

IMPLEMENTATION OF THE SOCIAL AND ENVIRONMENTAL RESPONSIBILITY (TJSL) PROGRAM AT PT PELABUHAN INDONESIA (PERSERO) REGIONAL 2 PANJANG

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Abstract

Social and Environmental Responsibility (TJSL) is a form of responsibility of State-Owned Enterprises (SOEs) in providing social, economic, and environmental benefits to the community around the company's operational area. PT Pelabuhan Indonesia (Persero) Regional 2 Panjang as a state-owned enterprise engaged in port services implements various TJSL programs as a form of concern and contribution to the community and the environment. The problems in this study are formulated as follows: (1) How is the implementation of the Social and Environmental Responsibility (TJSL) program at PT Pelindo Regional 2 Panjang? (2) What are the inhibiting factors in the implementation of the Social and Environmental Responsibility (TJSL) program at PT Pelindo Regional 2 Panjang? The results of the study show that the implementation of the TJSL program has been carried out through the stages of planning, implementation, supervision, and reporting in the social, environmental, educational, health, and economic sectors. However, in its implementation, there are still obstacles in the form of suboptimal social mapping, differences in expectations between companies and communities, internal administrative processes, and not maximizing the impact of programs in the long term.

Keywords: Implementation, Social and Environmental Responsibility, PT Pelindo Regional 2.

A. INTRODUCTION

Indonesia is a legal country that has the goal of realizing the welfare of the community as stated in the Preamble to the Constitution of the Republic of Indonesia in 1945. In realizing these goals, national development is not only the responsibility of the government, but also involves various parties, including business entities. The company is not only required to make a profit, but is also expected to be able to provide benefits to the community and maintain environmental sustainability around its operational area. State-Owned Enterprises have an important position in the national economy. SOEs are business entities whose capital is mostly or all owned by the state through direct participation derived from the separated state wealth. In carrying out their business activities, SOEs have different characteristics from private companies because in addition to carrying out economic functions, SOEs also have social functions and play a role in supporting the implementation of national development.¹

This position causes SOEs to not only be oriented towards achieving profits, but also have the responsibility to provide benefits to the community. One form of implementation of these responsibilities is through the Social and Environmental Responsibility or TJSL program. The TJSL program is a form of corporate commitment and responsibility to social development, improving community welfare, and environmental conservation.² The implementation of TJSL is no longer seen as a voluntary social activity or simply providing assistance to the community. TJSL has developed into part of the company's obligations that must be carried out in a planned, directed, and sustainable manner. The program is also a form of relationship between the company and the community around its operational area.

¹ Law Number 19 of 2003 concerning State-Owned Enterprises, Article 1 number 1

² Totok Mardikanto, *CSR (Corporate Social Responsibility): Corporate Social Responsibility*, Bandung: Alfabeta, 2014, p. 23.

Obligations regarding Social and Environmental Responsibility are regulated in Law Number 40 of 2007 concerning Limited Liability Companies. Article 74 stipulates that companies that carry out business activities in the field and/or related to natural resources have an obligation to carry out social and environmental responsibilities. In addition, the implementation of TJSL in SOEs is also regulated through the Regulation of the Minister of SOEs Number PER-1/MBU/03/2023 concerning Special Assignments and Social and Environmental Responsibility Programs for State-Owned Enterprises.³ The regulation places TJSL as part of the implementation of SOEs' responsibilities to the community and the environment. The implementation of the program must be carried out through the process of planning, budgeting, implementation, supervision, evaluation, and reporting. With these arrangements, the TJSL program is expected to not only provide benefits in the short term, but also be able to create sustainable social and economic change.

PT Pelabuhan Indonesia (Persero) or PT Pelindo is one of the state-owned enterprises that has a strategic role in the fields of port services, logistics, and national maritime supply chains. Pelindo has an important role in supporting trade activities, distribution of goods, and connectivity between regions in Indonesia. As a company that carries out operational activities in various regions, PT Pelindo also has direct relations with the community around the port area. PT Pelabuhan Indonesia (Persero) Regional 2 Panjang is one of PT Pelindo's work units operating in the city of Bandar Lampung. Panjang Port has an important role as one of the centers of logistics and distribution activities in the southern part of Sumatra. The existence of the port is adjacent to the community area, causing PT Pelindo Regional 2 Panjang to build a good relationship with the community and contribute to social, economic, and environmental development.

³ Law Number 40 of 2007 concerning Limited Liability Companies, Article 74.

