



## Community Participation in the CSR existence of PT Pertamina DPPU Ngurah Rai



Gede Suarta <sup>a</sup>  
I Gusti Agung Nyoman Dananjaya <sup>b</sup>  
Dhita Hardiyanti Utami <sup>c</sup>

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### Abstract

To support the government's efforts to protect and increase the Bali Starling population, PT Pertamina (Persero) DPPU Ngurah Rai through its Corporate Social Responsibility (CSR) Program has implemented the Bali Starling Conservation and Breeding. The purpose of this study is to analyze how the level of community participation and the factors that influence the level of community participation in the existence of PT Pertamina (Persero) DPPU Ngurah Rai CSR in Sibang Kaja Village, Abiansema District, Badung Regency. This research was conducted in Sibang Kaja Village and the selection of this location was determined purposively. The population in this study amounted to 235 families while the sampling technique in this study used the simple random sampling method of 70 people. Data analysis in this research is descriptive qualitative and quantitative. The results showed that the level of community participation in the existence of PT Pertamina's CSR in Sibang Kaja Village was in the high category with a cumulative score of 4.15. While the factors that influence the level of community participation in the existence of PT Pertamina's CSR in Sibang Kaja Village include (1) Internal factors consisting of awareness, education, and income, (2) External factors consisting of village government and NGOs/Foundations.

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### Corresponding author:

Gede Suarta,

Animal Husbandry Socio-Economic Laboratory, Faculty of Animal Husbandry, Universitas Udayana, Denpasar, Indonesia.

Email address: [gedesuarta8@gmail.com](mailto:gedesuarta8@gmail.com)

<sup>a</sup> Animal Husbandry Socio-Economic Laboratory, Faculty of Animal Husbandry, Universitas Udayana, Denpasar, Indonesia

<sup>b</sup> Agribusiness Study Program, Faculty of Agriculture and Business, Universitas Dwijendra, Denpasar, Indonesia

<sup>c</sup> Pertamina DPPU Ngurah Rai, Indonesia

## 1 Introduction

Economic development is a step to increase the prosperity and welfare of the community. Prosperity can be measured from the level of production while the level of welfare is measured from the non-economic aspect is a process that causes the real income per capita of the community to increase in the long term. Therefore, the new paradigm of agricultural development not only increases production and productivity but also increases farmers' income and welfare. The problem is how to increase farmers' income and welfare (Suparta & Rai, 2009). According to Suparta et al. (2009), empirical experience shows that no country has reached the stage towards sustainable development and is driven by the industrial and service sectors based on modern technology, without being preceded by a strong agricultural development sector. The development of the livestock sub-sector is part of the development of the agricultural sector, always striving towards the development of strong, advanced, and efficient animal husbandry. The development of the livestock sub-sector as part of the development of the agricultural sector will be related to the reorientation of agricultural development policies, so that livestock development has a new paradigm. As the spread of the new paradigm, the vision, mission, policy strategies, programs, and operational steps of livestock development are formulated (Arnstein, 1969; Islamiah, 2018).

One form of social responsibility to help the community to increase income in the agriculture and livestock sector is the Corporate Social Responsibility (CSR) program. The purpose of Pertamina's CSR program is to help the Indonesian government improve Indonesia's Human Development Index (HDI), through the implementation of programs that help achieve the Millennium Development Goals (MDGs). One of the villages in Badung Regency, Bali Province that received Pertamina's CSR assistance was in Sibang Kaja Village, Badung Regency. This CSR assistance is in the form of a Bali starling conservation and breeding program. Operation Head DPPU Ngurah Rai, Arnaya Gula said that this program is to increase the population and habitat of the Bali Starling so as not to become extinct as well as to build public awareness about the existence of the Bali Starling as an effort to support the sustainability of the Bali Starling's life and have opportunities as an educational space for the community to carry out maintenance until Bali starling breeding as well as a good opportunity for natural tourism potential in the environment around Sibang Kaja Village, Badung Regency. The program that is already running is carried out with assistance for the conservation of Bali Starlings, the Kembang Sari Segara Group, from planning management to monitoring and evaluation related to the implementation of this program. This program also cooperates with the Natural Resources Conservation Agency (BKSDA) and UD. Chirping Bali to add insight and knowledge of the group in the management of captive permits and protection of the Bali Starling (Hartato et al., 2021).

