

The Effectiveness Analysis of The Panel Daya Programme as implemented on The Fostered Group of PT. Pupuk Iskandar Muda

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Abstract

Over the past decade, tens of hectares of Paya Nie have been transformed from water catchment areas into rice fields. This has resulted in a disruption to the function of Paya Nie as a natural reservoir for irrigation of the surrounding rice fields. In order to preserve the Paya Nie ecosystem and the cultural wisdom that has developed in Blang Mee, PT PIM is fully committed to social and environmental responsibility, which is implemented through the Paya Nie Lestari, Peace and Empowerment (Panel Daya) programme. The necessity for research into the effectiveness of company-assisted groups has been identified as a basis for evaluation in the development of further programmes. The proposed research will address this need and is to be conducted in Balang Me Village, Bireun, which has been selected for study deliberately due to its status as an assisted village of PT Pupuk Iskandar Muda and as the location of the implementation of the Panel Daya programme. The data collection techniques employed in this study can be classified into two categories: primary data and secondary data. Subsequently, the data obtained from the interviews is subjected to descriptive analysis. The results of the study indicate that the Paya Nie Lestari, Peace, and Empowerment programme is highly effective, with a research value of 3.79 and a conversion value of 94.85%. This places the programme in the Very Good category. The findings of this research are as follows: The deliverables of this research project are as follows: 1) A research report, 2) a Sintax indexed national journal, and 3) a copyright IPR.

INTRODUCTION

Gampong Blang Mee represents the company's primary operational zone, encompassing assets such as water intakes. Over the past decade, tens of hectares of Paya Nie land have undergone a process of land conversion, whereby water catchment areas have been transformed into rice fields. This results in a reduction in water discharge in the Paya Nie area, thereby disrupting the function of Paya Nie as a natural reservoir for irrigation of the surrounding rice fields (Zufina et al., 2023). Furthermore, Paya Nie is a peatland that serves as a habitat for a diverse range of flora and fauna, including birds, fish, purun plants, and other plant species. The alteration of land use undoubtedly poses a significant threat to the sustainability of the biodiversity ecosystem in Paya Nie. A significant proportion of the local population continues to rely on fishing in the swamp, while the quantity of endemic fish in Paya Nie is in decline (Zufina et al., 2023).

The communities situated in the vicinity of Paya Nie, particularly Blang Mee, employ purun plants as the primary raw material for the fabrication of handicrafts and as a means of generating supplementary income. The purun weaving tradition has become a hereditary practice in Blang Mee, typically undertaken by mothers to create items such as eumpang geunifo (shopping bags), tika duk (sitting mats), prayer mats, ordinary mats, tissue holders, and others (Zufina et al., 2023).

In order to ensure the long-term survival of the Paya Nie ecosystem and the cultural heritage of Blang Mee, it is essential to implement sustainable preservation strategies. PT PIM, as a company that provides guidance, is fully committed to social and environmental responsibility, and plays an active role in addressing community issues and fulfilling community needs (Tambarta et al., 2023).

The commitment of PT Pupuk Iskandar Muda is operationalised through the Paya Nie Lestari, Peace, and

Empowerment programme, which is referred to as PANEL DAYA in the assisted village of Blang Me. This programme represents a significant step towards the preservation of the Paya Nie ecosystem and the alignment of local wisdom with a sustainable livelihood approach to the management of resources in Paya Nie. This will serve to support the economic welfare of the community. The objective of the POWER PANEL programme is to conserve the Paya Nie ecosystem, enhance community awareness, and improve the quality of life of the community. untuk melestarikan lingkungan, meningkatkan kesejahteraan ekonomi masyarakat, dan melestarikan budaya dan kearifan lokal.

In order to facilitate the improvement of programme development, it is necessary to conduct an evaluation of this activity. The evaluation of the programme is based on the effectiveness of the Fostered Group. The effectiveness of the Fostered Group can be gauged by the extent to which its objectives are met, including the enhancement of productivity and the fulfilment of member satisfaction. Furthermore, the effectiveness of the Fostered Group can be enhanced if the various elements that contribute to its effectiveness are aligned to support the achievement of its objectives. One of the most significant internal factors is the degree of involvement of members in the activities of the group. It is therefore essential that the Fostered Group is effective, as only an effective Fostered Group can fulfil its duties and functions adequately, thereby providing benefits to each of its members and to the wider community. In light of the aforementioned description presented in the background section, the problem to be addressed in this study is the effectiveness of the Fostered Group in carrying out its activities. Accordingly, the objective of this study is to assess the efficacy of the Fostered Group in carrying out its activities.

