

FIELD REVIEW OF THE COMMUNITY OF SOCIAL CUSTOMER RESPONSIBILITY AT PT PERTAMINA, KUPANG AS A FORM OF LECTURER DEDICATION

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Abstract

KEM is an integral program built on the basis of the collaboration among FlipMAS Indonesia, PT. Pertamina, Corporate Social Responsibility (CSR), small Medium Entrepreneur and Partnership Program (SMEPP), and communities with marginal economies using the FlipMAS concept. The method of empowerment were used on 3 principles of FlipMAS Indonesia; Sincerity, Diversity and Territorial with target economically marginalized society with a level of success measured from the indicator of increasing the value of the Human Development Index (HDI). The success KEM Nunfafo of 8 KEM has changed the society marginalized into the attention of the world internationally, especially the United Nations to talk about the model of empowerment KEM field of agriculture and plantation. Synergy and success in empowering KEM Pertamina flip and sustainability of the program is able to generate an increase in the Human Development Index (HDI) amounted for 44.06% (2015) will approach the HDI districts TTU amounted to 68.94% (2013) with the indicator main is the increase in income per capita .

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1. Introduction

The forum of science and technology for Indonesian community services called FlipMAS is a place to collect and move the finesse professional as their dedication to the community at the University in actualizing the civilization for all units of the Republic of Indonesia. As the activator of the Community Educator Professional Program (Prodikmas), FlipMAS Indonesia was founded in 2014 with 27 FlipMAS regions that are spread from upstream to downstream from the islands of Sumatra (8), Kalimantan (2), Sulawesi (5), Java (6), Bali (1), Nusa Tenggara (2) and Maluku (2) and West Papua (1). According Soewandhi 2012 that the goals of FlipMAS are (1) to integrate and synergize finesse academic and (2). Humanism. *Prodikmas* with local wisdom create the establishment and welfare of the community. FlipMAS Indonesia has a Community and Lecturer empowerment program. Community empowerment through the establishment of a Community Economic Zone or what is known as KEM. According neem and Oktariani (2014), The Corporate of Social Responsibility in the empowerment of communities to stakeholders and parties are exposed to the impact with the company that rests on the triple bottom lines, namely in the field of social, economic and environmental. KEM is a program integral to that built by the cooperation between FlipMAS Indonesia with Corporate Social Responsibility and Small Medium Entrepreneur and Partnership Program (CSR & SMEPP) PT Pertamina and society with the economy marginally by the concept FlipMAS. For the next program is called KEM. The trust of PT Pertamina through the program CSR / CSR which started in 2014, has strengthen the determination FlipMAS in principle to build a marginal society. The principle is sincerity, Diversity and territory. KEM Pertamina Flip were established in 32 locations off the beaten track in 21 Province, 31 district and 38 village that is spread on the territory of the State Unitary Republic of Indonesia (Soewandy , 2014). The criteria for establishing the KEM are defined are (1) The existence of a marginal area of 5 hectares, (2) Adjacent to the source of water and never dry.

The inspiration concept of KEM who started the successful transformation of the face of the land were displaced became the Bohemian new under the hands of cold Lecturer Polytechnic Agriculture Negeri Kupang together with marginal people has the spirit of building a life that is worthy and independent in the economy . Lecturers such as Zainal Arifin , drafter who rises from the East, like the sun that shines illuminating the world . After five years flows, at the initiation of the chairman of FlipMAS Indonesia conduct a KEM Tour which aims to (1). Review KEM (2). Benchmark and (3). Gather. Tours KEM dates of 23-28 February 2019 the trip worthwhile for the writer to carry out Dharma Service to the Community in the add reference empowerment model.

TIM is incorporated in the field Review consists of 18 (eight fourteen) members comprising 10 members FlipMAS Indonesia from upstream to downstream the visit to Kupang Nusa Tenggara East to conduct field reviews to 8 (eight) KEM. When the team did a field review to Kupang. The situation beginning at 8 (eight) KEM, Land area of 5 hectares for 8 years has not been used with only 1 hectare planted. Name KEM and Review Team when visiting in the island of Nusa Tenggara Timor illustrated in Tables 1, 2 and Figure 1.

Table 1. KEM Names in Nusa Tenggara Timur

KEM	Total	Field
Tapenpah	1	Agriculture, animal breeding
Nusa	1	Agriculture, animal breeding
Lakat	1	Agriculture, animal breeding
Sumlili	1	Agriculture, animal breeding
Nunmafo	1	Agriculture, animal breeding
Nifuboke	1	Agriculture, animal breeding
Banae	1	Agriculture, animal breeding, and Fishery
Rinbensihat	1	Agriculture, animal breeding
Total	8	

Source: (FlipMAS Hetfen, 2019)

Table 2. Field Review Team in East Nusa Tenggara

FlipMAS	Total
FlipMAS Indonesia	1
FlipMAS Minangkabau, West Sumatera	2
FlipMAS Sriwijaya, South Sumatera	1
FlipMAS Jagadhita, Special Region of Jogjakarta	1
FlipMAS Legowo, East Java	3
FlipMAS Ngayah, Bali	1
FlipMAS Mammiri, South Sulawesi	1
FlipMAS Mapalus, North Sulawesi	1
FlipMAS Sabilulungan, West Java	1
FlipMAS Hetfen, Kupang East Nusa Tenggara	6
Total	18

Source: (Observasi lapangan Penulis, 2019)

a.



b.



c.