To support the independence of Bali starlings, DPPU Ngurah Rai collaborated with the Bali Kasih Foundation by providing feed-making machines to accompanying groups from the manufacturing stage to packaging bird feed. In addition to making feed pellets, there is also the manufacture of bird feed with crab shells and the development of crickets as bird feed (Hartato et al., 2021). The role of the community is needed to support the Bali Starling conservation program. The importance of community participation is very helpful in the success of conservation programs. To improve the welfare of the community, this conservation program is very good in reducing poverty and the quality of life in the community. It is hoped that this program can help the community and make Sibang Kaja Village a Bali Starling Village. The development of an organization is influenced by the management in the organization. Organizations play a role in determining strategies in managing their organizations (Dananjaya et al., 2020). According to Cohen and Uphoff, quoted by Soetomo (2008) divides community participation in development into 4 levels, namely (1) participation in planning which is manifested in community participation in meetings, (2) participation in implementation with tangible forms of participation in the form of human resources, (3) participation in the utilization of the results manifested by the involvement of a person in the utilization stage of a project after the project is completed, (4) participation in evaluation and monitoring is manifested in the form of community participation in assessing and supervising activities and their results. Regarding these problems, the purpose of this study is to analyze how the level of community participation and the factors that influence the level of community participation in the existence of PT Pertamina (Persero) DPPU Ngurah Rai CSR in Sibang Kaja Village, Abiansemal District, Badung Regency.

## 2 Materials and Methods

This research was conducted in Sibang Kaja Village, Abiansemal District, Badung Regency. The selection of this location was determined by purposive sampling, namely the technique of determining location samples intentionally

or with certain considerations. The consideration is that Sibang Kaja Village, Abiansema District received CSR assistance from PT Pertamina (Persero) DPPU Ngurah Rai which is located in Banjar Lateng. The population in this study was the entire community of Banjar Lateng, totaling 235 families. The sampling technique in this study used a simple random sampling method of 70 people. The data used in this study include primary data and secondary data, both qualitative and quantitative, relating to data on the level of community participation and internal and external factors in Sibang Kaja Village, Abiansema District (Nehru, 2016; Sadguna et al., 2017). While the data collection techniques were carried out through observation, interviews, and documentation. Data analysis in this study used descriptive qualitative and quantitative data analysis using a Likert scale.

### 3 Results and Discussions

#### *Research location overview*

Sibang Kaja Village is located in the Abiansema District, Badung Regency. This village has a variety of natural beauty that is original and preserved. The Sibang Kaja area is divided into 3 parts, namely rice fields, residential areas, and the river that stretches along with this village (Nurbaiti & Bambang, 2017; Zhang et al., 2020). Most of the population in this area work from agro products in the form of selling Cempaka flowers and agricultural products. The geographical area of Sibang Kaja Village is 255.12 ha. Most of the land in Sibang Kaja Village is used for agricultural land of 145.11 ha (56.88%). Other land uses as fields/moor areas covering an area of 86 ha (33.71%), smallholder plantations of 4.01 ha (1.57%), and housing an area of 20.00 ha (7.84%) (Monography of Sibang Kaja Village, 2016) Geographically, Sibang Kaja Village is 7 km from the sub-district capital and 11 km from the district capital. Sibang Kaja village can be accessed by using adequate land transportation infrastructure. Based on the 2016 village monograph data, the total population of Sibang Kaja Village was 5,846 families. According to Martono & Saidiharjo (1981), the working-age group includes the age group 15 years and over, and the age group 10 to 14 years including the group that has just entered working age. The population of Sibang Kaja Village is in the productive age group, which is 40.38% in the age range above 40 years. In terms of the quantity of productive age, the availability of human resources in Sibang Kaja Village is very potential to support the development of agro-tourism in the village (Monography of Sibang Kaja Village, 2016).

