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PERTAMINA'S CSR PROGRAM "SERIEKANDI PATRA" IN EMPOWERING COMMUNITIES WITH DISABILITIES DURING PANDEMIC

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Abstract

Development is often oriented only to economic activities, thus creating social disparities and creating other more complex social problems, one of which is poverty. The impact of development based on the fulfillment of the economic sector has made minority groups increasingly depressed, including the diffable groups. Persons with disabilities often do not have a place in the community. This group was excluded and unable to contribute at all due to inability and lack of access. The research approach used a descriptive analytical approach, while the data collection method was carried out by literature study. The research is more focused on the analysis of the disabled empowerment program by the CSR of PT. Pertamina Fuel Terminal (TBBM) Boyolali in the new normal period. Therefore, development steps based on inclusive empowerment can be an effective step in solving development problems. As a result, equality and social justice can be achieved if inclusive development is successfully implemented. The diffable group as a minority group has access to help increase the bargaining price in society so that it can have an impact on economic, social and political development. When the position of the diffable group is strong in society, the community will respect and respect its existence. This is evidenced by the arrival of the Covid-19 pandemic which has affected many businesses and community groups. Sriekandi Patra is proof that inclusive development has succeeded in helping minority groups to survive in such a difficult situation. In the New normal era, Sriekandi Patra was actually able to show his real contribution to society.

I. INTRODUCTION

Based on data from the United States Intelligence Agency (CIA), Indonesia has succeeded in occupying the 4th position in the world based on its population density figures. This data is released in an annual publication called the CIA World Factbook. The population in Indonesia in this record reaches 268 million inhabitants, this position is above Brazil with 210 million inhabitants and below the United States with 328 million inhabitants (Iqba, 2019). In Indonesia, there are various population data groups, one of which is a group of people with disabilities. There are around 21.84 million Indonesians who are people with disabilities (Kustiani, 2019). This data refers to the results

of the Inter-Census Population Survey or SUPAS in 2015. Based on this data, there are about 8.56% of Indonesia's population are people with disabilities who have special rights. The implementation of the fulfillment of these rights is part of the responsibility of ministries and local governments. These responsibilities are 18 and among them are education, work, health, politics, religion, sports, culture and tourism, social welfare, accessibility, public services, disaster protection, habilitation and rehabilitation, data collection, expression and communication and communication, community involvement, citizenship, special protection and legal subjects.

The high population density of Indonesia has caused social problems to emerge, one of which is an increase in the unemployment rate (Widiyatmoko & Priyono, 2018). Unemployment is also caused by the intense competition for jobs. Educational background, competence and skills are important things as capital to compete for jobs. However, if this becomes a common standard for all population in Indonesia, then some structurally vulnerable groups of people do not get the same opportunity. One of the groups vulnerable to unemployment social problems is persons with disabilities.

In contrast to the 2015 Inter-Census Population Survey (SUPAS) data, Sakernas data in 2017 stated that the Indonesian population with disabilities was 21,930,529 people (Simatupang et al., 2020, p. 1). This means that there has been an increase in the number of people with disabilities in Indonesia from 2015 to 2017, even though the data obtained in the field from each institution always has a different number. However, the trend of increasing numbers in 2015-2017 also occurred in the results of other institutional data. If it is related to employment, there are 3.69% or 414,222 people with disabilities who are open unemployed (Ismawati et al., 2019, p. 30).

Disability is a condition of someone who has physical differences when compared to humans in general (Dewang & Leonardo, 2010). Physical difference refers to the incompleteness of certain physical members of a person's body. The use of different diction in the word diffable is the result of a composition previously called disability. Reported from the September 2011 edition of Kenting magazine, the editorial change from disability to diffable has occurred since 1999 (Setyaningsih & Gutama, 2016, p. 43). This change refers to efforts to expand the meaning and refine words for groups with special needs. Refining the word by using the term diffable tries to lead people to reconstruct the meaning of the word disability and the concept of people's views on groups with special needs. Initially, groups with special needs were seen as physically disabled and as a group that did not have

any abilities as humans. Then, through the use of diffable diction, it is hoped that the community can see groups with special needs as groups who have different physical conditions.

