

# Rising Self-Reliant: PT Pertamina EP Rantau Field's Efforts to Realize Inclusive Empowerment through the Rumah Kreatif Tamiang Program

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**Abstract.** In the past decade, efforts to respect the rights of persons with disabilities have become a concern across all sectors, including the private sector. Persons with disabilities continue to face challenges related to their livelihood and well-being. This study aimed to describe the efforts of the private sector company PT Pertamina Rantau Field in realizing Inclusive Empowerment through the CSR program known as Rumah Kreatif Tamiang. The study employed a qualitative methodology, utilizing both primary and secondary data sources. Primary data was gathered through interviews with beneficiaries, while secondary data was sourced from the company's internal records and relevant research journals. The findings of this study indicate the following: (1) The company plays a significant role in the development of vulnerable communities and is comprehensively responsive to these issues, as demonstrated by PT Pertamina EP Rantau Field. (2) Persons with disabilities are prepared to reintegrate into society by applying the skills acquired through the Rumah Kreatif Tamiang program, which includes workshop skills, handicrafts, and café management. (3) The Rumah Kreatif Tamiang Program contributes to poverty alleviation among persons with disabilities through their active involvement and support, facilitated through collaboration among various stakeholders, including the government, private sector, NGOs, and the community.

**Keywords:** CSR, Inclusive Empowerment, Rumah Kreatif Tamiang Program.

## A. INTRODUCTION

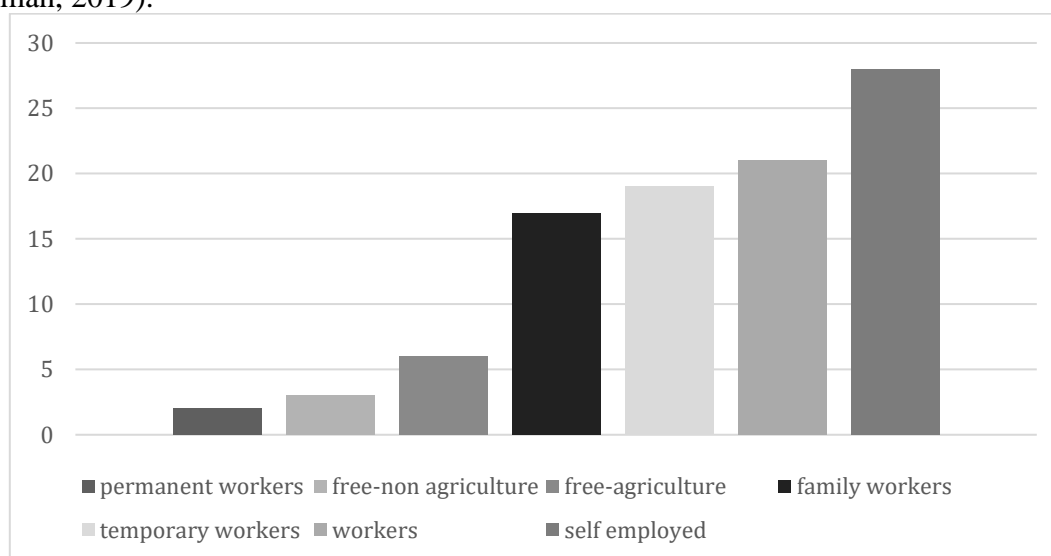
Over the past decade, policies concerning individuals with disabilities have become a prominent concern of the Indonesian government. Examining this timeframe, it is evident that disability studies are a relatively new field, particularly given that the term “disability” formally gained recognition in Indonesia in 2016. This terminology emerged as a result of the advocacy of equality advocates against the construct of “impairment” as articulated in Law No. 4 of 1997 regarding persons with disabilities. This regulation was amended due to its close association with stigmatization and inadequate recognition of the rights of individuals with disabilities, such as their access to education, information, employment opportunities, and public services (Harisantoso, 2023).

On a global scale, in the pursuit of honoring the rights of individuals with disabilities, the United Nations has formulated the Convention on the Rights of Persons with Disabilities (CRPD) as a collective commitment to realizing inclusive and disability-friendly development. This convention has been ratified by 182 countries worldwide, including Indonesia, which, in 2016, enacted Law No. 8 of 2016 concerning Persons with Disabilities in response to the CRPD issued by the UN. Three years later, the Indonesian government developed plans for the implementation and evaluation of the respect, protection, and fulfillment of the rights of individuals with disabilities. Subsequently, the new term “person with a disability,” or “*penyandang disabilitas*” in Indonesian, was officially adopted.

