

Developing Inclusive Social Entrepreneurship Space: A Case Study of the CSR Program of PT. Pertamina EP Rantau Field Setara Sejalan

Nurseno Dwi Putranto¹, Rara Ayuni Rahmadani², Khairunnisa Diltha³,
Dzakyansyah Naufal Isda⁴, Fahmi Abdullah Alfaruq⁵

¹Jr. Officer Comrell & CID Zona 1, Indonesia

²CDO Analyst Zona 1, Indonesia

^{3,4,5}Community Development Officer PEP Rantau Field, Indonesia

Email: nurseno.putranto@pertamina.com

Copyright © 2024 Putranto et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract. Discussions about people with disabilities are often intertwined with stigma and negative societal paradigms. The government, as a policy maker, should ideally fulfill the rights of people with disabilities as citizens. However, it has not been effective in empowering this group, resulting in lower economic participation due to limited access to employment opportunities. This study aims to describe the efforts of PT Pertamina EP Rantau Field in creating an inclusive social entrepreneurship space for people with disabilities through the SETARA SEJALAN program. A descriptive qualitative method was employed, with data collection techniques including observation, interviews, and literature review. The findings indicate that PT Pertamina EP Rantau Field plays a crucial role in fostering inclusive social entrepreneurship as a means to fulfill the rights of individuals with disabilities. The company implements two main strategies: boosting self-confidence and developing businesses based on the concept of social entrepreneurship. The impact of the SETARA SEJALAN program extends beyond the disabled community, fostering a societal shift that transforms negative stigma into acceptance and collaboration with people with disabilities.

Keywords: CSR, Disabled, Social Entrepreneurship, Inclusion, SETARA SEJALAN.

A. INTRODUCTION

The fulfillment of human rights remains an urgent issue, particularly in the context of people with disabilities. Globally, the fulfillment of the rights of persons with disabilities has garnered increasing attention over the past decade. According to the World Health Organization (WHO), more than one billion people worldwide live with disabilities, accounting for 15% of the global population (WHO, 2020). While this percentage may seem small, it presents significant challenges for individuals with disabilities, as many continue to face sustained discrimination. Such discrimination is not limited to access to education or healthcare but often extends to the right to secure employment (WHO, 2020).

In the national context, the issue of disability rights has also been a matter of concern. In Indonesia, discussions surrounding the fulfillment of rights for people with disabilities are not new. The most fundamental legal basis for disability rights is rooted in Article 28H, paragraph 2 of the 1945 Constitution, which states, "Every person has the right to ease and special treatment to obtain equal opportunities and benefits to achieve equality and justice." Furthermore, Amnesty (2021) highlights the protection against discrimination in Article 28I of the 1945 Constitution, which states, "Every person has the right to be free from discriminatory treatment on any basis and is entitled to protection from such discriminatory treatment". The legal framework for persons with disabilities has evolved over time. Initially, Law No. 4 of 1977 concerning Persons with Disabilities was enacted. However, according to Putra (2024), this law was seen as stigmatizing, as it referred to individuals as "handicapped," leading to weak implementation

After a long journey, a new legal product emerged—Law No. 8 of 2016 on Persons with Disabilities, aimed at better accommodating disability rights and positioning people with disabilities not merely as objects but as active subjects. Article 1, paragraph (1) of Law No. 8 of 2016 defines persons with disabilities as “those who have physical, mental, intellectual, and/or sensory impairments, which over the long term interfere with interaction and participation in daily activities with other citizens on an equal basis.” Triana et al. (2022) categorize disabilities into several types according to Law No. 8 of 2016, including: (1) Physical disabilities, (2) Intellectual disabilities, (3) Mental disabilities, (4) Sensory disabilities, and (5) Multiple disabilities. There are two main age groups that are typically referenced: first, children with disabilities (ADK), who are individuals under the age of 18 with physical or mental impairments, and second, adults with disabilities, who are individuals over the age of 18 with physical or mental impairments.

Despite the comprehensive regulation on the rights, categorization of types, and age of disabilities in Law No. 8 of 2016 to ensure equality and justice for persons with disabilities, various issues persist in its implementation. According to Sholehah (2017), in addition to ongoing inequalities in access to healthcare and education services, a frequent issue faced by the disabled community is the lack of knowledge about accessing social rehabilitation through empowerment programs. Furthermore, a significant barrier to the implementation of Law No. 8 of 2016 concerning persons with disabilities is the pervasive stigma and negative societal perceptions. Ella (2020) argues that the normalization of disabilities as abnormalities leads to the perception that people with disabilities are a group to be pitied, reliant on donations, and incapable of self-sufficiency. Such perceptions and stigmas reinforce the notion that people with disabilities are viewed as powerless and inferior entities. Therefore, efforts to empower this community and eliminate negative views and stigma must come from both state and non-state actors.

In this context, as a non-state actor (private sector), PT Pertamina EP Rantau Field in Aceh Tamiang Regency has initiated the "Sistem Kewirausahaan Sosial Inklusif Berkelanjutan" (SETARA SEJALAN) program as a form of social rehabilitation through empowerment, aiming to eradicate societal stigmas regarding people with disabilities. According to the Social Innovation Document of PT Pertamina EP Rantau Field, Aceh Tamiang Regency has one of the highest populations of people with disabilities in the Aceh Province, with 2,314 individuals encompassing six different types of disabilities, including visual, physical, hearing, mental, and combined physical and mental disabilities. This number represents the accumulation of persons with disabilities residing in several villages, one of which is Tanjung Karang Village, Karang Baru District, Aceh Tamiang Regency.