METHODS

The research was conducted in Balang Me Village, Bireun. This particular location was selected deliberately, given that the village is one that has been assisted by PT Pupuk Iskandar Muda, as well as being the site of the implementation of the Paya Nie programme. The data collection techniques employed in this study can be classified into two categories: primary data and secondary data. The primary data for this study was gathered through a number of methods, including observation, interviewing, and focus group discussions.

Data analysis is defined as an effort to discuss data that is already available to answer the formulation of problems in research. Thus, data analysis techniques can be interpreted as a way of analysing data with the aim of processing the data to answer problem formulations (Notoadmodjo, 2014). The descriptive analysis method is carried out by describing the facts which are then continued by giving values to 7 assessment indicators which are then submitted to 29 respondents. Each indicator and each question has varying points. The following section presents a detailed account of each effectiveness indicator within the Paya Nie Lestari Peace and Empowerment Programme. Subsequently, the index and conversion values are classified into four categories: "Not Good," "Less Good," "Good," and "Very Good," with the conversion index serving as the benchmark.

Table 3.4. Conversion Index of Panel Daya Programme

No	interval Index	Conversion Index	Symbol	Category
1	1,000– 1,750	25,00 %–43,75 %	D	Not Good
2	1,751– 2,500	43,76 %–62,50 %	C	Less Good
3	2,501– 3,250	62,51 %–81,25 %	B	Good
4	3,251–4,000	81,26 %- 100,00%	A	Very Good

RESULTS AND DISCUSSION

Results

The concept of Corporate Social Responsibility (CSR) has emerged as a pivotal concern within the business sector in recent times. In accordance with this, the Government of Indonesia has enacted legislation (Government Regulation No. 47 of 2012 on Social and Environmental Responsibility of Limited Liability Companies) that requires all companies, whether limited liability or state-owned, to implement CSR programmes. This regulatory framework encourages companies to implement community development and environmental conservation programmes in their operational areas, thereby placing increased demands on them in this regard. TJSI or CSR represents a company's dedication as a business entity to facilitate sustainable development, encompassing social and economic dimensions. It is anticipated that, through the implementation of CSR programmes, companies will adopt a dual focus, combining the generation of profit with the advancement of social, economic and environmental conditions in a sustainable and comprehensive manner. As a state-owned enterprise, PT Pupuk Iskandar Muda bears the responsibility of supporting sustainable development through the implementation of

environmental and social responsibility programmes. These programmes are operationalised through community empowerment initiatives, particularly within the company's immediate operational area. The aforementioned community empowerment programme is implemented through the Paya Nie Lestari, Damai, and Berdaya initiative, which has been operational since 2021. The objective of this programme is to address social issues, such as the low economic capacity of the community, in conjunction with peatland conservation activities in Paya Nie.

The implementation of the Paya Nie Lestari Peace and Empowerment programme is based on three interrelated aspects: social, economic and environmental. The economic aspects of this programme are closely linked to cultural capital, as evidenced by the traditional purun weaving skills that have been passed down from mother to daughter in the Paya Nie area. However, these skills are gradually being lost by the younger generation. Furthermore, environmental concerns include the risk of land fires resulting from the clearance of land for agricultural purposes and the occurrence of fires caused by dry and unutilised purun. Furthermore, the region faces economic challenges, including a high poverty rate in Gampong Blang. The Paya Nie Lestari Peace and Power programme is comprised of three sub-programmes: The programme comprises three sub-programmes: Petarung Epik, Gabus, and Paya Nie Ecotourism. The Petarung Epik sub-programme, which focuses on the aesthetic and chic utilisation of purun, provides mothers with the tools to harness the potential of purun that grows in the Paya Nie swamp. Moreover, the GABUS programme, or Good Application in Utilisation of Snakehead Fish, represents a cork fish farming initiative that seeks to supplant the practice of fishing in the swamp using electric shock. The final programme, Paya Nie Ecotourism, is designed to foster the development of an environmentally and educationally focused tourism village. This initiative aims to enhance community awareness of the vital importance of peatland conservation.