These steps represent progressive measures because they have transformed the discourse on disabilities into a global discourse, no longer confined solely to the realms of political rhetoric, theoretical discussions among academics, or the advocacy efforts of equality practitioners. Instead, it has permeated all aspects of societal life (Harisantoso, 2023). Unfortunately, the marginalization of individuals with disabilities remains evident in many inaccessible facilities, both public and private, thus underscoring the ongoing challenges they face.

According to a report by the International Labour Organization (ILO) in 2017, more than one billion people, or 15% of the world’s population, are persons with disabilities, with over 70% falling within the working-age population (Nanda & Herawati, 2021) Meanwhile, data from the Coordinating Ministry for Human Development and Culture (Kemendikbud) currently estimates the number of persons with disabilities in Indonesia to be approximately 22.97 million or about 8.5% of the Indonesian population (Supanji, 2021) with a significant portion of them being of working age. The World Health Organization (WHO) has compiled a list of factors that limit persons with disabilities from entering the workforce, including lack of education and training, the work environment, and an individual’s response to their disability, often marked by a lack of belief in their ability to work (Susiana, 2019). Moreover, it is not limited to external factors alone; several studies indicate that the low participation rates in the workforce among persons with disabilities are also influenced by internal factors, such as self-confidence, adaptability, and reduced capacity due to limited access to education and restricted access to information among persons with disabilities. These factors have implications for the insufficient empowerment of persons with disabilities to access employment opportunities (Erissa & Widiarsih, 2022)

Employment for persons with disabilities serves not only as a means of occupying themselves but also as a means of social interaction, contribution, and the creation of a more inclusive work environment (Rohman, 2019) Additionally, by working and earning income, persons with disabilities can contribute more to their family’s economic well-being (Erissa & Widiarsih, 2022) and promote the deconstruction of the meaning of disability (Erissa & Widiarsih, 2022) which is often closely associated with the limitations in the fulfillment of rights in obtaining employment. Furthermore, the fulfillment of the right to employment for persons with disabilities is a crucial matter, given the link between disability and poverty (Rohman, 2019).



**Figure 1. Graph of Working Population with Disabilities by Employment Status**  
 Source: Data of Statistics Indonesia (2020)

In Indonesia, according to data from Statistics Indonesia (BPS) in 2020, approximately 28.7% of persons with disabilities choose to be self-employed, which means they bear the entire economic risk on their own (BPS, 2020). Considering this, equal employment opportunities for persons with disabilities are the key to improving their quality of life. Additionally, this aligns with the mission of the Sustainable Development Goals (SDGs) to reduce opportunity disparities, especially for minority groups like persons with disabilities. There is a need for comprehensive and sustainable support programs and activities based on the principle of equal rights for persons with disabilities. However, in reality, persons with disabilities not only face difficulties in finding employment but also in retaining it. Consequently, limited access to formal employment drives many persons with disabilities to work in the informal sector. The prevalence of informal sector employment is not without reason. Besides the ease of access due to fewer prerequisites compared to formal employment, the informal work environment is relatively more flexible in terms of both working hours and regulations (Yulaswati, Nursyamsi, Ramadhan, Palani, & Yazid, 2021).

Recognizing this complexity, PT Pertamina EP Rantau Field has undertaken a corporate social responsibility (CSR) program for persons with disabilities in the Aceh Tamiang area. This region is a community development focus of PT Pertamina EP Rantau Field. The initiation of the CSR program for persons with disabilities by PT Pertamina EP Rantau Field is not arbitrary. According to data from a Social Mapping conducted by the company in 2022, there is a substantial population of persons with disabilities in Tanjung Karang Village, Karang Baru District, Aceh Tamiang Regency. Through the Rumah Kreatif Tamiang Program, PT Pertamina EP aims to harness the potential of persons with disabilities who have received various skills-enhancing training, such as mechanical training. These training initiatives expect that persons with disabilities can achieve self-sufficiency in terms of skills, knowledge, and economics.

