

The Society Perception to PT. Pertamina (Persero) EP Asset Lirik Field

Swis Tantoro ¹

¹ Social and Politic Faculty University of Riau
Jln. Prof. Dr. Muchtar Lutfi, Kampus Bina Widya
Pekanbaru 28293, Provinsi Riau, Indonesia

ABSTRACT

PT. Pertamina EP Asset Lirik Field is one of company that implements Coomunity Development in Lirik Subdistrict, Indragiri Hulu Regency Riau Province, Indonesia, hoped in order that the society development fund is used effectively and efficiently. The corporation relation (Pertamina) – community, needs identification effort of institution and individual, in order to decide form and character of relation between corporation-community and one of is being able to be explained by looking society perception to PT. Pertamina. The problem that is faced PT. Pertamina EP Asset Lirik Field in its relation with community recently is (1). How the society perception is to activity that is done by PT. Pertamina. (2). How the condition of society's social-economy and social-culture in Desa Gudang Batu. The research subject is society who are domiciled in activity ring area 1 of PT. Pertamina (Persero) EP Lirik Field (Desa Gudang Batu) that consists of 8 heads of household, society figure (2 Governance Chiefs, 2 religion figures, 2 custom figures, 2 women figures, 2 youth figures and 2 teachers) who are in Desa Gudang Batu, total 20 people. The society perception to PT. Pertamina is a big company that moves in production operation field of oil and gas. So far, PT. Pertamina grows with society and environment, by doing efficiency to society, in order to open access in economy wealth increase, environment prepetuation and human resource capacity increase. PT. Pertamina has given more help, both moril and materiil, and not only in operational area of PT. Pertamina, but also out of operational area included region government. The education level. One of culture social environment quality parameter is human resource potention based on education level. The higher education level wwill influence human resource quality and will be good for social environment quality. The society job in oil and gas industry activity environment of PT Pertamina Lirik, the inhabitant economy social environment condition bases on inhabitant job. The majority of inhabitant works as farmer.

INTRODUCTION

The relation between corporation and stakeholdre, especially in industry of oil and gas nowadays experiences many hindrances. Many complaints color up in interaction of corporation-community that are caused by various problems. In this case, what happens in interaction in community level, there is change in relation order between corporation and its stakeholder.

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The community has happened structural change, because of mining industry (Prayogo et al. 2000c, 2000d, 2000e, 2001a, 2001b). For understanding these changes, so the study about society perception becomes very important to be done in order to build mutual-trust in a relation order that support each other.

PT. Pertamina EP Asset Lirik Field is one of company that implements Community Development in Lirik Subdistrict, Indragiri Hulu Regency Riau Province, Indonesia, hoped in order that the development funds used effectively and efficiently to implement society development programs.

The Society Development Implementation Orientation Nr. 017/PTK/2007 that is published BPMIGAS, setting in order to arrange Society Development Program based on society needs priority scale and being able to give sustainable useful. The hope from BPMIGAS to PT. Pertamina in society development program implementation can be balance with local government program and can be used or give sustainable use for society.

The corporation relation research (Pertamina) – community, needs identification effort of institution and individual, in order to decide form and character of relation between corporation-community. And society institution identification can be done by looking society perception to PT. Pertamina.

This effort indeed can be done with various ways and destinations, but academically, is a understanding effort through society perception to PT. Pertamina, to build balance relation order and support each other between corporation-community. For the corporation that operates in certain community area, so the society development can be seen as one of part from system of *Corporate Social Responsibility* (Farmer, 1985), is in the case how corporation can place itself in and to local community environment that support each other.

The problem that is faced by PT. Pertamina EP Asset Lirik Field in its relation with community this time is (1) how the society perception is to activity that is done by PT. Pertamina (2) how the condition of society's social-economy and social-culture in Desa Gudang Batu.

The research goal is (1) to get specific information about society perception to activity of PT. Pertamina. (2) to identify condition of society's social-economy and social-culture in Desa Gudang Batu.