Several studies in Indonesia related to diffability, for example, according to Setyaningsih and Gutama (2016), disabilities are considered a disgrace to their families. Persons with disabilities are always looked down upon and act as a group worthy of pity. The culture of disgrace that has been ingrained in Indonesia is deeply rooted, one of which is the response to diffables which shows that physical appearance is much more important than abilities and attitudes in individuals. The limitations of the diffable must then be met with the societal system in such a rigid manner. Exceptions also appear to respond to the presence of disabilities, for example a company / factory opens job vacancies but provides exceptions for prospective workers with disabilities. This refusal is based on the limitations of persons with disabilities that are considered to affect performance such as the inability to meet targets.

These rejections will greatly affect the position of the diffable in society. As a result, the role of diffables in society is low and tends to be excluded. Persons with disabilities often experience marginalization from society in various ways and forms, as well as in the process of integration. Negative social attitudes and marginalization of social activities are the things most often experienced by persons with disabilities. One of the effects of diffability is always closely related to social problems, especially unemployment. Finally, people with disabilities must try independently to get out of the vicious circle. To fulfill their daily life, persons with disabilities strive for independent entrepreneurship. The stereotype given by the community regarding the disabilities with disabilities has overwhelmed persons with disabilities and made them less likely to access such as participation in the economic, social and political spheres (Siregar & Sulistyani, 2019).

The lack of access to information and communication for persons with disabilities causes diffables to be unable to open social networks which are actually very important to access the world of work. This has been regulated in the law in Law No.8 of 2016 that persons with disabilities must be considered equal to other citizens of the country. So that the state has an obligation to fulfill these rights. In order to solve the problem of social exclusion, the right solution to do is through inclusive development. Warsilah (2016) explains that the concept of inclusive development is a concept that can increase the benefits of development for the wider community. Social inclusion is an approach that seeks to involve all communities

without exception with various backgrounds and characteristics in a development process. The focus of this approach is carried out thoroughly and evenly, one of which is to embrace exclusive groups.

The process of implementing the rights of people with disabilities by the state can be carried out in collaboration with community organizations / social institutions, with civil society organizations (CSOs) or with companies. The more parties who pay attention to the diffable groups, the more public awareness of the diffable groups will be increased. The company is one of the parties that can pay attention to disabled groups through social responsibility programs or CSR (Corporate Social Responsibility).

Referring to economic development efforts, the CSR concept has been regulated by Law No.40 of 2007 concerning Limited Liability Companies and Government Regulation No.47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies states that social and environmental responsibility is a commitment the company to play a role in sustainable development, one of which is in the economic sector. Sustainable development by the company is expected to improve the quality of life and the environment that is beneficial both for the company and for society in general.

In relation to the concept of CSR in sustainable economic development, Pranoto (2019) states that CSR is a program aimed at enabling business players to play a role in healthy economic growth and pay attention to the environment. Business actors are meant to be in the form of corporations and industrial sectors. Even though in his research, Pranoto (2019) stated that he had collected data stating that CSR in Indonesia is still charitable and as a form of image development, not as a place to manifest responsibility in the sustainable economic development sector. Even though it has not been running optimally, the spirit of corporate social responsibility must be maintained and implemented in community development efforts.

One of the main issues listed in the ISO: 26000 document is the issue of community development. This issue is closely related to efforts to empower the community, especially the community around the company or affected communities. Community empowerment carried out by CSR must pay attention to the social environment around the company where it stands, as the entire community is divided into groups according to its characteristics and / or background. The group of people with disabilities is one of the groups that is part of the community so that this group is also the responsibility of the target for empowerment by the company's CSR. Sustainable development or SDGs is an important aspect that must be considered in community

empowerment such as the diffable group.

The diffable group as a marginal group needs appropriate efforts to be empowered in society. This empowerment effort was also carried out by PT. Pertamina TBBM Boyolali through the company's CSR. In this case, CSR tries to help the independence of persons with disabilities in the economic sector. This empowerment is expected to be able to help persons with disabilities to take part in social activities to support sustainable development. So that in the future people with disabilities can have the same access as is felt by humans with other complete physical conditions. With regard to the empowerment of the disabled, CSR PT. Pertamina TBBM Boyolali has a flagship program called Srikandi Patra. Srikandi Patra is a program in the form of providing a forum for learning management of written batik production done by persons with disabilities. One of these efforts is aimed at strengthening the economy of people with disabilities in the midst of crises and social problems experienced by people with disabilities.

