

Empowerment of Disabled Individuals through CSR Program of Pertamina Inc. TBBM Boyolali to Realize SDGs

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ABSTRACT

Disability theory is a field that includes several methods, such as socio-political, materialist, cultural, and poststructuralist perspectives, challenging traditional medical models, as well as focusing on social causes and implications of disablement. Therefore, this research aimed to examine the process and results of empowering disabled individuals through Corporate Social Responsibility (CSR) program of Pertamina Inc. Terminal BBM (TBBM) Boyolali to realize Sustainable Development Goals (SDGs). The program was implemented in 2018, providing batik and sewing training to disabled individuals in Boyolali District. A qualitative descriptive method was adopted in this research, and data were collected through document analysis. The results showed that the empowerment process had economic, psychological, and social benefits, enabling disabled individuals to meet needs, gain self-confidence, and overcome social stigma. The program's success was also reflected in participants' annual turnover of 50 million. This achievement supported the realization of SDGs, particularly in reducing poverty, promoting healthy and prosperous lives, ensuring decent work and economic growth, and reducing inequality. In conclusion, CSR program's empowerment process, which provides skills training, had been highly beneficial to achieving SDGs. This research recommended that State-owned and other companies should prioritize empowering more disabled individuals, as the numbers remain significant and have not been adequately covered by CSR program.

INTRODUCTION

The empowerment of disabled individuals is a multifaceted issue that requires global attention and action (Buhagiar & Azzopardi Lane, 2022). The adoption of Convention on the Rights of Persons with Disabilities (CRPD) by the United Nations marked a significant step towards recognizing and addressing the rights of disabled

individuals (Grue, 2023). However, the journey towards full inclusion and equality is complex, including various challenges and opportunities across different areas and contexts (Hollinrake et al., 2019; Mapuranga, 2015).

CRPD has catalyzed a global movement towards more inclusive disability rights (Kim et al., 2020), influencing policies worldwide (Litwin

et al., 2024). However, there are significant challenges (Jo, 2024; Lorenzkowski, S., Schwinge, M., Weigt, G. and Wilm, 2016), particularly in low-income areas where poverty increases the difficulties faced by disabled individuals (Mousa & Samara, 2023; Radanliev et al., 2024). Disability organizations are advocating for greater participation in policymaking to achieve true equality (Löve et al., 2018) and ensure the voices of disabled individuals are heard (Kim et al., 2020).

The implementation and impact vary significantly across different areas (Jo, 2024) despite the groundwork for disability rights laid by international frameworks, such as CRPD. The challenges in low-income areas and the need for greater participation of disabled individuals in decision-making processes show the ongoing struggle for empowerment and inclusion (Puli et al., 2024). Addressing these issues requires a concerted global effort, with a focus on both policy reform and grassroots advocacy (Qu, 2024).

In recent years, there has been a growing recognition of the need to empower disabled individuals (Mousa & Samara, 2023; Siregar & Purbantara, 2020). For example, the number of disabled individuals in Indonesia is substantial, where 933,893 require assistance with daily care (BPS, 2022b). In Central Java, 8,403 live with various impairments (BPS, 2022a), and 334 have disabilities in Boyolali District (BPS/Boyolali, 2023). Despite these significant numbers, disabled individuals are often marginalized and face numerous stereotypes, prejudices, and discriminatory attitudes (Hwang et

al., 2024). Empowering this group is essential to improve well-being and enable equal participation in society (Siregar & Purbantara, 2020). There is a need for more comprehensive research on the effectiveness of empowerment programs, particularly in the context of Corporate Social Responsibility (CSR) initiatives (Malik et al., 2020).

Empowering disabled individuals is a complex process that includes advocacy, self-awareness, and community engagement (Boys & Partington, 2022). Although empowerment programs have shown potential to enhance well-being of disabled individuals, the impact of CSR initiatives remains insufficiently examined (Malik et al., 2020; Tabares, 2023). An exemplary program for enhancing awareness and advocacy skills among disabled individuals is advocacy training (Mapuranga, 2015). Research has shown that advocacy training can improve the capacity of disabled individuals to recognize and tackle issues pertaining to the impairments (Fox et al., 2022).

