



Meta-analysis of PT Kilang Pertamina International's Community Empowerment Sei Pakning Unit in the Independent Peat Village Program

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Abstract. Group dynamics in community empowerment programs are important to note because they can affect collective action. The common interests that characterize social bonds for groups in Indonesia indicate that this factor needs to be managed so that the objectives of community empowerment programs targeting the community can be achieved properly. PT Kilang Pertamina Internasional Refinery Unit II Sei Pakning as a State-Owned Enterprise (BUMN) runs a community empowerment program for the Berdikari Gambut Village for the community in Bukit Batu District, Bengkalis Regency, Riau Province by taking into account the dynamics of the existing local community. This study uses meta-analysis to find out the results of cross-section and evidence-based synthesis from articles that examine the implementation of the Berdikari Village community empowerment program published in 2019 to 2022. As a result, collective action plays an important role in maintaining community dynamics so that community empowerment programs can be implemented properly.

Keywords: Collective Action · Community Empowerment · Corporate Social Responsibility · Communication Development · Meta-Analysis

1 Introduction

PT Kilang Pertamina International Refinery Unit Sei Pakning is one of the State-Owned Enterprises (BUMN) under PT Pertamina which carries out activities of processing petroleum into fuel oil (BBM) for national needs operating in Sei Pakning, Bukit Batu District, Bengkalis Regency, Riau Province. In carrying out its operations, the company also carries out its social responsibility activities in the form of the Berdikari Peat Village Program which is a community development program to increase the independence

and welfare of the people living around peatlands based on existing local potential. The Berdikari Peat Village Program has been implemented through the Corporate Social Responsibility (CSR) Program since 2017 and is still being implemented until 2022. In implementing the program, the company claims to have based on the principle of Community Empowerment (CE) in implementing the Kampung Program Berdikari Peat has received an appreciation in the form of the highest award in environmental management (PROPER GOLD) from the Ministry of Environment and Forestry of the Republic of Indonesia four times in a row from 2018 to 2021.

In carrying out its program, the company adapts the management model of the UN Global Compact in the form of stages of commitment, planning, implementation, monitoring and evaluation, to reporting and publication (Widhagdha2014). This stage is believed to be able to improve the governance of community empowerment programs by increasing community participation. Community empowerment itself is part of the philosophy of community development which aims to create an independent community in managing resources to be able to meet their needs and create a life of mutual respect, working together to solve their problems (Taruna2022). Community development is an alternative development paradigm that offers the principles of participation and democratization in the formation of the social structure of society that allows the community to be able to meet their daily needs (Ife and Tesoriero2008), (Ife2008). So in this context, the Independent Peat Village Program implemented by the company in Sei Pakning is expected to increase community empowerment to manage resources around the peat ecosystem to support community life and independence.

Resources managed in the context of community empowerment in Kampung Gambut Berdikari are natural resources (Natural Capital), social resources (Social Capital), human resources (Human Capital), infrastructure resources (Physical Capital), and financial resources (Financial Capital). These five resources are resources to support sustainable livelihoods which according to the Sustainable Livelihood Approach (SLA) model are the main indicators in the process of social transformation of society from powerlessness to empowerment (Morse and McNamara2013). One of the important indicators in the SLA model is social resources or social capital which emphasizes the strength of social relations in people's lives that enable people to trust each other and work together in solving common problems through collective action.

Associated with collective action, as stated by Mancur Olson (1971) explains that collective action is a common interest owned by a group so that the group consciously and rationally strives for these interests to be achieved. There are three main determinants in talking about collective action, namely the first is the size and number of members who influence collective action. The larger the size and number of groups, the more opinions that may arise and the more interests that must be accommodated as group interests, so for Olson, small groups have a higher level of effectiveness when compared to large groups.

The second is the homogeneity factor, this factor believes that the more uniform (homogeneous) the elements that make up the group, the easier it will be to reach agreement in determining the interests of the group, on the contrary, the more diverse (heterogeneous) the elements that make up the group, the more difficult it will be to achieve common goals. The third is group goals, namely the more focused the goals to be

achieved by the group, the easier it will be to achieve these goals, and conversely the more or wider the goals to be achieved by the group, the more difficult it will be to achieve the group's goals. These three factors are the main determinants that determine the success of the group in achieving its goals as a group. Then, do these three determinants become the essence of implementing community empowerment programs?

