

Analysis of the Implementation of Corporate Social Responsibility of PT. Pertamina Fuel Terminal Donggala

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ABSTRACT

PT. Pertamina (Persero) Fuel Terminal Donggala as a communicator provides understanding and understanding to the community in the company environment showing its existence or presence as part of the community in the Donggala area to grow and develop in line with the development of PT. Pertamina (Persero) Fuel Terminal Donggala. PT. Pertamina (Persero) Fuel Terminal Donggala has a goal to affect corporate social responsibility (CSR) recipients positively. The research objective was to identify and analyze the implementation of Corporate Social Responsibility (CSR) of PT. Pertamina Fuel Terminal Donggala. The results showed that the Corporate Social Responsibility (CSR) program at PT. Pertamina Fuel Terminal Donggala runs optimally by the PT. Pertamina focuses on four pillars, namely green Pertamina, intelligent Pertamina, independent Pertamina, and healthy Pertamina.

Keywords – Corporate Social Responsibility

INTRODUCTION

Law Number 40 of 2007 concerning limited liability companies, which is one of its articles contains the obligations for companies that carry out their business activities in the field and related to natural resources, to carry out social and environmental responsibility, responded with various attitudes by various parties (1).

The responsibility for improving social welfare and poverty eradication in Indonesia is no longer entirely in the government's hands. Still, the business sector is expected to help the recipient to overcome social welfare and poverty alleviation, especially companies (2). The business sector's development speed is expected to help the government overcome various problems, especially conditions of social welfare and poverty in people's lives that the government has not reached. The business sector's contribution to realizing social welfare and poverty eradication can be through the Corporate Social Responsibility program, a corporate social responsibility program (3).

PT. Pertamina (Persero) Fuel Terminal Donggala as the implementer of the Corporate Social Responsibility activities as a communicator, is tasked with conveying messages by the Corporate Social Responsibility activities carried out so that the people in the PT. Pertamina (Persero) Fuel Terminal Donggala understands and supports these Corporate Social Responsibility activities.

PT. Pertamina (Persero) Fuel Terminal Donggala as a communicator provides understanding and understanding to the people in the company environment showing its existence or presence as part of the community in a Donggala area to grow and develop in line with the development of PT. Pertamina (Persero) Fuel Terminal Donggala. Good communication is carried out in a planned manner by the PT. Pertamina (Persero) Fuel Terminal Donggala has a goal to affect recipients of corporate social responsibility positively. Corporate Social Responsibility Program conducted by PT. Pertamina (Persero) Fuel Terminal Donggala, in delivering messages about the Corporate Social Responsibility program, aims to give a positive effect to the people around PT. Pertamina (Persero) Fuel Terminal Donggala. In this case, the researchers wanted to investigate further the title "Analysis of the Implementation of Corporate Social Responsibility of PT. Pertamina Fuel Terminal Donggala."

METHODOLOGY

According to Imam (2014: 210), data analysis is searching or tracking patterns. Qualitative data analysis is a systematic test of something to determine its parts, the relationship between studies, and the relationship to the whole (4). According to M. Burhan (2009: 143), qualitative analysis tends to use an inductive logic approach, where the syllogism is built based on specific things or data in the field and leads to general conclusions (5). Analysis of the data used in this study used a comparative descriptive analysis tool; namely, the research was carried out by comparing existing theories with data obtained from case studies (6).

RESULTS AND DISCUSSION

The Corporate Social Responsibility of a successful company depends on humans because inactivity in the company or institution is carried out by people who live and according to their respective roles in an environment and community participation. The Corporate Social Responsibility of a successful company depends on people because activity in a company or institution is carried out by people who live and according to their respective roles in an environment and community participation (7).

