

# **Assessing CSR Project Impact on Mangrove Community in Indonesia: Case Study**

## **(CSR Program of PT. Pertamina Patra Niaga Integrated Terminal Semarang Located in Semarang Coastal Area)**

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### **Abstract**

This study aims to determine the impact and benefits of the Corporate Social Responsibility (CSR) program carried out by one of the extractive companies in Indonesia, namely PT. Pertamina Semarang Integrated Terminal. Since 2017, PT. Pertamina Integrated Terminal Semarang has implemented a community empowerment program for the Mangrove Community. The coastal area conservation activities carried out by the CAMAR Group in the northern coastal area of Semarang City have had a significant impact on the carrying capacity of the northern coastal area of the island of Java. On the one hand, CSR activities have succeeded in creating environmental conservation and preservation efforts in coastal areas. On the other hand, they have also been able to improve the welfare of the mangrove community members. To measure the impact and benefits of the CSR program designed by PT. Pertamina, this research will use an evaluative analysis of Social Return on Investment (SROI), which was carried out retrospectively and based on our findings in the field from 2017 to 2021. The SROI analysis shows CSR "CAMAR Mangrove Community" by PT. Pertamina Integrated Terminal Semarang has started to provide benefits and empowerment for the Mangrove Community on the North Coast of Semarang City. The SROI ratio of this program is 1:1.94 at the end of the project.

### **Keywords**

CSR, SROI, coastal community, extractive company, mangrove

### **Acknowledgements**

This study was financed in part by PT. Pertamina Patra Niaga, IT Semarang, Indonesia

### **Biographies**

**Fendy E. Wahyudi** is a lecturer at the Department of International Relations Universitas Diponegoro Semarang, Indonesia. His research interest focused on globalization, Islamism, and strategic studies of business and society in Indonesia. He was previously head of the Center for Research and Community Development of Faculty of Social and Political Sciences, Universitas Diponegoro. Currently, he is a team leader of Research and Consulting at the

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**Aryo Aji Asmoro** is a Community Development Officer of PT. Pertamina IT Semarang. He earned his B.S in Business Administration from Universitas Diponegoro. He is also representative from PT. Pertamina IT Semarang for community development and services and CSR Project from PT. Pertamina. This Mangrove Community-Kelompok CAMAR is also one of the communities that being nurtured by him.

**Luthfi Nurwafi** a Community Development Officer of PT. Pertamina IT Semarang. He earned his B.S in Social Development and Welfare from Universitas Gadjah Mada. He has several experience as CDO for CSR Project in numerous area of Indonesia.