The implementation of TJSL at PT Pelindo Regional 2 Panjang is carried out through various programs that cover the environmental, social, and economic fields. Based on the results of the research, there are twelve TJSL programs that have been implemented. The program includes disaster response activities, environmental planting, community facilities and infrastructure assistance, social assistance, stunting management, educational activities, scholarships, occupational safety and health training, and community empowerment through economic programs. The implementation of the TJSL program must be carried out based on the needs of the community and adjusted to the conditions in the company's operational area. Therefore, the social mapping process is an important part in determining the type of program and beneficiary groups. Social mapping is needed so that the programs carried out can be right on target and provide benefits that are in accordance with the needs of the community.⁴

However, the implementation of TJSL does not always run without obstacles. In practice, companies can face various obstacles, both internal and external. These obstacles can be in the form of limited data on community needs, differences in expectations between companies and communities, internal administrative processes, and not optimal measurement of program impact in the long term. The effectiveness of the TJSL program can not only be seen from the number of activities or the amount of budget that has been used. Effectiveness also needs to be seen from the changes produced after the program is implemented. Successful programs not only provide assistance to the community, but also improve the community's ability, welfare, and independence in the long term. Based on this description, the implementation of TJSL at PT Pelabuhan Indonesia (Persero) Regional 2 Panjang is important to be studied. This research was conducted to determine the

⁴ Achmad Lamo Said, *Corporate Social Responsibility in Governance Perspective*, Yogyakarta: Deepublish, 2015, p. 56.

implementation of the TJSL program and identify various factors that affect the effectiveness of the program.

The problems in this study are as follows:

1. How is the implementation of the Social and Environmental Responsibility (TJSL) program at PT Pelabuhan Indonesia (Persero) Regional 2 Panjang?

What are the factors that hinder the implementation of the Social and Environmental Responsibility (TJSL) program at PT Pelabuhan Indonesia (Persero) Regional 2 Panjang?

B. RESEARCH METHODS

This study uses normative juridical approaches and empirical juridical approaches. The normative juridical approach is carried out by examining laws and regulations, legal principles, legal concepts, theories, and various literature related to the implementation of Social and Environmental Responsibility. This approach is used to find out the legal provisions that are the basis for the implementation of TJSL by SOEs. An empirical juridical approach is carried out to determine the implementation of the TJSL program directly in the field. This approach is used to see the compatibility between the applicable legal provisions and the implementation of the TJSL program at PT Pelabuhan Indonesia (Persero) Regional 2 Panjang. The data used in this study consisted of primary data and secondary data. Primary data was obtained through interviews with parties related to the implementation of the TJSL program, including PT Pelindo Regional 2 Panjang and the community or institution that is the beneficiary of the program.

Secondary data is obtained through literature studies by studying various legal materials and written sources related to the research. The primary legal material consists of laws and regulations that regulate SOEs, limited liability companies, and the implementation of TJSL. Secondary legal materials consist of books, scientific journals, articles, research results, and various literature related to corporate social responsibility. In addition, tertiary legal materials are also used as supporting materials in understanding the terms and concepts used in research.

Data collection was carried out through literature studies and field studies. Literature studies are carried out by reading and studying various regulations, books, journals, and documents related to TJSL. Field studies were conducted through interviews with resource persons to obtain information about the implementation of the program, the benefits of the program, and the obstacles faced. The data obtained were then selected, grouped, and arranged according to the research problem. Data analysis is carried out in a qualitative descriptive manner by systematically describing the research results and relating them to the legal provisions and theories used. Through this process, conclusions can be drawn regarding the implementation and inhibiting factors of the TJSL program at PT Pelindo Regional 2 Panjang.

C. RESULT AND DISCUSSION

1. Implementation of the Social and Environmental Responsibility Program at PT Pelabuhan Indonesia (Persero) Regional 2 Panjang

Social and Environmental Responsibility is a form of corporate commitment to contribute to community development and maintain environmental sustainability. In the context of SOEs, the implementation of TJSL is not only related to social activities, but also part of the company's obligations which are carried out based on the provisions of laws and regulations. PT Pelabuhan Indonesia (Persero) Regional 2 Panjang is part of PT Pelindo which carries out activities in the field of port services and logistics. As a company that carries out operational activities in the Panjang Port area, PT Pelindo Regional 2 Panjang has a direct relationship with the community around the operational area.