The implementation of this programme engages the entire local community around Paya Nie, including wicker craftswomen, men, and the younger generation. At the time of writing, there are approximately 54 active members engaged in the three sub-programmes. The final assessment results of the Paya Nie Lestari, Peace, and Empowerment programme were categorised into four scores: 'not good', 'less good', 'good', and 'very good'. These categories are based on index values of 1 to 4, as well as conversion values between 25% and 100%. The following table provides a detailed explanation of the score categories:

Table 2. Score Categories

No	Index interval values	Conversion index value	Symbol value	Categories
1	1,000– 1,750	25,00 %–43,75 %	D	not good
2	1,751– 2,500	43,76 %–62,50 %	C	less good
3	2,501– 3,250	62,51 %–81,25 %	B	good
4	3,251–4,000	81,26 %- 100,00%	A	very good

Source: Primary data (processed), 2024

The research findings indicate that the Paya Nie Lestari, Peace, and Empowerment programme is effective, with a research value of 3.79 and a conversion value of 94.85%. This places the programme in the Very Good category. In detail, this value is obtained from 14 assessment indicators, which are then submitted to 29 respondents. The scores assigned to each indicator and question vary. The following section provides a description of each effectiveness indicator in the Paya Nie Lestari, Peace and Empowerment Programme. The index value and conversion are then categorised into the categories of 'Not Good', 'Less Good', 'Good', and 'Very Good'. The following section presents the conversion results of the questions that have been answered by the groups for the Paya Nie Lestari, Damai and Berdaya Programmes:

- Fully included/ involvement
- Not fully included/ involvement

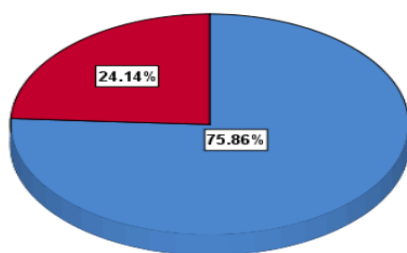


Figure 1. The involvement of beneficiaries in the planning process of the Panel Daya programme
The assessment item regarding the involvement of beneficiaries in the planning process of the Paya Nie

Lestari Peace and Empowerment programme obtained an index value of 3.76, which is included in the very good category, with a conversion MFI of 93.97%. This can be attributed to the fact that 75.86% of respondents indicated that they were fully involved, from the initial invitation to the forum, through to actively participating in its inception and being afforded the opportunity to express their opinions. Conversely, 24.14% of respondents indicated that they were merely invited and afforded the chance to express their opinions at the forum, yet were not involved in its inception.

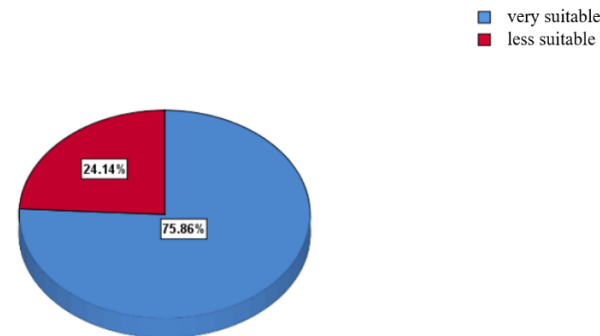


Figure 2. The suitability of the Panel Daya programme to the needs of PT. Pupuk Iskandar Muda fostered group

The item of enquiry, 'Is the programme in accordance with the identified needs?' yielded an index value of 3.76, which falls within the very good category, with a conversion value of 93.97%. A total of 75.86% of respondents indicated that the Paya Nie Lestari, Peace, and Empowerment programme was highly aligned with the three assessment criteria: potential, problems, and opportunities. Conversely, 24.14% of respondents indicated that the programme only aligned with two of the three assessment points.