As is well known, fulfilling the rights of persons with disabilities requires several elements to be in place, including resources, organization, and norms (Salman in Rizka, 2016). The SETARA SEJALAN program aims to fulfill these elements through a series of flagship programs for the disabled community in Aceh Tamiang Regency. This article will further discuss the role of PT Pertamina EP Rantau Field in providing access to employment rights for persons with disabilities in Aceh Tamiang. Additionally, it will explore the stigmas surrounding people with disabilities, the strategies employed by the company, and a reflection on the SETARA SEJALAN program. It is hoped that this article will provide new insights and enrich the discourse on inclusive efforts undertaken by companies to empower persons with disabilities.

B. METHODS

The writing method used in this article was a descriptive qualitative approach. According to Denzin & Lincoln (as cited in Anggito and Setiawan, 2018), qualitative research

is a form of research conducted in a natural setting, allowing for the interpretation of ongoing phenomena while incorporating various methods. Another scholar, Erickson (as cited in Anggito & Setiawan, 2018), asserts that qualitative research seeks to discover and narratively describe activities, with the researcher's interpretation serving as the key instrument. The sampling technique for data collection in this study employed purposive sampling, targeting beneficiaries of the SETARA SEJALAN CSR program implemented by PT Pertamina EP Rantau Field.

The study utilized three data collection techniques: observation, interviews, and literature review, using internal company data such as implementation documents, innovation documents, and SROI reports, which were elaborated upon with relevant studies. The validity of the collected data was tested using the triangulation technique. Data triangulation involves verifying the data by re-examining the sources and drawing conclusions accordingly.

C. RESULT AND DISCUSSION

1. Developing Space for Inclusion of Persons with Disabilities and Challenging Stigma

Conceptually, social inclusion cannot be separated from the concept of social exclusion. According to Maftuhin (2017), the concept of social exclusion first emerged in France in the 1970s, where it was used to describe the condition of marginalized groups lacking access to employment and welfare guarantees. Furthermore, marginalized groups in France at that time were also denied basic human rights as citizens, lacked access to key state institutions, and often faced discrimination. According to Shephard (2006) in Maftuhin (2017), three groups are typically excluded from their social environment: (1) the poor, unemployed, and other disadvantaged individuals; (2) those whose rights as citizens are not fulfilled; and (3) those disconnected from social relationships. Pierson (2010) identifies five key components that contribute to social exclusion: (1) poverty, (2) unemployment, (3) lack of social support networks, (4) the influence of residence and social environment, and (5) exclusion from public services.

In response to the backdrop of social exclusion, the concept of social inclusion emerged. Mahdi (2020) explains that social inclusion seeks to foster a more open society and ensure participation across communities by increasing opportunities, access to resources, and respect for all individuals. The aim is to create a better-quality ecosystem of life through the enhancement of human dignity, status, and independence. Gutama & Widiyahseno (2020) further describe social inclusion as a process that empowers certain individuals or groups to participate, either partially or fully, in social life. Additionally, Kurnia et al. (2022) argue that social inclusion is a concept centered on ensuring the rights of vulnerable and marginalized groups so they can become part of the social system.

One marginalized group that still requires the fulfillment of rights to be integrated into the social system is the disabled or differently-abled community. As is widely known, people with disabilities are prone to social exclusion due to their association with poverty, limited access to decent employment, and inadequate public services, all stemming from their disabilities. Maftuhin (2017) even describes the relationship between disability and poverty as a "vicious circle." Poverty can lead to poor nutrition during pregnancy, which may result in disabilities for the unborn child. Consequently, a child with disabilities is born into a poor family, and because of their disability and poverty, access to basic services is limited, perpetuating poor health outcomes. Thus, disability generates poverty, and poverty generates disability. Fundamentally, however, Ndaumanu (2020) asserts that persons with disabilities have the same status, rights, and responsibilities as the general population (non-disabled individuals).

Despite the existence of comprehensive legal frameworks in Indonesia, the practical efforts to fulfill the rights of persons with disabilities still face challenges in several aspects. One significant barrier is the strong societal stigma attached to individuals with disabilities, who are often viewed as deficient, unable to function independently, and thus hindered in their daily lives (Farrisqi and Pribadi, 2021). This stigma positions persons with disabilities as lacking bargaining power in social activities. Furthermore, their abilities are often viewed with skepticism by those around them. The stigma extends to the realm of employment, where people with disabilities are perceived as incapable of entering the workforce due to being viewed as unlucky and lacking sufficient competencies (Farrisqi and Pribadi, 2021). Given these conditions, the fulfillment of the rights of persons with disabilities has become an urgent necessity for the government, the private sector, and society as a whole.