The implementation of TJSL is carried out as a form of corporate responsibility to the community and the environment. The program is also a means to build good relationships between companies, local governments, communities, and other interested parties. Based on the results of the research, TJSL activities at PT Pelindo Regional 2 Panjang consist of programs in the environmental, social, and

economic fields. These programs are designed by taking into account the needs of the community, environmental conditions, and the direction of regional development.⁵ In the environmental sector, the programs implemented include the Pelindo Disaster and Disaster Response Program, Pelindo Forest Planting, assistance for facilities and infrastructure for places of worship, and public facility assistance. The disaster response program is carried out as a form of the company's concern for the community that experiences disasters or disasters. Assistance is provided to affected communities to help meet basic needs and support the recovery process. The environmental planting program is carried out as a form of the company's contribution to preserving the environment.

The activity aims to increase awareness of the importance of the environment and support the creation of a better and sustainable environment. Assistance for facilities and infrastructure for places of worship is provided to support community activities and increase comfort in carrying out religious activities. In addition, public facilities assistance is carried out to support the needs of the community and improve the quality of the environment around the company's operational area. In the social sector, PT Pelindo Regional 2 Panjang carries out various programs, including Pelindo Sharing Ramadan, Pelindo Sharing Qurban, Pelindo Environment Without Stunting Children or PELITA Program, occupational safety and health training for port communities, Pelindo Teaching, Pelindo Champion Scholarship, and mass circumcision activities. The Pelindo Sharing Ramadan and Pelindo Sharing Qurbani programs are a form of the company's concern for the community, especially during the implementation of religious activities. The program aims to help the community and strengthen social relations between the company and the community.

The PELITA program is implemented as a form of support for efforts to handle stunting. This program shows that the company not

⁵ Totok Mardikanto, *CSR (Corporate Social Responsibility): Corporate Social Responsibility*, Bandung: Alfabeta, 2014, p. 83.

only provides assistance in the form of materials, but also supports the improvement of people's health and welfare. The occupational safety and health training program is carried out to increase the understanding of the community and the port community regarding the importance of safety in carrying out work activities. The training is expected to increase awareness of work risks and support the creation of a safe work environment. The Pelindo Teaching Program and the Pelindo Juara Scholarship are carried out in the field of education.

The program aims to provide support to students and increase opportunities to obtain education. Education is one of the important aspects in community development because it can improve the ability and quality of human resources. In the economic sector, PT Pelindo Regional 2 Panjang implements the Fishermen's Friends program through Export Promotion activities. The program aims to support people who have economic activities in the fisheries and marine sectors. Through this program, the company seeks to provide support for improving the community's economic capabilities and potential. The implementation of the TJSL program is carried out through several stages, namely planning, implementation, supervision, and reporting. These stages are an important part of ensuring that the program can be implemented in a directed manner, in accordance with the needs of the community, and can be accounted for.⁶

a. Planning Stage

Planning is the initial stage in the implementation of the TJSL program. At this stage, the company identifies the needs of the community and determines the type of program to be implemented. Planning is carried out so that the program has clear objectives, objectives, indicators of success, and budget allocation. The TJSL program needs to be systematically prepared and integrated with the

⁶ Regulation of the Minister of State-Owned Enterprises Number PER-1/MBU/03/2023 concerning *Special Assignments and Social and Environmental Responsibility Programs* for State-Owned Enterprises.

Company's Work Plan and Budget. With good planning, the implementation of the program can be carried out in a more targeted manner and in accordance with company policies.

In its implementation, the company considers proposals submitted by the community, the results of field observations, and coordination with related parties. However, the results of the study show that data-based social mapping still needs to be improved so that community needs can be identified more comprehensively. Social mapping that is carried out optimally can help companies understand social, economic, and environmental conditions. In addition, social mapping can be used to identify groups that need help as well as measure changes that occur after the program is implemented.

b. Implementation Stage

The implementation stage is the process of implementing the program that has been planned. The implementation is carried out by units that have duties and responsibilities in the field of TJSL by involving various parties, including the community, local governments, related institutions, and other interested parties. The implementation of the program is carried out in accordance with the objectives and types of activities that have been determined.

