

# Corporate social responsibility PT Pertamina Patra Niaga Fuel Terminal Rewulu in farming group empowerment Japangmas Berseri Program

Pramitava Lailara Istu Diah Oentari<sup>1\*</sup>, Muhammad Najih Farihanto<sup>2</sup>

<sup>1,2</sup>Communication Studies, Ahmad Dahlan University, 55166, Indonesia

Email: [pramitava1900030003@webmail.uad.ac.id](mailto:pramitava1900030003@webmail.uad.ac.id), [muhhammad.farihanto@comm.uad.ac.id](mailto:muhhammad.farihanto@comm.uad.ac.id)

## ABSTRACT

### Keywords

Corporate Social Responsibility  
Society  
Empowering  
Japangmas

This research is motivated by the implementation of Corporate Social Responsibility from PT. Pertamina Indonesia Fuel Terminal Rewulu in the form of the Japangmas Berseri program. The research aims to determine the implementation of this company's Corporate Social Responsibility (CSR) in empowering Farmer Groups through Japangmas Berseri. Thus, It aims to discover the factors that support its success. The research method used is the descriptive qualitative method. The data collected through interviews, observation, and documentation. Data analysis uses interactive descriptive techniques from Miles & Huberman. The validity test of the data is done through triangulation of data sources. The results show that the implementation of CSR in the form of the Japangmas program involved many parties such as the village government, the head of the village, farmer groups, farmerette groups (KWT), and youth organizations. Japangmas administrators in Bendo learned a lot from the success of Japangmas in Dusun Samben. Community empowerment through CSR in the Japangmas program is carried out in stages. First, exploring various potentials and building awareness of the importance of food self-sufficiency. Second, empowering, namely providing several resources, both knowledge, and skills in processing rice yields to marketing, capital, and equipment. Third, protecting, namely protecting the Japangmas program so that it remains sustainable. Fourth, supporting, namely providing access to Japangmas management to develop themselves and not just stop at one type of agricultural product. Fifth, fostering, namely CSR ensures that Japangmas focuses primarily on the main business, namely the processing of rice yields which are indeed abundant in Bendo, Samben, and its surroundings.

## 1. Introduction

The agricultural is marked by the continuing decreases in the farming profession, reduced welfare of farmers, increasing agricultural involution, and increasingly narrowing of agricultural land (Deaconu et al., 2021). This condition has threatened food security in Indonesia, even food security in rice-producing areas as the main source of food (Glynn et al., 2021). This happens as farmers sell their crops without going through the processing of grain into rice (Bunmee et al., 2018). When they need rice, farmers have to buy it at the at high prices. Responding to this problem, PT Pertamina Indonesia Fuel Rewulu held the Japangmas Berseri program as a manifestation of the implementation of corporate social responsibility (CSR) aimed at the community around the company, namely in Samben Village which is in the Bantul Regency area and Bendo Village which is included in the Kulonprogo Regency area (López-Arceiz et al., 2020). Japangmas is an acronym for Community Food Guarantee (Vanhonacker et al., 2013).

CSR is not only an obligation in the 1945 Constitution No. 40 of 2007 concerning Limited Liability Companies (UUPT) and Government Regulation No. 47 of 2012 concerning the Social and Environmental Responsibility of Limited Liability Companies, but it is also the needs of business

continuity companies (Hidayat et al., 2020). The implementation of CSR is intended to create a harmonious relationship between the company and its social environment and contribute to the socio-economic life of the surrounding community (Idowu & Sitnikov, 2020). Harmonious relationships can be understood from the Triple P concept, Profit, People, and Planet. When the company continues to make a profit, there are benefits in the form of welfare felt by the community (people), so that environmental sustainability is created where companies and communities can still live side by side (planet) (Siregar et al., 2020).

