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Implementation of Pertamina Dppu Adisucipto's Social Innovation in Community Development Efforts in Sustainable Agriculture and Fisheries

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ABSTRACT

Companies have a responsibility to have a positive impact on their social environment as a dispensation for production activities carried out in their surroundings. There are various activities initiated and modified in such a way with new approaches and assistance to enable communities to increase their capabilities in agriculture and fisheries. This paper describes the social innovations carried out by Pertamina Adisucipto in the surrounding community as an implementation of its social responsibility. This study uses a qualitative approach. This research is located in Sambilegi Kidul Padukuhan, Maguwoharjo, Depok, Sleman, Yogyakarta. In this study, the type of data used was Primary Data, namely data obtained directly from the assisted residents at Sambilegi Kidul Padukuhan in the Mina Horti Dangau location by means of interviews and observations on the assisted residents of the Adisutjipto CSR DPPU. The results of this study state that in a series of corporate social responsibility activities at the Adisucipto DPPU on the community around the company in agriculture and fisheries, it shows a significant impact. This Dulang Limbuk innovation does not require a lot of assets but only emphasizes human resources. Although it does not require a lot of assets, this innovation can have a real impact on fish farmers and women farming groups. First, the Dulang Limbuk innovation is able to reduce the cost of purchasing planting media for KWT Arimbi and the surrounding community. Second, for Dulang Limbuk fish farmers it can reduce fish mortality from 15% to 5%. Third, preserving the biota of the river waters around Dangau Minahorti.

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KEYWORDS:

Community Empowerment, Social Innovation.

1. INTRODUCTION

The implementation of current development is not only borne by one party, namely the government, but also requires the participation of various parties who have the potential to participate in promoting social welfare and a sustainable environment. One of the stakeholders or parties who have contributed to this effort is the company (Hayati et al., 2022) .

Companies have a responsibility to have a positive impact on their social environment as a dispensation for production activities carried out in their surroundings.

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The company is considered as an entity that has the resources to participate in development and overcome social problems that surround it (Nurhayati, 2021) . This is based on the fact that companies have financial resources and human resources that can contribute to improving the welfare of society

In accordance with the triple bottom line concept initiated by John Elkington in 1994, it reflects a new approach to measuring organizational or company

performance. The triple bottom line concept consists of planetary people and profit where there are three pillars that must be considered by the company, not only focusing on finances but also reflecting the environmental and social impacts of the company (Andrés et al., 2019) . A good company is not only measured by its financial performance but also how the company can create social and environmental values in a sustainable manner. company in operation. In addition to profits, but also must pay attention to the surrounding community, employees, customers,

stakeholders and environmental impacts such as resource use , emissions, waste management, and business practices that are sustainable and environmentally friendly. For this reason, it is necessary to integrate social and environmental aspects into the company's business strategy which creates sustainable business practices to achieve a balance between the financial aspects of social welfare of the community and the conservation of the surrounding environment (Beti Nur Hayati et al., 2022) .

There are various ways that can be done to participate in efforts to develop or improve the welfare of the community around the company, one of which is by implementing social innovation. Social innovation is a way of implementing *corporate social responsibility* that emphasizes reducing social and environmental impacts in a solutive and innovative way (Maisaroh, 2021) . Implementation can be in the form of implementing new programs, implementing new approaches, or developing strategic partnerships with various stakeholders that have the goal of community empowerment.

Social innovation is specifically related to social change, reducing social problems and improving social conditions and overcoming social injustice. This concept emerged to respond to increasingly complex social challenges so that social innovation is here to build a new paradigm and seek new solutions by building a business model that is oriented towards sustainability and involves the community as a strategic partner. There are various forms of social innovation, including taking a technology-based approach, training for the community, partnering with local communities, and partnering with non-governmental organizations that have a vision and mission for community development.

There are various understandings from experts about social innovation itself Muhammad Yunus with the greenement bank, social innovation is manifested in a form of social business that overcomes the problem of poverty through the implementation of social entrepreneurship that creates economic opportunities for marginalized communities. Meanwhile, according to Whistle, social innovation must strengthen society to deal with change and provide people with the capacity to adapt by enabling them to achieve long-term goals.