Research on CSR has been widely carried out, but the substance of all these studies is different from the research in this paper. Aspects of different research conditions make this study different from other studies mainly related to the current New normal condition. Covid-19, which has spread throughout the world, has become a tense condition because the pandemic has lasted quite a long time and has caused many activities to be hampered, especially activities outside the home. So that this affects various program activities carried out by CSR because they have to adjust to the latest conditions for mutual security but are still within the implementation standards referred to in the ISO: 26000 document. The difference between this study and other research can be seen through research conducted by Pranoto and Yusuf (2016) with the title "Community Empowerment-Based CSR Program Towards Post-Mining Economic Independence in Sarijaya Village". This study succeeded in concluding that the CSR program of PT. Pertamina EP Field Sanga-sanga which is based on an independent post-mining economy has been implemented in accordance with CSR values, namely related to the triple bottom line. In a study conducted in Sarijaya Village, researchers tried to analyze research problems through analysis of the three stages of CSR, namely planning, implementation and evaluation, which were also supported by proving the level of response and community participation.

Another research that raises the topic of empowering people with disabilities through CSR was conducted by Simatupang et al (2020). This study succeeded in concluding that PT. Biofarma

has implemented CSR programs with an orientation towards social responsibility and not just pursuing a positive image. This kind of research examines more on company programs by using certain social values standards and does not focus on one of the programs as referred to in this paper, which is related to the empowerment of diffables in the new normal era.

Based on the two previous studies, it is clear that this study is different, the substance of the research is more focused on the analysis of the empowerment program for people with disabilities by CSR PT. Pertamina Fuel Terminal (TBBM) Boyolali in the new normal period. This empowerment program is a form of independence in sustainable development, which is based on the impact of Covid-19 that is felt by various parties including the diffable groups. Covid-19 has various impacts on people with disabilities. Independent businesses carried out by groups with disabilities are in danger of going out of business during a pandemic like this. Therefore, CSR, which acts as a companion to empowerment groups with disabilities, must take certain steps to prevent and or mitigate the impact of Covid-19. These impacts must be handled and adjusted to the new normal conditions which have created a new set of orders and new regulations in community hegemony. Thus this research has met the requirements of novelty or novelty. In line with the research topic, the problem raised in this study is How to analyze the CSR program of PT. Pertamina TBBM Boyolali in empowering people with disabilities for an independent economy and sustainable development in the new normal era? This research approach method is descriptive-analysis using literature study method. The purpose of this study is to explain the analysis of the CSR program of PT. Pertamina TBBM Boyolali in an effort to empower persons with disabilities in the new normal era.

II. METHOD

This research focuses on the CSR target area of PT. Pertamina (Persero) Boyolali BBM Terminal, which is located at Jl. Raya Solo-Semarang KM 18, Teras, Boyolali, Central Java. The area that is the location for empowerment is in Tawang Sari Village, Teras District, Boyolali Regency. The research approach used a descriptive analytical approach, while the data collection method was carried out by literature study (Moleong, 1989). Sources of data in this study are primary and secondary, primary data is obtained through the website and social media accounts used by CSR PT. Pertamina TBBM Boyolali publishes every detail of activities related to the empowerment of people with disabilities. Meanwhile, secondary data were obtained from humble studies in the form of journals, printed

books, digital books to mainstream mass media. The data obtained is then selected and adjusted to the needs or relevant data. Then the data will be analyzed to help solve the research problem.

III. RESULTS AND DISCUSSION

The solution to solve the problem of social exclusion is to intensify social inclusion. The concept of social inclusion according to Jones (2011) is a concept based on ownership and recognition and has the requirements to provide full participation in the economic, socio-cultural and political sectors. The concept of inclusion offers acceptance of diversity, respects and has a sense of belonging to one another so as to increase social equality and diverse participation from various groups, especially minorities. The success of social inclusion is also influenced by the availability of resources, besides that stakeholders and partnerships can also have an effect on improving economic welfare as the goal of social inclusion. Organizations can participate through training and development programs to promote social inclusion. Bula and Espejo (2011) see that social inclusion can be observed through the programs and services provided to meet the needs of minorities. So that in this concept the whole society is considered equal or equal.

