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DESCRIPTIVE OF QUANTITATIVE DATA | RESEARCH ARTICLE

PLN CSR Program Through Community Empowerment at Saguling Dam, Citarum River, Bandung, West Java

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Abstract: Saguling Dam is a man-made reservoir located in West Bandung Regency, which dams the flow of the Citarum River, the largest river in West Java. The current condition of the dam has been heavily polluted by an abundance of water hyacinth and a buildup of household waste covering the river's surface. According to data from the Bandung City Sanitation Company in 2016, approximately 2.5 million residents produced 1,500 - 1,600 tons of waste per day. However, only 1,100 - 1,200 tons were transported to the Sarimukti Final Disposal Site (TPA), and 150 - 250 tons were processed by residents. The remaining 150 - 250 tons of waste were disposed of in Citarum River's tributaries. PLN (State Electricity Company) implemented a Corporate Social Responsibility (CSR) program themed "Green Employee Involvement" through community empowerment efforts aimed at addressing the waste problems in the Saguling Dam. The "Green Employee Involvement" program, in collaboration with the Bening Saguling Foundation, was carried out in celebration of World Environment Day 2024. The research methodology used is qualitative, employing a case study approach. Data collection methods include literature review and observation. The research findings show that PLN's Corporate Social Responsibility program, themed "Green Employee Involvement" in collaboration with the Bening Saguling Foundation, has had a positive impact on environmental preservation while also providing economic benefits to the community in the Saguling Dam area, Bandung, West Java.

Keywords: Corporate Social Responsibility, Empowerment, Community.

1. INTRODUCTION

Indonesia is an archipelagic and maritime country with a vast aquatic area. Its waters are diverse, including lakes, rivers, seas, and reservoirs. Reservoir construction in Indonesia has been ongoing since the colonial era and continues today due to the various functions reservoirs provide as one of the main water sources in the country. A reservoir is a man-made lake that functions as a place to store water. Reservoirs can also be created by expanding existing natural lakes. The water collected in a reservoir comes from damming rivers and storing rainwater. The water can then be used for various purposes, such as irrigating rice fields and more (Samodra 2022). In West Java Province, reservoirs are used for flood prevention, electricity generation, irrigation for agriculture, and fisheries activities. Currently, West Java has 900,000 hectares of irrigation area spread across 103 locations. Approximately 400,000 hectares are under the jurisdiction of the central and local governments, while 100,000 hectares are managed by the province. One of these reservoirs is the Saguling Reservoir, which is fed by the Citarum River. The Citarum River is essential as a source of water and livelihood for the surrounding communities, providing water for electricity, agriculture, fisheries, and tourism.

Saguling Reservoir is a man-made reservoir located in West Bandung Regency, West Java Province, at an altitude of 643 meters above sea level. It is one of three reservoirs damming the flow



of the Citarum River, the largest river in West Java. The reservoir covers an area of approximately 5,600 hectares, with an initial storage volume of 875 million cubic meters of water. The construction of this reservoir was initiated by a Dutch engineer, Prof. Ir. W.J. Van Blommestein. However, the reservoir's condition has deteriorated due to poor agricultural practices using vertical terracing methods, the widespread use of floating net cages (KJA), and issues with the Curug Jompong water tunnel (Aurellia 2022).

Unfortunately, the Saguling Reservoir, part of the Citarum River, has become heavily polluted by waste and water hyacinth, with household waste accumulating and covering the river's surface. The water level has receded, and the water has turned black with an unpleasant odor. According to data from the Bandung City Sanitation Company in 2016, approximately 2.5 million residents generated 1,500–1,600 tons of waste per day. However, only 1,100–1,200 tons were transported to the Sarimukti Final Disposal Site (TPA), and 150–250 tons were processed by residents. The remaining 150–250 tons of waste were likely dumped into the tributaries of the Citarum River (Kehutanan 2018). Therefore, the government, local communities, and other stakeholders must play a role in addressing the waste problem in Saguling Reservoir. This will help maximize the area's tourism potential in West Java, one approach being the empowerment of communities along the Citarum River. Corporate Social Responsibility (CSR) is an organization's responsibility for the impacts of its decisions and activities on society and the environment. This responsibility is realized through transparent and ethical behavior that aligns with sustainable development and societal well-being, taking into account stakeholders' expectations, adhering to established laws and international behavioral norms, and integrating these practices throughout the organization (ISO 2010).