Through this paper, the author would like to conduct a meta-analysis related to research articles on the topic of community empowerment conducted by PT Kilang Pertamina Internasional in the Berdikari Gambut Village Program in relation to the three determinant factors in determining collective action. Some of the articles selected in this meta-analysis listed in Tabel 1.

In these articles, the authors examine the implementation of the Berdikari Peat Village Program implemented by PT Kilang Pertamina Internasional Unit Sei Pakning from 2019 to 2022. In this paper, the authors want to do a meta-analysis in order to obtain the key/essence factors in the models. Community empowerment carried out in the Independent Peat Village Program.

2 Research Methods

The research method used in this paper is meta-analysis. Meta-analysis is a development technique in cross-examination to find consistency or inconsistency (Borg, 1983). Meta-analysis also refers to the process of integrating various research results to find an evidence-based synthesis (Normand, 1999). The articles analyzed in this meta-analysis are seven articles which are the result of research from the implementation of the PT Kilang Pertamina Internasional Sei Pakning Independent Peat Village Program from 2019 to 2022. Data sources are journal articles available in open system journals that can be accessed freely by the public. Article accessed during August - October 2022. The author conducts a content analysis of the selected articles through searching for keywords contained in the articles under study.

3 Finding and Discussion

The Berdikari Peat Village Program implemented by PT Kilang Pertamina Internasional Unit Sei Pakning has been started since 2017. Since it was first implemented, this program has experienced ups and downs in the program development process, starting from initial initiation in the form of curative activities in controlling forest and peatland fires. Until it develops into a community empowerment program that is more integrated in the use of resources on peatlands in supporting community welfare. The type of program implementation has also changed from curative to preventive and adaptive. Where the current program reaches efforts to prevent repeated fires by means of environmentally friendly agriculture without burning and adapting appropriate technology to support the fulfillment of community needs through the development of simple technology.

From the seven articles conducted by the meta-analysis, it can be seen that the key factors in the implementation of community empowerment carried out by PT Kilang Pertamina Internasional Unit Sei Pakning in the Berdikari Peat Village Program are listed in Table 2.

Table 1. Article of the Independent Peat Village Program PT Kilang Pertamina International Refinery Sei Pakning Unit 2019–2022

No	Year	Title	Writer(s)	Journal(s)
1	2022	Stakeholders engagement in risk communication for peatland fire management	Widhagdha, Dewi	IOP Conf. Series: Earth and Environmental Science 986 012028
2	2022	Ecosystem Conservation of Mangrove Education Center (MEC) for Abrasion Disaster Management in Stakeholder Engagement Perspective	Seva, Purwanto, Widhagdha	Prospect: Jurnal Pemberdayaan Masyarakat Vol. 1 No. 1
3	2021	Land and forest fire disaster management through the arboretum gambut and community empowerment of masyarakat peduli api (mpa) csr program pt pertamina (persero) ru ii sungai pakning	Purwanto, Hidayat, Marchelino, Widhagdha	IOP Conf. Series: Earth and Environmental Science 683 012082
4	2020	Community Empowerment as a Social Conflict Resolution Strategy	Widhagdha, Hidayat	Jurnal Pemberdayaan Masyarakat Vol. 8 No. 1
5	2020	Communication Dynamics in Social Conflict Resolution	Dewi, Hidayat, Widhagdha, Purwanto	Jurnal Kebijakan Publik Vol. 11 No. 1
6	2019	Participatory Development Communication in Mitigating Forest and Land Fires in Riau Province	Widhagdha, Purwanto, Hidayat	Asian Journal of Media and Communication Vol. 3 No. 1
7	2019	Bonding, Bridging and Linking Relationships of the CSR Target Communities of PT Pertamina Refinery Unit II Sungai Pakning	Widhagdha, Wahyuni, Sulhan	Malaysian Journal of Communication Vol. 35 No. 4

Table 2. Key Factors for Community Empowerment in the Independent Peat Village Program

