

Communication Network and Community Collaboration in Efforts to Empower Communities Around PT IMIP Industrial Estate in Morowali

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ABSTRACT

The context of communication, network mapping, actors, and potential collaboration of stakeholders is actually the responsibility of the company's public relations field and the field of corporate communication. This field is able to build communication designs, messages, communication models, and communication media that are suitable for actors and communities in order to establish good communication between actors and their networks. This study aims to explain the implementation of CSR and Community development as well as the elaboration of the role of actors in the local community, the collaborative potentials of companies collaborating with stakeholders in an effort to reduce social vulnerabilities that exist in the community and the flow of the role of public relations in communication networks. Data was collected through in-depth interviews, field observations, and documentation studies. Based on the results of the study, it is explained that each actor has a role in the interaction of the local community, but there are still certain behaviors and targets that will change the flow of the network that is formed. In this case Expectation, anticipatory, the position of each actor in the local community, and the connection formed with the company.

Keywords: *Communication Network, Community Collaboration, Community Empowerment, Public Relations*

1. INTRODUCTION

The management of corporate communications, especially the mining industry sector, in several studies shows that problems often arise in the harmony of the company's relationship with the local community. Studies conducted by [1][8][2][13][4] shows that the relationship between the company and the surrounding community, especially in the context of CSR implementation and community development, often encounters communication barriers or challenges in building harmonious relationships. The role of the Public Relations section is important in building a positive image of the company and in building relationships with the surrounding community. The role of the company's public relations is very vital in several forms of activities related to community empowerment, including the mapping of community social problems, the mapping of local actors, and the pattern of community communication networks around the company.

The fact in the field is that the actor's communication network in an effort to gain economic access through employment opportunities, business opportunities (suppliers or vendors), and community empowerment funds is mostly built on formal communication

networks. As a result, community development efforts for vulnerable groups are less than optimal because those who gain access are people who have formal positions in village government along with their relatives and cronies. In this position, the true role of local public relations is in mapping community actors and then building a strong communication network so that the implementation of CSR or community development can involve community groups who are truly powerless or are vulnerable groups.

An industrial estate established in 2014 with the main investor Shanghai Decent Investment. Ltd., PT. Sulawesi Mining Investment and PT. Bintang Eight Mineral, which later became known as PT. Indonesia Morowali Industrial Park (PT. IMIP). The company which is now well-known as an industrial estate manager with 25 companies in it has grown rapidly in less than 6 years. The number of workers absorbed until March 2020 was 37,701 Indonesian workers and 5,900 foreign workers, the majority of whom came from China (Andal PT.Imip, 2020).

Along with the development of the IMIP industrial area, the Bahodopi area is also undergoing changes. Physically, before the booming nickel industry, Bahodopi was only a remote village which later turned

into a sub-district due to the development of nickel mining (Yoto, et al, 2020:4). The history of nickel mining in Bahodopi began in the early 2000s, however, mining activities in the area ceased since the enactment of the Mineral and Coal Law No. 4 of 2009, in January 2014. All mining and exporting ore activities have since been suspended. , so that all operating Mining Business Permits (IUPs) stop their activities. Dozens of ex-mining sites in the Bahodopi District were left without reclamation. The nickel industry re-emerged when PT. Bintang Eight Mineral cooperated with investors from China to build a smelter in Fatufia Village, Bahodopi District in 2014 which marked the birth of the PT.IMIP industrial area.

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Bahodopi then turned into a crowded and expensive area, a “city-sense” village. House buildings that were previously rare, are now dense and busy. In the past, people's hous had only thatched roofs, semi-permanent brick walls, and electric lighting only from 18.00 to 24.00, now houses have tiled floors with zinc roofs, equipped with 24-hour electric lighting subsidized by the company. Every house is now also equipped with electronic furniture, motorbikes and cars are also parked, every adult family member now carries a mobile phone. Along the road in Bahodopi District, you can see the buildings of shops, stalls, kiosks, shophouses, minimarkets, ATMs, boarding houses, hotels, and others. Social, economic, political, and environmental changes have now occurred simultaneously in Bahodopi [2].