This harmony is achieved when CSR applies the principles of sustainability, accountability, and transparency. In this case, CSR must take into account the sustainability of resources in the future, be carried out with responsibility, and always be open to the community (Wibisono, 2007). Japangmas Berseri considers the resources available to the community, is carried out responsibly in the sense that it follows government regulations, and is open to input from the community (Damayanti et al., 2018). Proposals or input from assistants who know field conditions are taken into consideration in implementing CSR, although suggestions cannot always be accommodated by program managers. Also, Japangmas Berseri is an effort to empower the community (community development). Empowerment is a gradual process, such as enabling, empowering, protecting, supporting, and fostering. Enabling is to create an atmosphere or climate that allows the potential of the community to develop optimally. Empowering is for strengthening the knowledge and abilities possessed by the community in solving problems and meeting their needs. Protecting is for protecting society, especially weak groups so that they are not oppressed by strong and dominant groups, avoiding unequal competition, and preventing the exploitation of strong groups against the weak (Manimalar & Sudha, 2016). Supporting, if for providing guidance and support unstable communities so that they can carry out their roles and functions in life. Fostering is for maintaining conducive conditions so that there is a balance in the distribution of power between various community groups (Majid et al., 2022).

Japangmas Berseri began in Samben village in 2018. The main activities carried out in this program are buying grain from farmers in Samben village and its surroundings at higher prices than usual to be processed in milling factories into rice and resold to farming communities at lower prices than the market price. Farmers get two benefits at the same time, namely a decent crop price and a cheap rice price. After Japangmas went well in Samben village, the Community Development Officer (CDO) of PT Pertamina Indonesia Fuel Rewulu carried out corporate social responsibility (CSR) in Bendo village. The approach applied in Bendo village is the same as that applied in Samben village. The reason for the choice of the two villages as the locations for the Japan Mass was because these two villages had the carrying capacity for success, likewise a strong agricultural culture with the main production being rice. Most of the residents there still make a living as farmers.

In those two villages, Japangmas Berseri has increased new hope and optimism that farmers can be independent in sufficing their food needs. Even, they can improve their welfare so that the rice farming sector continues to give hope to farmers. The research aims to determine the implementation of this company's Corporate Social Responsibility (CSR) in empowering Farmer Groups through Japangmas Berseri and to find out the factors that support its success.

## 2. Method

This research used a qualitative method. The research was conducted for approximately 6 months from July 2022 to January 2023. The research was conducted at PT Pertamina Fuel Rewulu's CSR location, Samben village in Bantul Regency and Bendo village in Kulonprogo Regency (Balqiah et al., 2017). Data collection techniques used are observation, interviews, and documentation. Observations were made with the implementation of the Japangmas Berseri program in Samben and Bendo villages. Interviews were conducted with the head of the CDO PT Pertamina Fuel Rewulu, the Head of the Japangmas of Bendo and Samben villages and several of their management. Documentation is done by collecting data in the form of documents in the form of written notes from Japangmas Berseri Samben village and Bendo village as well as the results of research on Japangmas (Balqiah et al., 2017).

The data analysis technique used in this study refers to the concept of Miles and Huberman. First, data reduction (Data Reduction), namely summarizing, choosing the main things, focusing on the

important things, looking for themes and patterns and removing unnecessary things to make it easier for researchers to carry out further data collection, and look for it when needed. Second, data display (data display), namely presenting data in the form of short descriptions, charts, relationships between categories, and the like systematically in the form of narrative text. Third, concluding (verification) to answer the formulation of the problem that was formulated from the start (Sugiyono & Lestari, 2021).

The technique for checking the validity of research data is by using a comparison between theories, methods or sources (Wahidmurni, 2017). In this study, researchers used a source triangulation technique, namely checking the validity of the data with other data obtained through different data collection techniques. The data sourced from the results of the interviews were checked against observational data or documentation, and vice versa.

### 3. Result and Discussion

The Community Food Guarantee Program (Japangmas) was established on May 10 2018. Japangmas Berseri is implemented in stages in the villages around the company. At the beginning of the program, in 2018, the Japangmas program was located in Samben village, Argomulyo Village, Sedayu District, Bantul Regency. After Japangmas Berseri, Samben village felt successful independently, and Japangmas Berseri was executed in another village. When this research was conducted, Japangmas Berseri was being carried out in Bendo village, Ngentakrejo Village, Lendah District, Kulonprogo. Japangmas Series in Bendo village starts at the end of 2020.

