

## COMPANY'S ROLE IN RESTORING THE ECONOMY OF PANDEMI AFFECTED COMMUNITIES (STUDY AT PT KILANG PERTAMINA INTERNASIONAL UNIT DUMAI)

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**Abstrak:** Pemulihan ekonomi karena pandemi Covid-19 adalah tanggung jawab setiap negara di Dunia. Indonesia setelah 2 tahun terdampak Covid-19 mulai membenahi ekonomi masyarakat setelah phk yang cukup besar melanda bersamaan dengan tingginya kasus Covid-19 tahun 2020. Penelitian bertujuan untuk memetakan peran perusahaan, dalam hal ini adalah PT Kilang Pertamina Internasional (KPI) dalam memulihkan ekonomi masyarakat terdampak melalui pemenuhan kebutuhan dasar, pencegahan cluster baru, pelibatan UMKM dan upaya lain untuk membangkitkan kehidupan sosial ekonomi masyarakat. Metode penelitian ini adalah deskriptif kualitatif, dengan berlandaskan teori pembangunan masyarakat pasca bencana. Hasilnya, PT KPI memenuhi kebutuhan dasar masyarakat melalui "pasar pangan siaga covid". Untuk mencegah penyebaran cluster baru, PT KPI menggerakkan mitra binaan CSR-nya untuk memproduksi face shield, masker dan handsanitizer. Berbagai upaya tersebut dilakukan berbasis berbasis UMKM untuk memulihkan perekonomian masyarakat khususnya di wilayah sekitar perusahaan. Dalam melakukan tanggap bencana, PT KPI Unit Dumai turut melakukan kemitraan dan Kerjasama melibatkan aktor dari berbagai sector seperti halnya Posyandu, Rutan Kelas II B, Pemerintah daerah, Kelompok Pemuda, serta Lembaga

*Pemberdayaan Masyarakat Kota (LPMK) agar dapat menunjang keberhasilan mitigasi bencana di luar daerah Kota Dumai umumnya dan di Kota Dumai khususnya.*

**Kata kunci:** *pembangunan masyarakat, usaha mikro kecil dan menengah, tanggung jawab sosial perusahaan, pembangunan sosial, covid-19*

**Abstract:** *Economic recovery due to the Covid-19 pandemic is the responsibility of every country in the world. After 2 years of being affected by Covid-19, Indonesia has begun to improve the people's economy after sizable layoffs hit along with the high number of Covid-19 cases in 2020. The research aims to map the role of companies, in this case, PT Kilang Pertamina Internasional (KPI), in restoring the community's economy affected by fulfilling basic needs, preventing new clusters, involving MSMEs and other efforts to revive the socio-economic life of the community. This research method is descriptive qualitative, based on the theory of post-disaster community development. As a result, PT KPI Dumai Unit fulfils the community's basic needs through the "covid alert food market". To prevent the spread of new clusters, PT KPI mobilized its CSR partners to produce face shields, masks and hand sanitisers. These various efforts were made based on UMKM to restore the community's economy, especially around the company. In carrying out disaster response, PT KPI Dumai Unit participates in partnerships and collaboration involving actors from various sectors such as Posyandu, Class II B prisons, local Government, youth groups, and City Community Empowerment Institutions (LPMK) to restore the community's economy affected by the pandemic.*

**Keywords:** *community development, micro small and medium enterprises, corporate social responsibility, social development, covid-19*

## **Introduction**

The emergence of a "New Emerging disease";: Covid 19, made WHO establish Covid 19 as a global pandemic on March 11, 2020. The Indonesian Government declared the Covid 19 pandemic a non-Natural National Disaster on March 15, 2020. Through Presidential Decree Number 11 (2020), the Indonesian Government declared a Public Health Emergency status of Corona Virus Diseases 19 in Indonesia, which resulted in more fatalities and material losses, and has implications for social, economic and community welfare aspects. The spread of the Covid-19 virus has become not only a national disaster but also a disaster world (World pandemic). Until the end of 2021, the number of active cases of Covid-19 in Indonesia reached 4,292 cases. After 2 years, the world is facing an economic crisis due to the isolation policy implemented to prevent the spread of the virus. The most noticeable impact is obstacles to the recovery community economy in each country.