Period	IPM Value	Result
Desember 2014	43,7 %	-
Januari 2015	39,04 %	Up to 4,66 %
Maret 2015	44,44 %	Down 5,42 %
April 2015	49,06 %	Down 4,62 %

Figure 2. (a), (b) Field Review Team with KEM and Elders, (c), traditional guest welcoming ceremony, (d) and (e) woven cloth by KEM residents
 Source: Self Documentation (2019)

2. Methods

The empowerment model is based on the 3 principles of Indonesian FlipMAS in building KEM, namely sincerity, diversity and territory. Model empowerment of communities marginalized in the economy with the rate of success is measured on indicators of an increase in the value of Index Development of Man (HDI) in addition to outputs are generated in the form of products , the management were successful . In addition, the model used in mentoring is (1) Participatory Rural Appraisal (PRA). This model involves the community in every process, identification of problems, program formulation, and program implementation 2. Entrepreneurship Capacity Building (ECB). This model is concerned with how to develop attitudes, develop skills, how to take advantage of opportunities, facilitate capital and monitor business development. (3). Technology Transfer (TT), provide insight associated with the use and application of technology Right to order a product that is produced is able to compete. (4) Information Technology (IT). This model deals with the use of information technology that is given and emphasized to build brands and expand markets.

Model empowerments of people who are used are illustrated in Figure 1.

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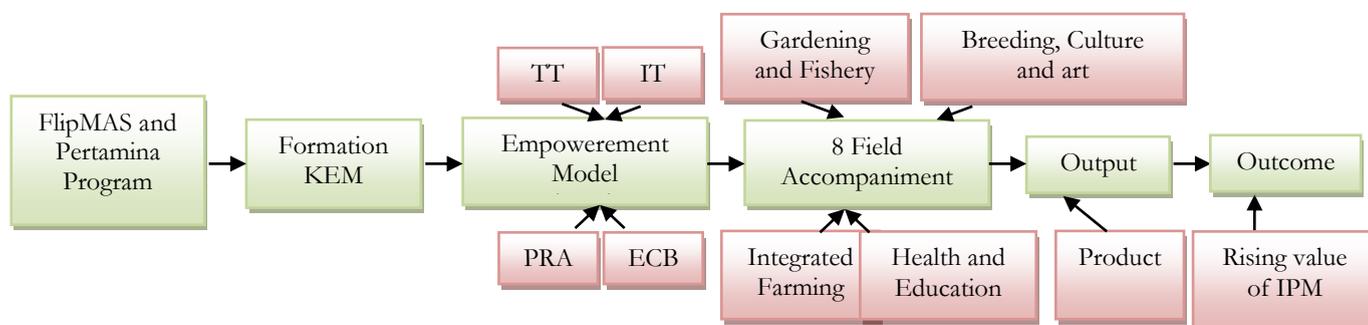


Figure 1. Mentoring Model of Empowerment Society FlipMAS Indonesia

3. Result and Discussion

The successful of KEM is KEM at Nunmafo in Timur Tengah Utara (TTU) . In building KEM, accompanied by Mr. Zainal Arifin, he was a lecturer at one of the Universities in Kupang who successfully led KEMto be a Training Center. This success required the cooperation synergy between universities, local government, industry and community groups. During the mentoring, KEM Nunmafo focused on agriculture, where horticulture and fruits were successfully developed, one of which was red dragon fruit. The head of his group, Alloysius Uskono, is one of the figures who have succeeded in empowering the community in Nunmafo with the FlipMAS and Pertamina empowerment model. And in March 2019, Mr. Alloy was invited to the International level to talk about the empowerment model of KEM Nunmafo at the United Nations Forum. According to the results of an interview with Arifin, (2019), the principle applied in mentoring is "Farmers become empowered". The transfer of knowledge that has been done is to help marginalized communities, (1). Those who have land are powerless to be converted into shrimp ponds, (2). Make a banana garden. In producing 1 away banana, 350 planting holes are needed and budgeted for the cost of digging banana holes. And do not provide shrimp seeds, shrimp feed or banana seeds and fertilizers. Based on the results of the field review, there were 5 (five) KEM still carrying out activities and still productive. The successful implementation of KEM in North Middle East District has resulted in the per capita income of the KEM Pertamina flip of Rp. 562 500 where this number can improve Development Index Society (HDI) where the average it amounted to 44.06% in the year 2015 approached the number HDI districts TTU amounted to 68.94% in 2013 . The success of KEM was built on the big role of Flipmas Indonesia and KEM Hetfen who played a role as (1). Motivator and driving, (2). Empowerment and encouraging, (3). Become a mediator and liaison to find and open access to sales of products produced by KEM with consumers / markets, (4). Become an innovator to apply a variety of new science and technology according to the needs of KEM development, and (5). Build KEM as campus intellectual park work technology. Meanwhile, the results of the KEM Pertamina flip field review and the increase in the Community Development Index are illustrated in Tables 3 and 4.

Table 3. Field Review of KEM Which still Productive

KEM Pertamina	Tapenpah	Nusa	Lakat	Sumlili	Nunmafo
Productivity	√	√	√	√	√
Total	1	1	1	1	1

Source: (Field self Obseration, 2019)

Table 4. Human Development improvement index value di KEM Tapenpah NTT

Source: FlipMAS Hetfen, (2015)

4. Conclusions

Synergy and success in empowering KEM Pertamina flip and sustainability of the program is a form of cooperation between Farmers Group KEM, Executive Team KEM, Government/District Village d late or Regions, FLipMAS Indonesi (FI) and the Partnership Pertamina. This synergy resulted in an increase in the Human Development Index (HDI) with an indicator of an increase in per capita income in the KEM area where the average IPM of Pertamina Flip's KEM was 44.06% (2015) which would approach the IPM of TTU district of 68.94% (2013).

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