The important impact of the presence of the Morowali industrial area that is positively enjoyed by the surrounding community is an increase in income, employment opportunities, and business opportunities. The results of the 2019 P4K- Untad study showed that the income of the Bahodopi community was 76% above Rp. 3 million rupiahs. In fact, from the data, 43% stated that the opinion was above Rp. 5 million rupiahs (Marzuki, et al, 2019: 48). On the job opportunity side, job opportunities for the indigenous Bahodopi community are a priority, as long as they meet the competencies required by the company. Data related to work is absorbed in all

companies in the PT. IMIP until March 2020 opened 1,065 people. When compared with the population of Bahodopi Subdistrict in 2019, as many as 7,634 people, it can be said that 13.95% of the population works in the IMIP industrial area (ANDAL PT. IMIP, 2020). In the business opportunity sector, opportunities are very open for all Bahodopi people, both in the informal sector such as boarding houses, food stalls, laundry, kiosks, coffee shops, cafes, and various other services needed by employees. Likewise, the involvement of local residents as contractors and suppliers of company needs by involving Village-Owned Enterprises (BUMDES).

In addition to the positive impacts, various negative social, cultural, and environmental impacts accompany the development of this industrial area. Changes in the livelihoods of local communities, especially farmers, cultivators, and fishermen. The increasing potential for social conflict is due to the arrival of migrants from various regions in Indonesia, especially from the South, Southeast, and West Sulawesi. Some of the professional workers come from Java, Sumatra, and Kalimantan. Bahodopi is now estimated to be inhabited by around 80,000 people, consisting of 40,000 employees (HRD PT. IMIP, March 2020), 7,000 local residents and the rest are employees' families, migrants looking for work and opening businesses in Bahodopi, an estimated 33,000 people (Andal PT . IMIP, 2020). A large number of migrants has led to the increasingly heterogeneous population in this region, both ethnically and religiously. In October 2018, there has even been a violent conflict involving ethnic Toraja (immigrants-Christians) with ethnic Bungku (native-Islamic). The other most worrying impact is environmental issues, both related to floods and coal dust, and traffic disturbances. Another issue surrounding the development of PT. IMIP is a labor issue; both local workers and foreign workers as well as labor recruitment problems.

2. LITERATURE

Conditions that occur in CSR activities, actors who act as intermediary agents with companies only involve those who are educated and certain groups from the company only[2]. The community aspect is also a part of running and succeeding in community empowerment. Things in the field are presented as part of the implementation of CSR programs through the economy that the ability of existing management and member resources if not supported by various needs that are able to support group and community activities, will become a separate obstacle when the program is implemented [4]. access to information for the community is still lacking so that it requires other strategies as solutions and existing obstacles. With the capacity in business, resources, environment, and institutions, it is expected to be able to synergize with existing internal stakeholders, this is by using strengths by taking advantage of opportunities,

weaknesses and relying on strengths to overcome threats and avoid existing threats.

Utilization of local communities as part of the company is also used in the company's CSR implementation, but this requires adjustments that require a lot of time, of course, the concepts and programs that have been prepared are expected to be able to form community social awareness, that CSR activities are able to integrate social and environmental awareness. existing business activities [3]. The community is the basis of humanitarian services, the process of dialogue, exchange, awareness-raising, education, and actions are ongoing and aimed at helping each other in the community [5].

Forming a reliable company from the side of the community with a good communication network within the organization will be a success for the company [6]. The communication network system between one individual and another depends on the role of each individual. A communication network will be formed if the communication tendency is accompanied by the functioning of the communication network in an organization [8]. The dynamics in the organization are the beginning of the formation of community organizations and community networks, spontaneously, and from individuals in the organization making an effective communication process [9].

Many factors have contributed to this, where the extractive industry is the key trigger for social and environmental issues [10]. The sector CSR program focuses more on local community initiatives that impact the economic, social, and environmental sectors of great benefit at the local level. However, the effectiveness of CSR initiatives in the oil and gas and mining sectors has raised more questions [11]. While multinational corporations have "transformed" themselves into "as good corporate citizens" there is little evidence to gain recognition for addressing the problem. In fact, in the mining industry, the main stakeholder is the "community." That is why the initiative to implement CSR is so focused and strong. Mining has a major impact on local communities including; Positive effects include the creation of new communities and growth of wealth, income from exports and royalties, transfer of technology, more skilled workers and local residents, improvement of infrastructure such as roads, schools, and health clinics (CAFOD, 2006; MMSD, 2002) [12].