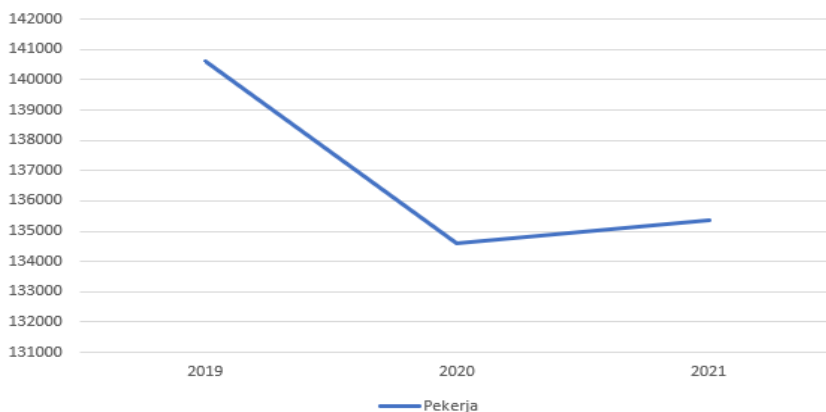
In Indonesia, Covid-19 has also impacted the achievement of Sustainable Development Goals (SDGs). In 2020, various agencies laid off 2.8 million formal workers and 212.4 thousand employees.<sup>1</sup> National economic recovery has become the target of all agencies from various business sectors in Indonesia. One of the Government's economic recovery strategies is to allocate a budget of 695 trillion for MSME financing.<sup>2</sup> Referring to the Government's focus on financing MSMEs, PT

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<sup>1</sup> CNN Indonesia. (2020, April 13). PHK dan Pekerja yang Dirumahkan Tembus 2,8 Juta Karena Corona. Retrieved from <https://www.cnnindonesia.com/ekonomi/20200413165953-92-493114/phk-dan-pekerja-yang-dirumahkan-tembus-28-juta-karena-corona>

<sup>2</sup> Siti Maisarrah, A. R. (2021). Pembangunan Berkelanjutan di Era Pandemi: Program Pemulihan Perekonomian Berbasis Metadata Indikator SD. Jurnal Indonesia Sosial Sains, 1787-1803.

Kilang Pertamina Internasional Dumai Unit also participates in community economic recovery by implementing the Social Responsibility (CSR) program for local MSMEs. This effort was carried out during and after the pandemic because it has paralyzed some of the economies around the company's business operations (Ring I).

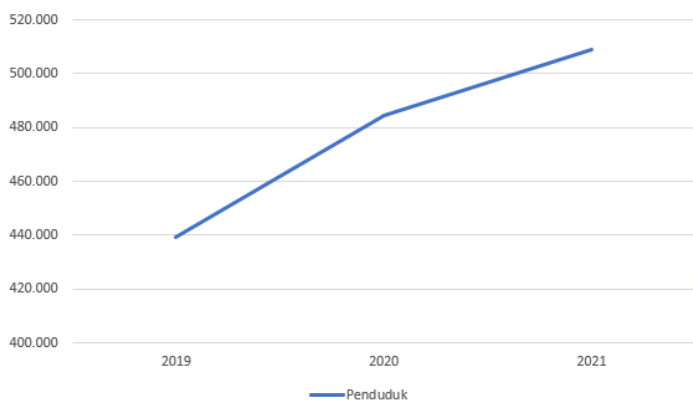


**Figure 1.**  
**Number of Dumai City Workers (2019-2021)<sup>3</sup>**

Figure 1 shows the number of workers in Dumai City from 2019 to 2021. In 2019 Dumai City workers 140,600 people, which decreased dramatically in 2020 when the Covid-19 case increased to 134,581 people. The number of workers in Dumai City will slowly increase again in 2021, reaching 135,381 people. Compared to the poverty line data, it can be concluded that 2020 is the year with the highest decline in the community's economy due to the pandemic.