This concept was also adapted by Pertamina Adisucipto in an effort to implement its corporate social responsibility. Pertamina Adisucipto cooperates with and partners with the community in ring 1 to try to improve economic welfare by utilizing local potential in the form of agriculture and fisheries. There are various activities initiated and modified in such a way with new approaches and assistance to enable communities to increase their capabilities in agriculture and fisheries. This paper describes the social innovations carried out by Pertamina Adisucipto in the surrounding community as an implementation of its social responsibility.

II. LITERATURE REVIEWS

Community Empowerment

The term community empowerment was used in 1948, and in 1952 the term community empowerment appeared in India during the Nehru government. At that time the Ministry of Community Development was formed which has around 40,000 empowerment workers under 400,000 Indians. The development of community empowerment continues to be reconstructed to enhance development in developing countries. In 1954 at the Ashbridge conference, community empowerment was referred to as "a movement involving community participation structured to promote a better community life". (Gunawan et al., 2020)

Empowerment can be used as a useful tool to increase the capacity and assets of local communities both individually and collectively, therefore community empowerment requires community participation and genuine action (Khalid et al., 2019) .

Empowerment can be interpreted as a "power of attorney". This relates to power in a social context. Empowerment activities intend to intervene in marginalized communities and make them have opportunities so that they can have power over their livelihoods and circumstances. Empowerment aims to change social conditions, people's lives and professional activities. These three must be achieved so that people can improve the welfare of their lives. (Tampubolon, 2020) .

Empowerment is an activity that contains community-based initiatives for sustainable development. This empowerment theory is well known in western countries and is used in several disciplines, namely political science, women's studies, education, psychology, health studies, community development, and tourism. Community empowerment itself has the goal of providing control to the community for their resources and their utilization which affects their lives. The term empowerment has two ideas, namely empowerment as a process and as a result. Empowerment as a process means community empowerment which refers to the process of transferring power or control to other parties both individually and as a community, the context of this power means the ability of an actor, individually or collectively to influence the actions of others. (Rachmawati & Fountain, 2020) .

Community empowerment is a strategy in the concept of community-centered development. (Endah, 2020) Empowerment can be interpreted as something that has the power to influence something both individually and at the collective level (Khalid et al., 2019) .

Community empowerment can be interpreted as an individual's ability to collaborate with the community in building the empowerment of the community concerned.

Community empowerment is a process in an effort to carry out community independence. In the empowerment process, the community is assisted to make an analysis of the problems they face, assisted to overcome problems and find solutions and are given strategies to utilize various existing capabilities. The empowerment process has two tendencies, namely first, the empowerment process with a primary tendency that emphasizes the process of giving power, strength or ability to the community so that they become more empowered. This process can be complemented by efforts to build material assets to support the development of independence through the organization. Second, the empowerment process with a secondary tendency that emphasizes the process of encouraging or motivating individuals to have the ability to make their own choices through a dialogue process. (Tuwaidan & Kumajas, 2020)

Social Innovation

There are several problems around the world related to community actors, such as poverty, hunger, increasing inequality in various areas of life, environmental challenges, and so on. Of course, to overcome the existing problems, several appropriate solutions are needed. Solutions to traditional governance will certainly not be enough to deal with the problem properly, therefore innovative ways are needed to reduce existing social problems. (Živojinović et al., 2019)

In this case, social innovation attracts the interest of policy makers to provide solutions which are of course not to address local problems but also systematic and structural problems. Social innovation is used to address various types of social challenges and also becomes an opportunity to support social welfare. (Živojinović et al., 2019)

Social innovation relates to social change involving new ways of using, doing, and organizing. Social innovation is a new combination and/or new configuration of social practices in a particular social field. Social innovation can also be referred to as an innovation related to social not only its actions but also the results of actions that lead to improvements in social relations, governance structures, greater empowerment and so on. (Avelino et al., 2019)

Social innovation can be defined as a new solution to address social problems more effectively and efficiently that is created for society as a whole. Social innovation focuses on meeting social needs (Fahrudi, 2020) . Social innovation is described in a special context involving novelty and a practical application. In social innovation activities, of course, it is not only channeling innovative ideas but also must be applied to overcome existing social problems. Social innovation can be bottom up or top down, influenced by the socio-cultural and socio-political context with a high degree of uncertainty and unintended consequences. (Dias & Partidário, 2019) .