PT Pertamina EP Rantau Field, through the SETARA SEJALAN program (Sistem Kewirausahaan Sosial Inklusif Berkelanjutan), seeks to create an inclusive social environment for individuals with disabilities in Aceh Tamiang. This program is a response to the societal conditions in Aceh Tamiang, where individuals with disabilities often face discrimination and social stigma. Many have experienced negative outcomes while seeking employment, including rejection, difficulty competing in the job market, and feelings of inferiority. These challenges lead to their social isolation and hinder their right to access a decent livelihood, resulting in dependence on social assistance and ultimately leading to poverty.

Through SETARA SEJALAN, PT Pertamina EP Rantau Field provides wide-ranging access to individuals with disabilities in Aceh Tamiang by offering vocational skills training programs, educating the public about disability awareness, and developing disability-friendly infrastructure and supporting facilities. The expected outcomes of this program include improved job accessibility for individuals with disabilities, the development of vocational skills, increased independence in earning an income, reduced discrimination and social stigma, and the establishment of disability-friendly infrastructure.

2. Inclusion Strategy of PT. Pertamina EP Rantau Field for Realizing Social Entrepreneurship

The difficulty in accessing job opportunities for people with disabilities has remained a complex issue for decades. According to data from the Indonesian One Data portal, the number of individuals with disabilities in Karang Baru District, Aceh Tamiang Regency, stands at 360, with 176 having physical disabilities (Satu Data Indonesia, 2022). Furthermore, social mapping data conducted by PT Pertamina EP Rantau Field in 2022 in Tanjung Karang Village shows that more than 10 individuals are living with disabilities (Yayasan SEMBARI, 2022). The unequal access to employment for people with disabilities has led to a rising unemployment rate, which may contribute to an increase in the number of Penyandang Masalah Kesejahteraan Sosial (PMKS).

The Indonesian government has regulated the rights of people with disabilities through Law No. 8 of 2016 concerning Persons with Disabilities. This law guarantees equal opportunities for people with disabilities regarding accessibility, opportunities, and the right to realize their potential in all aspects of governance and society. However, this law has largely remained administrative and has not effectively penetrated social structures. People with disabilities continue to face discrimination in their communities and rejection in employment due to their limitations (Amaliah & Hos, 2020).

Persons with disabilities face significant challenges in accessing public services. Another critical issue is the prevailing societal paradigm, which often views people with disabilities as sick individuals in constant need of assistance, incapable of pursuing education, and unfit for employment (Nurjanah et al., 2022). This stigma hinders their access to

information about job openings and labor market opportunities. Additionally, negative experiences, such as rejection and feelings of inferiority when seeking employment, further exacerbate their challenges. Therefore, the fulfillment of disability rights and public awareness of these stigmas is crucial.

In response, PT Pertamina EP Rantau Field has implemented a corporate social responsibility (CSR) program to fulfill the rights of individuals with disabilities within its community development area. The company's social and environmental responsibility is realized through the SETARA SEJALAN program (Sustainable Inclusive Social Entrepreneurship System) in Karang Baru District, Aceh Tamiang Regency. This program aims to develop the potential of people with disabilities, with the ultimate goal of achieving six key outcomes: improved access to employment, development of vocational skills, increased income, reduction of discrimination and social stigma, development of disability-friendly public infrastructure, and heightened environmental awareness.

Community empowerment emphasizes that everyone should have equal opportunities to secure employment. The goal of empowering individuals with disabilities is to foster creativity and utility in the community, as well as to equip them with the knowledge and skills necessary to meet their needs (Rachmawati & Muhtadi, 2020). This aligns with the objectives of PT Pertamina EP Rantau Field's SETARA SEJALAN program, where individuals with disabilities are the key actors in the process. The program represents an inclusive approach to social entrepreneurship for people with disabilities.

The SETARA SEJALAN program was initiated by the company in 2020, beginning with the identification of community needs and potentials and the establishment of partnerships with various stakeholders, including the government. The involvement of multiple institutions in the empowerment process is crucial to promoting social functionality and independence (Lestari & Muhtadi, 2021). Through the SETARA SEJALAN program, PT Pertamina EP Rantau Field has employed several strategies to fulfill the rights of people with disabilities and promote inclusivity in Aceh Tamiang Regency, particularly through the *Kelompok Disabilitas Pembeda Berdaya*. One of these strategies is to build self-confidence through capacity-building activities.

One of the capacity-building initiatives under SETARA SEJALAN is a mechanical training program in collaboration with the Aceh Tamiang Regency Manpower and Transmigration Office. This initiative represents the company's initial strategy to boost the self-confidence of people with disabilities in their social lives. It has been noted that individuals with disabilities are responsible for developing themselves and should actively participate in the life of their community (Joesyiana et al., 2022). The mechanical training provided by the company offers a foundation for beneficiaries with interests, talents, and potential in the automotive field to acquire basic mechanical skills. The beneficiaries of this program are individuals with disabilities from four districts in Aceh Tamiang Regency.

PT Pertamina EP Rantau Field has extended its inclusivity strategy by offering a series of training programs, including barista training, financial management, administrative and marketing skills, waste management, and the development of herbal gardens (TOGA). At this stage, the company not only fosters the self-confidence of the *Kelompok Disabilitas Pembeda Berdaya* but also strives to meet their social needs. As Schneiders explains in his book "Personal Adjustment and Mental Health," individuals who are empathetic and show interest in fostering relationships and promoting the welfare of others tend to develop better personal adjustment (Utomo, 2019). The self-adjustment of the *Kelompok Disabilitas Pembeda Berdaya* in this program is reflected in the growth of self-confidence to enhance their skills for economic activities.