The use of this research is explaining empirically about society perception in operation area of PT. Pertamina EP Asset Lirik Field to society development implementation in Desa Gudang Batu, so it can give information about society relation condition with PT. Pertamina. The attitude pro or contra, or support, neutral or refuse to existence of PT. Pertamina EP Asset Lirik Field.

The potential can be chosen into various needs of PT. Pertamina EP Asset Lirik Field, example together effort development, environment conservation etc. Even a society want that can give indication about any society needs that become obligation of PT. Pertamina EP Asset Lirik Field. The indication and attitude pro or contra to Pertamina can be identified in this perception, so indication will have conflict probability or on the other hand it can be identified before.

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THE RESEARCH METHOD

The field research is implemented in work area of PT. Pertamina EP Asset Lirik Field. The study area in operation area of PT. Pertamina EP Asset Lirik Field is in Desa Gudang Batu, Lirik Subdistrict, Indragiri Hulu Regency, Riau Province, Indonesia.

The used data collecting is by using data collecting technic:

1. Interview. This interview consists of sum of open questions that are done to certain selected individuals, because considered having knowledge and experience about topic or situation in its area. The interview has qualitative and deep character.
2. Direct observation. Doing field visit or direct observation to local society. The collected data is such as information about condition of geographic, social-economy, valid sources, happening program activity, etc.

THE RESEARCH LOCATION

The field research is done in work area of PT. Pertamina EP Asset Lirik Field. The study area is in operation area of PT. Pertamina EP Asset Lirik Field namely in Desa Gudang Batu, Lirik Subdistrict, Indragiri Hulu Regency, Riau Province, Indonesia.

THE RESEARCH SUBJECT/INFORMANT

The research subject is society who are domicilized in activity 1 ring area of PT. Pertamina (Persero) EP Lirik Field (Desa Gudang Batu) that consists of 8 heads of household, society figure (2 Governance Chiefs, 2 religion figures, 2 custom figures, 2 women figures, 2 youth figures and 2 teachers) who are in Desa Gudang Batu, total 20 people.

THE DATA COLLECTING TECHNIC

This research has effort to get valid data, namely by doing a sum of activity with informant namely:

1. Key informant Interview. This interview consists of a sul of open question that is done to certain selected individuals, because considered to have knowledge and experience about topic or situation in its area.
2. Direct observation. Doing field visit or direct observation to local society. The collected data is such as information about condition of geographic, social-economy, valid sources, happening program activity, etc.

THE WORK METHODE

The broad outline, work methode can be divided into two steps. Namely, first step is step of collecting and data analyze; and second step is report writing step such as journal.

The data collecting and analyze is research to get primer and secunder data and informant connected with figure individual (like society figure) in all sectors or focused on certain problem in the community. The data collecting like this is done by deep interview to purposive sampling informant. This information collecting activity can be chosen to be some activities: informant determining, doing interview, writing interview result, selection and interview result classification.

The qqestion items bases on the problem and research goal, must be remembered that all question items are important informant for pointing to society aor individual perception, so the question items need to be formulated accurately.

Purposively, informant selection which can be interviewed deeply, adjusted with clarified pronlem, by looking the person role. For society figure uses sampling purposive, next, fromthis informant can be asked who knows problems about PT. Pertamina (Persero) EP Lirik Field to be interviewed further.

After interview orientation and clear informant list, interview can be done. The interview is done well in intimate situation, informant believes in who comes and asks. The asked informant is about program or its implementation. The uestion can be started from light and unsensitive uestion until difficult and sensitive question. Needing to be chosen good words for sensitive or enough confidential question, so the informant doesn't mind to answer it. The interview should be done several times to deepen information.

Writing important things selectively of interview result, based on interview orientation to be read easily. The informant's identity needs to be kept, example by giving initial. For interview about sensitive problem, it shouldn't use recorder tool because it will disturb interview, just writing manually important things.

