

## The Role of Pertamina Patra Niaga Integrated Terminal Banjarmasin in Realizing Sustainable Development Goals in Indonesia Through Environmental Social Responsibility Programs

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**Abstrak:** Pemberdayaan terhadap masyarakat lokal merupakan suatu aspek penting yang harus dilakukan oleh seluruh pihak sebagai wujud rasa peduli terhadap sesama manusia. Rasa kepedulian terhadap masyarakat sekitar juga digerakkan oleh Pertamina Integrated Terminal Banjarmasin dengan menciptakan suatu program yang menyorot pada beberapa bidang diantaranya bidang ekonomi, lingkungan, pendidikan, dan kesehatan. Dengan itu dijelaskan bahwa penelitian merupakan jenis penelitian kualitatif dengan sumber data berasal dari sumber pustaka. Ada tiga pertanyaan penting dalam penelitian ini pertama, bagaimana peran Pertamina Patra Niaga Integrated Terminal Banjarmasin dalam mewujudkan Sustainable Development Goals di Indonesia? Kedua, bagaimana realisasi Pertamina Patra Niaga Integrated Terminal Banjarmasin dalam mewujudkan pengembangan perekonomian dan sosial masyarakat Banjarmasin? Ketiga, apa urgensi dari program Corporate Social Responsibility (CSR) Pertamina Patra Niaga Integrated Terminal Banjarmasin kepada masyarakat? Adapun tema yang diambil dalam penelitian ini adalah pemberdayaan masyarakat di sekitar perusahaan melalui Corporate Social Responsibility (CSR). Hasil dari penelitian ini menunjukkan bukti bahwa Pertamina Patra Niaga Integrated Terminal Banjarmasin mampu untuk memberdayakan masyarakat sekitar dengan memberikan pengajaran pada bidang ekonomi, lingkungan, pendidikan, maupun kesehatan. Kesuksesan program yang digagas oleh Pertamina Patra Niaga Integrated Terminal Banjarmasin juga berasal dari faktor sosial Sumber Daya Manusia (SDM) di kawasan tersebut memiliki minat untuk berkembang dan belajar. Dengan SDM yang telah dibekali pemahaman terkait ekologi, menjadikan sumber daya alam di lingkungan Banjarmasin bisa untuk dikembangkan.

**Abstract:** Empowerment of local communities is an important aspect that must be carried out by all parties as a form of caring for fellow human beings. The sense of concern for the surrounding community is also driven by the Pertamina Integrated Terminal Banjarmasin by creating a program that targets several fields including the economic, environmental, education and health sectors. With that explained that research is a type of qualitative research with data sources derived from library sources. There are three important questions in this research. First, what is the role of Pertamina Patra Niaga Integrated Terminal Banjarmasin in realizing the Sustainable Development Goals in Indonesia? Second, how is the Pertamina Patra Niaga Integrated Terminal Banjarmasin realized in realizing the economic and social development of the Banjarmasin community? Third, what is the urgency of the Pertamina Patra Niaga Integrated Terminal Banjarmasin Corporate Social Responsibility (CSR) program for the community? The theme taken in this study is community empowerment around the company through Corporate Social Responsibility (CSR). The results of this



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study show evidence that Pertamina Patra Niaga Integrated Terminal Banjarmasin is capable of empowering the surrounding community by providing teaching in the fields of economics, environment, education and health. The success of the program initiated by Pertamina Patra Niaga Integrated Terminal Banjarmasin also comes from the social factor of Human Resources (HR) in the region having an interest in developing and learning. With human resources who have been equipped with an understanding related to ecology, natural resources in the Banjarmasin environment can be developed.

## INTRODUCTION

The environment is closely related to the place where living things survive. When the environment has been polluted, it will automatically have an impact on the living things in it. Environmental problems that occur in Indonesia are the result of underdevelopment in development. Thus, all processes related to natural resource management are still not optimal. One of the efforts to manage natural resources is to foster a sense of environmental care for the surrounding community so that later any programs undertaken to empower nature do not cause environmental damage and massive exploitation.