As stated in Law No. 32 of 2009 on Environmental Protection and Management (UU 32/2009), Article 68 states: Everyone conducting business and/or activities is obliged to: a. Provide accurate, transparent, and timely information related to environmental protection and management; b. Ensure the sustainability of environmental functions; and c. Comply with environmental quality standards and/or environmental damage criteria (Indonesia 2009). Law No. 32 of 2009 on Environmental Protection and Management (UU 32/2009) also serves as the legal foundation for CSR, requiring companies to participate in environmental management. As a State-Owned Enterprise (BUMN), PT PLN (Persero) is obliged to implement Good Corporate Governance (GCG) as mandated by Ministerial Regulation No. Per-01/MBU/2011 on GCG implementation in BUMN. PLN recognizes that GCG implementation is not just a legal obligation but a necessity for conducting business to ensure sustainable growth, increase company value, and maintain competitiveness (Anonim 2024b). PLN aligns its business processes with Sustainable Development Goals (SDGs) through four integrated pillars: Economy, Social, Environment, and Governance. As part of its mission to be an environmentally conscious energy company, PLN promotes its CSR and Community Involvement and Development (CID) programs, based on SDGs. PLN's CID programs focus on the following pillars (Anonim 2024):

1. Social; Achieving equal access to basic human rights to improve community welfare and quality of life.
2. Economy; Promoting quality economic growth through sustainable job and business opportunities, innovation, adequate infrastructure, and the development of SMEs.
3. Environment; Promoting sustainable environments as ecosystems supporting all life.
4. Governance; Ensuring that company activities, including policies, standards, culture, information disclosure, and management processes, are conducted responsibly and sustainably.

In conjunction with World Environment Day on June 5, 2024, PT PLN (Persero) launched a waste cleanup initiative at Saguling Reservoir, West Bandung Regency, West Java. The program, titled "Green Employee Involvement", reflects PLN's commitment to Sustainable Development Goals (SDGs) and its efforts to protect the environment. PLN President Director Darmawan Prasodjo emphasized that PLN's role goes beyond ensuring reliable electricity supply; the company also contributes to mitigating the climate crisis. "PLN consistently engages in environmental cleanup actions year after year in line with sustainability principles," he explained. "Through this activity, we also involve the community in preserving the environment," Darmawan added, as reported by the Ministry of SOEs (Dahuri 2024). In line with Law No. 32 of 2009 on Environmental Protection and Management, PLN collaborates with the Bening Saguling Foundation, an organization focusing on environmental conservation and community empowerment in the Saguling Reservoir area, to address the waste problem. Bening Saguling Foundation is a non-governmental organization (NGO) that focuses on empowering families of waste pickers in the Citarum River area. The organization works on environmental conservation, waste management, and community empowerment in the region. In summary, the waste picker families along the Citarum River face several challenges, including (Nastia et al. 2024):

1. Livelihood; Waste picker families live along the riverbanks and rely on waste collection for their income.
2. Informal Waste Sector; They operate in the informal waste sector, characterized by a lack of formal regulations, poor working conditions, and limited social protection.
3. Environmental Impact; Improper waste disposal and inadequate waste management practices have caused severe environmental degradation along the Citarum River.
4. Socio-Economic Challenges; Waste picker families face numerous socio-economic challenges.
5. Community Resilience and Empowerment; Despite these challenges, waste picker families exhibit resilience and community empowerment.
6. Government Intervention

The Indonesian government, alongside local and international organizations, has launched programs to address waste management challenges in the Citarum River area. From this description, it is evident that the waste picker families along the Citarum River urgently need comprehensive waste management reforms. Community empowerment in waste management can provide sustainable livelihood opportunities and social support systems, helping to address their socio-economic challenges and protect their health and well-being. Collaboration involving PLN, Bening Saguling Foundation, and the surrounding community is crucial for achieving sustainable solutions for the betterment of the waste picker families and the restoration of the Citarum River ecosystem.

2. LITERATURE REVIEW

2.1. Corporate Social Responsibility (CSR)

Pctkoski and Twose (2003) define CSR as a business commitment that supports economic development by collaborating with employees and their families, the local community, and society at large to improve their quality of life in ways that benefit both business and development (Situmeang 2016). The World Business Council for Sustainable Development (WBCSD) defines CSR as: "The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community

and society at large.” (World Business Council for Sustainable Development 2002). CSR encompasses seven key components (Situmeang 2016):

- a. The environment.
- b. Social development.
- c. Human rights.
- d. Organizational governance.
- e. Labor practices.
- f. Fair operating practices.
- g. Consumer issues

2.2. Community Empowerment

Community empowerment is defined as an economic development concept that encapsulates social values. This concept reflects a new paradigm of development that is people-centered, participatory, empowering, and sustainable (Alfitri 2011). Community empowerment essentially involves helping clients (the empowered) to gain the ability to make decisions and determine actions regarding themselves. It includes reducing the effects of personal and social obstacles through enhancing their abilities and self-confidence to utilize their existing power, including through the transfer of environmental power (Juniansyah 2017). The roles of community empowerment include (Mardikanto 2014):