Disability is still commonly associated with negative traits such as incapacity and helplessness. This has led to the perception that disability is a stigma, something to be avoided or concealed. Such societal attitudes often result in people with disabilities feeling isolated, which can lead to low self-esteem (Hidayat et al., 2013). The increase in self-confidence among people with disabilities within the SETARA SEJALAN Program is also supported by psychosocial assistance. According to the SETARA SEJALAN Program report by PT Pertamina EP Rantau Field, this psychosocial support aims to maintain mental well-being and improve the work performance of the disabled group. This assistance is provided in collaboration with SLBN Pembina in providing the psychosocial support.

The second inclusivity strategy of the SETARA SEJALAN Program focuses on economic development through several activities. PT Pertamina EP Rantau Field supports economic initiatives, including the development of workshops and car wash businesses, providing necessary infrastructure and equipment. In line with the SETARA SEJALAN program roadmap, in 2022, the company diversified by establishing an inclusive café. This café is designed to create more employment opportunities and social interaction for people with disabilities. It is also equipped with disability-friendly features, such as café menus in braille, allowing visually impaired customers to easily order food and beverages. To complement environmental sustainability, the company provided biodegradable packaging to reduce waste generated by the inclusive café.

Additionally, PT Pertamina EP Rantau Field continues to innovate in the program's implementation. One innovation is the development of a waste recycling house for people with disabilities, a collaborative effort between the company and the community to address environmental issues in Tanjung Karang Village. The facility is capable of treating wastewater from the car wash to produce clean water and converting used cooking oil into scented candles. Another initiative is the inclusion of a baking training subunit within the Tamiang Creative House in 2023. This training, which involved 10 participants, mostly women, was followed by the formation of an institution for the inclusive baking subunit, in coordination with the Social Service and the Special Needs School (SLB) in Aceh Tamiang Regency.

The development of social entrepreneurship within communities is on the rise. Social entrepreneurship is seen as a means to combat poverty resulting from economic imbalance or inequality. It is also viewed as a form of corporate social responsibility (CSR), where businesses engage in collaborative efforts to empower communities through economic and social programs (Seelos & Mair, 2004). Through CSR programs, social entrepreneurship is practiced via initiatives that empower communities by providing access to economic opportunities and meeting social needs. The involvement of businesses in social entrepreneurship is a critical step in poverty alleviation, which remains a persistent challenge.

PT Pertamina EP Rantau Field, through the SETARA SEJALAN Program, addresses these challenges by fostering social entrepreneurship initiatives led by people with disabilities in Aceh Tamiang Regency. The program contextualizes inclusivity strategies by opening opportunities for social entrepreneurship within the disabled community. This social entrepreneurship model aims not only to improve the economy or income of the Kelompok Disabilitas Pembeda Berdaya but also to enhance their social lives. The development of workshops, car washes, inclusive cafés, inclusive waste recycling houses, and inclusive baking represents the company's approach to social entrepreneurship. These initiatives include the provision of training and skill-building courses specifically designed for people with disabilities, the development of accessible infrastructure, and public education to reduce discrimination and promote inclusion.

As a business entity, PT Pertamina EP Rantau Field has also integrated social entrepreneurship into its community development programs as part of its social and

environmental responsibility. Social entrepreneurship has been recognized as an effective means of creating a significant social impact, particularly in poverty alleviation. According to Schumpeter, entrepreneurship is defined as “creative destruction” (Firdaus, 2014), which implies that it is a creative process that drives innovation and serves as a key tool for identifying opportunities to solve problems and create value. In the implementation of CSR programs, companies can adopt the values of social entrepreneurship in community development efforts, with the ultimate goal of improving economic conditions and promoting equitable access to economic opportunities.

The various inclusivity strategies within the SETARA SEJALAN Program illustrate that this initiative fosters social innovation in the community. This innovation serves as a guide for society in practicing social entrepreneurship based on inclusive community development. The inclusion model creates opportunities for social interaction between people with disabilities and the broader community (Rahayu & Dewi, 2013). The social entrepreneurship activities carried out by people with disabilities in Aceh Tamiang Regency under the SETARA SEJALAN Program have positively impacted both the economy and the social interaction process between people with disabilities and the general public, thereby reducing social disparities and increasing disability inclusivity.

The enhancement of the capabilities of the Kelompok Disabilitas Pembeda Berdaya serves as a benchmark for the increase in their income. According to the 2022 social mapping document for Tanjung Karang Village, their average monthly income ranged between five hundred thousand and one million rupiah. Meanwhile, the social innovation document of the SETARA SEJALAN Program by PT Pertamina EP Rantau Field reports that the program has successfully increased the group’s income, reaching an average of four hundred ninety-one million rupiah annually. This income increase is the cumulative result of the various business units developed by the Kelompok Disabilitas Pembeda Berdaya. Additionally, the program has empowered twenty individuals with disabilities in Tanjung Karang Village. Consequently, the average monthly income per individual within the group has risen to one million forty-seven thousand rupiah.