If interview result recording is good, so information sorting can be done easily, a sum of informants can give different name, so information about this uestion can be grouped to become one. Thus, the answers for next question items can be grouped to become one. And data selection can be done at the same time, which recorded information, which important information and which is not.



THE CONDITION OF DESA GUNUNG BATU

DEMOGRAPHY

The Inhabitant Total

The activity of PT. Pertamina (persero) EP Lirik Field Desa Gudang Batu which is in Ring I in government administration area of Lirik Subdistrict numbers in 502 men, 1 women, total 1.163 and total of household 299 KK (Monografi Desa, 2013).

Next, the study village inhabitant can be seen based on age group like: 0 - 5 = 132, 6 -15 = 157, 16-25 = 198, 26-56 = 548, 56 > = 126, jumlah 1.163 (Monografi Desa, 2013).

THE ECONOMY SOCIAL

The Work

The society in Oil and Gas Industry Activity environment of PT Pertamina Lirik, the condition of inhabitant economy social environment bases on inhabitant work. A majority of inhabitants work as farmer, here is the data. 1). Agriculture (322 souls), 2). Industry and Processing (80 souls), 3). Trade (50 souls), 4). Transportation (0 soul), 5). Service (6 souls), 6). Others (7 souls), Total 465 souls.

The sum and art of inhabitant work in Gudang Batu village, so those work number in 465 souls meaning every worker guarantees inhabitant's burden is as much 3,29 souls and this condition describes high burden number. The sum of village economy facility in 20013 namely Bank, market, Shop, house, Food, Hotel/Inn, Village unit Corperation/Corporation.

THE CULTURE SOCIAL

The Religion

All local inhabitants in study village is professing Moeslem. They are sensitive if they are called infidel. Although most of them don't do Moeslem law (like praying) purely and in order. The sum and art of Religion: Islam (1.063), Katholik (60), Protestan (12), Budha (26), Hindu (0) Total (1.161). The total of religion facility Mosque (1), Mushala (2), Church (0), Buddhist monastery (0) (Monografi Desa 2013).

The Education Level

One of cultur social environment quality parameter is human resource potention based on education level, the higher education level will influence both human resource quality and social environment quality. The total of village inhabitant

according to education level: Uneducated (121), PRIMARY (568), JUNIOR HIGH SCHOOL (280), SENIOR HIGH SCHOOL (170), D1-3 (7), S1-3 (15), Total (1.161) (Monografi Desa 2013).

The Health

The health area development has goal in order that all society levels can get health service average and cheaply. The health facility, is in Desa Gudang Batu namely: Polides (1), Midwife Practice (1), Posyandu (1). The art of society's disease that has treatment in near health facility namely: Respiratory tract infection (1.632), Work Accident (1.051), Diarhoe (762), Ramatoit Atritis (536), Teeth and Mouth (462), Dermatitis (424), Hipertention (367), Dispepsia (278), Worm Infection (236), Bronchitis (156), Total (5.904) (Source: Kantor Puskesmas Lirik 2013).

ANALYZE

The Society Perception to PT. Pertamina

PT. Pertamina according to opinion society is a big company which moves in oil and gas production operation sector. So far, PT. Pertamina grows with society and environment, by doing enforcement to society, so opening access in economy wealth increase, environment perpetuation and human source capacity increase. PT. Pertamina has given much helps, both moril and materiil, and unlimited in operational area of PT. Pertamina, but also outside of operational area included Local Government.

The help that is given to society has diverse such help of equipment or materiil in development or renovation of public facility, like Village Office or Subdistrict, Shool and Devotion House. Besides that, there is also direct help such nine main matters for disable head of household or orphan, next the help for celebrating big days like independence activity of Indonesian Republic (17 August), religion big days celebration and etc.

