required to accurately assess the socioeconomic development of a country.

Swetnam et al. (2010) said that a disconnect may arise between carefully constructed and model scenario exercises and the actual needs of the policymakers for whom they are designed; fourthly such tailored scenario-building exercises can provide critical calibration of larger scale scenarios, ensuring the results do mirror local expectations of change.

Fulgencio, et al. (2016) explained that studies about social value have been devoted to issues or phenomena, projects, or activities of organizations but none have evaluated the organizational social value as oppose to economic value.

Court (2012) said that this is especially true in a difficult economy when more organizations compete for fewer government grants. In a depressed economic environment, difficult decisions must be made related to the use of private and public funds. Fiscal conservatives may resist the investment of money to promote entrepreneurship among women if they cannot see a financial benefit to do so.

The Role of Empowerment through CSR

Mahdavi & Daryaei (2016) stated that corporate social responsibility and appropriate interaction with stakeholders in short, is not an empty box. But what exactly is in the box? This is the most important question of our study. From social science perspective, to this question one answer is possible.

Capaldi (2016) informed that multi-national firms can co-ordinate efforts to expose and oppose corruption. They can publicize research already being conducted by investment banks on which countries have leaders who are promoting growth and which are not. We should calculate the costs in human suffering imposed by delays in implementing the true market economy, and identify individuals and groups facilitating and advocating the delay.

Tilt (2016) informed that there has, in recent times, been an increasing interest in understanding corporate social (and environmental) responsibility (CSR) and, in particular, CSR reporting in developing countries. However, many of these studies fail to investigate fully the contextual factors that influence CSR and reporting in those countries, preferring to rely on theories and hypotheses developed from studies undertaken in the West, particularly the US, UK and Australasia.

Marnelly (2012) explained the idea of CSR emphasizes that corporate responsibility is no longer looking for profit only, but also social and environmental responsibility. Rationale, dependence on financial health does not guarantee the company will grow sustainably. CSR programs can be done through the empowerment of local communities based on the real needs that are dialogically communicated with communities, governments, corporations, communities and academia.

Pratama (2013) said that one of the Corporate Social Responsibility program in BUMN is the Partnership Program. Partnership Program is a program designed specifically for Micro, Small and medium enterprise development to be sustainable, self-sufficient and have competitive power using funds benefit from BUMN profits.
Asniwaty (2010) informed that Partnership program implemented on small business actors and cooperatives with the pattern of working capital and or investment loans and provide grant assistance. Grant assistance is provided in the form of production techniques in the form of training, apprenticeship and equipment assistance with the aim of improving product quality, technology use, production capacity improvement and process improvement.

**Research Method**

This research is descriptive research and with qualitative approach, hence this research only uses one independent variable that is program affectivity. In this study, the effectiveness can be seen from the training implementation process for 16 motor workshops and the provision of 400 trees for reforestation for 9 schools Adiwiyata.

Indicators of the research focus The Partnership Program implementation process is the effort undertaken for the training of 16 motor workshops and the accuracy of providing 1000 trees for reforestation for 9 Adiwiyata schools. While the indicators of the second research focus is the impact after training and providing assistance.

The first respondent was Terminal BBM Pertamina Pematang Siantar as many as 2 respondents from the second research focus, namely 16 workshops and 9 principals of Adiwiyata. The type of data used in this study are primary data and secondary data, primary data obtained from interviews or interviews and observations while secondary data derived from documents related to research. The technique used to analyze the data that has been obtained is to use qualitative descriptive analysis techniques. The way to describe qualitative data is to compile and classify existing data and in accordance with the focus of research so as to provide a real picture in the field of informants who have been in carefully.

**Results and Discussion**

**Accuracy of Training Forms 16 Motorcycle Workshops**

Terminal BBM Pertamina Siantar provided assistance to 16 workshops around the work area. This activity is needed to improve the nature of development. From here, it emerges diversity and specialization so as to nourish the exchange (exchange) or transactions. To improve the specialization in technology exchange, training was made entitled Training Trouble Shooting about Motorcycle Matic which lasted 2 days i.e. Tuesday, November 22nd, 2016 and Wednesday, 23rd November 2016.