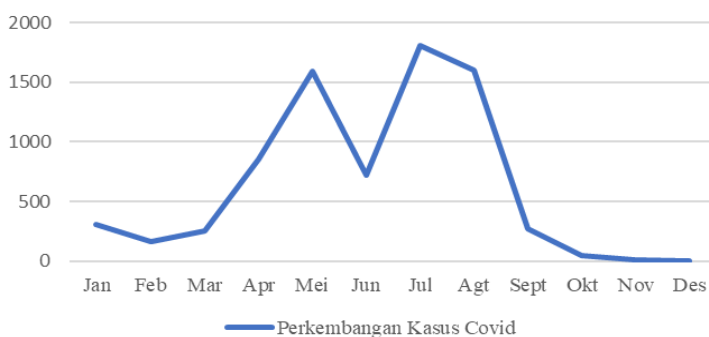
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<sup>3</sup> BPS Kota Dumai. (2022, November 1). Tenaga Kerja. Retrieved from Badan Pusat Statistik Kota Dumai: <https://dumaikota.bps.go.id/subject/6/tenaga-kerja.html>



**Figure 2.**  
**Poverty Line (IDR/capital/month) of Dumai City <sup>4</sup>**

Figure 2 shows the poverty line for Dumai City from 2019 to 2021. 2021 was the year with the worst poverty in Dumai City, where the number of poor people reached 509,002, followed by 2020 and 2019 with 484,609 and 439,152. This shows an improvement in economic conditions in 2021, which coincides with a decrease in cases of Covid-19 infection and, at the same time, the start of a new normal era.



**Figure 3.**  
**Covid-19 cases in 2021<sup>5</sup>**

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<sup>4</sup> BPS Kota Dumai. (2022, November 1). Kemiskinan. Retrieved from Badan Pusat Statistik Kota Dumai: <https://dumaikota.bps.go.id/subject/23/kemiskinan.html>

It is an obligation for local and central governments through their various institutions<sup>6</sup> to make the best efforts to restore the community's economy, especially Micro, Small and Medium Enterprises (MSMEs). Nevertheless, several companies, such as State-Owned Enterprises (BUMN), also have a crucial role in supporting the Government's agenda through Social Responsibility programs or other social initiatives. One state-owned company with economic stability and is located in Dumai City is PT Kilang Pertamina Internasional (KPI) Dumai Unit. Therefore, this study intends to look at the role of companies in supporting the Government's efforts to restore the economic conditions of the community, especially MSMEs that have been affected by the pandemic. This role includes how companies meet the basic needs of vulnerable groups, minimize efforts to spread new clusters, involve MSMEs in handling pandemics, and make other efforts to revive the social and economic life of the community. MSMEs recovery efforts are crucial so that people have their own source of income even though the level of formal workers who have been laid off is increasing.

## **Literature Review**

Ruth Webber and Kate Jones, in their journal entitled "Implementing 'Community Development' In A Post-Disaster Situation", explain how community development is helpful for residents affected

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<sup>5</sup> Dinas Kesehatan Kota Dumai. (2019). Profil Kesehatan Tahun 2019. Dumai. Retrieved from <https://dinkes.dumaikota.go.id/public/uploads/file/Document-11.pdf>