Social inclusion can be achieved with encouragement through community development efforts based on empowerment. Ife (1995) in his book *Community Development, Creating Community Alternative, Vision, Analysis, and Practice* states that there are seven types of abilities that must be given to encourage social inclusion. The seven types of abilities include power over personal choice and life chance, power over the definition of need, power over the ideas, power over institution, power over resources, power over economic activity, power over reproduction. (1) Power over personal choices and life chances is the ability to be able to make certain decisions regarding choices regarding work, lifestyle and residence. (2) Power over the definition of need is the ability to be able to determine needs according to their aspirations and desires. (3) Power over the ideas is an ability to be able to channel or voice ideas or opinions in the forum freely without any pressure. (4) Power over institution is the ability to be able to access and influence community institutions. (5) Power over resources is the ability to mobilize formal, informal and social sources. (6) Power over economic activity is the ability to utilize and manage the mechanism of economic activity. (7) Power over reproduction is an ability related to the process of birth, child care, education and socialization.

The empowerment-based community development process carried out by companies has quite different characteristics from empowerment

in general. This is because the company naturally considers the values related to business. Empowerment-based community empowerment processes carried out by corporate CSR can be realized in actions such as advocacy, community organizing, network development, capacity building, communication, information and education. So that community empowerment efforts can be used to increase the bargaining position of the lower classes of society over the suppressing forces in order to achieve independence, self-sufficiency, and increase the ability of skills. When the bargaining position of the grassroots community has increased, it is very possible to be able to have a major influence on both local and national socio-political conditions.

Moving on to inclusive development, from community empowerment targeting the enhancement of the roles of excluded people in the economic sector. Inclusive development is an effort that aims to reduce the level of poverty by contributing to the creation of an equal and beneficial space, as well as providing the widest possible space in terms of participation and contribution. The concept of inclusive development is a response to a development model that was previously implemented with a race or focus on limited economic interests. The impact of such development is the increasing poverty rate and widening social disparities between social classes. The concept of development that is oriented solely to economic interests has succeeded in ignoring and marginalizing the position of marginalized groups, minorities and sub-ordinated groups. Therefore the concept of development requires an approach that is more capable of covering all the interests of society without leaving certain groups in order to achieve social welfare goals.

A. CSR of PT. Pertamina TBBM Boyolali

PT. Pertamina (Persero) is a state-owned company in the form of a corporation or company in the energy sector. Meanwhile, PT. Pertamina Boyolali BBM Terminal is part of the marketing operation for region IV - PT. Pertamina. This BBM terminal has been built since 2002 and was inaugurated on October 24, 2008. This terminal is geographically located in the western area bordering Mojolegi Village, Teras Kec. To the east, it is bordered by Ketaon Village, Kec. Banyudono. In brief, there are three main activities carried out at TBBM, namely receiving, storage, and distribution. This activity takes the form of the process of receiving, hoarding and distributing BBM and monitoring the security of stocks at the Boyolali BBM Terminal.

Referring to the 2017 Program Evaluation Report and Community Satisfaction Index, it has explained the dual functions of PT. Pertamina. The

dual function of PT. Pertamina as a private entity that is independent in terms of business and as part of government policy, requires PT. Pertamina to participate in carrying out social responsibility for the welfare of the community in all operating areas through CSR. CSR Vision of PT. Pertamina, which has always been put forward is toward a better life. Through this vision, Pertamina strives to help the welfare of the community in every program launched by CSR. The goal of PT. Pertamina is not only concerned with building a harmonious business relationship with stakeholders related to the advancement of the company, but also in fulfilling its role as part of the government. In connection with this role, PT. Pertamina also carries out the mission to increase the national HDI / Human Development Index by harmonizing CSR programs in line with the SDGs as well as the UN standard practice in alleviating global poverty.