Pertamina companies, especially PT. Pertamina Fuel Terminal Donggala, in its accelerated development, has consistently continued to develop the potential of the community and the surrounding environment around the company, both in the region and at the center. Pertamina companies are very aware of the importance of harmony between achieving goals and responsibility for the operating environment and the surrounding community. This responsibility has been carried out through a series of Corporate Social

Responsibility programs, including the Community Development Program. The Corporate Social Responsibility program aims to provide sustainable benefits for the community and environmental preservation, especially in shaping people's insights to preserve the surrounding environment (8)—corporate Social Responsibility Program at PT. Pertamina Fuel Terminal Donggala consists of various education programs, health, environment, economy, infrastructure, and public facilities.

Commitment to the implementation of the Corporate Social Responsibility program of PT. Pertamina Fuel Terminal Donggala can be seen in handling the earthquake and tsunami victims in Donggala and Palu, Central Sulawesi. PT. Pertamina Fuel Terminal Donggala established two posts at the Palu Aircraft Filling Depot (DPPU) and the Donggala Fuel Terminal (TBBM). This post is a form of Pertamina's emergency response for casualties and energy distribution. Also, Pertamina sent logistical assistance and medicines to Donggala. To speed up distribution, help was sent by deploying several teams from points of departure around the island of Sulawesi.

Table 1
PT. Pertamina (Persero) Fuel Terminal Donggala Year 2019

No	Description	Description	Beneficiary	Use of Funds	The place	Information
1	Information and Communication Technology-Based Education Program	Information and Communication Technology-Based Education for Youth in Loli Oge Village	Prospective Palu Institute (Teaching Vendor)	Teaching Fee and Module Procurement	Village Meeting Hall	Education
2	Home Industry Processing of Dodol and Mango Jam	Home Industry Processing of Dodol and Mango Jam A group of mothers in Loli Oge Village	Mothers Group - Home Industry Taipa Momi	Procurement of production equipment	Loli Oge Village Taipa Momi Home Industry Outlet	Empowerment
3	Adiwiyata Program at SMA 3 Palu	Making Hydroponic Learning Park, Handycraft, Participating in the Adiwiyata Event of the Ministry of Environment to National and International Levels and National Camps	SMA Negeri 3 Palu	Procurement of Hydroponic Gardens, Handycraft Equipment, and Outreach Activities	SMA Negeri 3 Palu	Environment

4	Disaster Response Safety School SDN 8, Banawa District	Learning Knowledge about Disasters for Students and Students in grades 1 to 6 SDN 8, Banawa District	ACT (Aksi Cepat Tanggap) Central Sulawesi (Vendor Teacher)	Teaching Costs and Learning Support Materials and the Procurement of Safety Bags for Schools	SDN 8 District of Banawa	Education
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Pertamina's Corporate Social Responsibility program is to improve Pertamina's reputation and credibility through environmental, social responsibility activities that are integrated with business strategies (9). To achieve this goal, Pertamina implements the primary system, such as 1) Mutual benefit (fair shared value), 2) Sustainable, 3) Priority of operating areas and affected areas, 4) Development of green energy as responsibility for the impact of operations, 5) Effective socialization and publication, Pertamina focuses on implementing Corporate Social Responsibility to support the achievement of PROPER by prioritizing environmental aspects, both nature, and society according to the requirements set by the PROPER Council (10).

Table 2
Funds for the CSR Program of PT. Pertamina (Persero) Fuel Terminal Donggala Year 2019

No	Place of Activity	Type of activity	Total CSR Rp.
1.	Adiwiyata Program at SMA 3 Palu	Making Hydroponic Learning Park, Handycraft, Participating in the Adiwiyata Event of the Ministry of Environment to National and International Levels and National Camps	100.000.000
2	Prospective Palu Institute (Teaching Vendor)	Information and Communication Technology-Based Education for Youth in Loli Oge Village	60.000.000
3	Mothers Group - Home Industry Taipa Momi	Home Industry Processing of Dodol and Mango Jam A group of mothers in Loli Oge Village	40.000.000

