

Analysis of Social, Economic, and Environmental Benefits of the Kuas Jirak Women Empowerment Program as an Implementation of CSR by PT. Pertamina EP Tanjung Field

Lina Nur Afifah¹, Sabrina Hani Andhita²

^{1,2}Community Development Officer PT Pertamina EP Tanjung Field, Indonesia

Email: linanurafifah18@gmail.com

Copyright © 2024 Afifah & Andhita. 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. Kuas Jirak is a community empowerment program organized by PT Pertamina EP Tanjung Field that is specifically dedicated to women in Jirak Village. The Kuas Jirak Program (Jirak Village Women's Business Group) focuses on empowering women in Jirak Village to enhance human resource capacity and income. This article aims to ascertain the social, economic, and environmental benefits of the Kuas Jirak Program. The research method employed was descriptive research. The study was conducted in July 2024. Sample selection and research location were determined using purposive sampling methods. Primary data were obtained through observations and interviews with the Barokah Group and stakeholders of the Kuas Jirak Program. Secondary data were sourced from activity reports and publications related to the Kuas Jirak Program. The research was conducted in Jirak Village, Pugaan District, Tabalong Regency, South Kalimantan Province. The results of this study indicate that the Kuas Jirak Program has benefits in social, economic, and environmental aspects for the community of Jirak Village, members of the Barokah Group, and the company. Through various empowerment activities carried out by the company, the Social Return on Investment analysis of the Kuas Jirak Program shows a return value of 2.31. Additionally, the Customer Satisfaction Index (CSI) analysis of the Kuas Jirak Program is categorized as very good with a total converted CSI value of 96.25.

Keywords: Empowerment, Social Innovation, Barokah Group, Benefits.

A. INTRODUCTION

Indonesia is a maritime country with abundant fishery resource potential. It ranks second after China as both a producer and exporter of fishery products in the world. However, the level of fish consumption in Indonesia remains relatively low. According to data from Statistics Indonesia (2024), the average fish consumption in Indonesia is 18.2 kg per person per year. This figure is considered low when compared to other countries with much lower fishery resource potential but significantly higher fish consumption levels. According to FAO data (2024), the people of Iceland have the highest fish consumption rate in the world, reaching 90.59 kg per person per year. Yet, Iceland is not among the top 10 largest fish producers in the world.

Djunaidah (2017), Arthatiani & Zulham (2019), and Luhur et al. (2020) have revealed several reasons for the low level of fish consumption in Indonesia, including: 1) lack of public awareness regarding the nutrition and health benefits of fish for health and intelligence; 2) limited availability of fish due to inefficient distribution; 3) underdeveloped fish processing and storage technology as an effort to expand variety and meet consumer preferences; 4) limited marketing and distribution facilities, both in terms of quality and quantity; 5) relatively high fish prices in some areas due to long distribution chains or high production costs; and 6) the influence of age and number of family members to consumer preferences in purchasing foodstuffs, including fish.

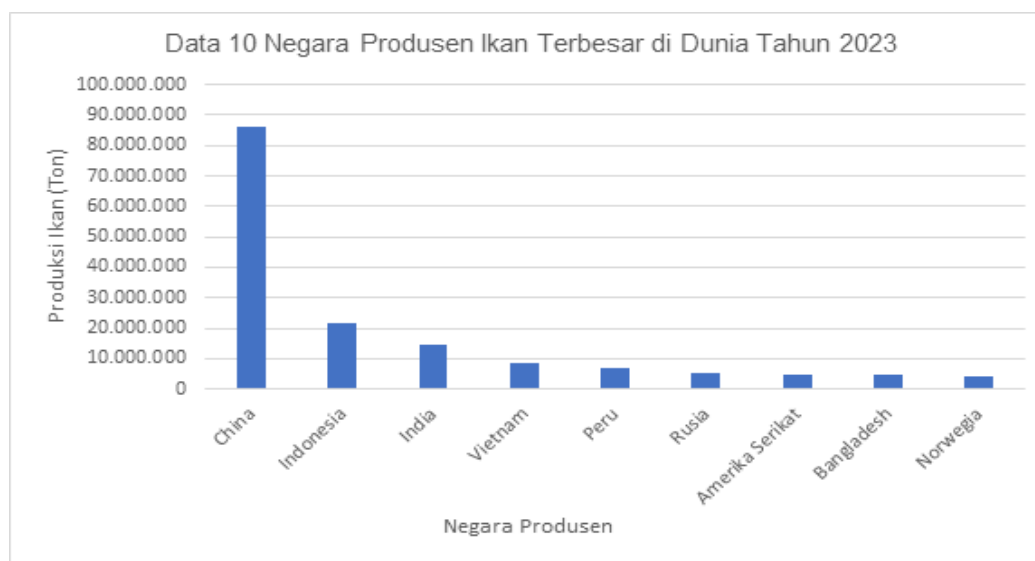


Figure 1. Bar Chart of the World's Largest Fish Producing Countries in 2023

Source: FAOSTAT (2024)

Efforts to increase fish consumption are expected to create job opportunities and enhance the income of various professions related to the fisheries sector, such as fishermen, fish farmers, and the fish processing industry. Empowered women can also contribute to economic improvement and community development. One potential avenue to empower women is through fishery product processing (Alfiah et al., 2020). Women skilled in processing freshwater fish products can establish small and medium enterprises (SMEs) in fish processing, thereby increasing family income. The processing of freshwater fish products can create employment opportunities for women and the surrounding community, thus reducing unemployment and poverty.