Pertamina has an obligation to carry out social responsibility based on laws and regulations as well as company awareness of its commitment to social and economic development for the community. The community empowerment program was chosen by the CSR of PT. Pertamina TBBM Boyolali because it is based on the awareness of the need for effective synergy from related stakeholders. Synergy is the key word in implementing CSR programs and achieving program objectives. To achieve the word synergy in empowerment-based community development, there are several problems that usually arise and become inhibiting factors, namely sectoral ego. The sectoral ego is the ego that each stakeholder has in his desire to achieve goals. If the sectoral ego is successfully lowered, synergy between stakeholders can be achieved by open, intense communication accompanied by appropriate role distribution. The program has been successfully implemented through cooperation with parties outside the company such as the government and academics. This cooperation is mutual in nature or mutually beneficial so that it is not imbalanced from one another (PT Pertamina TBBM Boyolali CSR Footprint Report, 2020).

PT. CSR Footprint Report. Pertamina TBBM Boyolali in 2020 explained that every program that was realized by this CSR had previously gone through various stages, including implementing social mapping, which later the data from the mapping results would function to identify the needs of the targeted community. Social mapping is carried out in collaboration with academics and uses the triple helix concept with a combined research method of Rapid Rural Appraisal (RRA) and Participatory Rural Appraisal (PRA). The role that the industry has is a function as a driving actor, while the role of the government is as an input provider, a legal umbrella provider by issuing related policies.

According to Mujizat (in the report of PT. Pertamina TBBM Boyolali's CSR, 2020) the results of the implementation of Social Mapping are then conveyed through FGDs to be agreed upon and compiled into a more explicit CSR program. After the program is successfully compiled and formulated, it will be endorsed in the Community Development Strategic Plan document in the short, medium and long term. This document serves as a road map for the implementation of the CSR program by Pertamina. Next, related to the success of the CSR program, it can be linked to the role of the CDO or Community Development Officer. The CDO team is a team in charge of community development. So that at least every CDO member must have 4 special qualifications, namely competency in facilitative roles, educative roles, representational roles, and technical roles. Facilitative roles are the ability to facilitate and communicate industrial needs to society and community needs to industry. This ability is in the form of the ability to negotiate, attractive and effective communication, joint consensus building, and community organizing. Educative roles are the ability to provide education, teaching knowledge, and developing community skills. Representational roles are the ability to advocate for issues related to the community in order to get attention from other parties for the sake of networking. Technical roles are the ability to do social mapping, collect and analyze data. Understand management and operate supporting facilities which include the ability to handle conflicts with the community.

So that with a team that has these 4 main abilities, CDO can fulfill its roles in realizing appropriate CSR programs for the welfare of the community. The synergy which is the initial framework can be achieved with this kind of model, the synergy which is meant is the synergy of the Laissez-Faire model which refers to the university-industry-government relationship. This synergy can have a positive impact on all parties connected in this network, so that a symbiotic pattern of mutualism can be achieved.

CSR of PT. Pertamina TBBM Boyolali has four assisted villages in three sub-districts around TBBM. Based on the 2017 Program Evaluation Report and Community Satisfaction Index, the four villages are Tawang Sari village, Mojolegi village, located in Teras sub-district. Blumbang Village in Klego District, Karanganyar Village in Musuk District. All of these villages have various characteristics and potentials, therefore every program launched by CSR must be in accordance with the potential and characteristics of the village concerned. The CSR programs have been classified into five main categories, namely economy, education, health, social, and environment.

B. Tawang Sari Village, Teras District

Tawang Sari Village is one of the assisted villages located in Ring I CSR Mapping in accordance with the Boyolali TBBM operation area. This village has the following characteristics (1) The community is a religious agrarian community, (2) The area is geographically an agricultural and livestock area. Based on these characteristics, the appropriate program to be developed in this village is in the form of programs that are oriented to the economic, environmental, social and health sectors.

Based on the 2017 Program Evaluation Report and Community Satisfaction Index, Tawang Sari Village has implemented several programs that have been designed by CSR in various sectors, including the economic sector embodied in the CSR program in the form of infrastructure development to support the main framework of the program, namely Empowerment. The infrastructure development is explicitly carried out in the form of integrated cow shed construction. Meanwhile, skill development in the economic field is realized in the Srikandi Mandiri Go Local Food CSR program. This program is in the form of training and business strengthening oriented to Capacity Building.