No	Title	Key Factors of Community Empowerment
1	Stakeholders engagement in risk communication for peatland fire management	Partnership, Communication
2	Ecosystem Conservation of Mangrove Education Center (MEC) for Abrasion Disaster Management in Stakeholder Engagement Perspective	Partnership, Communication
3	Land and forest fire disaster management through the arboretum gambut and community empowerment of masyarakat peduli api (mpa) csr program pt pertamina (persero) ru ii sungai pakning	Purwanto, Hidayat, Marchelino, Widhagdha
4	Community Empowerment as a Social Conflict Resolution Strategy	Widhagdha, Hidayat
5	Communication Dynamics in Social Conflict Resolution	Dewi, Hidayat, Widhagdha, Purwanto
6	Participatory Development Communication in Mitigating Forest and Land Fires in Riau Province	Widhagdha, Purwanto, Hidayat
7	Bonding, Bridging and Linking Relationships of the CSR Target Communities of PT Pertamina Refinery Unit II Sungai Pakning	Widhagdha, Wahyuni, Sulhan

Of the seven articles conducted by the meta-analysis, there are several key factors in the implementation of the Independent Peat Village Program implemented by PT Kilang Pertamina Internasional Unit Sei Pakning, namely: Partnership, Communication, Adaptation, Conservation, Social Capital, Local Actors and Heteroglasia. These seven key factors determine the success or failure of implementing community empowerment programs. If we look back at the concept of collective action, there is one key factor that is exactly opposite to the determinants of collective action, namely heteroglasia. In the concept of collective action, homogeneity is an important determining factor in collective action, but in fact, heteroglasia is found which is a key factor in community empowerment carried out by PT Kilang Pertamina Internasional Unit Sei Pakning.

If we look again at each discussion in the article, in fact the process of implementing the Berdikari Peat Village program also did not run smoothly, but there were also obstacles that hindered the implementation of the community empowerment program due to the different characteristics of the community. Patterns of community development that prioritize community participation also often experience deadlocks in dialogue and decision making, so that community empowerment programs that are designed often do not run according to targets and seem to be stuck in place. This can be found in the Tunas Makmur Farmer Group which is one of the beneficiaries of the Berdikari Peat Village

Program, especially the revitalization of peatland agriculture. In this group, leadership dualism emerged between the group leader and other local figures who had strong enough resources. This resulted in the process of collective action being hampered because the decision-making process was constrained by the presence of two local figures in the group.

Meanwhile, in another group, namely the Harapan Bersama Fishermen Group, which is the beneficiary of activities related to the revitalization of the peat coast, the decision-making process in the group occurs more quickly and singly due to the presence of a strong homogeneity factor in the group. This homogeneity factor becomes the driving force for collective action, so that the community empowerment process can run more effectively. Different things are also shown in the Fire Care Community Group (MPA), which is the beneficiary of the Berdikari Peat Village Program, especially in the prevention and management of peatland fires. In this group, the existence of the village government can act as a key actor/stakeholder who plays a role in maintaining the group's condition so that collective action can be maintained in accordance with the objectives of the program formation. However, the existence of the village government is also considered as a form of equal partnership so that there is a need for intense communication and dialogue between the company and the village government in carrying out community empowerment programs.

The Tunas Makmur Farmer Group was formed in 2004 by a group of people who have the same activities as vegetable/horticultural farmers who are cultivated on peat land, to be precise in Kampung Jawa Hamlet, Sungai Pakning Village, Bukit Batu District, Bengkalis Regency. The initial members of the group consisted of 15 members with the majority being the people who lived in the area which was the development area of the transmigration program for people from Java in 1980–1990. So there is a common background, namely the transmigrant community from Java and mixed with the Malay community who have become indigenous people who have lived in the area before. Horticultural farming activities carried out by this group then stopped completely in 2015 due to the peatland fire disaster that hit almost all of Riau's areas which resulted in the destruction of the group's agricultural land. After the fire period, the company provided guidance and assistance to the group to move from horticulture farming to pineapple farming by utilizing burned peatlands.