<sup>6</sup> Sitorus, S. H., & Fatkhullah, M. (2022). Pemberdayaan Masyarakat Nelayan; Peran dan Kontribusi Dinas Perikanan dan Kelautan. *Masyarakat Madani: Jurnal Kajian Islam dan Pengembangan Masyarakat*, 7(1), 1-19. Retrieved from <https://ejournal.uin-suska.ac.id/index.php/jmm/article/view/16264>

after the 2009 forest fire disaster in Australia. Ruth explained that 3 aspects are needed for post-disaster community development to be successful, namely: The role of providers, facilitators and allies.<sup>7</sup> In this case, workers who are affected by forest fires also play a role as a driving force to improve community development. The role of the facilitator is to serve society in several ways, including bringing people together, assisting with organizational processes and acting as an objective observer. This has an impact on organizing the community to recover economically, socially and politically after a disaster. Meanwhile, allies are friends and supporters of individuals who need economical, social and political empowerment.<sup>8</sup>

## **Method**

This research method is descriptive-qualitative. The data collection techniques were conducted through interviews, observation and literature studies. Interviews were conducted with 10 people who were determined using a purposive technique and consisted of 3 informants from the health department, 5 people from the communication, relations and CSR department, and 2 management representatives of PT KPI Unit Dumai. Field observations were carried out by direct observation. Observation is needed to see and observe changes in social phenomena that grow and develop so that an assessment can be made. In looking at a phenomenon, researchers should be able to separate between what is

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<sup>7</sup> Ruth Webber, K. J. (2012). Implementing 'Community Development' In A Post-Disaster Situation. Oxford University Press and Community Development Journal, pp. 248–262.

<sup>8</sup> Habib, M. A., Nisa, K. K., Fatkhullah, M., Al Ursah, C. R., & Budita, A. K. (2022). *SOSIOLOGI EKONOMI: Kajian Teoretis dan Contoh Penerapan*. Tulungagung: Akademia Pustaka.

needed and what is not.<sup>9</sup> The results of the observations are documented in the form of field notes with written content, as well as photographs of the observations, which will be used as media to support the analysis in the following discussion. On the other hand, this literature study is related to theoretical studies and other references that can support the research process, from online news, books, press releases, and proceedings to scientific journals.<sup>10</sup> The collected data is then reduced, categorized based on the same themes, presented in the form of diagrams and tables, and concluded after a verification process. The verification technique in this study uses data source triangulation, in which the researcher carries out a confirmation process between the data stated by the primary informants from the company to supporting informants consisting of community groups beneficiaries of the CSR program. This research was conducted in three (3) months, from the beginning of August to the end of October 2022.

## **Results and Discussion**

### ***Fulfillment of Community Basic Needs***

The Covid-19 pandemic has created various problems, including decreased social intensity and community contact. As we know, basic needs are fundamental, especially in disaster situations.<sup>11</sup> PT Kilang Pertamina Internasional Dumai Unit collaborated with market traders to

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<sup>9</sup> Margono, S. (2007). *Metodologi Penelitian Pendidikan: Komponen MKDK*. Jakarta: Rineka Cipta, pp. 159

<sup>10</sup> Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT. Alfabet, pp. 291

<sup>11</sup> Bastos, M. A., Campos, V. B., & Bandeira, R. A. (2014). Logistic processes in a post-disaster relief operation. *Procedia - Social and Behavioral Sciences*, 111, 1175 – 1184.



meet the community's basic needs by initiating the Covid-19 Alert Food Market (PPSC). This PPSC initiative is a solution to people's concerns about the quality of their food ingredients due to the spread of the Covid-19 virus. To initiate this program, PT KPI RU II Dumai is collaborating with the scout market while continuing to implement strict health protocols so that the food ingredients sold can still meet quality hygiene standards during the Covid-19 pandemic. This PPSC provides a chain effect by providing quality raw materials that comply with health standards, which can also increase the income of local farmers in Dumai City.



**Figure 4.**  
**Promotion of COVID Alert Food Market**

### ***Pandemic Recovery Through Face Shield Making Training***

PT Kilang Pertamina Internasional Dumai Unit cooperates with the Dumai Class IIB Detention Center to empower the prisoners to produce face shields and non-medical cloth masks. Face shields and masks that have been produced are distributed to those who need them to tackle Covid-19, such as medical personnel in hospitals, health centres,

and the general public. The target groups have previously received sewing training along with sewing machines that can be used to increase their skills. With the capacity possessed by the class II B prison-assisted groups, the results of this collaboration raised the enthusiasm of the assisted groups to want to contribute to helping the Government overcome the Covid 19 pandemic disaster.