In the tourism sector, CSR seeks to turn Tawang Sari Village into a tourist village by developing and building infrastructure to support the realization of a tourist village. Tourism development was carried out at Camp Bell II Educational Park. In the environmental sector, the CSR of PT. Pertamina tries to facilitate residents with infrastructure development in the form of the development of an Integrated Waste Processing Site in the Pertamina Green Act. In addition, there is also the idea of the Pertamina Green Planet program which is realized by planting fruit trees in the community's home page. The Green Planet program is included in a program with the Charity concept. In the social sector, the program implemented is a Charity and capacity building program in the form of disabled assistance which later became the beginning of Srikandi Patra's establishment. Srikandi Patra as a form of empowerment of minority groups in order to achieve independence both economically and to gain access in the community. However, this year Srikandi Patra has not been established and the form of its activities is not yet explicit. And finally in the health sector, CSR initiated a program that was also based on Charity and capacity building with a program titled Pertamina Sehati, which is in the form of Posyandu which targets the elderly and toddlers.

C. Srikandi Patra and New Normal

Based on the report of PT. Pertamina TBBM Boyolali In 2020, Srikandi Patra's brief history began when the CSR team of PT. Pertamina TBBM

Boyolali visited one of the homes of people with disabilities, namely Yuni Lestari in 2017. The 27-year-old woman is a patient with cerebral palsy which causes her to be unable to move freely like normal humans, Yuni's legs are stiff, so she is unable to walk and must be carried if going to move. In addition, Yuni's right hand cannot function, which causes Yuni to do activities using her left hand every day. The visit made by CSR is related to the CSR agenda in the form of empowering vulnerable groups, especially people with disabilities. After holding discussions with CSR, Yuni asked for help to facilitate the laundry business as she wanted. But then her desire changed to want to go to school, this is because during her life Yuni had never experienced school at all. This wish was granted by the CSR team of PT. Pertamina TBBM Boyolali by registering Yuni as a participant in the skills class at the YAKKUM Yogyakarta Rehabilitation Center. Yuni's chosen skill was batik, she succeeded in making distinctive batiks using her left hand. Yuni then continued her work as a batik / permanent employee at a batik workshops in Bantul, Yogyakarta.

After five months of working as a permanent worker at the studio, Yuni wishes to return to her village because many people with disabilities are still marginalized and helpless in her village. Yuni wants to help other people with disabilities to be able to empower according to their skills. When she returned to her village, Yuni again met with the CSR Team to discuss her dream to help empower her friends with disabilities in her surroundings. The plan received a positive response from the CSR Team of PT. Pertamina TBBM Boyolali and then it was successfully realized. Finally, on April 9, 2018 Srikandi Patra was officially established. Srikandi Patra is an acronym for the Patra Difabel Innovation Workshops for Inspiration. When Awal was standing there were 5 participants, one of which was Yuni, and 4 other volunteers who were residents around the studio. In guiding and teaching Srikandi Patra participants, Yuni was assisted by PT. Zola Permata Indonesia, which is a CSR partner of PT. Pertamina in the difablepreneur program. Srikandi Patra in his journey has produced many achievements both internally and externally. The results of written batik by Yuni were successfully exhibited in Jakarta at the International Handicraft Trade Fair (INACRAFT) and received praise from Anne Avantie. In the event, Yuni was a partner exhibitor from PT. Zola Permata Indonesia. In addition, Srikandi Patra has also succeeded in providing a positive impact on the studio participants. This positive impact includes the participants getting output in the form of the ability to make batik with their own characteristics, besides that the studio is also a place of learning for participants besides batik, namely the ability to write, socialize, public speech, and sign language

skills. This studio is also an open space for the entire community regardless of their preference, this can be seen from the habits of the residents who also come to the studio, even if it's just to chat or share food with the participants. The ability to socialize people with disabilities to the community has also increased, the conditions previously excluded have changed a lot. The community cares and respects and respects the existence of people with disabilities in their village. Batik production is carried out every day to meet market needs.