Currently, pineapple farming activities on peatlands that have been managed by the group reach 30 hectares with the number of members increasing to 35 people. Most of the group members are relatives or extended family, considering the location of this group is in the area of transmigration development so that almost all members have extended family ties. To maintain the group's institutional function, in 2019 this group formed the Tunas Makmur Farmer Cooperative which manages all pineapple farming activities from upstream to downstream and assigns one of the community leaders as the chairman of the cooperative and prepares group regulations in the form of Articles of Association and Bylaws as well as not written agreements in the form of mutual consensus.

Based on the theory of collective action, it can be analyzed that this group has a strong and ideal determinant, namely the existence of a similar background (homogeneity), namely they both have transmigrant identities and are victims of peatland fires that damage their horticultural agricultural land so that they move. Become a pineapple farmer. Then, when viewed from the determinants of goals, this group also has the same thing, namely to improve the welfare of its members through the management of peat pineapple farming. When viewed from the factor of the number and size of the group, this group started from 15 people and grew to 35 people. The increase in the number of members of this group is due to the expansion of pineapple farming programs in the area and the development of group business units not only focusing on pineapple farming activities, but also managing peat arboretum ecotourism activities and clearing land for citronella farming so that this group is more inclusive because it does not limited to people who live in the area and work as pineapple farmers only, but the openness, inclusiveness and increase in the number of members of this group have risks, namely the wider goals and interests that arise from each of its members because the current group members do not only come from families. Not only transmigrants, but also indigenous people residing in the area who have pineapple farms or unused land that they want to develop into pineapple farms.

The form of the group also developed from the beginning in the form of farmer groups which tend to be informal to farmer cooperatives in the form of formal institutions. This change in the form of the group also has an impact on the application of regulations that bind its members. However, because institutions are not yet very independent and stable, the existence of cooperative institutions is becoming less effective in regulating the governance of groups whose members are increasing. Finally, with the increase in the number of groups, the group's goals began to expand and lead to internal conflicts which are now visible from the division of group interests between small groups who want to continue to manage peat pineapple agricultural land and other small groups who want to convert their land into oil palm plantations. The emergence of two goals when the group gets bigger shows its relevance to the theory of collective action (Olson, 1971) which states that the larger the number of group members, the wider the group's goals to be achieved and the group becomes no longer effective in achieving common goals.

Then, the Harapan Bersama Fishermen Group is a collection of fishermen located in Pangkalan Jambi Village, Bukit Batu District, Bengkalis Regency. The group which was originally in the form of non-formal ties also later developed into formal institutions such as cooperatives to strengthen group institutions. The majority of the members of this group are indigenous people with the Malay ethnicity and are Muslim (Malay Muslims). This group has the same background (homogeneity), that is, they come from the same profession, namely fishermen, then come from the same ethnic group, namely Malay, and have the same religion, namely Islam. These three attributes form this group into an exclusive group that is strong in holding group rules and norms. This is evidenced by the implementation of other forms of bonding strengthening, such as a joint prayer ceremony when going to sea and repairing damaged ships.

In addition, the group also has a relatively controlled number of members although it is still growing. Initially this group consisted of 13 people and has now grown to 29 people. The development of this number of members is said to be controlled because almost all of the new members who enter are also Muslim Malays and show strong exclusivity characteristics, so that they have relatively the same values and norms as the group's goal, which is to form an integrated mangrove ecotourism area so that it will improve the community's economy through activities. Fisheries, tourism and environmental conservation. From this group, we can see that the strong social relations in the group due to the similarity factor in the theory of collective action is really reflected in the activities carried out by the group both through the determinants of number and size, homogeneity and group goals.

The third group observed in the article is the Fire Care Community Group. Unlike the previous two groups, this group was formally formed by the village government in response to the peat fires that hit the area. This group is needed as a quick reaction team that can act to monitor and extinguish peatland fires before the scale of the fires enlarges, so that in collaboration with the local BPBD, TNI and POLRI, the existence of this group is very helpful and facilitates the handling of peatland fires. This group was formed based on a common goal, namely community volunteerism who volunteered to become a fire care community (MPA) which was then collected by the village into a Fire Care Community Group. However, this group was not formed based on the same homogeneity factor, because it came from various backgrounds which resulted in the coordination and communication carried out against this group experiencing its own obstacles. The number and members of this group vary by village, ranging from 5 to 20 people, according to the village government's ability to provide group operational needs and not based on certain attributes, so that anyone can be involved (inclusive).

