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Analysis of independent agriculture program for Empowered Village Women (Permata) from CSR PT Pertamina EP Adera Field

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ABSTRACT

The purpose of the program is to improve the economy, health and environmental management of the community based on village women's empowerment through the cultivation of Family Medicinal Plants (TOGA) and Organic Vegetables with the smart agriculture method to increase the efficiency and productivity of plants by optimizing the use of water, fertilizer and energy resources. The program intervention from CSR PT Pertamina EP Adera Field in the form of the Independent Agriculture Program for Empowered Village Women (PERMATA) has the goal of improving the economic, health, and community environmental management. The specific objectives of this program are four things: First, the formation of a model garden as a community learning center location for the practice of cultivating organic toga and vegetables with smart agriculture methods. The data collection technique is carried out by observation with active participation, in-depth interviews, documentation and focus group discussion. The results of the Community Satisfaction Index (IKM) assessment show that the people of Pengabuan Village, Abab District, Penukal Abab Lematang Ilir Regency, South Sumatra Province are satisfied with the program that has been carried out. Increasing the role of women to play an active role in fulfilling the socio-economic needs of families and communities, as well as reducing community stigma against leprosy patients in the village through support efforts from groups in harmony with nature through supporting herbal drinks.

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INTRODUCTION

The agricultural sector still has an important role and dominates the income of a region in Indonesia nowadays (Chrisendo et al., 2021; Kifli et al., 2021; Ngadi et al., 2023; Setiartiti, 2021; Syahza et al., 2020). However, over time, this position is decreasing, its contribution to national/regional income is replaced by other sectors. Developing countries that still rely heavily on the agricultural sector for their livelihood are usually much poorer than those that work in other sectors of the economy (Barbier, 2020; Dixon et al., 2001; Lipton, 2023; Natarajan et al., 2022; Ofosu et al., 2020). Poverty is more rampant in rural areas, especially in former colonies (Bjornlund et al., 2020; Bundy, 2020; Hallegatte et al., 2020; Mihyo, 2005; Sachs, 2011; Sullivan & Hickel, 2023). The majority (65 percent) of poor people are found in rural areas and 78 percent of those who may become chronically poor are also in rural areas (Fujiansyah et al., 2022).

Pengabuan Village, Abab District, Penukal Abab Lematang Ilir Regency, South Sumatra Province is a village with the majority of people as farmers. Not only men, this farming profession is also carried out by many women in Pengabuan Village. This condition has a layered effect on women, including the limitation of women's empowerment and the limitation of women's opportunities which results in them becoming the poorest group among the structurally and culturally poor. These problems are still exacerbated by the problems of early marriage, the dual role of women's livelihood, women's health and limited access to public services.

The long-term impact can make families less resilient and children at risk of stunting (Pertamina EP Adera Field, 2022b)

These interrelated problems show that empowerment activities are needed to be an alternative to meet the needs of life and second income for women. Seeing the potential and condition of women in Pengabuan Village, optimizing the resources in the village by forming a women's business group is a possible solution. This optimization can be done by holding interventions by competent and experienced parties.

PT Pertamina EP Adera Field is one of the oil and gas production units/fields owned by PT Pertamina EP which is under PT Pertamina Zone 4 with its core business activities in the field of oil and gas exploration and production. PEP Adera Field as a subsidiary of PT Pertamina has the same commitment to community development, namely making the Community Development program one of the company's responsibilities to increase community independence from various aspects. As a form of implementation, the company together with the community is actively finding solutions to improve economic, social, environmental and cultural conditions (Pertamina EP Adera Field, 2022a).

After conducting in-depth research in Pengabuan Village, PT Pertamina EP Adera Field conducted a program called: Independent Agriculture for Empowered Village Women (PERMATA). The purpose of the program is to improve the economy, health and environmental management of the community based on village women's empowerment through the cultivation of Family Medicinal Plants (TOGA) and Organic Vegetables with the smart agriculture method to increase the efficiency and productivity of plants by optimizing the use of water, fertilizer and energy resources.