#### *Respondents characteristics*

This study involved 70 respondents from the community in Banjar Lateng, Sibang Kaja Village, Abiansema District, Badung Regency. The identity of the respondents taken from this research includes age, education level, occupation, and income of respondents which will be described as follows.

#### *Age*

Based on the results of the study, most of the respondents aged from 17-64 years were 61 people (87.14%), while respondents aged >64 years were 9 people (12.86%). This shows that the respondents are in the productive age category, namely, the respondents still have the potential of their workforce and the productivity of their workforce is higher so that they can participate in being able to join in the maintenance of the Bali starling conservation.

#### *Education*

Based on the results of tabulation of data carried out according to the educational background of the respondents, it can be seen that the education level of respondents in the elementary category was 4 people (5.71%), in the junior high school category as many as 13 people (18.57%) and undergraduate as many as 6 people (8, 57%) while the highest is SMA/SMK as many as 47 people or 67.14%. According to Suarta (2020), the age group is still young, namely the age where the ability to communicate is good because there is still a great willingness to innovate to be able to improve performance. This shows that the education level of the respondents to participate in the conservation program is quite adequate. To be able to provide innovations related to the development of conservation areas.

*Profession*

Based on the results of the study stated that the respondent's work as laborers was 18 people (25.71%), private employees were 10 people (14.29%), civil servants were 8 people (11.43%) while the highest respondent's occupation was as a farmer. and farmers as many as 34 people (48.57%). This condition shows that the respondents are very involved in supporting the Bali Starling conservation program and will help in the maintenance of the Bali Starling because, from the perspective of the work, the community is said to be able to participate in cultivating the Bali Starling.

*Income*

Based on the results of the research, the level of income from main and side jobs is less than or equal to IDR. 3,000,000/month, as many as 34 people (57.54%) and the remaining 25 people (35.71%) with an income of IDR. 3,500,000/month and as many as 11 people (15.71%) with an income of IDR. 4,000,000/month. This shows that the level of community income is still low. In this regard, it is hoped that the community will participate in the Bali Starling conservation program to increase their income.

*Level of Community Participation in the CSR Existence of PT Pertamina*

According to [Adi \(2007\)](#), community participation is community participation in the process of identifying problems and potentials that exist in the community, selecting and making decisions about alternative solutions to overcome problems, implementing efforts to overcome problems and community involvement in the process of evaluating changes that occur. Based on the results of the research, the variable level of community participation includes 4 indicators consisting of planning, implementation, utilization of results, and evaluation/monitoring. The level of community participation in the existence of PT Pertamina (Persero) DPPU Ngurah Rai CSR in Sibang Kaja Village, Abiansemal District, Badung Regency can be seen in Table 1.

Table 1  
Community Participation Level on PT Pertamina's CSR Existence (Persero) DPPU Ngurah Rai in Sibang Kaja Village, Abiansemal District, Badung regency

No.	Variable Indicator	Average Score	Category
1	Planning	4,04	High
2	Implementation	4,13	High
3	Yield Utilization	4,26	Very high
4	Evaluation and Monitoring	4,19	High
Participation Rate		4,15	High

Source: Processed Primary Data

Based on Table 1 above, it can be seen that the level of community participation is in the high category with the achievement of a cumulative score of 4.15. This shows that the level of community participation is very enthusiastic to participate in maintaining the Bali Starling. The community is very interested in participating in cultivating the Bali Starling because these birds are endemic to the island of Bali. The Indonesian government through the Decree of the Minister of Agriculture number 421/kpts/Um/8/1970 explains that the Bali Starling is an animal protected by law. Bali starlings are also included in the 14 priority animals and are required to increase by 3% for one year ([Hartato et al., 2021](#)). If it is seen from the four indicators of the participation level variable, the result utilization indicator is in the very high category with the achievement of a score of 4.26. This can be seen from the utilization of the results, the community can operate and optimize the cultivation of Bali starlings. One of them is being able to make their bird feed on a mixture of crab shells and the development of crickets as an additional bird feed. [Ambadar \(2008\)](#) states that community development is one approach that must be the main principle for all government units and corporate parties in carrying out their duties and functions in providing social services. This is because in the implementation of community development there is a collaboration of common interests between the company and the community, participation, productivity, and sustainability ([Burke & Logsdon, 1996](#); [Becker-Olsen et al., 2006](#)).