The world's advances in industrial science and technology have had a rapid impact on the processing of natural resources in Indonesia. Where there is development that targets offices, infrastructure, factories, hotels, and tourist attractions, of course it has an impact on the safety of nature and the surrounding environment. As is the case with the development of the factory sector which targets the industrial world, it must comply with the regulations set by the government. Regulations are made to protect natural resources and the environment so that they are maintained and protected from damage.

A clean and well-maintained environment will also have a positive impact on the people who live around it. Pertamina Patra Niaga Integrated Terminal Banjarmasin also carries out roles and efforts to have a positive impact on the environment, economy, health and education. Looking at the geographical location in Banjarmasin which is a wetland, it is the main point that must be empowered by the government and the private sector to advance the people's economy. The implementation of social-community-based

programs has the aim of maintaining ecological processes as a life support for the diversity of existing ecosystem types.

Environmental social responsibility carried out by Pertamina Patra Niaga Integrated Terminal Banjarmasin is a form of sustainable development which will certainly continue for generations to come. Pertamina Patra Niaga Integrated Terminal Banjarmasin is part of Pertamina Patra Niaga Regional Kalimantan. This company focuses on managing fuel oil (BBM) which is processed through the process of receiving, stockpiling and distributing fuel in the South Kalimantan Region and parts of Central Kalimantan. The program carried out by Pertamina Patra Niaga Integrated Terminal Banjarmasin has a focus on the environment and social community.

Community social empowerment initiated by Pertamina Patra Niaga Integrated Terminal Banjarmasin targets programs including PERTADAYA (Pertamina with Working Disabilities), Ecotourism Mangrove Rambai Center, Disaster Preparedness Village, Hydroponic Kuin, and also the Healthy Nutrition Clinic. All programs that have been initiated will be aimed at empowering the environment and surrounding communities. Empowerment of the surrounding community, of course, also has to look at the geographical location and also the customs that are carried out in the community. Seeing that the Banjarmasin area is an area with water or rivers is one of the considerations that needs to be made to protect the environment and realize the social economy of the community.

The location of the river area in Banjarmasin provides its own characteristics that distinguish it from other areas. Meanwhile, the existence of a river in Banjarmasin provides life for the community to continue to utilize it as a means of

livelihood. Rivers have a strategic role in supporting the development and economy of the community. However, one of the functions of the river that makes different variations is the function of the residential area. This is a form of embodiment of the local culture ( *local wisdom* ) of the community in Banjarmasin. The existence of settlements on the banks of the river is a social and environmental problem that must be followed up in order to be able to provide a healthy environmental area and of course have an impact on the economy.

With the program initiated by Pertamina Patra Niaga Integrated Terminal Banjarmasin, efforts are made to have a sustainable impact and not just temporarily. Sustainable development programs or commonly called *Sustainable Development Goals (SDGs)*. Therefore, Pertamina Patra Niaga Integrated Terminal Banjarmasin is trying to be present in providing solutions that aim to make the Banjarmasin area stronger in the economic and environmental fields. This research will examine more deeply the role, urgency, and impact found on the program that has been carried out by Pertamina Patra Niaga Integrated Terminal Banjarmasin to achieve sustainable development in the future.

## **METHODS**

The research method used in this research is descriptive qualitative. The type of research in this research is a type of literature study or *library research* . Descriptive qualitative research focuses on describing some of the data that has been collected, such as in books, journals, and library documents. The data that has been collected will later be tested and presented by describing some data related to community social responsibility initiated by Pertamina Patra Niaga Integrated Terminal Banjarmasin.

The approach used in this study is *content analysis* to describe the role of Pertamina Patra Niaga Integrated Terminal Banjarmasin in realizing *Sustainable Development Goals* in Indonesia and describing the realization of Pertamina Patra

Niaga Integrated Terminal Banjarmasin in realizing the economic and social development of Banjarmasin society. Meanwhile, *the phenomenology approach* is used to describe the urgency of the *Corporate Social Responsibility (CSR) program*. Pertamina Patra Niaga Integrated Terminal Banjarmasin to the public.