1. Better Institutions.
Improving the activities performed is expected to enhance institutions. Well-structured institutions will encourage community participation.
2. Better Business.
Improving institutions is expected to improve businesses, benefiting both the institution members and the surrounding community.
3. Better Income.
Business improvements are expected to increase the income of all institution members, including the community, thus requiring improvements in financial reception.
4. Better Environment.
Higher income is expected to improve the physical and social environment, as environmental damage is often caused by poverty or limited income.
5. Better Living.
Better income and environment will improve community living standards, as reflected in health, education, and purchasing power. Economic capacity leads to better community life.
6. Better Community.
If every family enjoys a good life, the community will also improve, necessitating community development.

2.3. Environmental Conservation

According to Law No. 32 of 2009, environmental conservation is defined as the integration of space with all physical, biological, and social elements, including humans and their behavior, affecting life and well-being for humans and other living beings (Indonesia 2009). The benefits of environmental conservation include:

- a. Producing oxygen necessary for humans and other living beings.

- b. Providing food and natural resources.
- c. Providing habitats for numerous species of plants and animals.
- d. Supplying clean water.
- e. Offering aesthetic and recreational value (Admin 2024).

2.4. Related Research

A previous study on Community Empowerment in the Saguling Reservoir, titled “Community Empowerment Strategy by Bening Saguling Foundation for Waste Picker Families,” focused on the Foundation’s strategy for community empowerment. The research highlights a holistic and participatory approach to improving the social welfare of waste picker families in areas such as education, health, economy, and social protection. By empowering these families, encouraging their social inclusion, and enhancing their access to education, health services, and economic opportunities, a more just and sustainable community can be created (Nastia et al. 2024)

3. RESEARCH DESIGN AND METHOD

The methodology used in this research is a qualitative method combined with a case study approach. The case study method is a research method that utilizes various data sources to comprehensively investigate, describe, and explain multiple aspects of groups, programs, organizational systems, or individual events (Kriyantono 2016). According to Bogdan and Taylor, qualitative methods can provide a complete description. Writing techniques and behavior are observed by individuals, community groups, or certain organizations within the context of specific overall assessments. From these assessments, it becomes clear that “in qualitative research, conclusions are generally not generalized but serve as an illustration of actual explanations or phenomena studied comprehensively in a particular context, with findings often limited to the case observations. Therefore, inductive reasoning is crucial in drawing conclusions in qualitative communication studies.” Furthermore, Bogdan and Taylor explain that qualitative methods can provide a comprehensive description of words, writing, and observable behavior from a group or several organizations within the context of evaluation instruments (Ruslan 2010). As explained by Moleong (2021), one characteristic of qualitative research is its descriptive nature. Data is collected in the form of words, images, and descriptions rather than numbers. This is due to the application of qualitative methods. Additionally, all collected data tends to become central to what is being observed. Therefore, the research report will contain specific data to provide a thorough presentation. This research uses data collection techniques, including observation and documentation.

Observation refers to the process of observing behaviors, events, or activities of individuals or groups being studied. The results of these observations are recorded to determine what is actually happening, using various tools such as lists, charts, school records, daily journals, electronic recording devices, and other formats (Djaelani 2013). Participant observation is a method in which the researcher also acts as a participant, taking part in the activities of the group being studied, whether their presence is known or not. Non-participant observation, on the other hand, involves the researcher observing without participating in the activities of the group being studied, again whether their presence is known or not (Kriyantono 2016). The researcher also collected secondary data from PLN’s website, relevant books, and other sources deemed useful for obtaining supporting information. Documentation is a data collection instrument frequently used alongside other methods such as observation, questionnaires, or interviews. The purpose is to gather information that supports data analysis and interpretation. Documentation can be in the form of public or private documents. Public

documents include police reports, newspaper articles, TV transcripts, and more, while private documents may include memos, personal letters, phone records, individual diaries, and others (Kriyantono 2006).

4. RESULT AND DISCUSSION

PLN's Corporate Social Responsibility (CSR) program, themed "Green Employee Involvement," was carried out in conjunction with World Environment Day on June 5, 2024, at 54 locations across Indonesia. This program is part of PLN's commitment to the Sustainable Development Goals (SDGs) and the company's efforts to maintain environmental sustainability. In collaboration with the Bening Saguling Foundation, an organization focused on environmental conservation and community empowerment around Saguling Dam, the program had a positive impact not only on the environment but also provided economic value to the local community. PLN President Director Darmawan Prasodjo emphasized that PLN's responsibility now extends beyond delivering reliable and high-quality electricity to the public. He stated, "On the occasion of World Environment Day, PLN aims to take concrete steps by engaging with the community and collaborating in the energy transition through waste management. This program also represents the implementation of Environmental, Social, and Governance (ESG) principles."