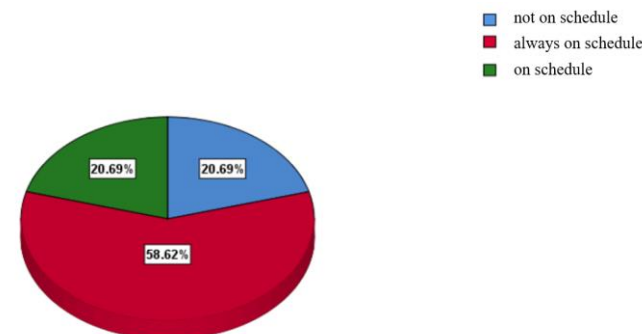


Figure 3. Conformity of implementation with Panel Daya programme plan

The question item regarding the suitability of programme implementation with the planned schedule obtained an index value of 3.74, which is included in the very good category, with a conversion Community Satisfaction Index value of 93.48%. This result is indicative of a high level of satisfaction with the programme implementation schedule. A total of 58.62% of respondents indicated that the programme was implemented consistently and punctually in accordance with the specified days and hours. Conversely, 20.69% of respondents indicated that they were unaware of the schedule. The results of the analysis indicate that the programme has been implemented in a timely and consistent manner, despite the occurrence of minor alterations to the scheduled days and times. This is likely due to the fact that members have demanding schedules outside of the programme, which necessitates flexibility in its implementation. Furthermore, the remainder of the respondents demonstrated a tendency to be less active within the WhatsApp group, indicating a lack of awareness regarding the schedule of activities and potential alterations to the implementation schedule.

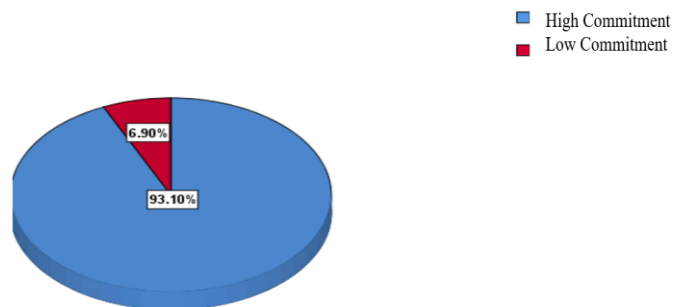


Figure 4. Company Commitment on implementation of Panel Daya programme

In the question pertaining to the company's robust commitment, the index value is 3.93, with a conversion rate of 98.28%. This figure falls within the very good category. The majority of respondents (93.10%) indicated that the company was highly committed, as evidenced by its investment of resources, including costs, thoughts, energy, and time, in the programme. The remaining two respondents (6.9%) stated that the company is committed to three of the programme's aspects.

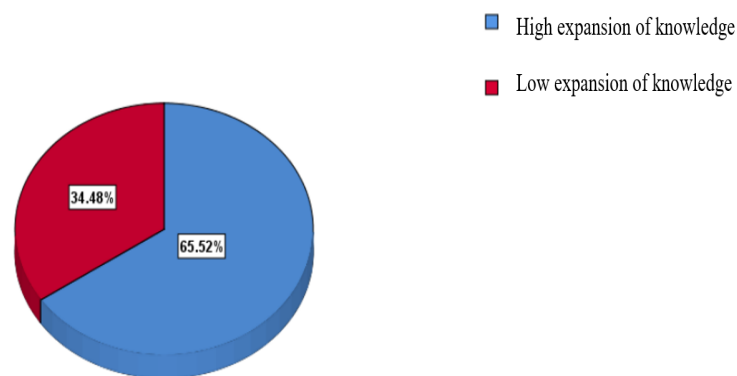


Figure 5. Expansion of knowledge after the implementation of Panel Daya programme

The indicator question yielded an index value of 3.66, corresponding to a conversion rate of 91.3%. This figure is classified as being in the very good category. A total of 19 beneficiaries (65.52% of the total sample) indicated that the programme had significantly enhanced their knowledge. The acquisition of knowledge can be conceptualised as a process that progresses from a state of initial ignorance to a state of informed understanding, proficiency, and the capacity to articulate this understanding to others. The remaining 10 respondents indicated that the programme was effective in enhancing their knowledge and imparting value. These respondents indicated that they lacked the requisite skills to effectively disseminate their newly acquired knowledge to others.