3. RESEARCH CONCEPTUAL

In this study, research data analysis was carried out, namely, utilizing and examining all data obtained from various sources, namely observations written in field notes, interviews including a number of personal documents, pictures, photos, or hand notes. Since data collection began, data analysis was carried out continuously until the preparation of research reports.

4. RESEARCH RESULT

Morowali Regency has a large potential for nickel resources so that it has the prospect of developing a nickel-based industry. To support further processing of nickel, industrial facilities and infrastructure are needed so that derivative products from the nickel processing industry can be competitive. One of the steps in increasing competitiveness and investment attractiveness is to provide an adequate industrial location in the form of an industrial area. The development of industrial estates based on the potential of natural resources owned by the regions is an industrial development policy, especially for the distribution and distribution of industry outside Java. With its nickel potential and supporting government policies, Morowali Regency has the prospect of a nickel-based industrial growth center.

The development of this industrial area is carried out based on the potential of natural resources owned by an area. Morowali Regency has a large potential for nickel resources so that it has prospects for the development of a nickel-based industry, so PT IMIP provides an industrial area related to nickel. In addition to providing land, PT IMIP also provides supporting facilities and infrastructure for nickel-based operations and industries producing derivative products from the nickel processing industry. PT IMIP is a joint venture between domestic and foreign investors, namely Shanghai Decent Investment, PT Sulawesi Mining Investment, and PT Bintang Eight Investama. PT IMIP's address is at Wisma Mulia Building, Lt. 41, Jl. Gen. Gatot Subroto No.42, Mampang Prapatan, South Jakarta, DKI Jakarta 12710. PT IMIP was established on 19 September 2013 and obtained a principle permit on 29 January 2015.

PT IMIP's mission is to maintain sustainable operations and develop industrial estates.: Committed to running the management professionally.

1. Application of standards that apply to an industrial area
2. Committed to continuous improvement/improvement
3. Try their best to meet the needs of tenants
4. Facilitating the business development of local communities in collaboration with existing industries in industrial areas and the government
5. Compliance with applicable regulations and expansion.

In carrying out its activities, PT IMIP applies several values, namely:

1. Professional Management of the IMIP Area will always uphold professionalism towards the tenants and it is consistent that the IMIP area is more oriented to the service business to provide good service to the tenants.
2. Prioritizing Tenants IMIP Area cares and always tries its best to meet the needs of the tenants.

3. Subject to Regional Laws and Regulations IMIP always respects, follows, and builds laws and regulations as well as harmonious relations with government, tenants, employees, community, shareholders, and all parties with an interest in the IMIP area.
4. Being Competitive The IMIP area will strive to be competitive and the best in the business that is run through the consistent application of the basic principles of business ethics and honesty.
5. Exceeding expectations The IMIP area will strive to exceed every tenant's expectations with prompt responses to any customer complaints.
6. Innovative Working Conditions The IMIP area will strive for good working conditions, pay attention to the health and safety of workers, have a concern for preventing injuries, respect employees, maintain an open culture where ideas can be conveyed freely and creatively so that they are expected to always develop services better, and improve the organization commercially.
7. Maintaining good relations with the community around the IMIP Area will maintain good relations and contribute to the community, especially those around the Industrial Estate.
8. Fulfillment of the corporate values of PT IMIP encourages all management and employees to understand and apply the values adopted by the company and will continue to develop them to become corporate culture.

Development Area PT IMIP developed an industrial area in Morowali with an area of approximately 3,000 ha, located in Bahodopi District, Morowali, Central Sulawesi.

