

Analysis of Community Satisfaction in the “Mamanda Village” Socio-Cultural Program Balida Village, Paringin District, Balangan Regency

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Abstract- The development of the PT Adaro Indonesia mining community's Corporate Social Responsibility program is very focused on cultural preservation. One such program is the Advanced and Empowered Village (Mamanda) in Balida, Balangan Regency. A program that carries out village tourism activities through the development of the Racah Ablelang Cultural Market with the attraction of traditional arts through cultural market events, educational tours through endemic flora conservation and family tourism facilities. The program started in 2017. This study uses a cross-sectional survey methodology and is analytic and observational. The instrument or tool used in this research is a public perception questionnaire based on the Community Satisfaction Index (CSI) which was developed from PANRB Candy 14/2017. The sample of this research is the beneficiaries of the Mamanda Village program, namely: 25 people consisting of the community, government, and companies. Next, the values of satisfaction index obtained will be analyzed by quadrant analysis to identify priority attributes or quality indicators that must be improved, maintained, ignored, or redundant. In general, the community's satisfaction with the CSR program in the socio-cultural sector is 92.22 with a very satisfactory category. If traced back to the last three years, the socio-cultural program run by PT Adaro Indonesia has increased, namely 90.66 in 2019, 82.71 in 2020, and 92.22 in 2021. This result occurs because of the strong performance of the community and CSR in implementing this program without forgetting the indicators that must be improved, namely the handling of complaints, suggestions, and inputs as well as indicators of supporting facilities and infrastructure such as easy access to the socialization of CSR programs through the company's website or social media.

Index Terms- Adaro Indonesia, CSR, Mamanda Village

I. INTRODUCTION

CSR is not only a creative activity of the company and is not limited to compliance with the rule of law, but is the company's commitment to building a better quality of life with relevant stakeholders (government and society), especially the community around the company. Because the role of CSR is now increasingly important for the community around the company to balance development, both economic, social, cultural, and environmental health.

Cultural preservation is one of the focuses in developing the community around the mine in the Corporate Social Responsibility program run by PT Adaro Indonesia's CSR (3). The socio-cultural program implemented is one of the appropriate community development programs with the Decree of the Minister of Energy and Mineral Resources Number: 1824/K/30 MEM/2018 concerning Guidelines for the Implementation of Community Guidance and Empowerment by implementation consist of Assistance for the construction of facilities and/or infrastructure for worship and friendship in religious programs, natural disaster assistance and participation in the preservation of culture and local wisdom as has been implemented in the Maju and Empowered Village Program (Mamanda), which is located in Balida Village, Paringin District, Balangan Regency.

The Mamanda Village Program carries out village tourism

activities through the development of the Racah Ablelang Cultural Market with the attraction of traditional arts through cultural market events, educational tours through endemic flora conservation and family tourism facilities. Racah Ablelang has bamboo tours in the form of a bridge that is 350 meters long and has 10 photo spots made of bamboo as well, and there is also a viewing tower with a height of 7.5 meters to monitor rice field tours, there is also a cafe/bar in the middle of the rice fields that sells a variety of drinks and food from the traditional to the contemporary. The objectives of this program are:

1. As a forum for the preservation of local culture and arts
2. As a place to promote local products
3. As a forum for community economic activities
4. As a means of education about environmental care for the community
5. Able to adapt to the Covid-19 pandemic
6. Increase employment opportunities for local communities in the village
7. Increase the income of local people in the village
8. Increase the village's original income

Carrying out an efficient, effective, quality, and reliable CSR program must be carried out economically and rationally to increase company profits. To be implemented effectively and efficiently, CSR programs require tools or techniques used in planning and controlling the CSR function. For companies, corporate social responsibility cannot be separated from the business. The effectiveness of planning and control activities is strongly influenced by the existence of CSR program data and non-CSR CSR program data that allows management to obtain information as material for analysis for further decision-making and as a measure to see the extent of the company's performance.