The capacity development of the Kelompok Disabilitas Pembeda Berdaya through various training activities organized by PT Pertamina EP Rantau Field has had a positive impact on their self-confidence. At the start of the program, members of the group lacked confidence in socializing and accessing employment due to the negative stigma imposed by the broader community. However, following the implementation of the SETARA SEJALAN Program, the self-confidence of these group members has grown through their social entrepreneurship activities. This is evidenced by the growth and acceptance of the group’s various business units within the Tanjung Karang Village community.

The inclusive strategies implemented in the SETARA SEJALAN Program have also led to improvements in public services through the provision of disability-friendly facilities at several locations. According to the social innovation document of PT Pertamina EP Rantau Field, the program has fostered new social habits within the community, increasing social awareness and transforming societal perceptions regarding the stigma associated with disabilities. This is demonstrated by the growing number of community members contributing to providing access to disabled individuals based on their specific needs. Furthermore, the document notes that there are now six coffee shops in Karang Baru District that have installed sign language information boards and provided writing boards as communication tools for the hearing-impaired.

The SETARA SEJALAN Program aims to instill values within the community. While the program focuses on economic development, it also emphasizes social values and cohesive relationships. Citing the social innovation document of the SETARA SEJALAN Program by

PT Pertamina EP Rantau Field, the program has fostered collaboration and integration among stakeholders, including governmental institutions, private entities, academics, and community groups in Tanjung Karang Village, forming a hexa-helix stakeholder partnership. This collaboration has created social cohesion that has shifted societal behavior in understanding inclusivity and disability-friendly aspects. Furthermore, the program has successfully led to the establishment of Qanun (Village Regulation) No. 5 of 2023 on the Empowerment of Disabled Communities in Tanjung Karang Village, issued by the Tanjung Karang Village Government.

3. Reflection on Sustainability in the SETARA SEJALAN Program

Achieving inclusivity in the realm of entrepreneurship requires strong commitment from all stakeholders involved. This endeavor represents a strategic step critical in establishing a fair and sustainable economy. From the perspective of sustainability, this concept is frequently associated with various characteristics, including economic development, social progress, and entrepreneurship or business (Ramadani et al., 2022). In a broader sense, sustainability refers to the management of resources in a way that ensures their continuous use across future generations. With this concept, sustainability embodies a community's ability to meet its social and economic needs without neglecting environmental considerations (Goni et al., 2021). In terms of social development, sustainability is defined as a condition in which society can improve long-term economic well-being while addressing all relevant aspects (Chavez et al., 2020).

Furthermore, sustainable social development is closely linked to the creation of an inclusive environment. This means that the practice of building a sustainable society should benefit all layers of the population, including people with disabilities. Reflecting on the journey of the SETARA SEJALAN Program, implemented by the CSR division of PT Pertamina EP Rantau Field, the involvement of the disabled community is at the heart of the program's execution. Throughout its dynamics, the SETARA SEJALAN Program represents a form of social innovation developed from the Rumah Kreatif Tamiang Program, focusing on a model of sustainable social entrepreneurship. In theory, social innovation is defined as a novel approach aimed specifically at solving social problems and improving social welfare. One practical example is the implementation of community empowerment programs based on entrepreneurship (Mulgan and Albury, 2003).

Moreover, social innovation is characterized by several distinct traits, such as focusing on solving social problems, employing new approaches, involving community participation and collaboration, and ensuring sustainability (Nicholls and Murdock, 2012). Referring to this definition, in the context of the SETARA SEJALAN Program, several points of social innovation have been developed. *First*, the SETARA SEJALAN Program serves as the primary initiative in addressing issues of inclusivity in Tanjung Karang Village. According to the 2023 social innovation document of PT Pertamina EP Rantau Field, the SETARA SEJALAN Program is an integrated system of inclusive social entrepreneurship designed to meet community needs. This is evidenced by the calculation of the social value generated through the program's implementation, demonstrated by the reduction of unemployment among people with disabilities in Tanjung Karang Village. The program has introduced operational standards for each business unit, making them more inclusive, thereby increasing employment opportunities for individuals with disabilities.

Second, the implementation of the SETARA SEJALAN Program has introduced new habits within the community. These habits are related to the reduction of negative stigma toward people with disabilities in the workplace. According to the 2023 evaluation report of the SETARA SEJALAN Program, the decrease in stigma is due to the inclusive business practices implemented. This has led to increased social awareness, which has broadened the

community’s contribution to providing more inclusive job opportunities. This condition closely aligns with the definition of sustainable social innovation presented by Nicholls and Murdock (2012). The radical innovation practiced in the SETARA SEJALAN Program has also expanded networks with various stakeholders through the derivative program, Green Inclusive School. This aspect includes partnerships with three special-needs schools in Aceh Tamiang Regency, successfully implementing sustainable waste management. This collaboration has fostered new societal habits, emphasizing the importance of creating inclusive spaces for all segments of society.

Third, the development of social innovation in the SETARA SEJALAN Program has been designed with a sustainable scheme. This can be observed through the application of five indicators: infrastructure, social, psychological, environmental, and safe working conditions. These indicators form the foundation of the program’s sustainability. By applying these five indicators, a program can be projected to determine whether it addresses the current needs of the community or will continue to do so in the future (Phills et al., 2008). The application of these indicators has been further supported by the implementation of new regulations, such as Qanun (Village Regulation) No. 5, concerning the Empowerment of Disabled Communities in Tanjung Karang Village.