The Rumah Kreatif Tamiang Program is also designed to transform Disability Groups into empowered groups capable of imparting their expertise to the wider community through education. It aims to foster high levels of empathy and concern for marginalized communities through the concept of sociopreneurship and to promote environmental sustainability through value-added waste processing. Subsequently, this study will delve into the implementation of the Rumah Kreatif Tamiang Program as a platform for the career development of persons with disabilities in Aceh Tamiang. This includes addressing their rights, activities, and the impact on the lives of persons with disabilities. It cannot be denied that persons with disabilities continue to be a second-class community experiencing social and structural discrimination.

## **B. METHODS**

This study employed a descriptive qualitative method to understand the implementation of the Rumah Kreatif Tamiang Program in achieving inclusive empowerment for persons with disabilities. A descriptive qualitative method is an approach used to comprehend a phenomenon within a society. In other words, this method is employed to gain a deeper understanding of social reality, thus obtaining a holistic understanding of the event (Subandi, 2006). The study was located in Tanjung Karang Village, Karang Baru Subdistrict, Aceh Tamiang Regency.

Various data sources were utilized in this study, including primary and secondary data sources. Primary data sources involved observation and interviews with beneficiaries of the Rumah Kreatif Tamiang Program, while secondary data sources consisted of literature reviews of program reports, monitoring and evaluation reports, innovation reports, internal company documents, journals, and related research. To establish the validity and relevance of the data, these diverse data sources were processed through a triangulation process, where a synthesis of various obtained data was drawn to identify data that aligned appropriately with the research topic. Subsequently, data analysis in this study involved data reduction, data presentation, and

drawing conclusions from the research findings. The research process was conducted from July to August 2023.

## C. RESULT AND DISCUSSION

### 1. The Role of Companies in Fulfilling the Rights of Persons with Disabilities

Building comprehensive awareness within society to be more attuned to disability issues is a lengthy journey. Persons with disabilities are often perceived as individuals who are incapable or merely as obstacles in a community. Furthermore, when persons with disabilities are relegated to second-class status, being viewed as “afflicted” and in need of specific treatment to become “normal,” it reflects a perspective known as the functional limitation perspective. This perspective has led some to perceive persons with disabilities as a “problem” requiring “healing” or “care”. Such perceptions are not entirely accurate because persons with disabilities are, in fact, whole individuals with their strengths and weaknesses as human beings (Mudmaina, 2021)

From a Human Rights perspective, persons with disabilities have the same status, rights, and obligations as non-disabled members of society (Ndaumanu, 2020). In several countries, regulations pertaining to the fulfillment of the rights of persons with disabilities, particularly in terms of obtaining employment, are enshrined in policy regulations. For example, in Malaysia, companies are required to employ a minimum of 5% of their workforce as persons with disabilities. In Singapore, the quota is set at 7%, and in Indonesia, it is stipulated in Law No. 8 of 2016. Article 6 of this law addresses non-discriminatory employment and the right to career advancement, while Article 23 stipulates quotas of 2% for government agencies and 1% for private companies (Rohman, 2019)

In addition to regulations concerning the employment quota for persons with disabilities, Article 1, Paragraph 7 of the law, which pertains to disability empowerment, reads as follows: “*Empowerment is an effort to strengthen the existence of Persons with Disabilities in the form of nurturing a climate and developing potential so that they can grow and develop into resilient and independent individuals or groups of Persons with Disabilities.*”

However, the primary challenges still faced by persons with disabilities revolve around limited access to education, employment, healthcare, transportation, and political participation (Sholehah, 2017), as well as knowledge about disability empowerment programs. The lack of access and awareness of programs for obtaining social rehabilitation through empowerment has been a significant obstacle that has yet to be fully addressed. This is especially relevant to the goal of empowering persons with disabilities, namely, achieving independence and well-being. The majority of individuals with disabilities are categorized as Persons with Social Welfare Problems (PMKS) due to their very low levels of well-being, unfulfilled economic and educational aspirations, and lack of independence. Additionally, social stigma is deeply ingrained among the disabled community.

Furthermore, the struggle against the social stigma that hinders persons with disabilities in Indonesia continues to this day. Social stigma regarding the limited fulfillment of the rights of persons with disabilities has become a perspective that seems normal, ultimately leading to the notion of “normalization” of disability as an abnormality. Often, this perspective results in the judgment that persons with disabilities are an abnormal group and objects deserving of pity, donations, or seen as incapable of self-reliance (Mustika, Hadi, Anharudin, Aziz, & Dewo, 2022)

Considering these challenges, promoting the fulfillment of the rights of persons with disabilities cannot be achieved by a single party alone. The involvement of other parties or stakeholders is an appropriate method to create a situation where two or more parties contribute to a common goal (Ciptaningsih & Nurcahyanto, 2018) Some crucial elements in achieving the

fulfillment of the rights of persons with disabilities include the presence of resource support, organization, and norms (Ciptaningsih & Nurcahyanto, 2018). In practice, realizing the fulfillment of the rights of persons with disabilities goes beyond having laws and local regulations. The private sector also plays a role in facilitating the realization of these legal frameworks. In other words, companies or the private sector contribute to the implementation of these laws and local regulations.