## **RESULTS AND DISCUSSION**

### **Role of Pertamina Patra Niaga Integrated Terminal Banjarmasin and *Sustainable Development Goals***

The development of the world is closely related to the development of science and technology. This has an impact on human resources who are required to keep up with the times. That way some actions taken by humans must be in accordance with procedures set by the government. From here Pertamina Patra Niaga Integrated Terminal Banjarmasin tries to provide solutions for economic development while maintaining environmental sustainability in the Banjarmasin Area. As a company engaged in the fuel industry, Pertamina Patra Niaga Integrated Terminal Banjarmasin has a goal of developing the economy of the surrounding community so that the actions taken can have an impact on society.

With activities that do not only focus on the company's internal development, Pertamina Patra Niaga Integrated Terminal Banjarmasin has a Social and Environmental Responsibility (TJSL) program, also known as *Corporate Social Responsibility (CSR)*, which was initiated by Pertamina. The positive aspect that needs to be channeled from the CSR program to the community is by providing an understanding regarding the need to preserve the environment and also create jobs for the wider community. As for its implementation, the CSR program from Pertamina Patra Niaga Integrated Terminal Banjarmasin has objectives which include that:

1. Is a form of corporate social and environmental responsibility as a form of commitment from companies that implement ESG (Environmental, Social, Governance) aspects. The ESG aspect used in the Pertamina Patra Niaga Integrated Terminal Banjarmasin CSR program is one of the parameters that can be used as the development of SDGs.

a. *environmental (environmental)* aspect here means that companies must consider business operational activities on the environment to pay attention to the company's role in environmental sustainability. The elements that cover environmental aspects are the use of environmentally friendly energy, giving participation in the conservation of irreplaceable natural resources, B3 waste management, treating animals without destroying their habitat, and also applying risk management principles in environmental management.

b. *social* aspect (social community) must also be considered where the company must have consideration of the relationship and reputation of the company with *stakeholders* (community, employees, consumers, community, *suppliers* , and also several parties related to the company). The elements that cover the social aspect include the company's involvement in community development which has an impact on profits

for employees and also provides a comfortable environment for employees.

c. Third, aspects of *Governance* (governance) in which companies can consider the principles of corporate governance to self-regulate their companies. However, companies are not allowed to arbitrarily make rules and must have participation in decisions on important issues in a country.

2. Can provide value for the benefits of programs that are able to create independence and empowerment for people who receive benefits and can encourage people to disseminate benefits.

3. Also supports the existence of sustainable development goals or *Sustainable Development Goals* (SDGs).

The commitment of Pertamina Patra Niaga Integrated Terminal Banjarmasin in running TJSL has been realized in several forms of CSR programs targeting several sectors such as health, environment, education, infrastructure, economy, disaster management, and community empowerment. The existence of Pertamina's role in the community is able to establish good relations regarding environmental conditions, social society, as well as customs and traditions that are still carried out by the people of Banjarmasin. With the enthusiasm and ambition of Pertamina Patra Niaga Integrated Terminal Banjarmasin to provide services to the surrounding community, what the company does can be accepted by the community.

With the responsibility of the company to provide responsibility for the welfare of society both in terms of economic and social ethics of society. The CSR program contains ethical and philanthropic values which are

divided into economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility. The purpose of economic responsibility is with the main goal of *making a profit*. The economic profit obtained from the company is the main requirement for the company to survive and develop. Furthermore, legal responsibility has a keyword, namely *obey the law* which gives the goal that companies must comply with the laws set by the government. Also looking at ethical responsibility with the keywords, namely *be ethical*, means that

companies must run their business honestly, fairly, correctly, and not commit acts of fraud. Meanwhile, philanthropic responsibility has a keyword, namely *be a good citizens* who have the goal of making a real contribution to society.