PT. Pertamina Fuel Terminal Donggala in carrying out environmental, social responsibility is manifested in various Corporate Social Responsibility activities covering the fields of education, health, environment, infrastructure, community empowerment, disaster management, and special assistance. The realization of activities is carried out by all Pertamina Corporate Social Responsibility work units, both at the head office, operating companies, and subsidiaries. Several activities, especially in education, were carried out together with the Pertamina Foundation. Under the umbrella of the theme "Pertamina Sobat Bumi," Pertamina implements a Corporate Social Responsibility program for the goals of people, planet, and profit (3P) (11). This goal is Pertamina's focus in carrying out its operations, where the products developed, and services provided care for

environmental sustainability, especially the earth for the benefit and future of future generations (12).

From the results of interviews obtained from employees at Fuel Terminal Donggala, it was stated that the implementation of Corporate Social Responsibility has been optimal with a variety of activities carried out. This can be seen from the activities carried out above in education, small industry, the environment, and health. Corporate Social Responsibility Program carried out by the company PT. The surrounding community can fully feel Pertamina Fuel Terminal Donggala. This can be seen from the community's support for the program implementation that the company has carried out.

PT. Pertamina Fuel Terminal Donggala is committed to prioritizing balance and preserving nature, the environment, and society. With the welfare of humans, nature, and the PT's environment. Pertamina Fuel Terminal Donggala will be able to achieve sustainable business growth. Besides that, PT. Pertamina Fuel Terminal Donggala set several strategic initiatives as a manifestation of its commitment: 1) Sustainable community empowerment (through behavior change education, mindset, and skills and health training), 2) Environmental conservation insight, 3) Related business strategy, 4) Implemented in a sustainable manner complete (including the provision of infrastructure, changing mindsets, behavior, values, and providing knowledge/skills).

Based on research Gabriela (2013) states that the implementation of Corporate Social Responsibility by PT. This dynamic Indonesian harmony is included in the green group. The green group is a business entity that has established Corporate Social Responsibility as the core strategy and heart. Corporate Social Responsibility is considered a necessity and a need as social capital, where social capital is also an indirect attraction to influence the business processes run by PT distributors. Harmoni Dinamik Indonesia to recruit other people to join PT. Indonesian Dynamic Harmony (13).

The results of Haryadi and Eko's research (2018) stated that the Corporate Social Responsibility activities carried out by Pertamina EP Field Jambi in 2015-2016 were very useful and useful for the community starting from Toga, Posyandu, forest fire-prevention activities, and planting corn on idle land in Kebun Village. Nine and Talang Bellido Village. This activity can support and improve the people's economy if carried out sustainably by PT Pertamina EP Field Jambi (14). Also, the research results of Annisa et al. (2015) show that developing integrated agriculture with koi fish cultivation, increasing the productivity of koi fish cultivation so that it can be marketed more widely at home and abroad, and opening up new jobs based on village potential in agriculture and fisheries (15).

CONCLUSIONS AND SUGGESTIONS

This study concludes that PT. Pertamina Fuel Terminal Donggala carries out a Corporate Social program which is the company's obligation to the community. Then PT. Pertamina Fuel Terminal Donggala has also implemented a Corporate Social Responsibility Program with Pertamina smart, independent Pertamina, Pertamina sehati, and Pertamina green. And the implementation of Corporate Social Responsibility activities at PT.

Pertamina Fuel Terminal Donggala is fully controlled by the company in collaboration between the local government and the local community.

Recommendations for suggestions in implementing the Corporate Social Responsibility program at PT. It is hoped that Pertamina Fuel Terminal Donggala that the programs implemented by the company will be even better in the process so that later the community can fully experience the programs implemented by the company. And it is hoped that it can increase knowledge for the community about the company PT. Pertamina Fuel Terminal Donggala and Pertamina's Corporate Social Responsibility program focuses on four issues that are its pillars, namely: green Pertamina, smart Pertamina, independent Pertamina, and good health.

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