The various programs that have been implemented show that the company seeks to provide benefits to the community through activities in the social, environmental, educational, health, and economic fields. Community involvement is an important part of the implementation of the program. Community participation can help companies understand their true needs and improve program success. Programs that actively engage communities have a greater chance of delivering sustainable benefits.

c. Supervision Stage

Supervision is carried out to ensure that the program is implemented in accordance with the plan, company regulations, and goals that have been set. Supervision is also carried out to find out

the progress of activities and identify obstacles that arise during the implementation. In the implementation of TJSL, supervision is carried out through monitoring activities, document examination, and evaluation of program implementation. Oversight is necessary to maintain accountability and ensure that assistance or programs have been received by the targeted parties. In addition to internal supervision, community involvement can also support the supervision process. The public can provide input on the implementation of the program and convey information about the benefits and obstacles felt.

d. Reporting Stage

Reporting is a form of accountability for the implementation of the TJSL program. The report contains information about the type of program, location of the activity, implementation time, parties involved, and budget usage. The reporting process is carried out in stages from the implementing unit at the regional level to the company's head office. Reporting is also supported by administrative documents and documentation of activities as evaluation materials and supervisory interests. The implementation of reporting shows the application of the principles of accountability and good corporate governance.

However, the disclosure of information regarding certain technical data still needs to be increased so that the public can obtain more complete information about the implementation and benefits of the program. Based on the results of the research, the implementation of TJSL at PT Pelindo Regional 2 Panjang has generally been quite effective. This is supported by a clear legal basis, management commitment, budget availability, facility support, and a fairly good relationship with the community and stakeholders.

Based on Soerjono Soekanto's theory of legal effectiveness, the effectiveness of law implementation is influenced by several factors, namely legal factors, law enforcement apparatus or enforcement,

facilities and facilities, society, and culture. In the implementation of TJSL, the existence of clear regulations is an important factor because it provides guidelines for companies in planning and implementing programs. Management commitment is also a factor that supports the success of the program. The support from the company allows activities to be carried out in a planned manner and obtain the necessary resources. In addition, the availability of budgets and operational facilities helps the company in carrying out various programs.⁷

Good relations with the community are an important factor because the implementation of TJSL requires communication and cooperation. Through good relationships, companies can obtain information about the needs of the community and reduce the possibility of misunderstandings. Thus, the implementation of TJSL at PT Pelindo Regional 2 Panjang is not only carried out to fulfill formal legal obligations, but is also realized through various programs that provide benefits to the community and the environment.

2. Factors Inhibiting the Implementation of the Social and Environmental Responsibility Program at PT Pelabuhan Indonesia (Persero) Regional 2 Panjang

Based on the results of comparative descriptive analysis in the field, the failure to achieve the target of street vendor structuring regulations is influenced by four main factors in public policy management, namely: The implementation of the TJSL program is influenced by various factors that can support or hinder the success of the program. Based on the results of the research, there are several obstacles that need to be considered in the implementation of TJSL at PT Pelindo Regional 2 Panjang.

a. Social Mapping and Community Databases Are Not Optimal

One of the obstacles in the implementation of the program is the lack of optimal data-based social mapping. The company still faces

⁷ Soerjono Soekanto, *Factors Affecting Law Enforcement*, Jakarta: Rajawali Pers, 2014, p. 8.

limitations in obtaining basic data on the conditions and needs of the community as a whole. In some conditions, the determination of the program still considers the proposals submitted by the community as well as the results of observations in the field. This condition can affect the accuracy of the target if the available data does not fully describe the needs of the community. A more structured social mapping is needed so that companies can prioritize programs based on actual needs.

b. Differences in Expectations between the Company and the Society

The next obstacle is the difference in expectations between companies and the community. The community may have certain expectations regarding the form of assistance or the type of program that will be provided. Meanwhile, companies need to adjust the implementation of the program to internal policies, priority scales, and available budgets. These differences can cause misunderstandings if communication is not done openly. Therefore, participatory communication between companies and the community is needed so that both parties have a common understanding of the program's goals, objectives, and capabilities. Community involvement from the planning stage can help reduce differences in expectations. Through discussion and coordination, companies can explain the mechanism of program implementation, while the community can convey the needs and conditions they face

c. Administrative and Internal Bureaucratic Barriers

The implementation of the program also faces obstacles related to administrative processes and internal bureaucracy. Each program must go through a verification, evaluation, approval, and coordination process in accordance with company procedures. This process is necessary to maintain transparency, accountability, and the conformity of the program with company policies.

However, certain conditions that the administrative process is carried out in stages can affect the speed of program implementation. These barriers can become even more important when the program is

related to urgent needs, such as disaster management or emergency relief. Therefore, a mechanism is needed that maintains accountability but is able to respond quickly to the needs of the community.

d. Not Optimal Program Impact Measurement

Another obstacle is the lack of optimal measurement of the program's impact in the long term. Program evaluations still focus more on achieving outputs, such as the amount of assistance provided, the number of participants in activities, and the use of the budget. Measurement of social, economic, and environmental changes generated by the program still needs to be improved. Outcome-based measurement is needed to find out if the program has provided sustainable benefits to the community.