Companies are viewed as one of the pillars of national economic development and play a crucial role in any effort to enhance the well-being of society in collaboration with the government. Therefore, companies embrace the mission of development, which is to advance the welfare of society through business activities that consistently benefit the community (Sidabalok, 2023). One form of implementing these efforts is through Corporate Social Responsibility (CSR) activities. Direct corporate involvement in CSR programs leads to the creation of various initiatives that address community issues and provide social benefits to the public. It goes beyond ethical ideologies of “doing good” or “doing right” to the concept of “doing better.”

Furthermore, in the context of fulfilling the rights of persons with disabilities in Indonesia, the region of Aceh Tamiang Regency in the Province of Aceh is one with a relatively high number of persons with disabilities. According to the Social Innovation Document of PT Pertamina EP Rantau Field, Aceh Tamiang Regency is one of the areas with the highest number of persons with disabilities in the Aceh Province, totaling 2,314 individuals with six different types of disabilities, including visual, physical, auditory, mental, and intellectual disabilities. This cumulative figure represents persons with disabilities located in several villages, one of which is Tanjung Karang Village, Karang Baru District, Aceh Tamiang Regency.

As a state-owned company engaged in oil exploration under the supervision of SKK Migas, PT Pertamina EP Rantau Field initiated the Rumah Kreatif Tamiang CSR Program as one of its efforts to fulfill the rights of persons with disabilities, especially in Tanjung Karang Village. The program is structured with sustainability in mind, with the ultimate goal of achieving community self-reliance. In this case, persons with disabilities in Tanjung Karang should be able to exercise their rights to employment, skills development, and education. This effort is initiated by CSR PT Pertamina EP Rantau Field in collaboration with multiple stakeholders, including the Aceh Tamiang Regency Government, such as the Social Affairs Agency and the Manpower and Transmigration Agency, along with the Skill Development Center of Aceh Tamiang and the Boemi NGO.

Furthermore, during the program’s implementation, CSR PT Pertamina EP Rantau Field plays a crucial role. The Rumah Kreatif Tamiang Program consists of three stages to ensure accessibility or the fulfillment of the rights of persons with disabilities: the awareness stage, capacity-building stage, and empowerment stage (Ciptaningsih & Nurcahyanto, 2018). In other words, the stages of fulfilling the rights of persons with disabilities can be seen as the stages of the Rumah Kreatif Tamiang Program, which serves as an umbrella for the participating community. The Rumah Kreatif Tamiang Program is shaped through specific work planning tailored to the community’s needs.

In the initial stage, CSR PT Pertamina EP Rantau Field engaged the community in developing the details of the Rumah Kreatif Tamiang Program. CSR PT Pertamina EP Rantau Field opened a space for discussion with the community to identify existing issues, potential areas for development, and the time required. This stage represented a process of raising community awareness regarding their rights to access education, employment, healthcare, and public facilities or transportation. CSR PT Pertamina EP Rantau Field served as a platform for the community, especially members of the Rumah Kreatif Tamiang Program, to voice their concerns and develop their potential. Through this process, several aspects of community

development potential were identified, including the development of mechanical skills, social entrepreneurship, and sustainable environmental management.

Following this stage, CSR PT Pertamina EP Rantau Field, in collaboration with the Manpower and Transmigration Agency, Skill Development Center Banda Aceh, and the Boemi NGO, provided support to the community of persons with disabilities through Disabled Mechanics Training. During this training, the company accompanied the community in developing their potential. The training was attended by 16 persons with disabilities who are part of the Rumah Kreatif Tamiang Program. CSR PT Pertamina EP Rantau Field's efforts in fulfilling the rights of persons with disabilities in Tanjung Karang Village went beyond mentoring and mechanical training. As a comprehensive program, the Rumah Kreatif Tamiang Program empowered the community through additional training in areas such as barista skills, financial management, administration, marketing, waste management, and family medicinal plants (TOGA) development. At this stage, the community had acquired the necessary capacities.