The Chief of Terminal BBM Pematang Siantar, Isharuddin said that Pertamina is ready to become a partner for any UMKM in improving the nature of development. Assistance that will be done annually will continue to be the official agenda. This year, focused on training aid in motorcycle matic due to the many technologies that need to be added in the business world and the existence of information related to the development of marketing. After the ceremony, he officially opened this training.

The training is filled by national licensed trainers who work as an accessor and teacher of SMK Negeri 1 Tanjung Pura, Sukino S. Pd, ST and Yamaha Education Division, Saiful Bait with material on day 1: Introduction and maintenance of matic motorcycle technology. For day 2: Introduction and maintenance of full injection motorcycle technology. In the presentation of the first speaker highlights the six pillars of work ethic to improve business independence and to comfort the consumer that is discipline and quality, hard work, sincere work, smart work, quality work and thorough work. The combination of this work ethic needs to be done gradually and on target. The main target that needs to be developed from the current technology is full injection is very developed despite the problems to the workshop. To facilitate
the field education is practiced in the field of Terminal BBM Pertamina Pematang Siantar.

For the second speaker, he focuses on the introduction of the latest technology of motorcycle matic with full injection as well as its treatment by putting forward with technology base. In his description explained that the current motorcycle with full injection is more environmentally friendly and more economical in the oil fuel. With this technology, the workshop entrepreneurs do not need to antipasti with this change because a good workshop should be able to serve something new and have a good marketing spirit to educate customers to generate value that keeps customers coming and getting comfortable with service shop.

After 4 months of this activity, the full Injection method which was just informed by Terminal BBM Pertamina Pematang Siantar Feeder Team and directly educated member gives positive picture to the development of the workshop and has new equipment to adopt continuous technological development. Of the 16 workshops are hoping for the future can be given the latest picture of technological developments that are useful for business development, environmentally friendly and customer satisfaction oriented.

**Accuracy of Shape of Granting 400 Trees for 9 Adiwiyata Schools**

The tree planting program in work place Terminal BBM Pertamina Pematang Siantar is SMA Negeri 4 Pematang Siantar on Saturday, December 10th, 2016 starting from 10:00 am and attending the Chairman of School Committee of Pematang Siantar School, Head of Environment Agency (BLH) Pematang Siantar, Head of Education Office Pematang Siantar and Adiwiyata High School Principal of SMA Negeri 1 Pematang Siantar, SMA Negeri 2 Pematang Siantar, SMA Negeri 3 Pematang Siantar, SMA Negeri 4 Pematang Siantar, SMA Negeri 5 Pematang Siantar, SMA Negeri 6 Pematang Siantar, SMK Negeri 1 Pematang Siantar, SMK Negeri 2 Pematang Siantar and host of SMA Negeri 4 Pematang Siantar.

The Chief of Terminal BBM Pematang Siantar, Isharuddin explained that Pertamina is also grateful to all those who have made this tree planting program well. The inspiring proper concept of environmental quality, innovation, empowerment and sustainability has been felt with good process in Pematang Siantar Town; it is proven that on December 7th, 2016, it was awarded Proper Green from Pertamina center. This form of awareness is a positive reflection for the improvement of the quality of development for the community of Pematang Siantar.

The event was continued by the signing of MOU (Memorandum of Understanding) from tree planting between Terminal BBM Pertamina Pematang Siantar along with Adiwiyata school principals and Environmental Agency of Pematang Siantar. With the MOU expected to the parties to be more active in realizing this greening program continuously to go Siantar Go Green. Following the signing of MOU, a tree planting ceremony was conducted for all parties present in the area of SMA Negeri 4 Pematang Siantar. There is a very positive response from this activity and it is expected that the Adiwiyata School present can keep the tree Mahoni, Bunga Tanjung, Ketapang and productive trees: Rambutan, Klengkeng, Soursop and guava for the sustainability of greening program in Pematang Siantar.