Manpower Currently, the number of workers working or involved in operational activities in the IMIP area reaches 25,447 people, consisting of 22,326 domestic workers and the remaining 3,121 foreign workers. CSR Programs:

- a. Sewing machine and overlock assistance
- b. Assistance to repair SDN Kurisa
- c. Food assistance from Labota Village, Bahomakmur, Fatufia
- d. Cement assistance for Dusun Kurisa
- e. Farming and farming community development f. Fatufia electric machine assistance
- f. Eid al-Adha sacrificial animal assistance
- g. Mine ring food aid

PT Hengjaya Mineralindo PT Hengjaya Mineralindo has its head office in Kelapa Gading area, DKI Jakarta. Hengjaya owns 80% of foreign equity investment activities in the nickel mining industry. Meanwhile, 20% of the shares are owned by local Indonesian partners, namely the Wijoyo family. Hengjaya's IUP permits cover a concession area of 6,249 hectares in the Morowali Regency. In 2012 PT

Hengjaya had a license issued for mining operations for 20 years, including an option to extend a 10-year contract. Hengjaya started mining activities in October 2012 which includes the stages of licensing, exploration, community outreach, environmental studies and development, and development. The first shipment of nickel ore to Hengjaya library was in 2013. In those years, shipments of OR soil were made to China and Japan. In January 2014 exports of raw minerals were banned by the Ministry of Energy and Mineral Resources and Hengjaya's production was temporarily suspended, except for options for exploration recipients for domestic needs. In October 2015, Hengjaya was awarded an offtake contract to supply nickel ore to the Tsingshan subsidiary which later became the embryo for them to join IMIP.

PT Ang and Fang PT Ang and Fang Brother are headquartered in Makassar, South Sulawesi. The company has mining concessions and permits in several areas of the Bahodopi District, namely in Lalampu, Siumbatu, Dampala, and Lele Villages. PT Ang and Fang Brother are currently not actively conducting the exploration process because it does not yet have a smelter. This is related to the regulation of the Minister of Energy and Mineral Resources which sends mining material transactions in raw form. Currently, PT Ang and Fang is building a mini smelter between Siumbatu Village and Lalampu Village. From the perspective of citizens' CSR and recruitment system, Ang Faang is better than IMIP. Ang Fang recruited through the village so that the village felt involved in the search for company workers in the area. Ang Fang also has a clear CSR system for every m³ of land. Ang Fang provides CSR of IDR 10,000 for every m³ of OR land taken by the company.

IMIP and Morowali have emerged as cities with their mining industry. In the Bahodopi sub-district, there are 16 mining industry companies (Pspk UGM, 2019). Of course, the presence of this industry has its own consequences so that it has a very complex impact, both from the side of the company and the stakeholders who participate in the company's activities.

In the environmental and social context, there are groups in society that have the capacity to gain access to companies, and community groups that do not have that capacity or access. From each of these groups, a distance arises that provides a distance within the community, especially this mining area, starting from the economy of the people who have access and those who do not have access at all. The poverty rate which still reached 11% in 2019 is expected to change with the presence of various CSR programs from the company. It is important for companies to carry out social impact assessments, as a step to reduce social & economic risks that exist in the community.

Based on the perspective of the sociocultural tradition which is how to understand, interpret the norms related to, participate in the form of interaction and be

effective in communicating. This interactive nature is socioculturally centered on the form of interaction between humans, where this interaction becomes a process and a place for meaning, roles, regulations, and culture to be practiced [15].

According to Biddle & Thomas, role theory is divided into four groups, namely: 1. People who take part in social interactions. In this interaction, it can also be classified into two parts, the actor or actor is a person who behaves according to a certain role, and the target or other person has a relationship with that person or actor. 2. The behavior that appears in the interaction in the based section, namely expectations, as expectations about the role of being the expectations of others is also related to appropriate and indicated behavior from each role and norms that are anticipatory and normative in behavior that should exist in any social interaction. 3. Position, as part of an overall/collective form that is recognized for its differences based on its characteristics, behavior & actions as well as the reactions of others. 4. The relationship between people and behavior, seen from the level of the relationship and evidenced by the strength of the connection and the relationship between people and behavior and behavior with behavior [14].

Flashback to the emergence of local community issues in ethnic communities in the Morowali area began with the exploitation of many natural resources in the environment where local people live, although this ethnic problem can be studied in the socio-cultural and religious context, local ethnicity is also a community problem related to the conflict. against the company (Lampe, 2018). Some of the vital roles that appear in the existing local communities, especially from several ethnic groups that are within the scope of community movements.

Along with the interests of actors in every activity and interaction with the company, it will become a driving force for social movements in the community.

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