In addition to making improvements to the inhibiting factors, PT Pelindo Regional 2 Panjang needs to increase community involvement in every stage of the implementation of the TJSL program. Community involvement is not only carried out at the time the program is implemented, but also needs to start from the process of identifying needs and preparing activity plans. Community participation can help companies obtain information that is more in line with conditions in the field and determine the form of program that is really needed. Through this involvement, the community can also provide input on the implementation and benefits of the program. Thus, the TJSL program can be implemented in a more participatory, targeted manner, and has a greater opportunity to provide benefits in a sustainable manner.

Strengthening coordination with local governments and stakeholders also needs to be done to support the success of the TJSL program. This collaboration can help companies adjust programs to regional development priorities and avoid overlapping activities. Local governments can provide information about the conditions of communities and groups that need attention, while companies can provide support through their resources and programs. Good coordination can also increase the effectiveness of program implementation because each party has a role to support each other. Therefore, cooperation between companies, governments, and the

community needs to be continuously developed so that the benefits of the program can reach the right groups.

In the economic field, the implementation of TJSL needs to be directed to empowerment programs that can improve people's abilities and independence. The provision of assistance still has benefits, especially in meeting urgent needs. However, programs that provide training, mentoring, and support for business development can provide more sustainable benefits. Through the empowerment program, the community not only becomes a recipient of assistance, but also gets the opportunity to develop their abilities and potential. Thus, the TJSL program can contribute to improving community welfare in the long term.

Program evaluation also needs to be developed by paying attention to the changes that occur after the activity is carried out. The assessment is not only carried out based on the amount of assistance, the number of participants, or the number of activities that have been realized, but also needs to see the benefits felt by the community. Results-based evaluations can provide an overview of the program's success in improving social, economic, and environmental conditions. The results of the evaluation can be used as a consideration in determining programs that need to be continued, improved, or developed. With a more thorough evaluation, the implementation of TJSL can be carried out more effectively and in accordance with the goals that have been set.

Overall, the implementation of the TJSL program at PT Pelindo Regional 2 Panjang has shown the company's efforts to carry out social and environmental responsibilities in a planned manner. Various programs that have been implemented provide benefits in the social, educational, health, environmental, and economic fields. Although there are still some obstacles, the company has quite strong supporting factors, such as regulations, management commitments, budget availability, and good relations with the community. The obstacles found need to be used as evaluation material to improve the quality of the program in the future. Through more data-driven planning, open communication, and continuous evaluation, the TJSL

program is expected to provide more optimal and sustainable benefits.

D. CONCLUSION

Based on the results of the research and discussion, the following conclusions can be drawn:

The implementation of the Social and Environmental Responsibility Program (TJSL) at PT Pelindo Regional 2 Panjang has been carried out through the stages of planning, implementation, supervision, and reporting. The programs carried out cover the social, environmental, educational, health, and economic fields, and are aimed at providing benefits to the community around the company's operational area. The implementation of the program is supported by regulations, company commitments, budget availability, and cooperation with the community and stakeholders. The TJSL program is not only a form of fulfilling the company's obligations, but also an effort to improve community welfare, preserve the environment, and build a harmonious relationship between the company and the community.

In its implementation, the TJSL Program at PT Pelindo Regional 2 Panjang still faces several inhibiting factors, namely the lack of optimal social mapping and the availability of data about community needs, the difference in expectations between the company and the community, the internal administrative process that takes time, and the measurement of the program's impact in the long term. These obstacles can affect the accuracy of the goals and the sustainability of the program. Therefore, it is necessary to improve the mapping of community needs, strengthen communication and coordination, improve the implementation process, and develop an evaluation system that not only focuses on the number of activities and beneficiaries, but also on the changes that result for the community.

The suggestions in this study are as follows:

For PT Pelindo Regional 2 Panjang, it is hoped that it can improve the quality of planning through more structured and data-based social mapping so that the TJSL program can be arranged according to the needs and conditions of the community. Companies also need to strengthen communication and community involvement in the process of planning, implementing, and evaluating programs

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so that the implementation of TJSL is more targeted and able to provide benefits in a sustainable manner.

For companies and parties involved in the implementation of the TJSL program, it is recommended to improve the impact-based monitoring and evaluation system. Evaluation is not only carried out based on the number of activities, budgets, or beneficiaries, but also needs to measure the social, economic, and environmental changes that are produced. In addition, community empowerment programs need to be developed in a sustainable manner so that people not only receive assistance, but also have the ability to increase their independence and welfare.

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