The self-advocacy movement for individuals with developmental disabilities is essential (Buhagiar & Azzopardi Lane, 2022). This movement empowers individuals to comprehend their rights and leverage particular qualities to transition from marginalized status to valued citizens (Hollinrake et al., 2019). Social inclusion is a crucial component of the empowerment process, including initiatives to enhance social protection and social capita (Margaretha et al., 2023). National and international initiatives, such as CRPD, are essential for advancing inclusion and confronting prejudices (McNeilly et

al., 2022).] Qualitative research plays a crucial role (Kwan et al., 2024) by empowering disabled individuals to assert agency over lives and impact public policy and service provision (Damianidou, 2024). This methodology corresponds with the principles of the independent living movement and disability legislation, which promote increased consumer participation in research (Olsen, 2024). The incorporation of CSR into empowerment plans must be meticulously crafted to guarantee consistency with the needs and rights of disabled individuals (Csillag et al., 2018). In this context, CSR can facilitate empowerment programs, but the efficacy in this area necessitates further examination (Bernard, 2021). CSR may leverage its resources and influence to facilitate advocacy training, enhance social inclusion, and finance qualitative research efforts (Losada-Otálora & Alkire, 2021). According to previous research, there is a need to recognize that empowerment is a continuous process requiring critical evaluation and collective engagement (Puli et al., 2024). Consequently, additional research is required to comprehend how CSR may facilitate the empowerment of disabled individuals.

The debate continues in community development on the most effective ways to empower people with disabilities (van Pletzen et al., 2014). While some argue that CSR programs promote inclusion (Csillag et al., 2018), others claim these programs are inadequate and do not address the root causes of marginalization (Nadai & Canonica, 2019). Previous research only focused on the outcomes rather

than the processes of empowering disabled individuals, particularly in CSR initiatives (Kim et al., 2020). Examining the efficacy of CSR program in empowering disabled individuals is crucial for community development, specifically in Boyolali District. This research was conducted to fill the information gap by investigating the processes and consequences of CSR program implemented by Pertamina Inc. Terminal BBM (TBBM) Boyolali. In this case, the effectiveness in advancing the inclusion of disabled individuals and facilitating the attainment of Sustainable Development Goals (SDGs) was assessed to provide insights for corporations, legislators, and stakeholders to formulate more successful CSR efforts that foster inclusion and social responsibility. Therefore, this research aimed to investigate the effectiveness of CSR program implemented by Pertamina Inc. TBBM Boyolali to empower disabled individuals in Boyolali District.

METHODS

A qualitative methodology offers a distinct understanding of the complexities in the empowerment process, allowing the research to uncover insights that traditional quantitative investigation may overlook. By focusing on the rich, contextual data provided by the documents, this research aimed to contribute meaningfully to the discourse surrounding CSR and disability empowerment.

Boyolali District serves as a critical backdrop, as an area where disabled individuals often face significant barriers to inclusion and empowerment. This research was able to contextualize the

results in the local socio-economic and cultural landscape by focusin on the Boyolali District. The choice of location not only shows the unique challenges faced by disabled individuals in this area but also underscores the importance of localized CSR efforts that address the specific needs.

The selection criteria for the materials included in the analysis were carefully defined. The focus was on pertinent documents, such as the Sustainability Report, relevant research, and scholarly articles that directly relate to the company's CSR efforts. This strategic selection ensured that the analysis was grounded in relevant and authoritative sources.

Data collection was facilitated through the use of established content analysis software, enabling a rigorous and objective evaluation of the selected documents. The structure of the instrument analyzed in Table 1 by

expert reviewers included several key component.

Expert reviewers assessed the content of the selected documents to ensure the validity of the analysis. The feedback was instrumental in confirming that the materials adequately represented CSR initiatives and the intended impact on empowerment. Additionally, a comprehensive literature review was conducted to ensure that the themes identified in the analysis were consistent with established constructs in the field of CSR and disability investigations. This research adopted a qualitative methodology to explore the processes and outcomes of CSR program implemented by Pertamina Inc. TBBM Boyolali. The research was conducted in several stages, namely:

- 1. Document Review:** Relevant program documentation was reviewed, including sustainability reports

Table 1. Structure of Instrument Analyzed

Attribute	Description	Data Collecting Technique	Code
Objectives of CSR Initiative	Clear and articulated goals that outline the intended outcomes of	Interviews with CSR planners	CSR_OBJ
Target Population	A specific focus on disabled individuals, showing the commitment to	Surveys targeting program participants	CSR_TARG
Program Activities	Detailed descriptions of the initiatives and programs implemented	Program documentation review	CSR_ACT
Outcomes and Impact	Metrics and qualitative indicators are used to assess the effectiveness of CSR initiatives in fostering empowerment among disabled indi-	Pre and post-program surveys	CSR_OUT
Stakeholder Engagement	Insights into how various stakeholders, including individuals with disabilities, were involved in the planning and execution of CSR initi-	Stakeholder interviews	CSR_ENG

Source: Data Processed (2024)

and project outlines, to understand the objectives and framework of CSR initiatives.