The community in Jirak Village, Pugaan District, Tabalong Regency is considered to be impacted by the operations of PT Pertamina EP Tanjung Field due to its location within the company's ring 1 area. This article further analyzed the social, economic, and environmental benefits of the Kuas Jirak Program. Jirak Village has significant potential as a producer of freshwater fish, particularly snakehead fish (haruan or gabus) (Afifah et al., 2023). The Kuas Jirak Program (Jirak Village Women's Business Group) is a community empowerment program focused on empowering women in Jirak Village to enhance human resource capacity and income.

B. METHODS

This research was conducted using a descriptive method, aiming to systematically and accurately describe the actual conditions in the field (Wiratha, 2006). The data collected is then organized, explained, and analyzed. The descriptive method is a problem-solving approach that involves collecting and organizing data, which is then analyzed to describe the condition of the research object based on the facts found. There are two types of data used based on their sources: primary and secondary data. Primary data was obtained through observations and interviews with the Barokah Group and stakeholders related to the Kuas Jirak Program. Secondary data was sourced from activity reports and publications related to the Kuas Jirak Program. The research was conducted in July 2024. Sample selection and research location were determined using purposive sampling methods. Purposive sampling is a non-random sampling method that is adjusted to meet the desired sample criteria (Lenaini, 2021). The

research took place in Jirak Village, Pugaan District, Tabalong Regency, South Kalimantan Province, where the Kuas Jirak Program is implemented.

C. RESULTS AND DISCUSSION

1. Analysis of the Kuas Jirak as a Women Empowerment Program

The majority of the beneficiaries of the Kuas Jirak Program in Jirak Village, Pugaan District, Tabalong Regency are women who are members of the Barokah Group. The Kuas Jirak Program is one of the women's empowerment initiatives specifically targeting housewives in Jirak Village. This program is managed by the Barokah Group, which consists of ten housewives in Jirak Village. Women represent a vulnerable group. According to Yuliani (2016), women have low power and bargaining capacity in society due to their gender. The vulnerability experienced by this group is multifaceted. Women, as a vulnerable group, face a series of obstacles to achieving well-being. Discrimination, inequality, and violence are among the various issues that hinder women's progress and welfare. Despite significant advances in achieving gender equality, the challenges faced by women remain very real (Siagian and Subroto, 2024).

The majority of the Jirak Village community works as fishermen and farmers, still heavily dependent on nature and the seasons. The lack of initiative among Jirak residents in managing available natural resources has led to a stigma of laziness and low productivity being attached to the community. Additionally, most residents of Jirak Village fall into the poor category. There is a river running through the village that could be used as a freshwater fish pond. However, geographically, the village is prone to flooding. Given these conditions, the Jirak community is in a context of vulnerability. Based on social, economic, and environmental issues, as well as the availability of natural and human resources, PT Pertamina EP Tanjung Field, through its Corporate Social Responsibility (CSR), has introduced the Kuas Jirak empowerment program to the Jirak Village community. Carrol (1991) states that Corporate Social Responsibility is a form of the company's concern for the community in terms of economic, ethical, legal, and social issues.

The Kuas Jirak (Jirak Village Women's Business Group) Program is an embodiment of PT Pertamina EP Field Tanjung's responsibility towards the community affected by the company's operations. According to Law No. 40 of 2007 concerning Limited Liability Companies and Government Regulation No. 47 of 2012 concerning Corporate Social and Environmental Responsibility, every company is obliged to implement Social and Environmental Responsibility (SER). Companies should not only focus on profit but also pay attention to the physical and social environment around their operations (Herdiansyah, 2022). One of the ways or forms of active company participation in this regard is through the implementation of Corporate Social Responsibility, commonly known as CSR.

Furthermore, community empowerment involves efforts to enhance the capabilities and independence of the community so that they can actively participate in development in their area (Kusmana and Garis, 2019). Through the mentoring program from PT Pertamina EP Tanjung Field, the community is expected to develop their local potential by utilizing natural resources and competitive advantages. Jirak Village is also known as the Haruan Fish Village because it is recognized as one of the producers of freshwater fish, particularly snakehead fish (haruan or gabus) (Noviana et al., 2023). However, the Jirak community faces difficulties in marketing snakehead fish. Therefore, the empowerment program aims to enhance the community's access to wider markets and other resources (Suyatno dan Suryani, 2022).