Japangmas is operated in a collaboration between PT Pertamina (Persero) Rewulu Fuel Terminal, Joglo Tani, and the Boga Lestari Farmers Group in Samben village. The Japangmas program has the aim of improving the community's economy, especially farmers and meeting the community's food needs. The Operation Head of Rewulu BBM Terminal, Rahmad Febriadi said that the program was launched at the Rice Production House and the Boga Lestari Farmers Group. Japangmas is conducted as a community empowerment effort which is carried out in stages starting from enabling, empowering, protecting, supporting and fostering.

#### 3.1. Results

##### a. Enabling

Pertamina Rewulu's CSR in the form of the Japangmas Berseri program is executed in stages as a form of sustainable empowerment. The enabling stage is the assessment stage to find out the possibilities for the Japangmas program to be successfully implemented. Included in the enabling stage is a survey to determine the location of the program. Determining the location of program implementation through a survey and selection process so that Japangmas is only implemented in villages that have the potential to be independent both in terms of agricultural culture, potential in the form of extensive rice fields, and human resources. The factors that enable empowerment to succeed can be seen from the fact that in Samben village there are still many who work as farmers, as evidenced by the large amount of agricultural land that is cultivated by the residents themselves. Moreover, the farmers in Samben village have been organized into farmer groups, the Boga Lestari Farmers Group, which was formed in 1995. This farmer group has 201 members with cultivable land covering an area of 16 hectares.

The reason for choosing Bendo village as the location for the Japangmas Berseri in 2020 is that the farming culture is still dominant, as shown by the youth who still want to farm, as stated by the following informant from Rewulu's CSR officer.

"We chose the one in Kulon Progo because the people are used to farming, and the agricultural land is still there, so if you see youth going to the fields or raising livestock it's still common here. That's one of the things we do in the program here because the culture is still there, and the possibility of the program not operating is minor because there are funds already. (Results of interview with Duta, 22 May 2023)."

Bendo village has the potential to be used as a location for the development of Japangmas Berseri because its agricultural culture is still great. It means that it will be easier for the people of Bendo village to understand and realize the importance of Japangmas Berseri. Therefore, it will be easier to create an atmosphere or climate that allows the community's potential to develop optimally. This

stage takes place during the awareness stage about the potential and opportunities for the community to benefit from Jepangmas Berseri.

PT Pertamina Fuel Rewulu CDO's decision to organize Jepangmas CSR in Samben and Bendo was a suggestion from the community itself, Mr. Suprpto who is a Joglo Tani administrator which was subsequently approved by PT Pertamina Fuel Rewulu as a CSR program. This is revealed in the following interview excerpt.

In 2017 I took part in training at Joglo Tani, then after Eid 2020 yesterday, the supervisor from Joglo Tani, Pak Suprpto, asked me if I was still actively providing agricultural education to children. He said, next week he wanted to visit my house in Bendo. Pak Suprpto also said that there was one from CSR Pertamina who wanted to join (Result of interview with Ana, Head of Jepangmas Berseri Dusun Bendo, 5 June 2023).

The explanation above shows that the Jepangmas Program was established based on agricultural aspirations and potential both in Samben and in Bendo Hamlet.

#### **b. Empowering**

Empowering or empowerment through CSR emphasizes the process of giving or transferring some of the power, strength or ability (power) to communities, organizations or individuals to become more empowered. The granting or transfer of some of this power was demonstrated by PT Pertamina Fuel Rewulu by assisting the Boga Lestari farmer group in Samben village in the form of capital and equipment as an expansion of the rice drying area, as well as grain milling equipment as stated by the following informant. "We received assistance for drying rice and grain milling from Pertamina Rewulu," (interview with Jakiman, chairman of the Boga Lestari farmer group, 21 May 2023). In addition to assistance in the form of funds or material, empowerment through Jepangmas which is carried out through mentoring and counselling, providing assistance, training and institutional development can be seen in Samben village and Bendo village. Assistance activities in the Jepangmas program include institutional strengthening, motivation, technical facilitation, and resource persons for Jepangmas members. Assistance in community empowerment can be provided in the form of production facilities, physical buildings, and business capital. In this case the CSR of PT Pertamina (Persero) Rewulu Fuel Terminal provided some assistance which was distributed to the people of Samben village and its surroundings, the assistance was in the form of initial capital for the establishment of Jepangmas, physical buildings, warehouses, and grain processing equipment. The first aid, initial funds of ten million were given in the form of subsidies for the Samben people who are members of Jepangmas in the amount of fifty thousand per person. The training is currently in operation, such as training in rice seed production, rice production, packing or packaging of rice, and training in milling machine operation. The existence of this training for Jepangmas members is greatly assisted by modern methods which make it a bit easier in the training that is already operated.