From Pertamina's role in impacting the surrounding environment, it can be seen that Pertamina with its CSR program has four pillars which include green Pertamina, healthy Pertamina, independent Pertamina, and smart Pertamina. As for more clearly can be seen in the image below:



Figure 1. Pertamina's CSR Pillar

first four pillars of Pertamina's CSR program are the green Pertamina program. This program provides support for mangrove conservation activities. Meanwhile, Pertamina Patra Niaga Integrated Terminal Banjarmasin uses mangrove conservation which is also intended as a habitat for seluang fish. *Second*, the Pertamina Sehati program is an activity that focuses on public health. In order to realize the achievement of the *Sustainable Development Goals* (SDGs) in the health sector, attention must be paid to provide guarantees for a healthy life from Pertamina. *Third*, the independent Pertamina program is an activity carried out by Pertamina that focuses on the potential of the surrounding

community in agriculture, plantation, fishery and animal husbandry. The existence of this program is to empower natural resources and human resources in order to further provide progress for the wider community. Fourth, the intelligent Pertamina program is an activity that focuses on academics from students throughout Indonesia). This aims to encourage the younger generation to actualize and express themselves in order to be able to contribute to the nation through a program conducted by PT Pertamina Patra Niaga IT Banjarmasin.

**Realization of Pertamina Patra Niaga Integrated Terminal Banjarmasin CSR Program**

The CSR program of Pertamina Patra Niaga Integrated Terminal Banjarmasin also has its own characteristics that distinguish it from other companies. This difference is due to the geographical location and also the habits of the different people giving the differences that make the feel identical to Pertamina Patra Niaga Integrated Terminal Banjarmasin. The CSR programs initiated by Pertamina in Banjarmasin include the following:

1. Rambai Center Mangrove Ecotourism Program

Pertamina's efforts to preserve the environment and the social life of the community to realize public health by empowering the surrounding community. The purpose of establishing the mangrove rambai center ecotourism program is to support the acceleration of alleviating underdeveloped villages in South Kalimantan Province, especially in the Barito Kuala district.

The existence of the mangrove rambai center ecotourism program also has challenges in its implementation, namely the existence of people who have the perception that conservation activities and planting mangroves are not important, so that there are many illegal logging of mangroves and hunting of proboscis monkeys which are considered pests. In addition, the specific goal of the mangrove rambai center ecotourism program is to create public awareness of the preservation of mangrove forests, proboscis monkeys and the living creatures around them. By involving the local community, the proboscis monkey population and natural habitat will receive more attention and protection. Not only the proboscis monkey, a living creature typical of South Kalimantan that must be protected by the community, has received a positive assessment of its existence.

Pertamina's CSR program idea can help preserve mangroves, where currently coastal communities are changing the

function of the coast by turning it into residential areas, fishing businesses, fishing villages, and also public ports. From the conversion of mangrove conservation land functions, it will have a negative impact if environmental management is not optimal. Therefore, Pertamina Patra Niaga Integrated Terminal Banjarmasin provides direction by establishing a mangrove rambai center ecotourism program as a conservation effort which is of course sustainable for future generations.

2. PERTADAYA Program (Pertamina with Working Disabilities)

Pertamina has a social responsibility in community empowerment, one of which is people with disabilities in the province of South Kalimantan, especially in the city of Banjarmasin. By looking at the significance of the number of people with disabilities who are unemployed at productive age in the city of Banjarmasin, efforts must be made to overcome this problem by prioritizing the principle of inclusiveness in the development of the city. Pertamina established the PERTADAYA program, namely as an alternative in facilitating the improvement of the technical skills of persons with disabilities, so that they can improve the standard of living of the right target recipients.

The purpose of the PERTADAYA program is to become a forum for the development of persons with disabilities, reducing the number of persons with disabilities who are less productive. This program was developed to increase cross-sector collaboration in persons with disabilities. The existence of this program cannot be separated from the results of the social mapping carried out by PT Pertamina Patra Niaga Integrated Terminal Banjarmasin. From the results of the social mapping, it can be seen that there are accessibility problems for persons with disabilities in obtaining jobs. Through the PERTADAYA Program, Pertamina Patra Niaga Integrated Terminal

Banjarmasin tries to be present to help provide solutions and also empower people with disabilities.