Figure 2. Photo of the Barokah Group's Processed Fish Floss Products

Source: Personal documentation

The Kuas Jirak Program began at the end of 2022. PT Pertamina EP Tanjung Field collaborated with the Jirak Village Government to provide assistance and mentoring to the Barokah Group. The Barokah Group was formed at the beginning of 2022 by a group of housewives in Jirak Village. Initially, this Group focused on processing snakehead fish (haruan) into processed foods, i.e, shredded snakehead fish. The initiation of this group was because many housewives in Jirak Village had no activities other than household chores. Additionally, the members of the Barokah Group realized that the freshwater fish farming yield in Jirak Village was abundant and needed to be processed into other products to increase its selling price. The initial formation of the Barokah Group was facilitated by the National Land Agency (BPN). However, the program provided by BPN was deemed insufficient for the needs of the Barokah Group. The lack of follow-up on the mentoring of the Barokah Group by BPN prompted the Barokah Group, together with the Jirak Village Head, to request cooperation from various institutions to enable the group to develop. In August 2022, a request for cooperation assistance was submitted to PT Pertamina EP Tanjung Field.

The Kuas Jirak Program aims to achieve independence within the community. The objectives of the Kuas Jirak Program are: 1) to meet the nutritional needs of the community with ready-to-eat fish products, 2) to provide skills to the group for production, packaging, and marketing of the products, and 3) to increase the group's income through the sale of processed freshwater fish products. The existence of the Kuas Jirak Program originated from the marketing difficulties faced by the Jirak Village community for their freshwater fish farming products. The Kuas Jirak Program produces processed freshwater fish products in the form of shredded fish with various flavors. There are three variations of shredded fish products, including shredded tilapia (Bonila), shredded snakehead fish (Boniga), and shredded catfish (Bonile), each with two flavor variations: original and spicy.

The initial target of the Kuas Jirak Program is for the Barokah Group to produce 50 pieces of Bonila in 100-gram sizes and 70 pieces of Bonila in 50-gram sizes each month. Additionally, the Barokah Group is also targeted to produce Bonile and Boniga in the same quantities. Another target is the production of 50 ml of Albumin in 20 bottles each month. Other processed products targeted include the production of candles and soap from used cooking oil, also known as "mijel." The production of Kuas Jirak's processed products is expected to grow and double by 2027. Besides focusing on the development of processed

product potential, the Kuas Jirak Program also emphasizes energy efficiency during the fish shredding process.

To achieve the program's success, regular mentoring, accompaniment, and evaluation are conducted by the company on the activities and achievements of the program. The mentoring activities for the Barokah Group are carried out by the Community Development Officer (CDO) from PT Pertamina EP Tanjung Field. According to Sreeni (2023), a Community Development Officer is a specialist who works to improve the welfare of communities by helping meet their basic and advanced needs. The CDO focuses on vulnerable, oppressed, or impoverished communities. Mentoring activities by the CDO are carried out daily. Monitoring, accompaniment, and evaluation are conducted periodically every three months. Mentoring, accompaniment, and evaluation are crucial for identifying obstacles and challenges within the program so that existing issues can receive appropriate solutions in the future. Evaluation ensures continuous improvement in program performance to achieve the satisfaction of the supported community.



Figure 3. Monitoring of the Kuas Jirak Program by the CDO of PT Pertamina EP Tanjung Field

Source: Personal Documentation

2. Social Innovation in the Kuas Jirak Program

PT Pertamina EP Tanjung Field, as a private entity, plays a role in providing capital to the community of Jirak Village to generate positive impacts such as increased community income, improved welfare, reduced vulnerability, achieved food security, and more sustainable use of natural resources. The capital assistance provided by PT Pertamina EP Tanjung Field includes financial capital and capacity building for the members of the Barokah Group. The training provided to the Barokah Group covers not only the processing of products from freshwater fish raw materials but also training to enhance the knowledge and skills of each group member in business management or SMEs. The provision of capital from the company aims to create social innovation within the Barokah Group. According to Farransahat et al. (2020), social innovation can be defined as new solutions to address social problems more effectively, efficiently, and sustainably, or by adding value to existing solutions. Social innovation is closely tied to the involvement of various parties in solving a social problem. It

is expected that this social innovation will bring positive impacts and systemic changes to the community of Jirak Village. Below is a breakdown of the capital provided by the CSR of PT Pertamina EP Tanjung Field to the Barokah Group.

The purpose of innovation is to optimize existing potential so that it is utilized and provides positive impacts through a more effective and efficient system (Herrera, 2015). In the Kuas Jirak Program, innovations are both related to novelty and improvements. One of the innovative outcomes featuring novelty produced by the Barokah Group is albumin from snakehead fish. The albumin produced is in the form of a liquid herbal medicine with numerous benefits for the human body. Albumin functions to maintain fluid balance inside and outside the blood vessels. The Barokah Group is the first SME to successfully produce albumin from snakehead fish in Tabalong Regency. The albumin produced by the Barokah Group has a unique feature compared to other products. The albumin is in syrup form and comes in several flavor variations (Noviana et al., 2023). Currently, albumin products are only marketed within Jirak Village because they are not produced regularly. Another innovation being developed that features novelty is the utilization of waste cooking oil from fish shredding production into soap and candles.