III. RESEARCH METHODS

This research is located in Sambilegi Kidul Padukuhan, Maguwoharjo, Depok, Sleman, Yogyakarta. Padukuhan Sambilegi Kidul which is a community empowerment program assisted by the Adisutjipto DPPU which empowers the Sambilegi Kidul community in general with the pioneers of the Mina Sambi Makmur Fish Farmers Group and the Arimbi Women Farmers Group. In this study, the type of data used was Primary Data, namely data obtained directly from the assisted residents at Sambilegi Kidul Padukuhan in the Mina Horti Dangau location by means of interviews and observations on the assisted residents of the Adisutjipto CSR DPPU. Independent variables include the management of the limbuk tray, namely the recycling of pond waste produced by fish farming to be used as a planting medium for the Arimbi farmer women's group, the use of new renewable energy as an operational location for empowerment, environmental-based cultural tourism, integration with external parties .

In this study, primary data was obtained by the following methods:

1. Interview: collecting data by giving several types of questions directly to the object of the interview
2. Observation: make observations on the objects and performance of CSR-assisted communities and residents of Sambilegi Kidul in general

The Dulang Limbuk program is a program that changes the Sub-System in the agricultural and fishery community in Sambilegi Kidul Elementary School, Yogyakarta. The people who used to throw away the mud from ponds from the piles of food leftovers and fish feces, have now changed the system by no longer dumping it in the Sriti River, but the mud is removed and used as a planting medium for the Sambilegi Kidul community. This has become an SOP in KPI Mina Sambi Makmur and has become the main planting medium for KWT Arimbi.

IV. DISCUSSION

Adisutjipto DPPU Empowerment Program

Pertamina DPPU Adisutjipt started the *Corporate Social Responsibility program* or what we usually call community empowerment in 2013. In 2013 the company empowered the Mina Lestari Fish Farming Community Group in Nayan hamlet which is Ring 1 of the company. Currently, Nayan's group already exists and has an exit program with many product variations and has been able to disseminate their knowledge. After empowering the Nayan community, the company's CSR program moved to Padukuhan Kalongan by empowering women's groups, namely the Kartini Kalongan Women Farmers Group which focuses on cultivation and preparations made from banana plants . However, the advantage of this program is that mothers can utilize all the elements of bananas to be made into a product, one of which is banana skin ice cream. This

program has also exited where the group is independent and its members are able to disseminate the knowledge they have. The second group is still in Padukuhan Kalongan, namely the self-help group Kompak Maju, this group is engaged in waste processing with various liquid and solid fertilizer products integrated with the Kartini Kalongan Women Farmers Group. This group has also exited according to the 5-year Strategic Plan and the KSM Kompak Maju group has become independent. Currently the Adisutjipto DPPU Community Empowerment Program with the Dangau Mina Horti program empowers the community as a whole in Sambilegi Kidul Padukuhan. With 2 groups as pioneers namely the Arimbi Farmers Group and the Mina Sambi Makmur Fish Farmers Group. This environment-based empowerment program has been running for 4 years and is Pertamina DPPU Adisutjipto's flagship program. The advantage of this program is that it can integrate layers of society into programs based on the environment, with many people involved making Padukuhan Sambilegi Kidul have many innovations in the empowerment process. One of them is the management of Dulang Limbuk, namely the Processing of Waste from Fish Cultivation Ponds, in addition to being able to reduce mortality in fish, ex-pond sludge can be a planting medium for the Arimbi farming women's group who are currently farming on narrow land. This program is not yet available in Best Practice so the originality of the program is still maintained.

There are several updates from Pertamina DPPU Adisutjipto's empowerment program (CSR), namely the red tilapia fish cultivation system development program. Cultivation of red tilapia (Red Tilapia) in Yogyakarta has a very rapid level of cultivation development. This is due to the increasing demand for the red tilapia commodity in Yogyakarta from year to year, thus making the fishing community compete to increase their productivity in meeting the market demand for this commodity fish, but with the limited area of available land the method used is not to expand the pond but by expanding the pond. available can increase productivity by increasing the density of fish being cultivated so that it requires more intense to super intense management of the carrying capacity of the cultivation itself.

This system can economically improve the economy for the fishing community in Yogyakarta, but with an intensive and super-intensive cultivation system it can have potential economic losses to the pond environment, the environment (free waters), socially if this cultivation management system is not accompanied by insightful aquaculture activities. Environment.