In the final stage, known as the empowerment stage, the Rumah Kreatif Tamiang Program represented the empowerment of the community in Tanjung Karang Village, particularly persons with disabilities, to obtain their rights as socially and economically empowered individuals. This was achieved through the establishment of a disability-friendly workshop, Inklusi Coffee, and the promotion of environmental sustainability through waste recycling. Furthermore, CSR PT Pertamina EP Rantau Field supported community self-reliance by developing disability-friendly amenities that facilitated accessibility to public facilities and transportation for persons with disabilities in Tanjung Karang Village.

It can be observed that the role of the company, in this case CSR PT Pertamina EP Rantau Field, successfully encouraged persons with disabilities to fulfill their rights to employment, education, and access to transportation and public facilities. This is reflected in the 2022 PT Pertamina EP Rantau Field Community Satisfaction Index, which scored 84.86%, categorizing it as good. This score indicates that the Rumah Kreatif Tamiang Program implemented by CSR PT Pertamina EP Rantau Field plays a significant role in fulfilling the rights of persons with disabilities in the Tanjung Karang Village area.

## **2. The involvement of person with disabilities in the Rumah Kreatif Tamiang Program**

Efforts to combat the stigma of disability in the workplace are the responsibility of every segment of society. Achieving equality and self-reliance for individuals with disabilities requires direct involvement and collaboration between both parties. In this regard, PT Pertamina EP Rantau Field is one of the companies that pays attention to the conditions of people with disabilities. The Rumah Kreatif Tamiang Program is a response to the issues faced by people with disabilities who struggle to find suitable employment and serves as a platform for the people of Aceh Tamiang Regency to channel their creativity in line with their potential.

The Rumah Kreatif Tamiang Program encompasses several sub-programs, including the disability workshop, the Inklusi cafe waste house, and the Ajang Ambe Gallery. Therefore, from these sub-programs, the Rumah Kreatif Tamiang Program has three main pillars, with the first pillar being education. This pillar is realized through the activities of the Disability Workshop Learning Center (Pijar Kertas and community education about sign language to understand how to communicate with deaf people).

The Disability Workshop Learning Center began with the construction of infrastructure, namely the workshop building, which was established on Pertamina's assets in 2020. Simultaneously with the construction of the building, Pertamina also formed an institution to develop the management of the workshop, which consists of people with

disabilities, followed by the provision of business facilities and infrastructure, such as motorcycle washing equipment, compressors, procurement of attributes (coveralls, mechanic waist bags, helmets, welding goggles, and gloves), workshop equipment and spare parts (toolbox spanners, pliers, multimeters, wrenches, and welding equipment). All the equipment provided is prepared and specially designed for people with disabilities to facilitate their work.



**Figure 2. Handover of Workshop Equipment**

Source: Company Documentation (2022)

Not only focusing on the automotive workshop business aspect, but the activities of the Disability Workshop Learning Center also facilitate students from vocational senior high schools majoring in Mechanics to undergo internships or practical learning, referred to as “Pijar Kertas” (Disability Workshop Learning Center Mechanic Training). Members of the group who have previously received mechanic training are now involved as instructors in “Pijar Kertas.” This activity was initiated by group members to impart automotive knowledge to the general public, especially to facilitate vocational school students. Since July 2021, a total of 25 vocational school students have participated in “Pijar Kertas.” The implementation period for “Pijar Kertas” activities is every 4 months or as per the requests from the schools.

Not only serving as a learning center for automotive mechanics for students, the Disability Workshop Learning Center has also successfully replicated the workshop at the Tamiang Hulu Disability Workshop. This replicated workshop is also managed by people with disabilities, specifically those with physical disabilities. PT Pertamina EP Rantau Field facilitated this replication by providing mechanic training, automotive workshop equipment assistance, safety attributes procurement, and vehicle spare parts. The mechanic training conducted in this replicated disability workshop is guided by Dede Kurniawan, who is the head of the disability group and the chief mechanic of the disability workshop. Beyond providing assistance and training facilitation, PT Pertamina EP Rantau Field also provides guidance and monitoring for the replicated workshop as a commitment to expanding the benefits of the CSR program and empowering people with disabilities in the community.