After 4 months of this activity, all the trees planted grow well and able to add to the collection of trees in Adiwiyata School. This makes schools contribute to the development of health status for Pematang Siantar.

**Discussion**

Giving CSR is sustainability concept that is interwoven with concepts such as the equation and equity, which strongly relates to the way in which the government
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intervene in the provision of services and, thereby, to the effect of interventions on socio economic. From socio economic concept which has been done previous research around Pertamina Petroleum Terminal BBM Pertamina Pematang Siantar found that the workshop and tree planting is a part of socio economic development that can be measured and observed by comparing yearly.

A disconnect may arise between carefully constructed and modeled scenario exercises and the actual needs of the policymakers for whom they are designed. With the scenario of socio economic mapping make a model based research area more appropriate direction and create social value. About social value has been devoted to issues or phenomena, projects, or activities of organizations but none have evaluated the organizational social value as oppose to economic value.

In a depressed economic environment, difficult decisions must be made related to the use of private and public funds. With the decision on the provision of aid workshops and tree planting has realized the role of the government conducted a fundamental study and has gained a result that is adequate especially in creating the vision and mission of Pematang Siantar Town in creating Green Area in line with the concept of friendly environment.

CSR and appropriate interaction with stakeholders in short, is not an empty box. This resulted in a real study and a manifestation of awareness in improving the market economy condition. There has been, in recent times, been an increasing interest in understanding corporate social (and environmental) responsibility (CSR) and, in particular, CSR reporting in developing countries. CSR programs can be done through empowerment of local communities based on real needs that are dialogically communicated with communities, governments, corporations, communities and academia. This has become an inseparable part that has occurred in Terminal BBM Pertamina Pematang Siantar.

Corporate Social Responsibility program in SOE is the Partnership Program. Partnership Program is a program designed specifically for MSMEs development to be sustainable, self-sufficient and have competitive power using funds benefit from SOE profits. Generally, Partnership Program implemented on small business actors and cooperatives with the pattern of working capital loan and or investment and provides grant aid can be done next to Pematang Siantar BBM Terminal after success with empowerment program and become an integral part for the development of Pertamina in particular and Pematang Siantar Town.

Conclusions
1. Accurate Forms of Training 16 Motorcycle Workshops based on previous research conducted Trouble Shooting Training on Motorcycle Matic and resulted in a new technology transfer and after 4 months fuel injection technology can be adopted in the workshop and increase customer satisfaction and business income.
2. Accuracy of Forms of Granting 400 Trees For 9 Adiwiyata Schools Based on previous research given assistance for SMA Negeri 1 Pematang Siantar, SMA Negeri 2 Pematang Siantar, SMA Negeri 3 Pematang Siantar, SMA Negeri 4 Pematang Siantar, SMA Negeri 5 Pematang Siantar, SMA Negeri 6 Pematang Siantar, SMK Negeri 1 Pematang Siantar, SMK Negeri 2 Pematang Siantar and host of SMA Negeri 4 Pematang Siantar After 4 months running this activity, all the planted trees grow well and able to add to the existing collection of trees in Adiwiyata School. This makes schools contribute to the development of health status for Pematang Siantar.
3. With the scenario of social economic mapping make an area-based research model more appropriate direction and create social value. About social value has been devoted to issues or phenomena, projects, or activities of organizations but
none have evaluated the organizational social values as oppose to economic value.

4. It is expected that next to Terminal BBM Pematang Siantar after the success event with empowerment program and become an integral part for the development of Pertamina as particularly and Pematang Siantar Town as Generally then Partnership program implemented on small business actors and cooperatives with the pattern of working capital loan and or investment and provide grant aid can be done.

Acknowledgements

The author wishes to thank the following for their help: Terminal BBM Pematang Siantar, Mr. Isharuddin and Mr. Ruswan Mawar Tanjung. Thanks also to 16 Workshop of Pertamina Siantar Petrol Terminal and 9 Head of Adiwiyata School.

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