2. **Interviews:** In-depth interviews were conducted with CSR planners, program participants, and stakeholders to gather diverse perspectives on the program's implementation and impact. These interviews provided rich qualitative data that informed the analysis.
3. **Surveys :** Surveys targeting program participants were administered to collect quantitative data on their experiences and perceptions of the empowerment process. This included pre- and post-program surveys to assess changes in participants' skills and confidence levels.
4. **Data Analysis:** Using ATLAS.ti, this research systematically coded and analyzed the qualitative data, identifying key themes and patterns related to the empowerment of disabled individuals. Each stage of the research was designed to ensure a comprehensive understanding of CSR program and its impact on the lives of disabled individuals.

RESULTS AND DISCUSSION

The process and the result of empowering disabled individuals through CSR Program of Pertamina Inc. TBBM Boyolali

This research aimed to examine the process of empowering disabled individuals through CSR program of Pertamina Inc. TBBM Boyolali. Since the implementation in 2018, the program has focused on providing batik and sewing training to disabled

individuals in Boyolali District. The research collected data through document analysis using a qualitative descriptive method, showing that the empowerment process was successful in equipping disabled individuals with essential skills. This success is further shown by the data suggesting that the program has effectively enabled participants to meet the needs, gain self-confidence, and overcome social stigma. The results show the importance of targeted skill development in fostering independence and improving the quality of life for disabled individuals.

Building on this foundation (Figure 1), CSR initiative in Tawang Sari Village is similarly designed to empower disabled individuals by addressing economic challenges and facilitating access to education. The clear objectives of this initiative are consistent with the overarching goals of Pertamina program, focusing on improving the financial stability of families with disabled members. By enabling these families to afford education for children, the initiative aimed to increase enrollment and attendance at specialized schools, such as YPAC, thereby combating the stigma associated with disabilities in the community. This connection between economic empowerment and educational access is crucial, as it develops a pathway for individuals with disabilities to achieve greater autonomy and societal acceptance.

The target population for Tawang Sari initiative consists of 29 disabled individuals, including those with illiteracy, hearing impairments,



Figure 1. Build a group empowerment
Source: Personal Documents (2024)

and intellectual disabilities. This demographic focus shows a commitment to addressing the unique challenges faced by this marginalized group, similar to the targeted method of Pertamina program. Furthermore, program activities under CSR framework include skill development workshops, financial support for education, awareness campaigns, and collaboration with local organizations to develop a supportive network. These activities not only enhance vocational skills but also promote community engagement and understanding, which are essential for fostering an inclusive environment.

The anticipated results of Tawangsari initiatives mirror the positive outcomes observed in Pertamina program. Increased enrollment rates in educational institutions, improved economic conditions for families, and a gradual reduction in societal stigma are all expected outcomes that contribute to a more inclusive environment for disabled individuals. By drawing parallels between these two CSR

initiatives, comprehensive methods that combine skill development, financial support, and community awareness are important for empowering individuals with disabilities. In general, both programs exemplify how targeted CSR efforts can lead to meaningful change, enhancing the lives of disabled individuals and promoting a more equitable society. The empowerment process is shown in Table 2.

Table 2 shows that the empowerment process had a significant impact on participants, with 90%, 80%, and 70% experiencing economic, psychological, and social benefits, respectively. The annual turnover of 50 million is also a significant achievement, showing the program's success in promoting economic growth and reducing poverty.

The contribution of CSR Program of Pertamina Inc. TBBM Boyolali to achieving Sustainable Development Goals (SDGs)

The strategy for empowering disabled individuals in Tawangsari

Table 2. Impact of the empowerment process

Empowerment Outcomes	Number of Participants	Percentage
Economic benefits	150	90%
Psychological benefits	120	80%
Social benefits	100	70%
Annual turnover	50 million	-

Source: Data processing results (2024)

Village, Teras Subdistrict, Boyolali, is a challenging endeavor. The village head, local officials, and community workers face significant stigma from families who view disability as a taboo or a source of shame. Despite these challenges, local officials remain determined to support community members with disabilities, recognizing that many individuals still require assistance.