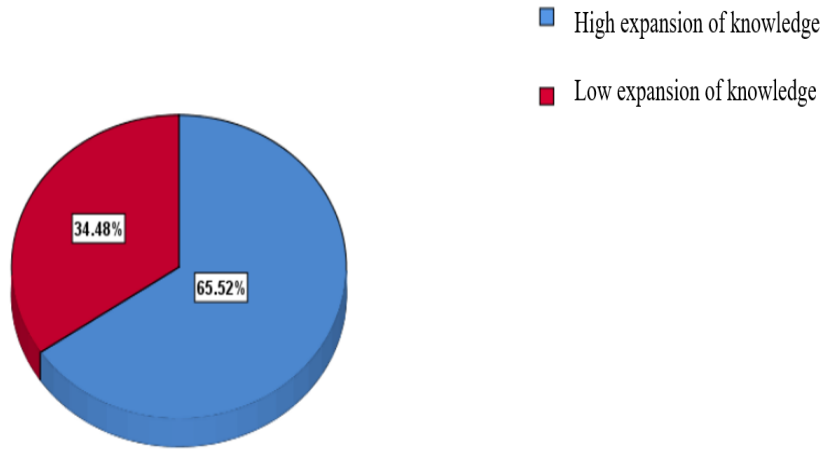


Figure 6. Expansion of knowledge after the implementation of Panel Daya programme

The question indicator concerning the programme's capacity to enhance skills was assigned an index value of 3.79, with a score of 94.83%, which is classified as "very good." A total of 79.31% of beneficiaries attested to the efficacy of the Paya Nie Lestari, Peace and Empowerment programme in enhancing their skillset. At the outset of the programme, a significant proportion of participants lacked the requisite skills to engage in purun weaving. However, following their involvement in the programme, they were able to develop the necessary abilities and subsequently engage in the sale of their woven products. Furthermore, members have been able to disseminate their knowledge of purun weaving through the Weaving Class. Conversely, a further 20.69% of respondents indicated that they had enhanced their abilities by selling their woven products to third parties.

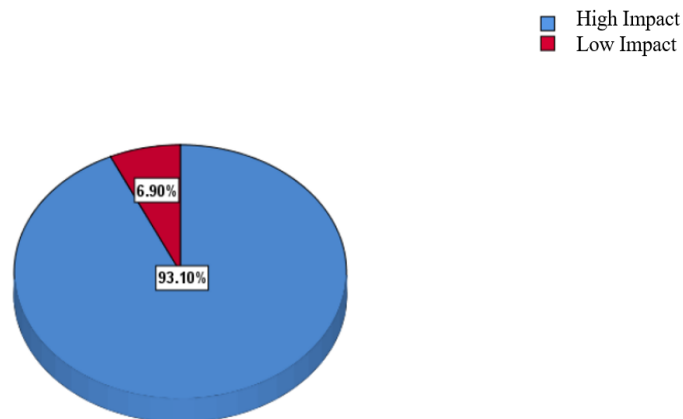


Figure 7. Impact programme on increasing in income of PT. Pupuk Iskandar Muda fostered group

The indicator in question attained an index value of 3.93, with a conversion rate of 98.28%. This figure is indicative of a rating in the very good category. A total of 93.10% of respondents indicated that the programme had a significant impact on the rapid increase in income. This is due to the fact that prior to the implementation of the programme, the majority of housewives were engaged in non-income generating activities and relied on agricultural work in rice fields. The programme was effective in increasing income levels, with the sale of woven purun products serving as a concrete example of this outcome. The remaining 6.9% of respondents indicated that the programme contributed to an increase in their income, although not to the same extent as the majority of respondents.

Discussion

The implementation of Corporate Social Responsibility (CSR) practices offers at least four key benefits that are worthy of note. Firstly, for companies, the implementation of CSR practices facilitates the creation of a positive image, which has a direct impact on several key areas. These include easier access to capital, the ability to retain a qualified workforce, and the capacity to support more effective risk management. This, in turn, strengthens the decision-making process, particularly in crisis situations. Secondly, from the perspective of the government, CSR

can be regarded as a preventative measure against legal violations in the business sector. Such violations may include bribery cases involving officials, which can often result in corrupt practices. Thirdly, the advantages of corporate social responsibility (CSR) are also experienced by the local community through the enhancement of social and economic well-being in the vicinity of the programme implementation area. Fourthly, with regard to the environment, CSR plays a role in the prevention of the over-exploitation of natural resources, the assurance of environmental protection and the maintenance of long-term ecosystem balance.