Based on the explanation, the research purpose is to analyze the independent agriculture program for Empowered Village Women (Permata) from CSR PT Pertamina EP Adera Field. The research contribution lies in evaluating how this specific program impacts or benefits the women in the village, potentially providing insights into the effectiveness of CSR initiatives in rural agricultural development and women's empowerment.

METHOD

The research method is in the form of qualitative field studies or field research. The data collection technique is carried out by observation with active participation, in-depth interviews, documentation and focus group discussion.

In implementing the Independent Agriculture Program for Empowered Village Women (PERMATA), PT Pertamina EP Adera Field carried out several stages as follows: 1) Preparation of the place and construction of supporting facilities, 2) Land cultivation, 3) Renovation of production houses, 4) Repair of toga houses, 5) Construction of dryer houses, 6) Creation of Drip Irrigation System and installation of Android-based Drip Irrigation System, 7) Training maintenance of the Drip Irrigation System, 8) Training to support group capacity building, 8) Installation of solar power plants (Independent Energy Village), and 9) Emission tests and preparation of Environmental Assessment Documents (Pertamina EP Adera Field, 2022b)

RESULTS AND DISCUSSION

Description of the Independent Agriculture Program for Empowered Village Women (PERMATA) from CSR PT Pertamina EP Adera Field

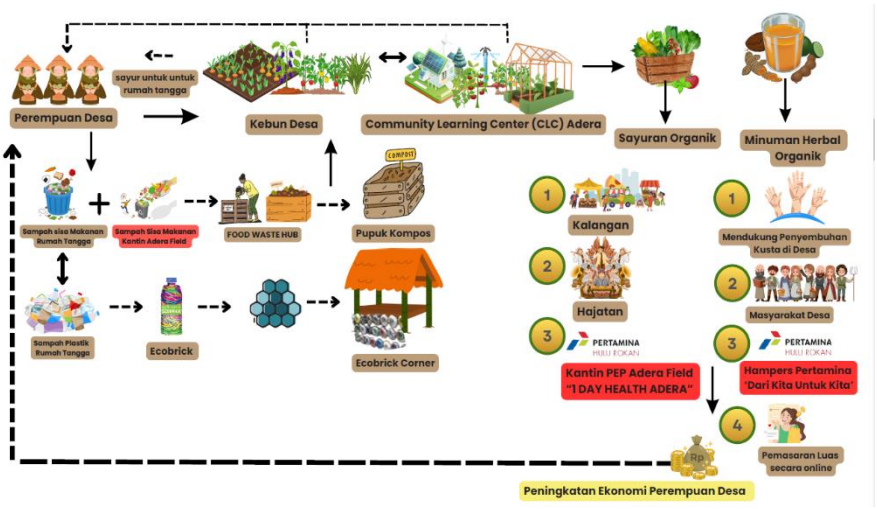

Figure 1. Framework for the Independent Agriculture Program for Empowered Village Women (PERMATA) from CSR PT Pertamina EP Adera Field

PT Pertamina EP Adera Field's CSR carries the Independent Agriculture Program for Empowered Village Women (PERMATA) which is a moral invitation to do good to the natural resource environment with consideration of three aspects, namely environmental awareness, economic value, and social character. One form of sustainable agriculture that prioritizes these three aspects is the agricultural system or organic farming. The organic farming program carried out by PT Pertamina EP Adera Field in collaboration with the NGO Carios and the PALI Regency Agricultural Extension Center is motivated by the problem of the quality of natural resources that have not been optimized and human resources that lack in agricultural management, so it requires training and assistance (Pertamina EP Adera Field, 2022a)

This organic farming activity has been going on since 2019 in Pengabuan Village, Abab District, Penukal Abab Regency, Lematang Ilir. From the results of the social mapping study, 60% of the people of Pengabuan Village have a livelihood as farmers with the main cultivation sectors, namely rubber and rice. In carrying out these agricultural activities, the community still uses the traditional agricultural system and fertilization using chemicals. In addition to rubber and rice cultivation, the community also pursues the cultivation of family medicinal plants and organic vegetables. It has been recorded that to date there are 23 types of processed herbs and 10 types of vegetable plants cultivated by the group (Pertamina EP Adera Field, 2022a).