Table 1. Indicators and Implementation of Sustainable Innovation of SETARA SEJALAN Program

Indicator	Implementation
Infrastructure	Provision of guidelines or manuals in public spaces that are accessible to people with disabilities, such as priority spaces and public facility guidance.
Social	Installation of inclusive communication guidelines that can be used as tools to assist in working and other activities.
Psychology	Psychological support provided by professionals to enhance the confidence of people with disabilities.
Environment	Implementation of the SETARA SEJALAN Program guidelines related to environmentally friendly management and principles.
Safe Working Conditions	Provision of disability-friendly infrastructure, with operational guidelines tailored to different types of disabilities

Source: Researchers’ Data Analysis, 2024

Based on the table above, it is evident that the innovations developed in the SETARA SEJALAN Program have incorporated several sustainability values. Through these indicators, the presence of the SETARA SEJALAN Program serves as a response that addresses the needs of the Aceh Tamiang community. This inclusion-based approach can encourage active participation from marginalized groups, particularly individuals with disabilities in the Aceh Tamiang region (Geissdoefer et al., 2017). The implementation of each indicator within the SETARA SEJALAN Program represents a simultaneous effort to address the social sustainability challenges faced by the disabled community.

Upon examining the innovations of the SETARA SEJALAN Program and the sustainability principles it promotes, several challenges arise that warrant collective reflection. The effort to achieve sustainability and inclusiveness in society is a long journey, one that cannot be accomplished by just a few individuals. Instead, it is a collective goal that requires full awareness. In the context of social entrepreneurship, the journey of the SETARA SEJALAN Program is not entirely without challenges. Based on the analysis, there are at least three key points that can serve as areas of reflection on the program’s implementation.

First, structural challenges. It is undeniable that realizing inclusive social change requires support from various stakeholders. This support extends beyond infrastructure to include equal access to other resources, such as public policies that do not fully support inclusivity (Girdon and Katz, 2018). In the context of the SETARA SEJALAN Program, existing policies still need refinement. This can be a specific challenge in achieving equal access. To open up the widest possible space for inclusion, it would be beneficial if existing policies comprehensively covered access to technology, resource capital, and opportunities for cross-sector collaboration.

Second, business model development. The introduction of a sustainable inclusive social entrepreneurship system (SETARA SEJALAN) within the Rumah Kreatif Tamiang Program is a good starting point. However, efforts to realize inclusivity through a sustainable entrepreneurial ecosystem could be further optimized. In running a business, the ability to continuously adapt and grow is essential. Although knowledge transfer has been carried out, there remain challenges in terms of the adaptive capacity of the beneficiaries. This becomes particularly important as market dynamics are constantly changing, requiring the beneficiaries of the SETARA SEJALAN Program to adjust their strategies accordingly (Sharma et al., 2023). Returning to the concept of social entrepreneurship, it is crucial to balance social objectives with economic profitability (Tan et al., 2022).

Third, the challenge of maintaining ongoing support and cross-sector collaboration. This challenge is closely linked to structural challenges, as in many cases, the public and private sectors often have divergent goals and interests (Marques et al., 2022). In the context of developing the SETARA SEJALAN Program, it is essential to align the objectives with those of key stakeholders, including PT Pertamina EP Rantau Field, local governments, and other relevant actors. If the sustainability goal of the SETARA SEJALAN Program is to be achieved, it requires continuous support and collaboration across sectors.

Overall, in the development of the SETARA SEJALAN Program, it is crucial to address these challenges. This is because these challenges not only impact the sustainability of the program but also affect the broader social fabric of the community. Furthermore, continuous identification and improvement are key to ensuring the sustainability and self-sufficiency of the beneficiaries of the SETARA SEJALAN Program

D. CONCLUSION

The involvement of PT Pertamina EP Rantau Field in the process of social inclusion is realized through the implementation of the CSR program SETARA SEJALAN. The SETARA SEJALAN program is conducted as an effort to fulfill the rights and inclusivity of individuals with disabilities, while promoting their social functioning and independence in Aceh Tamiang Regency, particularly in Tanjung Karang Village. PT Pertamina EP Rantau Field implements community empowerment in the SETARA SEJALAN program through several strategies. First, it enhances self-confidence through capacity-building activities for the Kelompok Disabilitas Pembeda Berdaya, including training and psychosocial support. Second, the company adopts the concept of social entrepreneurship as an inclusivity strategy through business ventures such as workshops, car wash services, inclusive cafes, inclusive waste management, and inclusive baking.

The SETARA SEJALAN program has successfully increased the self-confidence of the Kelompok Disabilitas Pembeda Berdaya, evidenced by the growth and operation of each business unit. Economic benefits have also been realized, with each group member's income increasing by two million and forty-five thousand rupiah per month. The implementation of the SETARA SEJALAN program has had a broad impact, leading to social transformation in the Aceh Tamiang community. This is demonstrated by improved public services, with

disability-friendly facilities available at several locations. Additionally, the company's collaboration with various stakeholders in the program's implementation resulted in Village Regulation No. 5 of 2023, issued by the Tanjung Karang Village Government, regarding the Empowerment of People with Disabilities in Tanjung Karang Village.