Further innovations are introduced to improve inefficient systems, specifically in the freshwater fish processing production process by the Barokah Group. It lies in the use of the conventional fish shredding spinner. This tool is considered inefficient in terms of time and energy. The draining time required by this tool is about one hour with several draining processes. The shredded fish produced by the conventional spinner process does not meet standards as it still contains more than 20% oil (Tawali et al., 2018). The oil content in shredded fish affects its shelf life and nutritional value. Additionally, the electricity costs required by the conventional spinner are high. The monthly electricity costs for shredded fish production amount to IDR 786,308.

The innovative fish shredding spinner uses the "timon" (drainage of three types of shredded fish) method. The drainage process uses an oil filtering tool (spinner) modified to meet the group's needs to produce standard-compliant shredded fish. The modified spinner can achieve tool automation according to the type of fish and the adjustable oil content (oil percentage less than 20%). The modified spinner meets the needs of the Barokah Group as the drainage holes are smaller compared to unmodified spinners. The holes in the modified spinner are adjusted to the size of the shredded fish, allowing the oil content to be maximally filtered. This modified spinner has been patented. The patent certificate was issued on May 31, 2023, by the Ministry of Law and Human Rights with patent number IDS000006036 for the invention "Automatic Oil Separator for Shredded Fish." The innovation of the fish shredding spinner can increase the productivity of the Barokah Group in the shredded fish production process, as the machine used meets their needs. Additionally, the spinner innovation can enhance the cost efficiency of the Barokah Group's production expenses by reducing electricity costs. According to the Kuas Jirak Program report compiled by the CDO of PT Pertamina EP Field Tanjung, the electricity costs incurred for the Barokah Group's production after using the modified spinner amount to only IDR 250,000.

The novelty of social innovation in the Kuas Jirak Program is articulated in a statement letter from the Jirak Village Government. The presence of this letter indicates a good relationship between PT Pertamina EP Tanjung Field and the Jirak Village Government. Active support from stakeholders such as the local government is key to the success of community empowerment programs (Dippoprameswari and Pujianto, 2024). The Kuas Jirak empowerment program represents PT Pertamina EP Tanjung Field's responsibility towards relevant stakeholders, including the Jirak Village Government. According to Rokhlinasari (2016),

stakeholders are groups or individuals who can influence or be influenced by the achievement of an organization's goals.

3. Social, Economic, and Environmental Benefits of the Kuas Jirak Program

Community empowerment is a crucial concept in sustainable development. Empowerment activities through the Kuas Jirak Program can have social, economic, and environmental impacts. Empowerment that considers these three aspects in its implementation can be categorized as sustainable empowerment (Sugandhy, 2007). These aspects, according to sustainable development theory, are collectively reflected in empowerment activities to meet present needs without compromising future needs. The concept of sustainability is applied in the Corporate Social Responsibility program to achieve community self-reliance (Rahmadani et al., 2018). Community empowerment itself is a highly important concept in sustainable development.

The majority of Barokah Group members in Jirak Village are economically vulnerable and socially disadvantaged, consisting mainly of productive-aged women. In terms of asset ownership, this vulnerable group falls into the category of impoverished residents in Jirak Village. Most of them work as housewives with secondary jobs as farmers or fishers, depending on the prevailing season. During the rainy season, these women work as fishers, while in the dry season, they work as farmers. Some of the vulnerable group members are also heads of households, making them the primary breadwinners for their families. Below are the benefits of the Kuas Jirak Program from social, economic, and environmental perspectives.

Table 2. Social, Economic, and Environmental Benefits of the Kuas Jirak Program

Aspect	Benefits of the Kuas Jirak Program
Social	
Jirak Village Community	<ol style="list-style-type: none"> 1. Elimination of the lazy stigma on the people of Jirak Village 2. Formation of a clear and functional organizational structure within the Barokah Group 3. Enhancement of the knowledge and skills of Barokah Group members in processing freshwater fish products other than fish floss
Company	<ol style="list-style-type: none"> 1. Establishment of good relations and positive perceptions from the community and government towards the company
Community	<ol style="list-style-type: none"> 1. Provision of nutritious food made from locally produced freshwater fish, with permits from IRT, halal certification, and guaranteed quality with nutritional information
Economy	
Jirak Village Community	<ol style="list-style-type: none"> 1. Increase in the economic value of freshwater fish produced in Jirak Village 2. Increase in the income of Jirak Village residents, particularly members of the Barokah Group, from the sale of processed freshwater fish products
Community	<ol style="list-style-type: none"> 1. Increase in the income of resource persons who have provided training to the Barokah Group 2. Additional income for the general community as resellers of products from the Kuas Jirak Program

Environment	
Jirak Village Community	<ol style="list-style-type: none"> 1. Management of used cooking oil or waste from the production of fish floss into soap and candles, which can reduce environmental pollution and add economic value to used cooking oil waste 2. Revitalization and rehabilitation of riverbanks as locations for freshwater fish farming in Jirak Village
Community	<ol style="list-style-type: none"> 1. Assistance for riverbank conservation to prevent flood disasters