Therefore, PT Adaro Indonesia's CSR becomes a service center for stakeholders in its operational area. To provide good service, the company must be able to understand the needs being served, be fast in providing services, be precise-time, and be responsive to the fulfillment of the needs served. The quality of service in various aspects is one of the main links in the public trust in the government. For this reason, efforts to improve service quality must be carried out consistently by taking into account the needs and expectations of the community, so that government services to the community can be provided in a transparent, fast, precise, cheap, simple, and easy and non-discriminatory manner.

To evaluate these services, it is necessary to measure the quality of a service or product, which can be obtained through the measurement of community satisfaction as indicated by the variables of expectations and performance perceived by the customer, stakeholders or program beneficiaries. This is what prompted the formation of this research, namely to measure community satisfaction with the socio-cultural program of PT. Adaro Indonesia.

II. METHOD

This research is an analytic observational study with a survey method through a cross-sectional approach, where data on independent and dependent variables can be collected at one time.

The population in this study was taken from the beneficiaries of the CSR program. The instrument or tool used in this study is a public perception questionnaire based on the Community Satisfaction Index (Community Satisfaction Index) according to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 14 of 2017 concerning General Guidelines for Compiling a Community Satisfaction Index, which consists of several indicators, namely:

1. **Requirements** are requirements that must be met in the management of a type of service, both technical and administrative requirements
2. **Systems, mechanisms, and procedures** is a service procedure carried out for service providers and recipients, including complaints
3. **completion time** is the period required to complete the entire service process of each type of service
4. **Fees/Tariffs** is a fees charged to service recipients in managing and or obtaining services from providers, the amount of which is determined based on an agreement between the provider and the community.
5. **Product Specification Service Type** is the result of services rendered and received by the stipulated provisions. This service product is the result of each type of service specification
6. **Applying Competence** the capabilities that must be possessed by the implementer include knowledge, expertise, skills, and experience.
7. **Implementing Behaviors** the attitude of officers in providing services
8. **Handling complaints, suggestions, and input** is the procedure for implementing the handling and follow-up of complaints
9. **Facilities and infrastructure** is everything that can be used as a tool in achieving goals and objectives. Infrastructure is everything that becomes the main support for the implementation of a process (business, development, project). Facilities are used for movable objects (computers, machines) and infrastructure for immovable objects (buildings).

Data processing in the Community Satisfaction Survey refers to PAN RB Regulation Number 14 of 2017 starting with Likert scale measurements, processing survey data, and reporting the results of index preparation:

1. (Not satisfied) : 1
2. (Less satisfied) : 2
3. (Satisfied) : 3
4. (Very satisfied) : 4

The SMI value is calculated using a “weighted average” of each service element. In calculating the community satisfaction index for the 9 service elements studied are as follows:

| Perception Value | Interval Value | Value Interval Conversion | Quality of Service (X) | Institutional Performance Service |
|------------------|----------------|---------------------------|------------------------|-----------------------------------|
| 1 | 1.00 – 2.5996 | 25.00 – 64.99 | Not satisfied | Not satisfied |
| 2 | 2.60 – 3.064 | 65.00 – 76.60 | Less satisfied | Less satisfied |
| 3 | 3.064 -3.532 | 76.61 – 88.30 | Satisfied | Satisfied |
| 4 | 3.5324 – 4.00 | 88.31 – 100.00 | Very satisfied | Very satisfied |

Furthermore, the values obtained will be analyzed by quadrant analysis to identify priority attributes or quality indicators that must be improved, maintained, ignored, or redundant. The sample from the study amounted to 25 beneficiaries consisting of the community, government, and companies related to the "Mamanda Village" Socio-Cultural Program.