### 3. Disaster Alert Village

Pertamina's efforts to respond to potential fire disasters in Banjarmasin are by establishing a disaster response program, which can be launched to respond pre-disaster and post-disaster. However, Pertamina does not focus on disaster response alone but on empowering fire disaster volunteers who have difficulty with operational funds. So that the efforts made are by forming a disaster preparedness village program by cooperating with *stakeholders* at the community level.

The aim of the disaster preparedness village program is to create a sense of security in the community, develop the competence of volunteers during pre-disaster and post-disaster management, overcome unproductive unemployment so that youth become more productive. The relatively high risk of fire is the reason for the emergence of the Fire Brigade (BPK) in the City of Banjarmasin, the existence of the BPK which is still sporadic and not yet coordinated is one of the notes that must be given a solution immediately. PT Pertamina Patra Niaga Integrated Terminal Banjarmasin, through its CSR program, initiated the Disaster Preparedness Village program whose members were collected from BPK in the Kuin Cerucuk Village.

### 4. Village Together with Pertamina

Seeing that some housewives are less productive, Pertamina is not only focused on empowering the community in general by looking at the issues that exist in the Kuin Cerucuk sub-district of West Banjarmasin, Pertamina is focusing on empowering women's groups. So that the Kampung Bebarengan Pertamina was formed. It should be noted that in this program, women who are less productive are given positive activities, namely through hydroponic

cultivation activities by utilizing unproductive soil.

This village program together with Pertamina has been supported by several *stakeholders*. The purpose of holding the village program together with Pertamina is to reduce the unproductive number of women's groups, create innovative programs, take advantage of unproductive places so that they can provide positive value to their environment. Seeing also that women as housewives have the risk of being less productive in the sector. Therefore, the role of women needs to be channeled so as to also provide aspects of progress in the field of education and the economy. Pertamina Patra Niaga Integrated Terminal Banjarmasin is here to provide space for women, especially housewives, to be more productive through existing training.

### 5. Healthy Nutrition Clinic

In its efforts in the health sector to improve the quality of community services and empower Posyandu cadres, Pertamina is committed to establishing cooperation in the development of a health pillar located at the Orchid Posyandu RT 11 Kel. Kuin Cerucuk, Banjarmasin. By knowing the high rate of stunting or malnutrition, a program called the Healthy Nutrition Clinic Program was formed. It is known that stunting is caused by various factors, including the child's nutritional needs that are not fulfilled, environmental health factors, and so on.

In tackling this problem, the Sehati Nutrition Clinic Program is improving nutrition, especially for pregnant women and toddlers who are malnourished. So that the aim of the Sehati Clinic program is to improve the quality of public access health services at Posyandu, as well as increase the capacity of cadres. Seeing that stunting in South Kalimantan needs to be given follow-up and attention to the nutrition of children and pregnant women. Given these problems, Pertamina Patra Niaga Integrated Terminal Banjarmasin is here to contribute useful

health services to the surrounding community.

#### 6. Climate Village Program (PROKLIM)

The climate change conditions that occurred in the Kuin Cerucuk sub-district have become the center of attention from various parties, this climate change condition is due to reduced green areas and water absorption, lack of public awareness of renewable energy and low community behavior towards waste management. Because of that, Pertamina established the PROKLIM program or it can be called the climate village program. Through the PROKLIM program, the community is expected to be able to adapt to the impacts of climate change and be able to understand and act in preventing climate change from occurring.

The purpose of establishing PROKLIM is to increase public knowledge about climate change mitigation and climate change adaptation so that people can live their lives in sustainable ways. This program also aims to act as a driving force in disseminating successful activities to other regions by adjusting regional conditions and needs. Environmental conditions should indeed be considered because they affect the economy, ecology, social community and culture that are still attached to the area.

#### **The Urgency of Community Social Responsibility**

Community social responsibility is something that must be fulfilled by the company. With this, Pertamina Patra Niaga Integrated Terminal Banjarmasin also participates in making a positive impact on the community regarding the programs that have been provided. The enthusiasm of the community is also the reason for the success of the CSR program which was initiated by Pertamina Patra Niaga Integrated Terminal Banjarmasin, which has experienced social

development in society so that it is able to continue to be sustainable.