Initially, the people of Jirak Village were known to be unproductive and were stigmatized as lazy due to high unemployment and poverty rates, despite having a significant number of people of productive age (Statistics Indonesia of Tabalong Regency, 2021). The Barokah Group received guidance from PT Pertamina EP Tanjung Field, enabling them to produce various processed freshwater fish products. The Kuas Jirak Program assists the Jirak Village government in empowering women, particularly housewives. This empowerment has led to an improved quality of life for Barokah Group members, who have transitioned from being housewives to running businesses through the Kuas Jirak Program. Collaboration with PT Pertamina EP Tanjung Field has allowed the Barokah Group to achieve remarkable successes, thereby eliminating the lazy stigma associated with the people of Jirak Village.

The training and mentoring programs provided by the Community Development Officer (CDO) of PT Pertamina EP Tanjung Field have enhanced the knowledge capacity of Barokah Group members in managing and operating MSMEs, enabling them to produce marketable products. Various training sessions targeted both individuals and groups. Individual-targeted training included financial bookkeeping for the group's treasurer. Group-targeted training provided to the Barokah Group included fish floss production according to SOPs, production of derivative products from fish floss, socialization on obtaining IRT and nutritional value labeling, as well as digital marketing training.

The benefits of the training received by the Barokah Group are also felt by consumers or the general public. Consumers feel safer consuming fish products produced by the Barokah Group because these products have IRT, halal certification, and nutritional values listed on the packaging. Additionally, Barokah Group's products are easily accessible due to expanded marketing through online channels. The Barokah Group is facilitated in selling its products online with the provision of Wi-Fi and smartphones by PT Pertamina EP Tanjung Field. Digital marketing training using WhatsApp, Shopee Food, and Tokopedia applications provided to Barokah Group members has equipped them with digital marketing skills, allowing consumers across Indonesia to purchase Kuas Jirak Program products. The guaranteed product quality enhances public trust in Kuas Jirak Program products, thereby increasing sales.

Community mentoring or empowerment programs are crucial strategies for developing sustainable and inclusive village economies (Rahayu and Febrina, 2021). PT Pertamina EP Tanjung Field observed that the people of Jirak Village were grappling with poverty. Many residents of Jirak Village were listed as impoverished. The situation worsened after the COVID-19 pandemic, which exacerbated poverty as many heads of households lost their jobs. The poverty problem in Jirak Village is evident from the high poverty rate. According to the Jirak Village Government (2023), the number of impoverished people in Jirak Village is 661 out of a total population of 1,131. If not addressed promptly, poverty in Jirak Village has the potential to cause future social problems. One potential issue is the annual increase in the number of impoverished people if they do not change their mindset and lifestyle for the better, making it challenging to escape poverty. Additionally, impoverished people often rely solely

on social assistance, believing it suffices for their needs, leading to a lack of independent efforts to break free from poverty. This dependency can make it difficult for the people of Jirak Village to overcome poverty. Poverty can also lead to issues such as criminality, as impoverished people may resort to any means, including criminal acts, to meet their basic needs.

Initially, the community in Jirak Village faced challenges in marketing their farmed fish. The fluctuating and unpredictable fish prices in the market led to unstable income for the community from the fisheries sector. This uncertainty in the fisheries sector was exacerbated by the limited alternative employment opportunities in Jirak Village. The lack of job options resulted in the community being trapped in the same livelihoods, aggravating poverty as residents lacked reliable income alternatives. The Kuas Jirak Program is a community empowerment initiative focused on enhancing economic aspects through the processing of freshwater fish. This program aims to facilitate access to capital, provide training in product development based on freshwater fish, and offer support in infrastructure.

The objective of the Kuas Jirak Program is to encourage the community, especially housewives, to become more productive, thereby improving family income with the hope that the program will eventually elevate Jirak Village out of poverty. The Barokah Group has developed over five products based on freshwater fish. The Kuas Jirak Program has led to a shift in the community's perception of processing farmed fish products, which were previously sold to collectors or markets, but are now processed into fish floss and various other products. This processing activity has increased the market value of freshwater fish. The Kuas Jirak Program provides an income of IDR 2-3 million per month to the Barokah Group, or an average additional income of IDR 250,000 per month for each Barokah Group member. Prior to the social innovation of Kuas Jirak, the average income of some Barokah Group members was below the poverty line of Tabalong Regency, which is IDR 573,018 (Statistics Indonesia of Tabalong Regency, 2023).

The income for the Barokah Group also comes from the sale of soap and candles made from production waste. The processing of production waste into economically valuable products is part of the zero-waste production principle (Dirgantoro and Adawiyah, 2018). Zero-waste production aims to preserve environmental sustainability. The transformation of used cooking oil into soap and candles is expected to mitigate environmental damage. Environmental impact analysis related to the processing of used cooking oil into soap and candles can be calculated by measuring the amount of processed oil (oil density) and dividing it by the oil quality standard, thereby assessing the program's usefulness. For instance, 500 ml of used cooking oil from fish floss frying was processed into soap and candles. Based on calculations, if 500 ml of used cooking oil were directly disposed of into aquatic environments, it could cause water pollution equivalent to 153.7 cubic meters. The used cooking oil processing program into soap and candles can prevent pollution of 153.7 cubic meters of water.