In Indonesia, a considerable number of companies have adopted corporate social responsibility (CSR) practices. One notable example is PT Pupuk Iskandar Muda, which has implemented a CSR programme titled "Paya Nie Lestari, Damai, dan Berdaya," which focuses on community empowerment in Blang Mee Village, Kuta Blang District, Bireuen Regency. The objective of the programme is to facilitate improvements in the welfare of the villagers through the implementation of a range of activities that engage them directly in the programme.

PT Pupuk Iskandar Muda (PIM) is a subsidiary of PT Pupuk Indonesia (Persero) and is engaged in the production of fertilisers and petrochemicals. The company was established on 24 February 1982 and is situated in Krueng Geukueh, North Aceh Regency, Aceh Province. PT PIM is situated 274 kilometres to the southeast of Banda Aceh and 335 kilometres to the northwest of Medan. The location of the plant in North Aceh was determined based on the availability of natural gas reserves as a raw material, as well as its strategic location for export. The company has two manufacturing units, each of which produces urea in tablet and granular form. The capacity of each unit is identical for both products.

In market segmentation, PT PIM targets three distinct categories of entities: farmers, farmer groups, and business entities operating within the agriculture and plantation sectors. In accordance with the Deed of Amendment to the Company's Articles of Association, approved through the Decree of the Minister of Justice of the Republic of Indonesia (number AHU-0188479.AH.01.11 of 2019), PT PIM's business activities encompass the fertiliser industry, trading, scientific and technical professional activities, leasing without option rights, research and development, procurement of electricity, gas, steam/hot water, and cold air, wastewater management, waste recycling, remediation activities, transportation, warehousing, construction, processing industry, real estate, and information and communication.

Based on the research results, the research value of the effectiveness of the Paya Nie Lestari, Damai and Berdaya programmes is 3.79 with a conversion value of 94.85% and is included in the Very Good category. The assessment item on the involvement of the beneficiaries in the planning process of the Paya Nie Lestari, Damai and Berdaya programmes received an index value of 3.76, which is in the very good category, with a conversion rate of 93.97%. The question item on whether the programme was implemented according to the planned schedule received an index value of 3.74, which is in the very good category, with a converted Community Satisfaction Index value of 93.48%. The question indicator relating to the company's strong commitment received an index score of 3.93 with a converted MPI score of 98.28%. This is in the very good category. The indicator question above received an index score of 3.66 with a conversion rate of 91.3%. This is in the very good category. A total of 19 beneficiaries or 65.52% stated that the programme had greatly increased their knowledge. For the question indicator relating to the company's strong commitment, the index value is 3.93 with a conversion rate of 98.28%. This is in the very good category. A total of 19 beneficiaries or 65.52% stated that the programme had greatly increased their knowledge. The question indicator on the programme's ability to increase skills received an index value of 3.79 with a value of 94.83%, which is classified as very good. The impact of the programme on increasing the income of the mentees received an index score of 3.93 with a conversion rate of 98.28%. This is in the very good category. A total of 93.10% of respondents agreed that the programme had a great impact on increasing income rapidly.

CONCLUSION

The research findings indicate that the effectiveness of the Paya Nie Lestari, Damai, and Berdaya programs achieved a score of 3.79, equivalent to a conversion value of 94.85%, placing it in the "Very Good" category. Beneficiary involvement in the planning process of these programs was rated with an index value of 3.76 (93.97%), also categorized as "Very Good". The implementation of the program according to the planned schedule received an index value of 3.74, with a Community Satisfaction Index conversion of 93.48%, maintaining the "Very Good" rating. Indicators evaluating the company's strong commitment scored an index value of 3.93, with a converted score of 98.28%, likewise falling under the "Very Good" category. Additionally, one indicator achieved an index score of 3.66 with a conversion value of 91.3%, also rated "Very Good." Among the beneficiaries, 19 individuals (65.52%) reported that the program significantly enhanced their knowledge. Regarding skill improvement, the program received an index score of 3.79 (94.83%), categorized as "Very Good". The program's impact on mentees' income was rated at 3.93 with a conversion value of 98.28%, again within the "Very Good" category. A total of 93.10% of respondents agreed that the program significantly boosted their income in a short period.

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