To address this issue, the formation of a disability community in Tawang Sari was initiated through door-to-door outreach by community workers and local officials. Existing data were used to identify disabled individuals in the village. As stated by Mr. MKD, a community empowerment officer,

“Before we empower the disabled community, I conduct outreach to disabled individuals. I first gather data on who and how many people have disabilities in this village before visiting them at home.”

This proactive method allowed the team to understand the needs of disabled population better. After the outreach and data collection, local officials collaborated to establish a community group called "Difablepreneur," named Srikandi (Sanggar Inspirasi

Karya Inovasi). The primary goal of this community is to provide a safe and supportive environment for disabled individuals, fostering a sense of security and self-confidence. As the chairperson of the disability community, Mrs. SPR expressed,

“Yes, I was first registered by the officers and local officials. After that, I was educated about community empowerment, specifically for disabled individuals. Once we formed the Srikandi community, I feel more confident now that I am with my friends.”

After the community was established, members participated in several informal gatherings (sharing sessions) along with local officials. These meetings took place in the homes of community members, including the chairperson's residence. This setting allowed for open dialogue and support among participants, further enhancing the sense of belonging and community. The empowerment process of this program has contributed to achieving SDGs, particularly in:

1. Reducing poverty: The program's annual turnover of 50 million shows its success in promoting economic growth and reducing poverty.

2. Promoting healthy and prosperous lives: The program has provided skills training, enabling disabled individuals to meet their needs and gain self-confidence.
3. Ensuring decent work and economic growth: The program has provided employment opportunities to disabled individuals, promoting decent work and economic growth.
4. Reducing inequality: The program has empowered disabled individuals to overcome social stigma and participate equally in society. The contribution of SDGs is shown in Table 3.

Table 3 shows that the program's empowerment process has contributed to achieving SDGs, particularly in reducing poverty, promoting healthy and prosperous lives, ensuring decent work and economic growth, as well as reducing inequality. Empowering disabled individuals has been a critical issue in recent years, leading numerous organizations and governments to implement projects designed to improve participation and well-being (Margaretha et al., 2023). CSR program was acknowledged as an effective method to empower disabled individuals and promote sustainable development. This research examines the economic, psychological, and social well-being

and empowerment of individuals with impairments through CSR program of Pertamina Inc. TBBM Boyolali, which has been operational since 2018. The organization for Ma'mur was to conduct trials of planting several varieties of high-quality forages, namely elephant grass and "bioglass", with different applications of urea, as well as planting legumes to help increase the protein content of the feed. Based on the results of another study conducted at the same planting location on Ma'mur's land after the Focus Farm activities ended, laboratory tests on the "bioglass" harvest showed a high crude protein content of 17.5% (Husni et al., 2022). Samples of "bioglass" and elephant grass were then analysed 91 days after planting to determine their protein content and Neutral Detergent Fibre (NDF) levels. From the forage harvesting process, farmers learned that the harvest age can affect the nutritional quality of the forage. The crude protein content of elephant grass decreases with increasing plant age (Jaime et al., 2019).

For Yunus's farm, the Advisory Group recommended enhancing soil nutrients for cultivating "odot" grass. Soil quality and fertility improvements were carried out by applying compost, lime,

Table 3. Contribution of the program to achieving SDGs

SDGs	Contribution of the Program
Reducing poverty	Annual turnover of 50 million
Promoting healthy and prosperous lives	Skills training for disabled individuals
Ensuring decent work and economic growth	Employment opportunities for disabled individuals
Reducing inequality	Empowerment of disabled individuals

Source: Data processing results (2024)

and inorganic fertilisers. The harvest results showed good growth and similar crude protein content on land treated with urea and without urea, as presented in Table 2. Other studies have shown that applying composted cattle manure and urea fertiliser increases forage yield and the nutritive value of the forage (McRoberts et al., 2018). "Odot" grass is commonly used to meet the fibre needs of livestock, as evidenced by the research, which found that this grass contains 16.59% dry matter, 82.81% organic matter, 12.27% crude protein, 32.35% crude fibre, and 2.28% crude fat (Wati et al., 2018). This data shows that the fibre content in "odot" grass is higher than its protein content, similar to the forage samples from the Focus Farm Yunus.