In addition to applying the zero-waste production principle for environmental sustainability, the Kuas Jirak Program also undertakes other environmental protection efforts, such as reforestation of critical land in Jirak Village. Jirak Village is one of the flood-prone areas in Pugaan District, Tabalong Regency (Mattiro et al., 2024). The Kuas Jirak Program integrates tree planting activities in critical areas of Jirak Village, particularly around the Jirak Riverbanks. These activities aim to minimize flood risks, which frequently affect Jirak Village during the rainy season. Reforestation activities are supported by PT Pertamina EP Tanjung Field through the provision of 100 tree seedlings.

Moreover, community development and empowerment programs conducted by companies essentially represent a social investment for the company itself. Social investment by companies not only benefits the company but also creates various positive and beneficial changes for the stakeholders involved in the program (Santoso et al., 2020). The Social Return

on Investment (SROI) method is used as a tool to analyze the benefits the company gains from the social investment programs. SROI is a method for translating and measuring changes in social outcomes, environmental conditions, economic shifts, or other possibilities. SROI helps identify indicators for each perceived change to enable the calculation of its monetary value. SROI is a method for converting social, economic, and environmental impacts into tangible financial calculations. The SROI framework is developed from cost-benefit analysis to illustrate social value and then translate it into both financial and non-financial measures.

The SROI study measures the value of benefits and compares them with the costs invested by the company in the program. The final result is a ratio comparing the monetized benefits with the investment made. The SROI study on the Kuas Jirak Program has an input value of IDR 308,770,800 and generates investment benefits of IDR 712,586,702. This indicates a return value of 2.31, meaning that for every rupiah spent/invested by the company, a return of IDR 2.31 is obtained. The Kuas Jirak Program also received an award in the 2023 Indonesia Social Responsibility Award (ISRA) in the category of economic empowerment.

The development and empowerment of communities aim to combat poverty, powerlessness, inequality, and encourage communities to become more active and productive. Community empowerment activities always strive to make communities more self-reliant by realizing the local potentials in the area. To measure community satisfaction with the community empowerment programs by PT Pertamina EP Tanjung Field, a Community Satisfaction Index (CSI) survey needs to be conducted among the program beneficiaries. The results of this survey are expected to provide the company with insights into what needs to be improved, maintained, and enhanced to achieve satisfactory performance for the community (Damayanti et al., 2019). The objectives of the CSR program evaluation through the Community Satisfaction Index Survey are to measure the effectiveness of the CSR program services through CSI instruments and analysis, provide comprehensive information on the company's capacity and performance in implementing CSR programs, and provide recommendations for improvements and enhancements in the company's performance and capacity in executing CSR programs.

The benchmarks for determining the level of community satisfaction in Jirak Village can be seen based on 14 elements of company performance evaluation. These 14 elements are the company's commitment, community participation, program relevance, program sustainability, program appropriateness, company responsiveness in addressing issues, aspects of fairness in CSR program implementation, the responsibility of field officers, the capacity of field officers (CDO), community acceptance of field officers (CDO), adequacy and capacity of the budget, synergy between the company and other stakeholders, the scope of the program, and program benefits. Based on the CSI analysis results, the Kuas Jirak Program is categorized as excellent, with a total converted CSI score of 96.25. This means that the community of Jirak Village, as beneficiaries of the Kuas Jirak Program, is highly satisfied with the performance of PT Pertamina EP Tanjung Field in implementing the Kuas Jirak Program.

D. CONCLUSION

Based on the research findings, it is known that the Kuas Jirak Program has social, economic, and environmental benefits for the Jirak Village community, the company, and the general public. First, from the social perspective, the Kuas Jirak Program benefits the Jirak Village community by eliminating the lazy stigma associated with them, forming a clear and functional organizational structure within the Barokah Group, and enhancing the knowledge and skills of Barokah Group members in processing freshwater fish products other than fish floss. For the company, from the social perspective, the Kuas Jirak Program helps build good relationships and a positive perception from the community and the government towards PT

Pertamina EP Tanjung Field. For the general public, the Kuas Jirak Program provides nutritious food processed from locally produced freshwater fish with IRT permits, halal certification, and guaranteed quality due to the nutritional information provided.

Second, from the economic perspective, the Kuas Jirak Program benefits the Jirak Village community and the general public. PT Pertamina EP Tanjung Field, through its Corporate Social Responsibility program, provides material and non-material capital assistance to the Barokah Group. The capital invested in the Kuas Jirak Program results in innovative freshwater fish products that were previously unavailable (haruan fish albumin), modified fish floss draining equipment, and soap and candles made from used cooking oil. The Kuas Jirak Program increases the economic value of freshwater fish products from Jirak Village and boosts the income of the Jirak Village community, especially the Barokah Group members, from selling processed fish products. Additional income is also experienced by trainers who have provided training to the Barokah Group and the general public who become resellers of products from the Kuas Jirak Program.