Srikandi Patra's batik production, which was initially so productive, was hampered in early 2020 due to the Covid-19 spreading around the world. To respond to these obstacles, the CSR of PT. Pertamina TBBM Boyolali tries to discuss and re-plan related to the sustainability of the Srikandi Patra Program. This is because Srikandi Patra has almost entered its third year and therefore Srikandi Patra's IKM has managed to get a good response and a very good standard of assessment, so that the sustainability of the Studio must be re-planned related to adjusting to the Covid-19 pandemic situation.

CSR as the companion and implementer of the Srikandi Patra program must continue to assist people with disabilities so that they are able to act independently as the vision upheld by the CSR of PT. Pertamina. In the process during the Pandemic there were several obstacles that were experienced by Srikandi Patra. These obstacles are in the form of the production process which has to adjust the time back due to the pandemic which must apply health protocols, in addition to other obstacles including the marketing carried out by this studio.

Production-related barriers include reduced work time at the studio due to the prohibition on gathering according to government health protocols. Therefore, the duration of the meetings at the studio was reduced than before. This is in accordance with the appeal made by the government to reduce activities outside the home. Batik production continues even though it is not as massive as before the normal New era. This policy applies according to the rules issued by the government. In addition, in terms of marketing, Srikandi Patra is now making use of online promotions through social media accounts (Instagram) at @sriekandipatra. Previously, this social media account was on hiatus at the end of 2019 with the last post in December 2019.

In an effort to face the new normal CSR of PT. Pertamina TBBM Boyolali also encourages participants and / or people with disabilities to participate in the community regarding efforts to prevent Covid-19. As a form of support provided by Srikandi Patra for efforts to prevent Covid-19, the workshop or studio location which is right at the entrance to the village was used as a temporary

post for the Coronavirus Task Force for Tawang Sari Village. So that the production process was carried out in the homes of each participant for some time ago. The activities carried out at the post are in the form of recording data in and out of and checking the health of residents from areas affected by Covid-19.

In addition, welcoming the new normal, Sriekandi Patra also contributed by distributing Batik masks to the surrounding community. This was done as a form of Sriekandi Patra's concern and support for the problems currently being faced together. Hundreds of masks were distributed and were successfully distributed to all residents passing through the Covid-19 task force post in Tawang Sari village. Besides distributing masks, Sriekandi Patra members also provided education to residents who had not used masks when traveling and conveyed messages to reduce unnecessary activities outside the home.

Judging from the contribution made by the members or participants of Sriekandi Patra, it is clear that the position of people with disabilities has changed from those who were previously marginalized, excluded, and helpless and have now progressed. Inclusion development has been successfully implemented by the CSR of PT. Pertamina TBBM Boyolali. The feeling of inferiority and failure of socialization as well as the minimal participation of persons with disabilities in society has now slowly been eliminated. This is evidenced by the real contribution that the Sriekandi Patra group can make in the midst of the Covid-19 pandemic and the efforts made towards a new normal. On the other hand, the impact of the pandemic was felt in various sectors but Sriekandi Patra was able to continue producing and standing tall in the midst of the pandemic.

IV. CONCLUSION

The development orientation which has so far been based on economic interests must be slowly deconstructed. The use of an inclusive development approach is felt to be more capable of solving development problems, including those related to unemployment and poverty. These problems do not escape the interest of minority groups in society. This minority group is the responsibility of the government and its main business actors who play a dual role as part of government policies such as PT. Pertamina. PT. Pertamina with its CSR ideas and programs executed by PT. Pertamina TBBM Boyolali is one proof of the success of inclusive development for minority groups by carrying out procedures as initiated CSR programs. The CSR program implemented is in accordance with the characteristics and needs of the community, especially the residents of Tawang Sari Village,

Teras District who are members of the Sriekandi Patra program,

In connection with the efforts to empower minority groups, it is hoped that the CSR of PT. Pertamina TBBM Boyolali provides assistance so that Sriekandi Patra participants can act as independent studios. Therefore, branding activities are also needed to increase the promotion of batik cloth production. One of the things that can be done is by holding a virtual exhibition. So that in this New normal era, batik from Sriekandi Patra can be better known by the foreign community both domestically and abroad.

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