#### **c. Protecting**

This protection effort is carried out by CDO Pertamina Rewulu by continuing to communicate with Jepangmas Berseri stakeholders in Samben and Bendo. Protection is carried out by ensuring that farmers' crops are purchased at a higher price than the market price and processing them into products that are resold to farmers at a lower price than on the market. Sunaryati the administrator of the Women Farmers Group (KWT) and at the same time the secretary of Jepangmas said:

"Jepungmas make it easier for people to sell their crops and also get cheaper rice with high quality. This is good for the community, the community welcomes it with joy. With this, it makes it easier for people who buy rice to make it cheaper than the price of 12,000 at the market, so in JEPANGMAS, you get 9,000 (Results of interview with Sunaryati, KWT Dusun Samben, 2 June 2023)."

The results of the observations in Jepangmas Samben and Bendo showed that there was a price difference between Jepangmas rice and other rice at basic food stalls. Jepangmas rice is cheaper, around IDR 2,000/pack of 5 kg than rice in food stalls or kiosks.

#### **d. Supporting**

Supporting is performed by providing facilitation to farmer groups that carry out Jepangmas, by providing access support to a wider business network. The development of Jepangmas activities is conducted independently (membership fees). Apart from facilities support in the form of equipment,

a support is also shown by providing access to Japangmas to expand partnerships. In this case, CSR assistance is not provided in cash, but in goods. For example, when Japangmas needed a paranet, the management submitted a proposal for assistance and then the CSR agreed and bought the paranet needed by Japangmas.

As a result of tracing the Japangmas Bendo village document, the Pertamina Rewulu CSR CDO introduced the Japangmas management to partners such as farmer groups who had already had success with certain commodities. For example, researching with farmer groups in Semanu Gunungkidul, supporting Japangmas Bendo village to study at Japangmas Samben village, then supporting Japangmas activities to take part in various farmer group competitions held by the government. The results of the study or comparative studies bring up some ideas, ideas or inspiration to develop.

#### **e. Fostering**

Fostering, CSR, ensures that Japangmas focuses primarily on the main business, the processing of rice yields which are indeed widely available in Bendo, Samben and its surroundings. In the context of fostering a focus on grain yields to be produced into rice, the CDO of PT Pertamina Fuel Rewulu does not prohibit innovations in processing other crops such as vegetables and even buying and selling of other staple foods. However, PT Pertamina Fuel Rewulu also did not provide any assistance for this development due to the greater possibility of failure.

### **3.2. Discussion**

#### **a. Enabling**

Samben and Bendo were chosen as the locations for the implementation of Japangmas due to the consideration that the potential and human resources as the executors in two villages that were capable or made it possible for Japangmas to be successful. knowing a map of actors in an area will make it easier for the government, private sector or non-governmental organizations to develop empowerment programs that are right on target (Raharjo, 2005).

Potential and human resources can be seen from the involvement of various parties in the Japangmas program, both the village government, hamlet heads, farmer groups, and the hamlet community concerned. Stakeholders support the Community Food Guarantee Program (Japangmas), which consists of PT Pertamina (Persero) Rewulu Fuel Terminal, Joglo Tani, Boga Lestari Farmers Group, Yogyakarta Special Region Agricultural Service, Zukhruf (CDO) Jakiman (Chairman of the Boga Lestari Farmers Group and Chair of Japangmas) Nuryati (Secretary of Japangmas and member of KWT Boga Lestari), Arif (Head of Hamlet), Jaiman.

#### **b. Empowering**

Empowerment is basically an effort to give power by those who are already empowered to groups with the basic goal of forming individuals and communities to become independent (Sulistiyani, 2004). Judging from the number of residents involved in the Japangmas Berseri program in Bendo, from 63 to 95 people, empowerment shows success. The success of empowerment according to Suharto (2010) is marked by the existence of adequate facilities, participation and enthusiasm, as well as the increasing number of citizens involved.