**Figure 5.**  
**Face Shields Making Process**

Training on making face shields for the Class II B Detention Center in Dumai City to provide supplies and skills, training and production of face shields in large quantities, which could be helpful during a pandemic. Face shields and masks that have been produced are distributed to those who need them to tackle Covid-19, such as medical personnel in hospitals, health centres, and the general public. The target groups have previously received sewing training along with sewing machines that can be used to increase their skills.

Previously, the group of men assisted by the Class II B Detention Center in Dumai City had conducted training on making hotel sandals using the same sewing machine and skills. With the capacity owned by

the class II B detention centre target group, it was then developed again with the women's detention centre group to make face shields and non-medical masks jointly.



**Figure 6.**  
**Face Shields Making Process by Female Prisoners**

### ***MSMEs Involvement in the Production of Non-medical Masks and Hand Sanitizers***

PT Kilang Pertamina Internasional Dumai Unit has contributed to reducing the number of Covid 19 cases by assisting the Government and collaborating with the local government and local communities. Through this collaboration, PT KPI Dumai Unit distributed masks to the community in the Dumai City market area. Four thousand four hundred medical and non-medical masks were distributed to the Roundabout Market, Senggol Market, Pulau Payung Market, Jaya Mukti Market, and Dock Market. Some of the masks that have been distributed are the result of production from the Dumai City Class II B Detention Center.



**Figure 7.**

### **Masks Distribution to Local Communities in Dumai City**

In addition, the masks were also distributed to students as a form of support for face-to-face learning at school. PT KPI Unt Dumai has assisted with 5,600 medical and non-medical masks to several schools from February to March, namely Dumai 3 Vocational School, Dumai 5 High School, Dumai 5 Vocational High School, and Dumai 2 Middle School. Several schools were selected based on recommendations from the Dumai City Health Office. The company focuses on choosing schools and markets as points for distributing masks because these two locations are strategic locations for community gatherings and interaction based on recommendations from the Dumai City Health Office.

To help tackle the COVID-19 pandemic, the company's fostered partners, namely Posyandu Sehati, conducted training on making handmade hand sanitiser products which will later be traded to the general public. The training was conducted at the Dumai BUMN House. Since 2018, PT KPI Dumai Unit has rolled out the Pertamina Posyandu SEHATI program, one of the CSR programs that focuses on fostering

activities and cadres for 13 posyandu in Tanjung Palas and Jaya Mukti Villages, East Dumai District.



**Figure 8.**  
**Hand Sanitizer Making Process by Posyandu Sehati**

On that occasion, the East Dumai Health Center also had the opportunity to re-socialize COVID-19 to the cadres of the Sehati Posyandu so that the community could comply with every instruction that had been given and urged them not to panic in the face of this pandemic.

### ***Rebuilding Community's Socio-Cultural Life***

The rebuilding and community development phase is a core and often overlooked element of disaster recovery. A literature review indicates that social work is less involved in this phase than traumatic stress intervention and coordination of relief efforts.<sup>12</sup> As a provider, PT Kilang Pertamina Internasional Dumai Unit has provided funding for

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<sup>12</sup> Pyles, L. (2007). Community Organizing For Post-Disaster Social Development. Sage, 321-333.

Post-Disaster Community Development to the Dumai City community, especially the area around the company. To restore the community affected by the pandemic economy, PT KPI Dumai Units's CSR acts as a provider to initiate training that is present for MSME-fostered partners and the community in general. The post-disaster recovery carried out by PT KPI Dumai Unit involved assistance that had already been formed, such as the Sehati Posyandu Community and Class IIB Detention Center in Dumai City. That way, there is synergy between the company and the facilitators who have the same goal: to restore the economy by providing one of the many solutions to support the family.