The second pillar is the environmental pillar. The implementation of this pillar involves a differently-abled group empowered by the core activities in the Waste House. People with disabilities are encouraged to convert used cooking oil waste into economically valuable derivative products. Moreover, as a commitment to environmental sustainability, CSR PT Pertamina EP Rantau Field, together with people with disabilities from Rumah Kreatif Tamiang, treats doorsmeer wastewater to produce clear water that can be used for irrigation in family medicinal plants (TOGA) cultivation. In practice, this program involves not only people with disabilities in the Tanjung Karang Village but also a group of Women Volunteers for Socioeconomic Relief (PRSE) known as the KSU Ajang Ambe group.

The third pillar is the economic and social pillar. This pillar invites people with disabilities to engage in MSME Culinary development activities, which are manifested through a disability-friendly coffee shop and sociopreneurship programs focused on caring for fellow

people with disabilities. PT Pertamina EP Rantau Field assists in building the bar and kitchen of the differently-abled coffee shop. The disability-friendly coffee shop is named “Inklusi Coffee.” Inklusi Coffee combines vintage and pop art themes, utilizing wood as the main eco-friendly building material and decorations consisting of paintings created by people with disabilities. The design of this coffee shop complies with Law No. 8 of 2016, ensuring that it is spacious, with even pathways and easy accessibility.

Furthermore, in addition to the crucial role played by the community, companies also have a significant role as a means to achieve community empowerment. In this context, the role of companies is exemplified through efforts to develop assets, which are not only physical but also intellectual. PT Pertamina EP Rantau Field facilitated the decoration and provision of consumer seating as an enhancement to the comfort of Inklusi Coffee. Moreover, the company provided assistance in the form of coffee raw materials, equipment, and infrastructure such as espresso machines, grinders, shakers, French presses, Vietnamese drips, mocha pots, and dining utensils as coffee beverage production tools. The company also provided guidance in formulating beverage and food recipes, capacity-building training for baristas, financial management, administration, and marketing training. These activities represent the company’s commitment to CSR, which encourages access and community development assets. In this context, assets are related to development, encompassing not only physical development but also social, economic, and cultural development (Sholehah, 2017)

The involvement of people with disabilities in the Rumah Kreatif Tamiang Program is a fundamental element that drives program sustainability. In other words, people with disabilities in the community play a vital role, much like the heart of the Rumah Kreatif Tamiang Program. This is because the program’s formation, its operational processes, and the desired outcomes of the program are all shaped by, for, and with the participation of people with disabilities in Tanjung Karang Village, Karang Baru District.

*“The disabled workshop serves as a platform to showcase our abilities. We don’t want customers to come out of pity. It’s not about competing with other workshops but proving that people with disabilities can create just like any able-bodied person. In addition to quality and professionalism, the key is honesty with customers.”* (Source: Mr. Dede Kurniawan, Chairman of the Disabled Workshop)

Furthermore, based on interviews with individuals with disabilities in Kampung Tanjung Karang, the Rumah Kreatif Tamiang Program is not merely a community empowerment program. Through this program, individuals with disabilities can harness their abilities to combat existing social stigmas. The direct involvement of individuals with disabilities encourages the community’s capacity to achieve self-sufficiency. This effort represents a breakthrough in the transformation of community empowerment, resulting in significant changes in society, particularly in terms of the community’s ability to empower themselves and create new opportunities.

The strong commitment of CSR PT Pertamina EP Rantau Field, involving individuals with disabilities directly in the Kampung Tanjung Karang area, is a manifestation of the community’s ability to rise and become self-reliant. Rising and becoming self-reliant means a transformation in the community’s pattern, where they transition from having no access or assets to acquiring both access and assets. Through the three main pillars of the Rumah Kreatif Tamiang Program, the company serves as both a platform and the primary space for individuals with disabilities in Kampung Tanjung Karang to achieve community self-sufficiency.

### **3. Breaking the mold of poverty with Inclusive Empowerment**

Empowerment is both a process and a goal. As a process, empowerment is a sequence aimed at strengthening the power or capacity of marginalized groups in society, including

people with disabilities. As a goal, empowerment signifies the desired state or outcome, which is a social transformation towards an empowered society possessing authority, knowledge, and the capability to fulfill its life necessities, whether physical, economic, or social (Sholehah, 2017). Hence, empowerment viewed as both a process and a goal are interrelated concepts. Furthermore, according to Parsons, empowerment is a process where individuals become empowered enough to participate, share control and influence. Empowerment emphasizes that individuals acquire the skills, knowledge, and power necessary to influence their own lives and the lives of others who are empowered (Suharto, 2005).