III. RESULT AND DISCUSSION

The socio-cultural program analyzed was the Mamanda Village Program, with the following results:

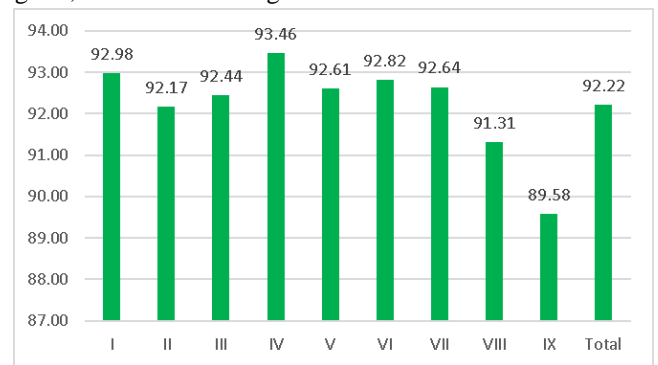


Figure 1. Community Satisfaction Index for the “Mamanda Village” Socio-Cultural Program

The value of the community satisfaction survey on the CSR program of PT. Adaro Indonesia In 2021 the Mamanda Village Socio-Cultural Program achieved an average community satisfaction score of 92.22. Referring to the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for Compilation of Community Satisfaction Surveys for Public Service Provider Units, the service quality of PT. Adaro Indonesia in 2021 the Socio-Cultural program is included in the category very satisfied. Quadrant analysis performed shows the following:

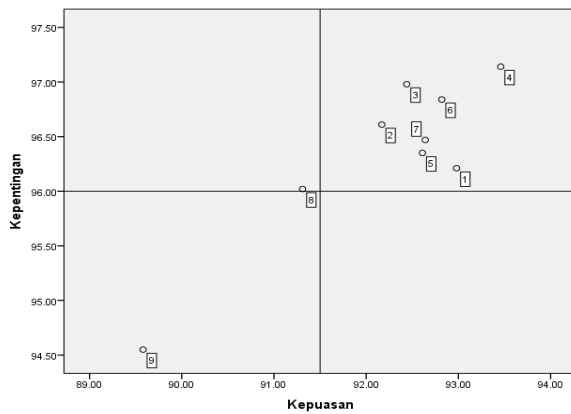


Figure 2. Analysis of the SMI Quadrant of the Socio-Cultural Program "Mamanda Village"

Information

- A = High Priority
- B = Maintain Achievement
- C = Low Priority
- D = excessive

| Main priority | Keep Achievement |
|--|---|
| (8) Handling Complaints, Suggestions, and Feedback | (1) Requirements (2) Systems, Mechanisms, and Procedures (3) Completion Time (4) Fees/Tariffs (5) Product Specification Service Type (6) Implementing Competence (7) Implement Behavior |
| Low priority | Excessive |
| (9) Facilities and Infrastructure | - |

Based on quadrant analysis, it was found that most of the satisfaction indicators were in the "Maintain Achievement" position, meaning that from the beneficiary's perspective, they feel very interested in the Mamanda Village program and are very satisfied with the implementation of the Mamanda Village Program. There is one indicator, namely indicator 8 (Handling complaints, suggestions, and feedback) which is in "high priority, which means that the community still wants performance improvement for this indicator to be a top priority. As for one of the indicators, indicator 9 (Facilities and Infrastructure) is included in quadrant C which means it is in "Low Priority" This means that the community feels the need to improve performance even though it is not a top priority for the community. In general, the IKM indicator from the Socio-Cultural Program is in the "Keep Achievement" position.

IV. CONCLUSION

In general, community satisfaction with the socio-cultural program of Manada Village is in a very good position. This result can occur because of good CSR performance and the community also plays an active role in the implementation of the program. Some of the

recommendations that are given to be improved are indicators of handling complaints, suggestions, and inputs such as the availability of information standards and Ease of access to complaints handling services, suggestions, and input on the CSR program of PT. Adaro Indonesia so that it can solve problems that occur in the implementation of PT Adaro Indonesia's CSR program. Meanwhile, indicators of facilities and infrastructure that need to be improved are the ease of finding information on CSR programs through the website or other online media of Adaro Indonesia.

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