Finally, because this group was formed due to instructions from the village government, the group only works in the event of a peatland fire disaster, and this incidence is decreasing from year to year as the condition of peatland management in the area improves. In the logic of collective action developed by Olson (1971), the existence of this group is also not ideal because of the diverse backgrounds and objectives that bind the existence of the group to only instructional ones. However, still in the logic of Olson's collective action which states that the increasingly limited number of members should be better in managing common interests, in this group there is no such determinant form, because of its instructional nature, the number of members in this group has no effect. Both groups with a small number (5 people) to moderate (20 people) both have the same problem, not in the number of group members, which if the larger the group, the management will be more complicated, but because it is instructional and does not prioritize participatory principles, almost all groups with few or many members experience the same problem in terms of optimizing group performance.

Of the three groups that are beneficiaries of the Independent Peat Village Program, the characteristics can be analyzed as follows in Table 3.

Table 3. Determinants of Collective Action (Source: (Widhagtha2014))

Collective Action Determinant	Tunas Makmur Farmers Group	Harapan Bersama Fisherman Group	Fire Care Society
Quantity and size	Medium (35 People)	Medium (29 People)	Small to Medium (5–20 People)
Homogeneity	Transmigrant, Java	Malay, Islamic, Fisherman	Variety
Group goals	Open - Managing peatlands into integrated pineapple farming from agriculture to post-harvest processing	Open - Managing the Village coast into integrated mangrove ecotourism	Closed - Rapid reaction team in monitoring and fighting peatland fires
Group Type	Inclusive	Exclusive	Inclusive
Institutional Form	Informal – Formal	Informal – Formal	Formal

4 Conclusion

Olson's logic in collective action theory in general is very helpful in seeing group dynamics in managing common interests, this is reflected in the very precise reading when Widhagtha, Wahyuni & Sulhan discussed the Tunas Makmur Farmers Group and the Harapan Bersama Fishermen's Group. However, the author feels that this theory is more suitable to be applied in winning the phenomenon of informal groups with a strong socio-cultural background. However, if we refer to the readings carried out on more formal structural groups such as the Fire Care Community Group, the theory of collective action still has room for further exploration because in the case of the Fire Care Community Group, the number of group members does not have a good effect, which is small in number. to moderate, all of them do not run independently and only rely on instruction alone. According to the author, Collective Action Theory will be more complete if it considers the factors of social relations formed from each group, because based on these social relations the group can be stronger or even weaker in managing common interests.

Social relations in this case are not only formed because of the similarity of backgrounds (homogeneity) which generally gives birth to social norms (norms) that bind its members, but also considers the factors of mutual trust (trust) and networks (network). With mutual trust, the existence of the determinants of homogeneity can be overcome by promoting mutual trust. In addition, the existence of networks will also strengthen the group's potential in achieving common goals. So that in the end, according to the author, the determinants of the number and group members, homogeneity based on the theory of collective action needs to be supported by strengthening social relations which include social norms (norms), mutual trust (trust) and networks (network) to be able to achieve common goals (Fig. 1).

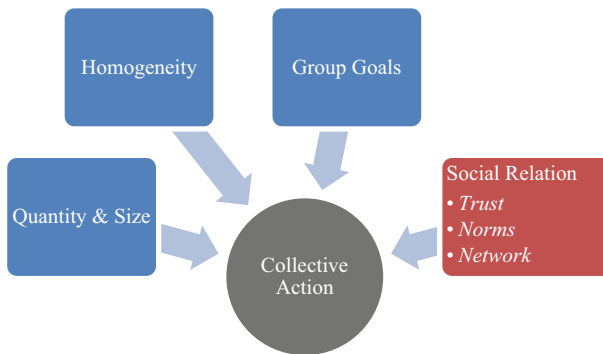


Fig. 1. Modification of Collective Action Theory with the Effect of Social Relations

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