The potential losses for these losses boil down to the main supporting component of cultivation, namely feed, where the increasing density of fish stocked automatically requires a high feed intake which will result in potential for fish secretion and piles of leftover feed that are not absorbed by fish at the bottom of the pond. This pile of waste produces Ammonia.

Ammonia is toxic to both cultivated commodities and fauna in free waters (rivers) . This potential can occur at KPI. Mina Sambi Makmur considering the location of the KPI Pool. and Members into one pool area beside the Sriti Sambilegikidul river which consists of 40 pools, due to one intensive / super intensive pool in the KPI pool. Mina Sambi Makmur has a potential of 1-3 tons of ammonia in the form of sludge

MUD WATER INTENSIVE CULTIVATION POOL KPI.MINA SAMBI MAKMUR

Pertamina DPPU adisutjipto through the CSR program provides related management systems for fisheries areas with the aim of increasing the productivity of environmentally sound fish farming so that it is safe for cultivated commodities and safe for the environment of free waters (Sriti river).

Pertamina Adisutjipto CSR Program Social Innovation Activities in the Field of Fisheries and Agriculture

Communities are aware and make changes in behavior regarding every economic activity carried out, they must pay attention to the environmental impacts caused and take prevention from an early age.

The series of social innovation activities for the Pertamina Adisutjipto csr program are as follows:

1. Mud Lifting

   Sludge removal in fish ponds after harvesting fish must be carried out, considering that pond mud contains high levels of ammonia, where ammonia can be toxic to the commodity which is the fish being cultivated. Apart from that, this activity reduces the levels of ammonia in ponds for the next period of fish farming, reduces/prevents the accumulation of ammonia levels in ponds and regulates the levels of ammonia that is wasted in free water so that it does not exceed the threshold limit. The sludge removed has economic value by being processed into solid organic fertilizer through the composting process and can be used by the community for vegetable and fruit cultivation activities.

ACTIVITIES OF REMOVING MUD AND MANUFACTURING OF ORGANIC SOLID FERTILIZER

2. Production and Application of Probiotics

Probiotics are biological agents of microorganisms in the form of beneficial bacteria and fungi which provide good or health effects to other organisms/hosts. In fish farming, the probiotics needed are bacteria that have an impact on feed efficiency and probiotics that can help accelerate the process of the N cycle in pond water. There are two probiotic production/culture training programs: 1) Probiotics which are applied to mixed fish feed have a function to improve the nutritional quality of fish feed which has an impact on increasing feed digestibility and increasing fish body resistance , and 2) Probiotics to be applied to pond water which has the function of breaking down ammonia compounds into nitrites and nitrates in pond water.

This culture training is intended to be able to increase the number of these bacteria, apart from being cheaper, the application is easier. The application of this probiotic must be an SOP in all fish farming systems at KPI. Mina Sambi Makmur.

3. PGR Manufacture and Application

PGR stands for Plant Growth Rhizobacteria. These bacteria live around plant roots. The presence of these microorganisms is very good for plants because these bacteria provide advantages in the physiological processes of plants and their growth. The PGR mechanism in increasing plant fertility is: 1). Suppressing Pests and Diseases 2). Producing IAA , Cytokinins, Gibberellins, can increase the surface area of fine roots and 3). Increase nutrition for plants (biofertilizer).

The training program for making PGR by utilizing most of the materials for making it uses components that exist in the surrounding environment, especially Leri Air Beras and catching PGR itself from bamboo roots, where bamboo is one of the plants that grows in the Sambilegikidul area. The function of this PGR was developed in Sambilegi Kidul as POC (Liquid Organic Fertilizer) which is applied to: 1) Watering and fertilizing the Plants 2). As a bioactivator in the manufacture of pond water sludge solid fertilizer mixed with household organic waste (supporting composting activities)

4. PSB Production and Application

Photosynthetic bacteria (PSB) are autotrophic and photosynthetic bacteria that can convert organic matter into amino acids or bioactive substances with the help of sunlight. The benefits of PSB for plants are: Helps add nitrogen to plants, Helps add hydrogen sulfide gas in the soil from the decomposition process of organic matter, Accelerates plant growth, As a mineral source of amino acids, nucleic acids, physiologically active compounds and polysaccharides, Improves the taste quality of plants, Increases the growth of plant roots, Reducing the cost of using chemical fertilizers, Strengthening plants against plant pests.