Rapid community needs assessments are often used to assess community health and other household needs after a disaster to inform emergency response and recovery needs. The Sehati Posyandu Community, as an informal organization based on local self-help, is a facilitating factor and an ally that has contributed to creating new jobs during and after the pandemic. The most notable contribution is involving women in the city of Dumai to become entrepreneurs in making hand sanitisers needed during the pandemic and then selling and distributing them to medical personnel and the people of Dumai City. Apart from the Sehati Posyandu community, informal government-owned organizations such as the Village Community Empowerment Institute (LPMK) also become allies by helping facilitators as supporters so that the program can be implemented correctly and on target.

One of the most significant impacts of the pandemic on people's social life is the paralysis of the economy due to restrictions on social

activities to minimize the spread of COVID-19.<sup>13</sup> With the increase in national vaccination status, especially in Dumai City, where PT KPI Unit Dumai also contributed, the COVID-19 pandemic is slowly subsiding. However, social, economic and cultural impacts do not just recover.<sup>14</sup> Therefore, to rebuild the community's social life, PT KPI Dumai Unit encourages community socio-economic activities through support for bazaars both at the local level, such as RT/RW, village and city. This is done by providing facilities in the form of tents, as well as coordinating with the local Government in securing, organizing and managing various needs for the realization of the intended activities.



**Figure 9.**  
**Sunday Morning Bazaar in Laksamana Village**

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<sup>13</sup> Iswahyudi, H. (2021). The persistent effects of COVID-19 on the economy and fiscal capacity of Indonesia. *Jurnal Ekonomi dan Pembangunan*, 29(2), 113-130.

<sup>14</sup> Fatkhullah, M., Habib, M. A., & Nisa, K. K. (2022). Identifikasi dan Manajemen Risiko untuk Mereduksi Kerentanan Pada Masyarakat. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 3(4), 856-867. Retrieved from <http://ejurnal.seminar-id.com/index.php/ekuitas/article/view/1529>



**Figure 10.**  
**Bazaar at the Dumai City Hall in the Dumai City-wide Marathon Competition**

In carrying out disaster response, PT KPI Dumai Unit establishes partnerships and collaborations involving actors from various sectors that can support the success of disaster mitigation outside the Dumai City area in general and in Dumai City in particular. PT KPI Dumai Unit also embraces actors from the local community, local Government, and other companies to international institutions. In the end, the company's efforts to be involved in the economic recovery of affected communities are to gain recognition and satisfaction from the community, especially regarding their social performance.<sup>15</sup>

## **Conclusion**

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<sup>15</sup> Mulyani, I., Raditya, L., & Fatkhullah, M. (2021). Indeks Kepuasan Masyarakat Terhadap Program Tanggung Jawab Sosial dan Lingkungan PT Kilang Pertamina Internasional Refinery Unit II Dumai. *JESS: Jurnal Education Social Science*, 1(1), 114-124. doi:<https://doi.org/10.21274/jess.v1i1.5362>



In carrying out disaster response, PT KPI Dumai Unit establishes partnerships and collaborations involving actors from various sectors that can support the economic recovery of communities affected by the pandemic in Dumai City. PT KPI Dumai Unit embraces actors from the local community, local Government, other companies and international institutions.

From the research on several CSR programs from PT KPI Dumai Unit, researchers can analyze existing actors with the theory of post-disaster community development, namely providers, facilitators, and allies. In the program being carried out, PT KPI Dumai Unit involves providers, facilitators and allies to achieve economic recovery through training programs for making hand sanitisers and non-medical masks. Actions in the economic recovery of affected communities by the company are also motivated by philanthropic motives by assisting in the form production of goods given free of charge. In this way, Islamic religious teachings are essential in encouraging company policymakers to be directly involved in efforts to restore the damage caused by the pandemic.

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