PT. Pertamina also does establishment through training and skill giving for society in order to fill worker field, starting from skill training in career development until skill, finally being able to bring society in proper job field and suitable with their want and skill. These trainings has goal to increase society's skill in order to be independent economyly, enterpreneur and struggle without others' hanging, as effort from self enforcement into independence.

Various activities by PT. Pertamina generally are evaluated positive by society and useful. How society's opinion or perception to program of help and establishment that has been done by PT. Pertamina for society around opertional area of PT. Pertamina both material and non material, like:

The free glasses giving, in the past the eye checking and illumination for eye health. This free glasses giving, can be seen in this picture:



Picture 1. The Help of Glasses from PT. Pertamina

The inhabitant of Desa Gudang Batu in 2013 numbered 1.161 souls (302 Family Cards). The majority of inhabitant is etnis Java ethnic, the rest Batak, Minangkabau, Bugis, Aceh and Melayu. The most inhabitant's main livelihood are farmer of rubber and palm oil, meanwhile the others are farmer, animal husbandry, industry and processing, trader, employee, and civil servant like teacher and administration staff.

Gudang Batu is village where there are various operation activities of PT. Pertamina (persero) EP Lirik Field namely well, Official and GS. The following help that has be given by PT. Pertamina (persero) EP Lirik Field for local society.

Tabel 1. The Society perception to the help of PT. Pertamina (persero) EP Lirik Field

No.	Activity	A (%)	B (%)	C (%)	Total (%)
1.	Nine main matters for disable people	1 (5)	4 (20)		5 (25)
2.	Development matriil Help or devotion place renovation	1 (5)	2 (10)		3 (15)
3.	Training and Skill: Pelatihan dan keterampilan : Welding, warehouse, cellular		2 (10)	4 (20)	6 (30)
4.	Help of Computer, Glasses		1 (5)		1 (5)
5.	The Processing of Compos and Gasbiological		3 (15)		3 (15)
6.	Mass circumcison		2 (10)		2 (10)
Total		2 (10)	14 (70)	4 (20)	20 (100)

Source: *Inteview Result, 2013*

Explanation: A) Very useful, B) Useful, C) Less Useful

The above tabel can be seen that a part of society has assumption that given help by PT. Pertamina (persero) EP Lirik Field in whole is useful for society

especialy help of nine main matters and burden for orphan every Ramadhan month. The help of materiil and equipment for mosque building like zinc, cement, fan and the others are very useful.

The gas biological has been developed with help of PT. Pertamina whose realization can be used by one household. In the previous time socialization was done to society and ressearch in the field. The research is done to see the validity of resource or village potention as supporting of the program. For gas biological which becomes main raw material is raise cows feces, so before this program is done, identification has been implemented to village potention that can produce cow feces. After that illumination and socialization will be done to see want and readiness from society in accepting this program. Desa Gunung Batu is village that has potential for this activity. This gas biological implementation result can be seen in this following picture:



Picture 2. The Help of Gasbiological by PT. Pertamina (persero) EP Lirik Field in Gudang Batu

The gas biological can become as alternative energy source for household need beside it's cheap (thrifty), this fuel art is also friendly environment because the rest from this gas biological production can be processed to be compos and Mol /Micro Organisme Liquid for plant. Therefor, PT. Pertamina (persero) EP Lirik Field also gives training for compos manure like in this following picture:



Picture 3. the Socialization and Compos Manure making Training by PT. Pertamina (persero) EP Lirik Field

The help such activity of training and other skills that are implemented by PT. Pertamina (persero) EP Lirik Field cooperates with Regency Work Training Dienst like welding, mechanic, cellular, automotive basically are useful for society skill development especially youth or dropping out of school teenager, but this activity is considered less useful because only part of training candidates who continue this activity by opening effort according to skill, some hindrances are the limit of place, equipment/machine, and capital.