As previously mentioned, social innovation has several distinct characteristics, including a focus on solving social problems, the use of new approaches in program implementation, participation and collaboration among communities, and sustainability. The SETARA SEJALAN program focuses on addressing social issues such as the difficulty individuals with disabilities face in accessing their rights as citizens, which impacts their economic well-being. This is achieved through the development of inclusive social entrepreneurship, where each business unit applies operational standards as a means of increasing job opportunities for people with disabilities. This innovation represents a new approach to implementing CSR programs at PT Pertamina EP Rantau Field.

Furthermore, the SETARA SEJALAN program has fostered new habits among the general public in Tanjung Karang Village. The inclusive business ventures established by the group have reduced negative stigmas towards people with disabilities in the workplace and increased social awareness of the importance of providing inclusive access. In addition, the company has expanded the group's networks by implementing the Green Inclusive School initiative in collaboration with three special education schools (SLB) in Aceh Tamiang Regency, focusing on sustainable waste management. The application of five key indicators in the group's social entrepreneurship—infrastructure, social, psychological, environmental, and safe work practices—demonstrates the program's sustainability, projecting its ability to meet future needs.

REFERENCES

- Amaliah, H., & Hos, J. (2020). Strategi Penyandang Disabilitas Dalam Pemenuhan Kebutuhan Sosial Ekonomi (Studi Pada Perkumpulan Penyandang Disabilitas Indonesia (PPDI) Provinsi Sulawesi Tenggara). *Journal of Social Welfare*, 1(2).
- Bella, A., & Dartanto, T. (2018). Persons with disabilities (PWD) and poverty in Indonesia. *Malaysian Journal of Economic Studies*, 55(2), 167–188.
- Chavez, R., Yu, W., Sadiq Jajja, M. S., Lecuna, A., & Fynes, B. (2020). Can entrepreneurial orientation improve SD through leveraging internal lean practices?. *Business Strategy and the Environment*, 29(6), 2211–2225. <https://doi.org/10.1002/bse.2496>
- Farrisqi, K. A., & Pribadi, F. (2021). Perlindungan Hak Penyandang Disabilitas Untuk Memperoleh Pekerjaan Dan Penghidupan Yang Layak Protection of Persons with Disabilities' Rights to Get a Decent Work and Livelihood. *Focus: Jurnal Pekerjaan Sosial E*, 4(2), 149–155.
- Firdaus, N. (2014). Pengentasan kemiskinan melalui pendekatan kewirausahaan sosial. *Jurnal Ekonomi dan Pembangunan*, 22(1), 55–67.
- Geissdoerfer, M., Savaget, P., Bocken, N. M. P., & Hultink, E. J. (2017). The Circular Economy – A New Sustainability Paradigm?. *Journal of Cleaner Production*, 143, 757–768.
- Gidron, Y., & Katz, H. (2018). *Social Entrepreneurship and Social Enterprises: Concepts and Theories*. Routledge.
- Goni, F. A., Chofreh, A. G., Orakani, Z. E., Klemeš, J. J., Davoudi, M., & Mardani, A. (2021). Sustainable business model: A review and frame- work development. *Clean Technologies and Environmental Policy*, 23(3), 889–897. <https://doi.org/10.1007/s10098-020-01886-z>