Until now there are 4 groups with a total of 120 members. 3 groups focus on cultivating family medicinal plants and organic vegetables and 1 farmer group focuses on organic rice cultivation. The organic farming program also contributes to the field of education targeting junior high school students in Abab District through environmental education activities taught by fostered partners and agricultural assistants from the NGO Carios. Junior high school students were given environmental introduction materials ranging from soil ecology to planting hydroponic vegetables with polybag planting media. The Covid-19 pandemic that has been going on since 2019 has also mobilized the community to carry out activities to make herbal innovations, namely healthy children's herbal medicine which is distributed at the beginning of every month at posyandu activities. In addition, the group's processed herbal herbs were distributed to the PALI Regency Covid-19 Task Force and the Elderly Posyandu as an immunity booster.

PT Pertamina EP Adera Field's fostered group has used online social media in marketing, namely through Facebook and Whatsapp. However, in an effort to anticipate a surge in demand, the group usually conducts open pre-order activities, avoids high demand, and adjusts product availability. For organic rice products, there are 2 packages, namely 3 kg and 5 kg packaging, organic vegetables are usually sold at the market which is routinely held every Sunday, while for processed herbal herbs are only available in 250 gram packages. The activities created by the group basically help to supplement the family economy (Pertamina EP Adera Field, 2022a).

The program intervention from PT Pertamina EP Adera Field in the form of the Independent Agriculture Program for Empowered Village Women (PERMATA) has the goal of improving the economy, health, and community environmental management based on village women's empowerment through the cultivation of Family Medicinal Plants (TOGA) and Organic Vegetables with the smart agriculture method to increase plant efficiency and productivity by optimizing the use of water, fertilizer and energy resources. The specific objectives of this program are four things: First, the formation of a model garden as a community learning center location for the practice of cultivating organic toga and vegetables with smart agriculture methods for water, fertilizer and energy efficiency. Second, increasing family food security to reduce the risk of stunting children through organic vegetable cultivation. Third, increasing women's knowledge and skills for the practice of organic toga and vegetable cultivation with smart agriculture and environmentally friendly methods. Fourth, increasing the income of village women through the sale of organic vegetable cultivation and family medicinal plant derivative products (Pertamina EP Adera Field, 2022b).

Results of the Community Satisfaction Index on the Independent Program for Empowered Village Women (PERMATA) from PT Pertamina EP Adera Field's CSR

The Community Satisfaction Index study was conducted to obtain an overview of the beneficiaries' perception of the CSR-Comdev program of PT Pertamina EP Adera Field. Because this study is one of the evaluation studies, this study uses descriptive research. Descriptive research is aimed at systematically describing facts or characteristics of certain populations factually and carefully (Pertamina EP Adera Field, 2022a).

The success of the program can be determined by the level of satisfaction of the beneficiaries. Satisfaction comes from Latin and is composed of two words, namely static meaning good enough, adequate; and the word faction which means to do or make, can also be interpreted as an effort to fulfill something or make something adequate. According to Kotler & Keller (2016), public satisfaction is "the feeling of happiness or disappointment that arises after comparing the performance (results) of the product thought to the

performance (results) of the expected performance (results)". The same thing reveals that satisfaction or dissatisfaction is a form of response to the perceived mismatch between expectations and reality felt by the community. In addition, juridically there are regulations on community satisfaction. The Decree of the Minister of State Apparatus Empowerment (Permenpan) issued the Community Satisfaction Index (IKM) regulation which contains data and information on the level of public satisfaction from the results of quantitative and qualitative measurements. The IKM assessment measure is obtained from public opinions about public service provider apparatus. IKM is also an arrangement of service systems, mechanisms, and procedures to be more quality, effective, and effective (Widodo et al., 2019).