Seeing the abundant natural resources and environment in the South Kalimantan region supports several governments and the private sector to provide space for the community to be active in the world of the economy and the environment. The existence of the idea of the importance of managing the environment well makes PT Patra Niaga Integrated Terminal Banjarmasin also optimize the problems of the community and the surrounding environment so that they can develop more widely as well. Industrial progress in a company must also be supported by the progress of the community around the company area.

The need for distribution of benefits to the community around the company so that later the company can also find out more deeply about the conditions of the surrounding community. Therefore, the urgency of the company, in this case, also includes Banjarmasin's Patra Niaga Integrated Terminal to continue to develop and disseminate benefits regarding community social responsibility in South Kalimantan. Meanwhile, if the surrounding community already has prosperity in life, the program initiated by Pertamina Patra Niaga Integrated Terminal Banjarmasin will automatically have a positive impact on the community.

There is a desire to spread a wider positive impact on society, Pertamina Patra Niaga Integrated Terminal Banjarmasin has realized several values included in the *Sustainable Development Goals*, which include points (1) regarding the Elimination of Poverty ( *no poverty* ) by establishing a program in the form of mangrove rambai ecotourism center and also the PERTADAYA program (Pertamina with Disabilities Work). Furthermore, there is point (3) concerning Healthy and Prosperous Life ( *good health and well being* ) by creating a Healthy



Nutrition Clinic which provides access to health services for the community, especially related to the nutrition of children and pregnant women. it doesn't stop there, it also adds to point (4) Quality Education *which* has been realized by Pertamina Patra Niaga Integrated Terminal Banjarmasin with programs that have been formed such as activities that are environmentally sound which are able to give encouragement to human resources. Furthermore, on point (5) Gender equality *with* Pertamina's Kampung Together program which invites women to continue to innovate and develop income by empowering natural ecosystems around them.

The realization of the Sustainable Development Goals initiated by Pertamina Patra Niaga Integrated Terminal Banjarmasin, if it continues to be initiated, is also contained in point (8) Decent work and economic growth ( *decent work and economic growth* ), which has been realized by recruiting Pertamina employees. Furthermore, in point (13) Climate Action which has been implemented is the Climate Village program (PROKLIM) with good waste management to keep the surrounding climate beautiful. Furthermore, in point (14) Ocean Ecosystem ( *life below water* ) and point (15) Mainland Ecosystem ( *life on land* ) which have been realized with economic, education and health programs.

From this it can be seen that the realization of the *Sustainable Development Goals* has a high urgency for the social responsibility of Pertamina Patra Niaga Integrated Terminal Banjarmasin to continue to develop together with the local community. This has been implemented by Pertamina to continue to contribute to sustainable development in Indonesia. The need for sustainable development so that later natural resources can still be managed and used by future generations. With that, Pertamina invites to help the community in

the process of managing crude oil as well as developing the surrounding economy .

## CONCLUSION

Pertamina Patra Niaga Integrated Terminal Banjarmasin has social roles and responsibilities that are widespread around the company. Pertamina's role in disseminating positive energy is divided into environmental, governmental, and social aspects. These three aspects contribute to each other to provide benefits in the economic sector as well as social responsibility for society. Meanwhile, the program initiated by Pertamina Patra Niaga Integrated Terminal Banjarmasin regarding the idea of CSR covers the fields of health, education, the economy, women's empowerment and also environmental sustainability.

The existence of this program illustrates that Pertamina Patra Niaga Integrated Terminal Banjarmasin has a high urgency to continue to spread positive impacts on the surrounding community. The programs carried out by Pertamina Banjarmasin are in accordance with the manifestation of the *Sustainable Development Goals* that have been realized by Pertamina according to several *Sustainable Development Goals* programs including poverty eradication, quality education, economic development, decent work, gender equality, climate change and land ecosystems. as well as marine ecosystems .

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