- Gumelar, R. F. A., & Sardi, M. (2021). Indonesian government policy to provide employment opportunities for persons with disabilities. *Media of Law and Sharia*, 2(2), 146-171.
- Gutama, P. P. B., & Widiyahseno, B. (2020). Inklusi Sosial dalam Pembangunan Desa. *Reformasi*, 10(1), 70-80.
- Hidayat, I. N., Andayani, T. R., & Priyatama, A. N. (2013). Pengaruh pelatihan berpikir positif terhadap peningkatan konsep diri pada remaja difabel di balai besar rehabilitasi sosial bina daksa (BBRSBD) Prof. Dr. Soeharso Surakarta. *Jurnal Ilmiah Psikologi Candrajiwa*, 2(4 Des)
- Joesyiana, K., Wahyuni, S., Basriani, A., Adriani, A., & Susanti, D. (2022). Pelatihan Strategi Berwirausaha Bagi SDM Penyandang Disabilitas Terlantar Provinsi Riau. *NEAR: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 81-90.
- Kurnia, N., Indasah, K., & Amarilisya, A. (2022). Tren kajian media, gender dan inklusi sosial dalam senarai jurnal komunikasi di Indonesia. *Jurnal Ilmu Komunikasi*, 20(2), 117-133.
- Lestari, F. A., & Muhtadi, M. (2021). Intervensi Pekerjaan Sosial: Efektivitas Pemberdayaan disabilitas Tuli melalui Program Kewirausahaan. *WELFARE: Jurnal Ilmu Kesejahteraan Sosial*, 10(1), 32-46.
- Li, X., Abbas, J., Dongling, W., Baig, N. U. A., & Zhang, R. (2022). From cultural tourism to social entrepreneurship: Role of social value creation for environmental sustainability. *Frontiers in Psychology*, 13, 925768.
- Maftuhin, A. (2017). Mendefinisikan kota inklusif: Asal-usul, teori dan indikator. *Tataloka*, 19(2), 93-103.
- Mahdi, R. (2020). Perpustakaan umum berbasis inklusi sosial: Apa dan bagaimana penerapannya? (sebuah kajian literatur). *Fihris: Jurnal Ilmu Perpustakaan dan Informasi*, 15(2), 201-215.
- Mangku, D. G. S., & Yuliantini, N. P. R. (2021). Fulfillment of Labor Rights for Persons with Disabilities in Indonesia. *International Journal of Criminology and Sociology*, 10, 272-280.
- Marques, S., et al. (2022). Aligning objectives and managing conflicts in cross-sector collaborations for social impact. *Nonprofit and Voluntary Sector Quarterly*, 51(2), 341-361.
- Miller, T., et al. (2022). Collaborative strategies for social enterprises: Navigating stakeholder interests and managing partnerships. *Business Strategy and the Environment*, 31(5), 1840-1856.
- Mulgan, G., & Albury, D. (2003). *Innovation in the Public Sector*. London: Prime Minister's Strategy Unit.
- Nicholls, A. (2008). *Social entrepreneurship: New models of sustainable social change*. OUP Oxford.
- Nicholls, A., & Murdock, A. (2012). *Social Innovation: Blurring Boundaries to Reconfigure Markets*. Palgrave Macmillan.
- Nurhayati, S. (2020). Social inclusion for persons with disabilities through access to employment in Indonesia. *Prophetic Law Review*, 2(1), 1-21.
- Nurjanah, S. B., Serikandi, N., & Handayani, N. (2022). Pemberdayaan Penyandang Disabilitas Pada Bidang Wirausaha Sosial Melalui Warung Miebowl di Kota Tangerang: Empowerment of People with Disabilities in Social Entrepreneurship Through Miebowl Stop in Tangerang City. *Jurnal Pengabdian Kepada Masyarakat Indonesia (JPKMI)*, 2(1), 112-119.
- Phills, J. A., Deiglmeier, K., & Miller, D. T. (2008). Rediscovering Social Innovation. *Stanford Social Innovation Review*, 6(4), 34-43.
- Pierson, J. (2010). *Tackling Social Exclusion*. New York: Routledge.

- Priyadi, S. (2020). Penyandang Disabilitas dan Tantangan Inklusi dalam Dunia Kerja di Indonesia. *Jurnal Pembangunan Sosial*, 25(3), 234-245.
- Putra, L. B. W. (2024). Mewujudkan Kota Inklusi: Inklusivitas dan Aksesibilitas Ruang Publik Bagi Penyandang Disabilitas di Kota Yogyakarta. *The Journalish: Social and Government*, 5(2), 203-214.
- Rachmawati, S., & Muhtadi, M. (2020). Strategi Pemberdayaan Soft Skills Penyandang Disabilitas di Deaf Caede dan Car Wash Cinere Depok Jawa Barat. *Jurnal Pemberdayaan Masyarakat*, 8(2), 148–167.
- Rahayu, S., & Dewi, U. (2013). Pelayanan publik bagi pemenuhan hak-hak disabilitas di Kota Yogyakarta. *Natapraja*, 1(1).
- Ramadani, V., Agarwal, S., Caputo, A., Agrawal, V., & Dixit, J. K. (2022). Sustainable competencies of social entrepreneurship for sustainable development: Exploratory analysis from a developing economy. *Business Strategy and the Environment*, 31(7), 3437-3453.
- Seelos, C., & Mair, J. (2004). Social Entrepreneurship-The Contribution of Individual Entrepreneurs to Sustainable Development. *IESE Business School Working Paper No. 553*. <http://dx.doi.org/10.2139/ssrn.701181>
- Sharma, P., et al. (2023). Adapting to market dynamics: Strategic responses of social enterprises in volatile environments. *International Journal of Social Economics*, 50(7), 890-907.
- Satu Data Indonesia. (2022). Data Penyandang Disabilitas di Kabupaten Aceh Tamiang Tahun 2022. https://katalog.data.go.id/dataset/data-penyandang-disabilitas-di-kabupaten-aceh-tamiang-tahun-2022/resource/49838b31-1ac4-4026-bcef-4e83d56200db?view_id=88c9756f-7d83-475a-9270-cc406f11fd7a
- Triana, F. U., & Astuti, R. S. (2022). Determinan Implementasi Kebijakan Pemenuhan Hak Ketenagakerjaan Bagi Penyandang Disabilitas di Kota Semarang. *Journal of Public Policy and Management Review*, 11(1), 66-82.
- Utomo, L. P. (2019). Penyesuaian Sosial Penyandang Disabilitas Tubuh Di Balai Besar Rehabilitasi Sosial Bina Daksa (Bbrsbd) Prof. Dr. Soeharso Kota Surakarta, Jawa Tengah. *KOMUNITAS*, 10(1), 20–38.
- World Health Organization. (2020). *Disability and health*. Retrieved from <https://www.who.int/news-room/fact-sheets/detail/disability-and-health>
- Yayasan SEMBARI. (2022). *Kajian Pemetaan Sosial Kampung Tanjung Karang, Kecamatan Karang Baru, Kabupaten Aceh Tamiang*.
- Yunus, M. (2007). *Creating a world without poverty: Social business and the future of capitalism*. Public affairs.