#### **c. Protecting**

The benefits for the people are they can sell grain at a higher price and they can buy rice at a lower price. More and more people, who are generally farmers, are joining as members of Japangmas (Tiasanty & Sitio, 2020). In this way, the benefits for Japangmas member farmers are more real until they accumulate to become a force to be truly independent. Protection according to Wulandari (2020) is an effort to provide protection until the empowered subject is really steady enough to be released.

#### **d. Supporting**

Supporting aims to improve the quality of Human Resources in making the best use of the Natural Resources in the Village (Albuquerque et al., 2019). Supporting is intended to provide support so that Japangmas continues to develop in accordance with the conditions and potential of the community. In this case, CDO Pertamina Rewulu CSR supports creativity and innovation from the community to develop businesses. Support is realized by providing facilities so that people can develop themselves.

### e. Fostering

Coaching is an advanced stage of community empowerment. In contrast to the supporting and protecting stages, the fostered community at the fostering stage has begun to be independent and able to innovate according to their potential. Empowerment is not permanent but until the target community is considered capable of being independent, so that they are then released to be independent, even though they are guarded from afar so that they are not trapped in a state of powerlessness again (Dessart, 2017). Fostering is carried out when conducive conditions have been reached so that there is a balance in the distribution of power between various community groups. The existence of independence, the emergence of ideas and the existence of product innovation by the assisted community indicates that there are conditions that are conducive for the community to become more empowered.

## 4. Conclusion

Community empowerment through CSR in the Japangmas program is achieved in stages starting from first, enabling, namely the stage of exploring various potentials and building awareness of the importance of food self-sufficiency through Japangamas. Second, empowering, this stage is carried out by providing several resources, both knowledge and skills in processing rice yields to marketing, capital and equipment. The form of empowering that is carried out is in the form of mentoring and counselling, training, assisting, and institutional development, through strengthening Japangmas administrators. Third, protecting which is protecting the Japangmas program managed by the community so that it remains sustainable by providing rice milling services to the surrounding villages, including selling rice. Fourth, support, by providing access to Japangmas management so that they can develop themselves and not just stop at one type of agricultural product. Fifth, fostering, namely CSR ensures that Japangmas focuses primarily on the main business, such as the processing of rice yields which are indeed abundant in Bendo, Samben and its surroundings.

## 5. Acknowledgement

The entire research is the result of the work of many parties in providing assistance or support. Directions from supervisors or supervisors are very important so that research can be carried out smoothly and achieve its goals. Data support from Japangmas village administrators and Bendo village, Japangmas officials have been very helpful in uncovering the facts of the success of community empowerment by PT Pertamina Fuel Rewulu. Thanks to all parties who have taken part in this research.

## 6. References

- Albuquerque, R., Koskinen, Y., & Zhang, C. (2019). Corporate social responsibility and firm risk: Theory and empirical evidence. *Management Science*, 65(10). <https://doi.org/10.1287/mnsc.2018.3043>
- Balqiah, T.E., Sobari, N., Yuliati, E., & Astuti, R. D. (2017). Role of health corporate social responsibility in enhancing quality of life and loyalty: Customer and society perspectives. In *Competition and Cooperation in Economics and Business*. <https://doi.org/10.1201/9781315225227-23>
- Balqiah, Tengku Ezni, Sobari, N., Astuti, R. D., & Yuliati, E. (2017). Do CSR activities create value to society? Customers' and society's perspectives. *International Journal of Economics and Management*, 11(2 Special Issue).
- Bunmee, T., Chaiwang, N., Kaewkot, C., & Jaturasitha, S. (2018). Current situation and future prospects for beef production in Thailand - A review. In *Asian-Australasian Journal of Animal Sciences* (Vol. 31, Issue 7). <https://doi.org/10.5713/ajas.18.0201>
- Damayanti, N., Arief, M., & Rachmawati, S. (2018). Corporate Social Responsibility (CSR) PT. Sido Muncul Tbk. *Jurnal Pustaka Komunikasi*, 1(2).
- Deaconu, A., Sherwood, S., Paredes, M., Berti, P., López, P., Cole, D., Muñoz, F., Oyarzún, P., Borja, R., Aizaga, M., Estrella, E., April-Lalonde, G., Mercille, G., & Batal, M. (2021). Promoting traditional foods