Most of the training and production uses raw materials from around the world, especially for media extracts from mollusc species and catching bacteria from pond water sources. This PSB can be applied to vegetable and fruit cultivation in Sambilegikidul by spraying all parts of the plant or splashing it on the planting medium and can be applied to hydroponic cultivation systems as a substitute for AB Mix chemical fertilizers.

5. Making and Application of Banana Stem Leri and Ketepeng Leaf Decoction

Decoction of ketepeng leaves and Banana Stem Leri can be used as a vegetable fungicide because the chemical content in it is applied to pond water and is used to lower the pH of pond water.

Making this liquid is intended that farmers can take advantage of vegetable materials around them in maintaining pond water quality and preventing disease in fish which is safer.

In the above innovations, there are several innovations implemented in the Pertamina Adisutjipto CSR program in Sambilegi Kidul for the Fish Farmers Group (KPI Minasambi Makmur):

1. Making probiotics mixing feed and pond water

The existence of these innovations can provide benefits, namely fish growth will be better and in

feeding activities will be more efficient in terms of costs.

2. Feed Boat
   Making this feed boat is very easy, namely by assembling used goods (steroform or pipe paralon) in such a way and placing a basket of rice in the middle . This innovation is based on the fact that fish tend to surface when looking for food, so that if the feed sinks it is immediately spread in the pond, a lot of leftover feed is not ingested which has the potential to become a pile of ammonia at the bottom of the pond. Therefore this innovation is felt to have good benefits for fish farmers.

The innovation activities carried out in the Pertamina Adisutjipto CSR program in Sambilegi Kidul for the Women Farmer Group (KWT Arimbi):

1. Manufacturing of Solid Organic Fertilizer
   Making the fertilizer by utilizing pond mud. The benefits of this innovation activity are that it is used as a planting medium in vegetable cultivation systems on limited land.
2. Production and PGPR (Plant Growt Promoting Rhizobium)
3. Production and Application of PSB (Photosynthetic Bacteria)

The Effects and Benefits of Limbuk Dulang Processing

The existence of Dulang Limbuk, which is a sub-system of the Sambilegi Kidul Cultural Tourism and Educational Village program, had several influences on fish farming communities, namely the fish mortality rate became 5% from 15-20% previously. This certainly deserves to be appreciated and keeps fish farmers from experiencing significant losses due to fish mortality. This can also affect the increase in harvest which can be an additional income for both individuals and groups that add to their strength so they can spread their wings to a wider market. The processing of the limbuk tray also has an effect on a more well-maintained pond ecosystem.

It is not only fish farmers who benefit from the processing of the limbuk tray, but also women farmer groups who also benefit, namely the availability of good quality and cheaper planting media.

In this Dulang Limbuk innovation, it does not require a lot of assets and prioritizes human resources, by cleaning the mud in the pond which involves the ladies and gentlemen of the Mina Sambi Makmur Fish Farming Group and the Arimbi Farming Women's Group. The gentlemen are in charge of going into the pond to remove the mud in the pond while the ladies arrange the mud which will become the planting medium for the group cultivation unit because farming on narrow land is an obstacle faced by the Arimbi Farmer Women's group, namely the planting medium. So that the expenditure on planting media for KWT Arimbi is quite high, while with the Recycling of Fish Farming Pond Waste, KWT Arimbi is very helpful so that they can increase their cultivation yields, both vegetables and fruit. Fish cultivators have also been helped by increasing their tilapia fish yields and reducing fish mortality.

V. CONCLUSION

In a series of corporate social responsibility activities at the Adisucipto DPPU on the community around the company in agriculture and fisheries, it shows a significant impact. This Dulang Limbuk innovation does not require a lot of assets but only emphasizes human resources. Although it does not require a lot of assets, this innovation can have a real impact on fish farmers and women farming groups. First, the Dulang Limbuk innovation is able to reduce the cost of purchasing planting media for KWT Arimbi and the surrounding community. Second, for Dulang Limbuk fish farmers it can reduce fish mortality from 15% to 5%. Third, preserving the biota of the river waters around Dangau Minahorti.

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