Third, the existence of the Kuas Jirak Program benefits the Jirak Village community and the public. Managing used cooking oil or waste from fish floss processing into soap and candles reduces environmental pollution while adding economic value to the waste. The Kuas Jirak Program promotes the revitalization and rehabilitation of riverbanks as locations for freshwater fish farming in Jirak Village. PT Pertamina EP Tanjung Field also provides assistance in the form of 100 tree seedlings for the conservation of the Jirak River banks to prevent flood disasters. The benefits of the Kuas Jirak Program can be measured using the Social Return on Investment (SROI) method, resulting in a value of 2.31, meaning that for every IDR 1 invested, a return of IDR 2.31 is obtained. The analysis of the Community Satisfaction Index (CSI) for the Kuas Jirak Program is categorized as very good, with a total converted CSI score of 96.25. However, this article identifies several data limitations, suggesting future research should analyze the relationships between stakeholders involved in the Kuas Jirak Program, the analysis of the program's success achievements, and factors influencing the success of the Kuas Jirak Program.

REFERENCES

- Afifah, L. N., Noviana, A. S., Taftazani, B. M., Santoso, M. B., Humaedi, S., Apsar, N. C., dan Raharjo, S. T. (2023). *Kuas Jirak: Perempuan Berdaya Memajukan Potensi Desa*. Bandung: Instan Grafika.
- Alfiah., Mustakim., Naskah., Nuryanti., & Salmiah. (2020). Kontribusi perempuan terhadap ketahanan keluarga pada masyarakat nelayan pesisir pantai bengkalis. *Marwah: Jurnal Perempuan, Agama dan Gender*, 19(1), 91-107.
- Amarthatiani, F. Y., & Zulham, A. (2019). Fish consumption and stunting prevention in Jakarta Province. *Buletin Ilmiah Marina Sosial Ekonomi Kelautan dan perikanan*, 5(2), 95-104.
- Badan Pusat Statistik. (2024). *Rata-Rata Konsumsi Per Kapita Seminggu Beberapa Macam Bahan Makanan Penting, 2007-2023*. Retrieved from: <https://www.bps.go.id/id/statistics-table/1/OTUwIzE=/rata-rata-konsumsi-per-kapita-seminggu-beberapa-macam-bahan-makanan-penting--2007-2023.html>
- Badan Pusat Statistik Kabupaten Tabalong. (2021). *Kecamatan Pugaan dalam angka*. Karya Bintang Musim.
- Badan Pusat Statistik Kabupaten Tabalong. (2024). *Garis kemiskinan (rupiah), 2021-2023*. Retrieved from: <https://tabalongkab.bps.go.id/indicator/23/131/1/garis-kemiskinan.html>