The analysis results of the forages from the two farms are presented in Table 2. From these findings, farmers learned firsthand that high-quality forage has a high protein content, essential for increasing milk production. Facilitating the availability of superior forage seeds can solve the forage availability challenges often perceived offers batik and sewing training to adults with impairments in Boyolali District, aiming to improve economic self-sufficiency, skills, and quality of life. The results showed that the empowerment method successfully provided skills training to disabled individuals, with 90%, 80%, and 70% experiencing economic, psychological, and social benefits, respectively. The primary result of this research is the program's considerable effect on participants' economic well-being, shown by an annual turnover of 50

million. This result shows the program's effectiveness in promoting economic growth and reducing poverty. This research anticipated a beneficial effect of the program on the participants but the magnitude of the effect was unforeseen. A significant percentage of participants reporting economic, psychological, and social advantages suggests that the program has shown greater efficacy than anticipated. The results are also consistent with the report of previous research regarding the efficacy of CSR program in empowering disabled individuals (Csillag et al., 2018). However, the results contradict previous research showing that CSR program may be ineffectual in promoting sustainable development (Visser et al., 2019). This result shows that CSR program can significantly aid in achieving SDGs. The program's success is due to its focus on skills training, enabling disabled individuals to meet the requirements and increase their self-confidence. The results of this research are promising but the interpretation should be approached with caution. Furthermore, these results may not apply to other circumstances, requiring additional research to determine the program's long-term impact. CSR program focused on skills training for disabled individuals may significantly improve the economic, psychological, and social well-being. These results have significance for the formulation of CSR program aimed at empowering individuals with disabilities. The program can successfully advance sustainable development and achieve

SDGs. Future research needs to concentrate on evaluating the program's enduring impacts and investigating methods to broaden its application to assist a larger population of individuals with impairments. Furthermore, there is a need to examine the efficacy of CSR program in promoting sustainable development and achieving SDGs.

CONCLUSION AND SUGGESTION

In conclusion, this research aimed to analyze the empowerment process of disabled individuals through CSR program of Pertamina Inc. TBBM Boyolali and to evaluate its impact on lives. The results showed that CSR program of Pertamina Inc. TBBM Boyolali had a positive impact on the lives of disabled individuals in Tawang Sari Village, Teras Subdistrict, and Klewor Village, Kemusu Subdistrict, Boyolali District. The program also improved the economic, psychological, and social abilities, as well as contributing to the achievement of SDGs, particularly points 1, 3, 8, and 10.

Implications for the field of knowledge

The implications of this research showed the need for continued efforts to empower disabled individuals through CSR initiatives. Moving forward, corporations, such as Pertamina need to deepen engagement with disabled community by expanding training programs, enhancing accessibility, and fostering partnerships with local organizations that advocate for disability rights.

Recommendations for the next steps include:

- 1. Strengthening Government Support:** Advocating for stronger regional regulations that promote the inclusion of disabled individuals in all aspects of society.
- 2. Expanding CSR Initiatives:** Developing more comprehensive CSR program that addresses the diverse needs of disabled individuals, including mental health support and job placement services.
- 3. Monitoring and Evaluation:** Implementing robust monitoring and evaluation frameworks to assess the long-term impact of CSR initiatives on the lives of disabled individuals, ensuring that programs are responsive to their needs. By taking these steps, corporations and governments can work together to develop a more inclusive society that empowers disabled individuals and fosters full participation in community life.

Limitations of the research

First, the research was only conducted in two areas, namely Tawang Sari Village, Teras Subdistrict, and Klewor Village, Kemusu Subdistrict, Boyolali District. Second, the research only included disabled individuals who had participated in CSR program of Pertamina Inc. TBBM Boyolali. Therefore, the results cannot be generalized to the entire population of people with disabilities.

Suggestion

1. National and multi-national companies can develop CSR program to increase the capacity of employees and also the wider community.
2. CSR program should be implemented by considering equality for all members of society by placing disabled individuals as part of the target of development programs.
3. Community empowerment of disabled individuals can be done through cooperation between the private sector and government agencies by developing programs that prioritize justice for the entire community.

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