- for human and environmental health: lessons from agroecology and Indigenous communities in Ecuador. *BMC Nutrition*, 7(1). <https://doi.org/10.1186/s40795-020-00395-y>
- Dessart, L. (2017). Social media engagement: a model of antecedents and relational outcomes. *Journal of Marketing Management*. <https://doi.org/10.1080/0267257X.2017.1302975>
- Glynn, L. M., Davis, E. P., Luby, J. L., Baram, T. Z., & Sandman, C. A. (2021). A predictable home environment may protect child mental health during the COVID-19 pandemic. *Neurobiology of Stress*, 14. <https://doi.org/10.1016/j.ynstr.2020.100291>
- Hidayat, D. W., Siahaan, E. M., Puspitasari, A., & Susiana, S. (2020). Penerapan CSR “The Green Care School Program” di Pertamina Integrated Terminal Balikpapan. *Madani Jurnal Politik Dan Sosial Kemasyarakatan*, 12(2). <https://doi.org/10.52166/madani.v12i2.2008>
- Idowu, S. O., & Sitnikov, C. (2020). Essential Issues in Corporate Social Responsibility: New Insights and Recent Issues. In *Springer Nature Switzerland*.
- Lise Tiasanty, & Sitio, A. (2020). Analysis of the effect of service quality, product quality and brand image on customer satisfaction and its implications on consumer loyalty pt. Sharp electronics indonesia (case study at karawang sharp direct service station). *International Journal of Engineering Technologies and Management Research*, 6(6). <https://doi.org/10.29121/ijetmr.v6.i6.2019.408>
- López-Arceiz, F. J., Del Río, C., & Bellostas, A. J. (2020). Sustainability performance indicators: Definition, interaction, and influence of contextual characteristics. *Corporate Social Responsibility and Environmental Management*, 27(6). <https://doi.org/10.1002/csr.1986>
- Majid, S. A., Nugraha, A., Sulistiyono, B. B., Suryaningsih, L., Widodo, S., Kholdun, A. I., Febrian, W. D., Wahdiniawati, S. A., Marlita, D., Wiwaha, A., & Endri, E. (2022). The effect of safety risk management and airport personnel competency on aviation safety performance. *Uncertain Supply Chain Management*, 10(4). <https://doi.org/10.5267/j.uscm.2022.6.004>
- Manimalar, R., & Sudha, S. (2016). Corporate ethical and legal responsibility: Effects of CSR on consumer trust and brand loyalty. *Prabandhan: Indian Journal of Management*, 9(6). <https://doi.org/10.17010/pijom/2016/v9i6/94957>
- Raharjo, R. S. (2005). *Latar Belakang Media Relations Di Media Massa (Analisis Deskriptif Kualitatif Terhadap Kegiatan Media Relations Tvri Yogyakarta Dan Jogja Tv)*. 09, 27–36.
- Siregar, M. Y., Weny, W., & Yuliawan, E. (2020). The Influence of Promotion Strategies through Social Media on Purchasing Decisions of Oriflame Products on Students of STIE Mikroskil Medan. ... *Critics Institute (BIRCI-Journal)* .... <https://bircu-journal.com/index.php/birci/article/view/1116>
- Sugiyono, & Lestari, P. (2021). Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional). In *Bandung: Alfabeta*.
- Vanhonacker, F., Kühne, B., Gellynck, X., Guerrero, L., Hersleth, M., & Verbeke, W. (2013). Innovations in traditional foods: Impact on perceived traditional character and consumer acceptance. *Food Research International*, 54(2). <https://doi.org/10.1016/j.foodres.2013.10.027>
- Wahidmurni. (2017). Pemaparan metode penelitian kualitatif. In *Repository Universitas Islam Negeri Maulana Malik Ibrahim Malang*.
- Wibisono, Y. (2007). *Membedah konsep & aplikasi CSR: corporate social responsibility*. Fascho Pub.
- Wulandari, A. (2020). *Komunikasi Pemangku Kepentingan (Stakeholder Communication)* (C. Nugroho (ed.); 1st ed.). Sedayu Sukses Makmur.