In addition, inclusivity is defined as a condition in which society upholds the values of coverage or equality (Mauliyansyah, Muna, & Arifin, 2022). Inclusivity can also be understood as a condition in which every human being has equal access to their rights as citizens. Key aspects of the concept of inclusion encompass openness, equality, and the recognition of diversity in all its forms. Openness implies that all individuals residing, being, and engaging in activities feel safe and comfortable in obtaining their rights and fulfilling their respective obligations. Equality positions human entities as equal individuals. Therefore, disabilities are part of a difference that should be reasonably respected, with conditions created that are secure, comfortable, and accessible (Andriani, 2016).

One of the goals of inclusive empowerment is to address social issues, including poverty. Poverty is a complex issue in the Kampung Tanjung Karang area. According to data from the 2022 Social Mapping Document of PT Pertamina EP Rantau Field, 18 members of the Empowered Differentiated Groups are classified as living in poverty. As a follow-up to this issue, the Rumah Kreatif Tamiang Program was successfully established through a collaboration of multiple stakeholders, including the Aceh Tamiang Regency Government through the Department of Social Affairs and the Department of Manpower and Transmigration, the Skill Development Center of Aceh Tamiang, the Boemi NGO, and PT Pertamina EP Rantau Field. One of its objectives is to reduce poverty rates in the Kampung Tanjung Karang area, Karang Baru District.

Inclusive empowerment efforts for people with disabilities, when analyzed following (Sulistiyani & Rosidah, 2017) perspective, involve the following stages:

a. Awareness and Behavior Formation

According to Sulistiyani (2017), the stage of awareness and behavior formation is defined as raising awareness about the rights that should be possessed and forming an awareness of behavior and concern for the target empowerment group. This awareness includes cognitive knowledge, beliefs, and healing to enhance self-awareness until there is a perceived need for capacity building. The Rumah Kreatif Tamiang Program serves as a place for people with disabilities to discover and recognize themselves and their potential, subsequently developing them.

b. Transformation of Knowledge and Skill Competencies

The second stage in the empowerment process, according to Sulistiyani (2017), involves the transformation of knowledge and skill competencies, defined as the process of unlocking potential within the target empowerment group. This transformation of knowledge, as encouraged by the Rumah Kreatif Tamiang Program, is tailored to the abilities of people with disabilities. It encompasses various areas, including mechanics, barista skills, waste management, and the creative industry.

c. Enhancement of Intellectual Abilities and Skill Competencies

According to Sulistiyani (2017), the stage of enhancing intellectual abilities and skill competencies is where the target empowerment group is directed toward developing capabilities and skill competencies that will lead to self-sufficiency. In the empowerment process, this stage can be observed through the activities of people with

disabilities, such as practical knowledge application and the development of an entrepreneurial spirit. Moreover, people with disabilities enhance their social skills through activities aimed at caring for fellow individuals with disabilities.

Based on these stages, inclusive empowerment in the Rumah Kreatif Tamiang Program represents a form of social transformation in the community of Kampung Tanjung Karang. In the initial stage, the Rumah Kreatif Tamiang Program promotes awareness and the formation of community behavior regarding the importance of fulfilling rights, one of which is the right to a decent life. These efforts are carried out through training, discussions, and infrastructure development. This process results in a change in the community's awareness of the potential they possess. This is realized through the involvement of 16 people with disabilities in the initial stages of program development. Through these activities, there is also a transformation of knowledge and skills possessed by group members.

Furthermore, this transformation leads to a change in the community's self-perception. This change in perspective is what drives the community to develop their abilities and capacities through the facilities and support provided by CSR PT Pertamina EP Rantau Field.

*“After being nurtured and supported for five years by PT Pertamina, we are now independent, managing the gallery, and able to meet operational and other activities.”*

(Source: Mrs. Marlina, Treasurer of KSU Ajang Ambe)

Based on interviews with program beneficiaries, the Rumah Kreatif Tamiang Program has successfully brought about significant changes in the economic self-sufficiency of the community. Through the Rumah Kreatif Tamiang Program, the community has been able to develop their skills to meet both personal and group financial needs. Moreover, on a broader scale, the Rumah Kreatif Tamiang Program has brought about changes in economic aspects, such as increased income, improved purchasing power, the creation of new job opportunities, and an enhancement of self-employment.