- Carrol, A. (1991). The pyramid of corporate social responsibility: toward the morai management of organizational stakeholders. *Business Horizons*, 34(4), 39-48.
- Damayanti, L. D., Suwena, K. R., & Haris, I. A. (2019). Analisis kepuasan masyarakat terhadap pelayanan publik berdasarkan indeks kepuasan masyarakat (IKM) Kantor Kecamatan Sawan Kabupaten Buleleng. *Jurnal Pendidikan Ekonomi Undiksha*, 11(1), 21-32.
- Dirgantoro, M. A., & Adawiyah, R. (2018). Nilai ekonomi pemanfaatan limbah kelapa sawit menuju zero waste production. *Biowallacea*, 5(2), 825-837.
- Dippoprameswari, E. & Pujiyanto, W. E. (2024). Optimalisasi ketertiban masyarakat: pemberdayaan umkm melalui inisiatif pelayanan terdedikasi. *Cakrawala: Jurnal Pengabdian Masyarakat Global*, 3(1), 109-117.
- Djunaidah, I. S. (2017). Tingkat konsumsi ikan di Indonesia: ironi di negeri bahari. *Jurnal Penyuluhan Perikanan dan Kelautan*, 11(1), 12-24.
- Farransahat, M., Damayanti, A., Suyatna, H., Indroyono, P., & Firdaus, R. S. M. (2020). Pengembangan inovasi sosial digital: studi kasus Pasarsambilegi. *Journal of Social Development Studies*, 1(2), 14-26.
- Food and Agriculture Organization of the United Nation. (2024). *Fish consumption by country 2024*. Retrieved from: <https://www.fao.org/faostat/en/#data/FBS>
- FAOSTAT. (2024). *Fish production by country 2024*. Retrieved from: <https://www.fao.org/faostat/en/#data/FBS>
- Herdiansyah. (2022). Tanggung jawab sosial perusahaan (corporate Social Responsibility) dalam perspektif peraturan perundang-undangan di Indonesia. *Hanggoluan Law Review*, 1(1), 36-68.
- Herrera, M. E. B. (2015). Creating competitive advantage by institutionalizing corporate social innovation. *Journal of Business Research*, 68(7), 1468-1474.
- Kusmana, E., & Garis, R. R. (2019). Pemberdayaan masyarakat bidang pertanian oleh penyuluh pertanian lapangan (ppl) wilayah binaan Desa Buniseuri Kecamatan Cipaku Kabupaten Ciamis. *Moderat: Jurnal Ilmiah Ilmu Pemerintahan*, 5(4), 460-473.
- Lenaini, I. (2021). Teknik pengambilan sampel purposive dan snowball sampling. *Historis: Jurnal Kajian, Penelitian dan Pengembangan Pendidikan Sejarah*, 6(1), 33-39.
- Luhur, E. S., Arthatiani, F. Y., & Apriliani, T. (2020). Determinants of purchasing decisions for fish in Southwest Sumba Regency, Nusa Tenggara Timur Province. *Jurnal Sosial Ekonomi Kelautan dan Perikanan*, 15(2), 213-221.
- Mattiro, S., Rahimin, A., & Widaty, C. (2024). “Maiwak” bentuk kearifan lokal orang banjar dalam menangkap ikan. *Jurnal Pendidikan Sosiologi Undiksha*, 6(1), 12-18.
- Moravcikova, K., Stefanikova, L., & Rypakova, M. (2015). CSR Reporting as an important tool of csr communication. *Procedia Economics and Finance*, 26(1), 332-338.
- Noviana, A. S., Hani, S., Santoso, M. B., Humaedi, S., Apsari, N. C., dan Raharjo, S. T. (2023). Pemberdayaan perempuan melalui pengolahan ikan air tawar: kuas jirak Kabupaten Tabalong. *Jurnal Penelitian dan Pengabdian Kepada Masyarakat (JPPM)*, 4(2), 92-100.
- Pamungkas, A. H., Sunarti, V., & Wahyudi, W. A. (2018). Peran pkbm dalam peningkatan pertumbuhan ekonomi dan kesejahteraan hidup masyarakat sesuai target SDGs. *SPEKTRUM: Jurnal Pendidikan Luar Sekolah (PLS)*, 6(3), 303-309.
- Pemerintah Desa Jirak. (2023). *Penduduk dan Tenaga Kerja*. Retrieved from: <https://www.pugaan.tabalongkab.go.id/penduduk-dan-tenaga-kerja>
- Rahayu, S., & Febrina, R. (2021). Pemberdayaan masyarakat desa melalui BUMDes di Desa Sugai Nibung. *Jurnal Trias Politika*, 5(1), 49-61.

- Rahmadani, R., Raharjo, S. T., dan Resnawaty, R. (2018). Fungsi corporate social responsibility (CSR) dalam pengembangan dan pemberdayaan masyarakat. *Share Social Work Journal*, 8(2), 203-210.
- Rokhlinasari, S. (2016). Teori-teori dalam pengungkapan informasi corporate social responsibility perbankan. *Al-Amwal: Jurnal Ekonomi dan Perbankan Syari'ah*, 7(1), 1-11.
- Santoso, M. B., Raharjo, S. T., Humaedi, S., & Mulyono, H. (2020). Social return on investment (sroi) program “sentra industri bukit asam” (siba) Batik Kujur Village Tanjung Enim. *AdBispreneur: Jurnal Pemikiran dan Penelitian Administrasi Bisnis dan Kewirausahaan*, 5(1), 15-29.
- Siagian, J. P., & Subroto, M. (2024). Perempuan sebagai kelompok rentan. *Jurnal Educatio FKIP UNMA*, 10(1), 173-178.
- Silviyana, I. (2023). The role of msme women entrepreneurs in empowering women fisherman in Sejahtera Village, Simpang Empat District, Tanah Bumbu Regency. *Jurnal Biokultur*, 12(1), 37-44.
- Sreeni, K. R. (2023). Role of community developer in improving lives with sustainability. *London Journal of Research in Humanities and Social Sciences*, 23(6), 1-20.
- Sugandhy, A., & Hakim, R. (2007). Prinsip Dasar Kebijakan Pembangunan Berwawasan Lingkungan. Jakarta: Bumi Aksara.
- Suyatno, S., & Suryani, D. A. (2022). Pengembangan potensi UMKM berbasis lokal dalam mendorong perekonomian di Desa Girikerto. *Jurnal Studi Manajemen dan Bisnis*, 9(2), 108–118.
- Tawali, A. B., Asfar, M., & Mahendradatta, M. (2018). Difusi teknologi pembuatan abon ikan untuk meningkatkan daya saing produk perikanan dan pendapatan masyarakat di Kabupaten Sinjai. *Jurnal Dinamika Pengabdian*, 4(1), 34-42.
- Wirartha, I. M. (2006). *Metode Penelitian Sosial Ekonomi*. Yogyakarta: Andi Offset.
- Yuliani, F. (2016). Ketidakadilan gender dalam pembangunan pertanian: studi pandangan politik perempuan anggota legislatif di Kabupaten Kudus. *PALASTREN: Jurnal Studi Gender*, 7(2), 419-440.