Conclusions from the results of the Community Satisfaction Index (IKM) assessment of the Independent Program for Empowered Village Women (PERMATA) as part of the CSR program of PT Pertamina EP Adera Field as part of the lessons learned from the implementation of the program:

1) The Independent Agriculture Program for Empowered Village Women (PERMATA) in Pengabuan Village and East Pengabuan Village has become a model of good practice in environmental management and toga and its derivative products. This program also focuses on the entrepreneurship of women farmers (KWT) groups and public health, especially in the company's Ring 1 area.
2) Overall, based on the results of research and data processing, the Independent Agriculture Program for Empowered Village Women (PERMATA) obtained a conversion value of 90% and an index value of 3.26 which means "Very Good". This program is also in accordance with the potentials, problems, and opportunities regarding the cultivation of sleeping land, the manufacture of solid and liquid organic fertilizers, and the management of toga in the Pengabuan Village and East Pengabuan Village areas.
3) Beneficiary optimism regarding business sustainability. Based on the results of data processing regarding the sustainability of the business/program, it received an index value of 3.27 with a conversion value of 81.82% which means "Very Good". The majority of respondents from the group members believe that the program they are carrying out will continue even though they are no longer accompanied by the company. Various initiatives have taken place in a good corridor (Pertamina EP Adera Field, 2022b).

The results of the Community Satisfaction Index (IKM) assessment of the Independent Program for Empowered Village Women (PERMATA) from PT Pertamina EP Adera Field's CSR show that the people of Pengabuan Village, Abab District, Penukal Abab Lematang Ilir Regency, South Sumatra Province are satisfied with the program that has been carried out.

Sustainability of the Independent Program for Empowered Village Women (PERMATA) from CSR PT Pertamina EP Adera Field

Program sustainability is an important part of the Corporate Social Responsibility (CSR) program. CSR can be interpreted as a social responsibility carried out by the company to stakeholders and the community as a form of concern and responsibility in improving welfare and having a positive impact on the environment. The social responsibility that the company has must be applied to a fair management system. A large company generally has the potential risk of damaging and polluting the environment. Therefore, with CSR, companies are asked to be able to help reduce these risks as little as possible and help to preserve the environment (Munandar et al., 2021).

The sustainability compass is an analytical tool that serves as a reference for program sustainability. This concept was initiated by AtKisson which is inspired by a cardinal compass. By definition, a sustainability compass is an analytical tool to invite the public to understand the sustainability of an activity that helps oversee the Program process. AtKisson changed the words used from north to nature, east to economy, south to society, and west to wellbeing (Widodo et al., 2019).

In the Independent Program for Empowered Village Women (PERMATA) from PT Pertamina EP Adera CSR, the field sustainability compass consists of the following things: First, Nature/Environment. It can increase public awareness of environmental management through household-based waste processing to support environmental sustainability and carry out environmentally friendly cultivation practices. Second, economy. Reduce household expenses to meet the nutritional needs of vegetables and increase women's income to support the economic strength of the family. Third, Society/Social. Increasing the role of women to play an active role in fulfilling the socio-economic needs of families and communities, as well as reducing community stigma against leprosy patients in the village through support efforts from groups in harmony with nature through supporting herbal drinks. Fourth, Well Being. Can promote sustainable cultivation practices; Increase public awareness to be able to consume herbal drinks; and Increasing the consumption of family vegetables for families with children at risk of stunting. The sustainability compass in the Independent Program for

Empowered Village Women (PERMATA) from PT Pertamina EP Adera Field's CSR shows that this program has fulfilled the four important sustainability aspects in the CSR program.

CONCLUSION

The agricultural sector often places women in vulnerable groups, leading to limited empowerment and opportunities, making them the poorest among the structurally and culturally poor. Early marriage, dual roles of women's livelihood, women's health, and limited access to public services further exacerbate these issues. In Pengabuan Village, Abab District, Penukal Abab Lematang Ilir Regency, South Sumatra Province, PT Pertamina EP Adera Field conducted a program called Independent Agriculture for Empowered Village Women (PERMATA), aiming to improve the economy, health, and environmental management of the community through the cultivation of Family Medicinal Plants (TOGA) and Organic Vegetables using smart agriculture methods. The program has achieved a Community Satisfaction Index (IKM) assessment of 90% and an index value of 3.26, indicating "Very Good." The program's sustainability compass consists of four aspects: nature/environment, economy/society, well-being, and sustainability compass. The program focuses on improving environmental management, reducing household expenses, increasing women's income, promoting sustainable cultivation practices, and increasing consumption of family vegetables for families with children at risk of stunting. The program has achieved a conversion value of 90% and an index value of 3.27, indicating "Very Good."

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