**Table 1. Forms of Community Condition Changes in Kampung Tanjung Karang**

Before	Rumah Kreatif Tamiang Program	After
Poverty Unemployment	Doorsmeer and Disabled Workshop	• Independent workforce
		• New job opportunities
		• Increased revenue
		• Increased capacity of repair shop operators
		• Economic independence
	Rumah Limbah	Utilization of TOGA cultivation
	Inklusi Cafe	• Increased revenue
		• Improved skills
		• New job and business opportunities
	KSU Ajang Ambe Gallery	• Increased sales of MSME products
	• Market expansion	
	• Increased capacity of MSME actors	
	• Group Independence	
	• Increased revenue	

Source: Data Proceed by Researchers (2023)

Based on the table above, the presence of CSR PT Pertamina EP Rantau Field in the Rumah Kreatif Tamiang Program has had a significant impact on the community. Through the Doorsmeer and Disabled Workshop activities, individuals with potential in the mechanical

field have been able to enhance their capacity, thus opening up new business opportunities and job prospects. Furthermore, the establishment of the Disabled Workshop has promoted the economic self-sufficiency of its members by increasing their income. In addition to addressing poverty in the Kampung Tanjung Karang region, the formation of the KSU Ajang Ambe Gallery also plays a substantial role in the community. The primary function of KSU Ajang Ambe Gallery is to serve as a platform for the development of micro, small, and medium-sized enterprises (MSME) in the Kampung Tanjung Karang area. When considering sustainability aspects, KSU Ajang Ambe Gallery possesses even greater potential. The strategic location of the gallery is utilized as another communal space that supports group self-reliance.

Furthermore, the inclusive empowerment conducted by CSR PT Pertamina EP Rantau Field has contributed to enhancing the capabilities of its members in meeting their livelihood needs. Capability here refers to an individual's or an institution's ability to perform its functions. This concept aligns with Amartya Sen's idea of capability, defined as the freedom to function (Komalasari, 2019). In line with this concept, there have been changes in the community's conditions, especially among the beneficiaries of the Rumah Kreatif Tamiang Program.

This is evidenced by the results of PT Pertamina EP Rantau Field's Social Return on Investment (SROI) analysis in 2022, which shows a benefit-to-cost ratio of 1:2.86 (Sembari, 2022). This figure indicates that for every Rp1 invested by the company through the Rumah Kreatif Tamiang CSR Program, it generates Rp2.86 worth of benefits for the community. Therefore, the benefits of the investment outweigh the value invested by the company. With these results, the Rumah Kreatif Tamiang Program contributes to alleviating poverty among people with disabilities in Kampung Tanjung Karang, Karang Baru District, Aceh Tamiang Regency, accounting for 1.29% of the total 308 impoverished people with disabilities in Karang Baru District.

#### **D. CONCLUSION**

Inclusive empowerment is defined as an effort to realize equality, particularly in relation to the fulfillment of citizens' rights. Inclusive empowerment efforts are carried out by mapping the needs of people with disabilities in the Kampung Tanjung Karang area, in other words, using a bottom-up approach. CSR efforts by PT Pertamina EP Rantau Field in promoting the self-sufficiency of people with disabilities through the Rumah Kreatif Tamiang Program have successfully encouraged its members to fulfill their rights as self-reliant individuals.

Through the Rumah Kreatif Tamiang Program, the company has provided an open space for people with disabilities to access opportunities to develop their abilities. Moreover, the deep-seated stigma of the incapacity of people with disabilities to obtain employment has been displaced through the Rumah Kreatif Tamiang Program. In this regard, members are equipped with knowledge, ranging from mechanical training, administration, finance, marketing, agriculture, and waste management, to barista skills as a foundation for personal development.

The active participation of people with disabilities in the Rumah Kreatif Tamiang Program is a key element in achieving the program's three pillars: education, environment, and economic and social pillars. Alongside the active participation of people with disabilities, the multistakeholder collaboration developed by CSR PT Pertamina EP Rantau Field has matured all stages in achieving community self-reliance.

The Rumah Kreatif Tamiang Program has brought innovation to the social life of the Kampung Tanjung Karang community. These innovations have transformed the community's perspective on their abilities and self-empowerment. Furthermore, the Rumah Kreatif Tamiang

Program has effectively addressed the issue of poverty in the Kampung Tanjung Karang area, impacting approximately 1.29% of the population living below the poverty line.

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