Communities who have been educated can socialize with others to participate in efforts to maintain, preserve and protect the Bali Starling, and the objective is targeted at the economic aspect, namely the conservation location to get income from visitor admission tickets and Bali Starling conservation tour packages. In addition, the program that is integrated with the edupark area can contribute to APBDes income from the tourist attraction, and can provide jobs for the people of Sibang Kaja Village in Bali Starling conservation operations (Falck & Hebllich, 2007; Werther & Chandler, 2005).

#### *Factors Affecting Community Participation in the CSR Existence of PT Pertamina (Persero) DPPU Ngurah Rai*

Community participation is very important for the progress of a program. Therefore, the level of participation will be influenced by two internal and external factors.

- Internal Factor

##### *Awareness*

In encouraging an activity, public awareness is needed to participate in managing an activity. If the community is aware of the importance of a program, more people will be involved in the activity. The results showed that community participation in terms of public awareness to participate in cultivating the Bali Starling was very high, seen from the enthusiasm of the community to participate in bird farming (Soullier & Moustier, 2018; Bruijnjs et al., 2013). The community wants to participate in maintaining the Bali Starling because it is known that the bird is almost extinct. This makes the community interested in increasing the Bali starling population and releasing birds so that their habitat does not become extinct.

##### *Education*

The factor that causes the community's mindset about participation is the education factor. People who have a high level of education usually have great attention to conservation activities. The results showed that the level of education affected community participation in participating in the Bali Starling conservation program. The higher the education, the higher the community's mindset will be to participate in improving a program in the village.

##### *Income*

Income greatly influences people's participation. From the results of the research, the level of community income in Sibang Kaja Village is still in the low category. This causes community participation to increase further because participating in developing the Bali Starling conservation can create new jobs. Communities who have been educated can socialize with others to participate in efforts to maintain, preserve and protect the Bali Starling, and the objective is targeted at the economic aspect, namely the conservation location to get income from visitor admission tickets and Bali Starling conservation tour packages. In addition, the program that is integrated with the edupark area can contribute to APBDes income from the tourist attraction, and can provide jobs for the people of Sibang Kaja Village in Bali Starling conservation operations (Jenkins & Yakovleva, 2006; O'Connor & Meister, 2008).

- External Factors

##### *Village government*

Community participation in the existence of PT Pertamina (Persero) DPPU Ngurah Rai's CSR in the form of conservation and breeding of Bali Starlings, in particular, did not just arise but was influenced by several external factors such as the leadership of the village government. The leadership of this village government has a big role in influencing the community to participate in the conservation and breeding of the Bali Starling. The participation of the village government is very much needed to change the mindset of the community to participate.

#### *NGO/Foundation*

One of the external factors that influence participation in NGO/Foundation. This is because the NGO/Foundation can encourage the formation of education or training to cultivate the Bali Starling and how to raise the Bali Starling starting from the manufacture of feed, maintenance to release.

## **4 Conclusion**

Based on the results and discussion above, it can be concluded that the level of community participation in the existence of PT Pertamina (Persero) DPPU Ngurah Rai CSR in Sibang Kaja Village is in the High category with a cumulative score of 4.15. While the factors that influence the level of community participation in the existence of PT Pertamina's CSR in Sibang Kaja Village include (1) Internal factors consisting of awareness, education, and income, (2) External factors consisting of village government and NGOs/Foundations.

#### *Suggestion*

Based on the results of the analysis and discussion that has been carried out in this study, several suggestions can be given, namely the level of community participation in the conservation and captive breeding of the Bali Starling and the need for coaching and training for people who want to keep the Bali Starling until release and the role of NGOs. A foundation that continues to be needed to assist in the conservation and breeding of Bali starlings.

#### *Conflict of interest statement*

The authors declared that's they have no competing interests.

#### *Statement of authorship*

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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