Source: Kompas.id, 2024)

Figure 1. PLN employees, together with the community and stakeholders, used boats to clean up Saguling Reservoir in West Bandung Regency, West Java.

The concrete actions taken by PLN aim to reduce the waste accumulation that can lower the quality of life for the community and align with Sustainable Development Goal (SDG) 12, which focuses on responsible consumption and production (Syofiadi 2024). Gregorius Adi Trianto, the implementer of the Green Employee Involvement, stated, "This initiative is a platform we created to foster a sense of environmental awareness among PLN employees, encouraging them to actively participate as volunteers in environmental programs. We hope this concern will inspire employees to become influencers for stakeholders and the community to care more about the environment" (Syofiadi 2024). He further explained, "Raising our own awareness and that of the wider community by cleaning up the area," from the clean-up action, 2.9 tons of various types of waste and water hyacinth pests floating in the Citarum River were collected. Gregorius also emphasized that most of the waste collected was plastic, stating, "We saw earlier that the majority of the waste is plastic, most

likely originating from the Citarum and ending up in this reservoir." He noted that waste management needs to start at the smallest community level, such as households or individuals, by sorting waste before it reaches the rivers (Pradana 2024).

Indra Darmawan, Founder of the Bening Saguling Foundation, a foundation focused on environmental conservation and community empowerment around the Saguling Reservoir, expressed appreciation for PLN's initiative. He stated, "Through this waste collection event, the community not only participates in preserving the environment but also benefits economically" (Dahuri 2024). By involving the community as both the subjects who help preserve the Citarum River and the beneficiaries of economic empowerment, Indra explained, "The community is empowered to clean up the waste, which is then sold to us, providing them with financial benefits for their daily needs" (Dahuri 2024). Under the CSR program "Green Employee Involvement", waste clean-up activities at Saguling Reservoir were followed by sorting the collected waste before processing it into valuable products. The Bening Saguling Foundation employs a waste classification method, categorizing waste into low value and high value. Low-value waste is recycled into plastic boards. Various types of waste and water hyacinth collected from the Saguling Reservoir are processed into crafts such as tissue boxes, bags, furniture, and bricks. Organic waste and water hyacinth are also transformed into crafts, animal feed, and liquid fertilizer. In addition to collecting waste, the Bening Saguling Foundation employs waste pickers. One such worker, Wartono, has been collecting waste around the Saguling Reservoir for four years. He shared, "It's good here; I earn Rp 130,000 per day now. Before, my income was unpredictable." Before joining as a "Citarum River preserver"—a title for waste collectors—Wartono used to scavenge for waste along the river, with inconsistent earnings. Sometimes he earned more than Rp 100,000 a day, but often only Rp 30,000. Since joining the Bening Saguling Foundation, Wartono has gained stable income, and along with around 70 other workers, he helps collect and sort waste. He stated, "Besides the river being cleaner, this job also provides an income." (Syofiadi 2024) With PLN's Corporate Social Responsibility (CSR) program, in collaboration with the Bening Saguling Foundation, not only is the waste issue in the Saguling Reservoir and the Citarum River being effectively addressed, but the local community—especially the waste pickers around the reservoir—are also seeing an increase in their income. This reflects the achievement of community empowerment and the positive impact of the circular economy.

5. CONCLUSION

The implementation of PLN's Corporate Social Responsibility (CSR) program, themed "Green Employee Involvement", in collaboration with the Bening Saguling Foundation, has fulfilled PLN's obligations under Law No. 32 of 2009 on Environmental Protection and Management, specifically Article 68 of UU 32/2009. This program has positively impacted environmental conservation while also providing economic benefits to the community around Saguling Reservoir, West Bandung, West Java. The collaboration between PLN's CSR program and the Bening Saguling Foundation has successfully addressed the waste problem, providing financial benefits to the local community by increasing their income. This demonstrates that the goal of community empowerment has been achieved, and the positive effects of the circular economy are directly felt by the local people. Through its CSR program and collaboration with various parties, PLN has shown that collaboration is key to achieving sustainability goals. It is hoped that this CSR initiative, in partnership with the Bening Saguling Foundation, can serve as an example for other companies to participate in environmental conservation while providing economic value to the communities they serve.

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