These are some confirmed society's hopes for the help of PT. Pertamina (persero) EP Lirik Field namely:

- The training of personality/mental development and society's mind set in order to be independent economyly (remembering many unemployees who are oriented to work "eating salary" in company)
- The Illumination to motivate society in order to increase family education
- The gas biological development, considering raw material source such cow feces is good enough from raise cows of people in village. The gas biological can be liquid propane gas substitution fuel alternative source, for one time gas biological production at this time is used for one household.
- The training of effort and skill for PKK candidates like: sewing, cooking, planting herbal and the others.
- The illumination for neighborhood youth association or entrepreneur and materiiil help like photocopy machine
- The cultivation of seedlings help of fish and fish food in order to follow up help such pond that has been given by PT. Pertamina, but until this time it doesn't work well because the limit of processing and capital. The fish pond is very potential to be developed for public fishing place and processed as village income source.

The interview result with some figures of government and society, next some developing issues about operation and existence of PT. Pertamina in Desa Gudang Batu can be formulated. The developing issues:

- The job vacancy is not flat, employee recruitment is not transparent, so many local societies don't get chance to work in Pertamina
- The help distribution is not flat because of less coordination with government official of area and village
- The Pertamina's operation cesspool handling in people field is not maximum and there is no strict action.

Here, some figures who come from java community. It can be seen in the table below:

Tabel 2. The influenced pillar community in Gudang Batu

No.	Name	Ethnic	Figure
1.	Misdi	Java	Governmental figure
2.	Triono	Java	Governmental figure
3.	Sunyiati	Java	Woman Figure
4.	Bonari	Java	Religious figure
5.	Sudarmono	Java	Culture figure
6.	Edi Surya	Java	Religious figure
7.	Sudirman	Java	KK
8.	Purwanto	Java	Culture figure
9.	Sumarsih	Java	Woman figure
10.	Darwanto	Java	KK
11.	Jumarwan	Java	KK
12.	M. Sofwan	Java	KK
13.	Suhermanto	Java	KK
14.	Riyadi	Java	KK
15.	Nasib Yonas	Java	KK
16.	Hendriyan	Java	Youth figures
17.	Wijianto	Java	Youth figures
18.	Jumono	Java	KK
19.	Baharudin	Java	Teacher
20.	Turiman	Java	Teacher

Resource : Kepala Desa, 2013



The picture below is Nurul Tauhid Musholla. This musholla accepts material help such as 20 boxes of ceramics, 25 cements, 5 ceramic putties to build the Mushola.



Picture 3. Nurul Tauhid Mushola, Seko Lubuk Tigo village

CONCLUSION

After conducting study entitled the perception of citizen in Pertamina Lirik Company's Area, some conclusions can be drawn:

1. The informant of this study is pillar community such as religious figures, youth, women and respected governmental leader who can give accurate and reliable data about the perception of community towards Pertamina company.
2. The perception of Gudang Batu community towards Pertamina company is positive. They appreciate Pertamina company in giving useful and pleasant assistance
3. There are negative perceptions spread in community related to Pertamina company activities in Lirik's Operational area. For examples:
 - 3.1 Pertamina company tends to accept the labor from other regency while job vacancies for youth and community around the operational area is very limited and the unemployment rate around the company area is numerous.
 - 3.2 The assistance proposed by community for its program takes a long time and beats around the bush.
 - 3.3 The communication between Pertamina company and community does not go smoothly therefore the information from Pertamina often comes late.
4. Pertamina company less coordinates with village and district in order to overcome the problem which appears around the operational area.

RECOMMENDATIONS

1. Pertamina company needs to motivate community in order to increase the education for family.
2. Pertamina company needs to maintain the development of Biogas as a alternative fuel which is substituted LPG for community.
3. Business and skills training for PKK member such as sewing, cooking, herbal planting and so forth.
4. Assistance for fish nursery and feed to follow up Pertamina preceding assistance in form of pond.
5. Scholarship for students from poor family.
6. Evaluation and bigger business developing towards all community business.

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