

POLITICAL ECOLOGY AND GOOD GOVERNANCE
Discourse On Multi-Stakeholder Engagement in Achieving Sustainable Development
Through Pt Cikarang Listrindo Tbk Plgtu Jababeka's Corporate Social
Responsibility Program

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ABSTRACT

This study seeks to examine the practice of Corporate Social Responsibility (CSR) carried out by PT Cikarang Listrindo Tbk PLTGU Jababeka from the point of view of Political Ecology and good governance, especially in the scope of discourse that sees this CSR program as a form of multi-stakeholder involvement as an effort to address social, economic, and environmental problems to create sustainable development. This study uses a qualitative approach with exploratory research methods. This research was conducted in Karangharja Village, North Cikarang District, Bekasi Regency. Primary data sources were obtained from in-depth interviews, while secondary data were obtained from documents and literature related to the research topic. The results of the study indicate that the power relations between stakeholders that are formed from the construction of discourse associated with the implementation of CSR by the business sector as an effort to achieve sustainable development can move these stakeholders to get involved and participate in the implementation of the CSR Program initiated by PT Cikarang Listrindo Tbk PLTGU Jababeka. Through the power relations formed from ideas related to the implementation of this CSR program, the desire and willingness of other stakeholders to participate in the CSR program initiated by PT Cikarang Listrindo Tbk PLTGU Jababeka can make the execution of the CSR program have an impact on the social and economic life of the community, along with environmental sustainability efforts.

Keywords: Political Ecology, Good Governance, CSR, PT Cikarang Listrindo

ABSTRAK (in Bahasa)

Penelitian ini berupaya untuk menelisik praktik Corporate Social Responsibility (CSR) yang dilakukan oleh PT Cikarang Listrindo Tbk PLTGU Jababeka dari sudut pandang Political Ecology dan good governance, terutama dalam ruang lingkup wacana yang melihat program CSR ini sebagai salah satu bentuk keterlibatan multi-pihak sebagai upaya untuk menangani permasalahan sosial, ekonomi dan lingkungan, sehingga dapat menciptakan pembangunan yang berkelanjutan. Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian eksploratif. Penelitian ini dilaksanakan di Desa Karangharja, Kecamatan Cikarang Utara, Kabupaten Bekasi. Sumber data primer diperoleh dari hasil wawancara mendalam, sedangkan data sekunder diperoleh dari dokumen dan literature yang berkaitan dengan topic penelitian. Hasil penelitian menunjukkan bahwa, relasi kuasa diantara stakeholder yang terbentuk dari bangunan wacana terkait pelaksanaan CSR oleh sektor bisnis sebagai salah

satu upaya dalam menciptakan kehidupan berkelanjutan, dapat menggerakkan para stakeholder tersebut untuk terlibat dan berpartisipasi dalam pelaksanaan Program CSR yang diinisiasi oleh PT Cikarang Listrindo Tbk PLTGU Jababeka. Melalui relasi kuasa yang terbentuk dari gagasan terkait pelaksanaan program CSR ini, keinginan dan kesediaan stakeholder lain untuk turut berpartisipasi dalam program CSR yang digagas PT Cikarang Listrindo Tbk PLTGU Jababeka dapat membuat pelaksanaan program CSR tersebut memberikan dampak kepada kehidupan sosial dan ekonomi masyarakat, serta terhadap upaya pelestarian lingkungan.

Keywords: Politik Ekologi, Good Governance, CSR, PT Cikarang Listrindo

BACKGROUND

This study seeks to examine the practice of Corporate Social Responsibility (CSR) carried out by PT Cikarang Listrindo Tbk PLTGU Jababeka from the point of view of Political Ecology and good governance, especially in the scope of discourse that sees this CSR program as a form of multi-stakeholder involvement as an effort to address social, economic, and environmental problems to create sustainable development. This research is essential to add to the diversity of sustainable development studies, which are currently the focus of research of many social science scholars.

Research related to the concept of sustainable development has become a separate domain in social science, of course, as a result of the agreement on the Sustainable Development Goals (SDGs) agenda as a global development agreement which is expected to answer two things, *first*, Procedural Justice which includes the extent to all parties, especially those who underdeveloped can be involved in the whole development process, and *second*, Substantial Justice, namely the degree to which development policies and programs can answer the problems of citizens, especially disadvantaged groups. (Ishartono & Raharjo, 2019; Sofianto, 2019).

Interestingly, in their efforts to respond to these two problems, the SDGs also envisage multi-stakeholder collaboration from development actors such as the Government, Civil Society Organizations (CSOs), and the private sector. (Sofianto, 2019).

This shows that concerning the efforts made to achieve the objectives of the SGD's agenda, simultaneously, it also requires the implementation of the concept of Good Governance, which envisages the involvement of all stakeholders from government institutions, the business sector, as well as civil society in implementing every policy as an effort. Overcome the problems that exist in society and create a sustainable development ecosystem.

The logical consequence of these efforts, a power relation will emerge as an excess of the interaction between these stakeholders. One of them is the demand for the business sector to implement Corporate Social Responsibility (CSR) as a tangible manifestation of their contribution to this scheme.

In Indonesia itself, the implementation of CSR by the business sector is quite massive. Along with the opening of the investment faucet and the emergence of both local and foreign corporations that began to compete in the

Indonesian market, which marked the industrialization, then became the trigger for demands on the business sector to implement its CSR, especially regarding environmental damage and the growing gap in social inequality (Saraswati, 2017). The Government of Indonesia has normatively confirmed this demand as a legal product to ensure that every company operating in Indonesia's sovereign territory implements CSR. One of them is the enactment of Law Number 40 of 2007 concerning Limited Liability Companies, wherein article 74 of the Act it is stated:

“(1) Companies that carry out their business activities in the field and/or related to natural resources are required to carry out Social and Environmental Responsibility, (2) As referred to in paragraph (1), the Social and Environmental Responsibility is the Company's obligation, which is budgeted and calculated as the Company's costs, the implementation of which is carried out with due regard to propriety and fairness.”.

The intervention from government institutions to ensure the business sector carries out their corporate social responsibility through these laws and regulations proves a strong power relation that emerges in the interaction between them. This situation happens in their efforts to ensure that sustainable development goals can be achieved through the involvement of other stakeholders. So, it is exciting to investigate the extent to which each of these stakeholders carries out these roles and functions and how different stakeholders are involved.

The World Business Council for Sustainable Development (WBCSD) defines Corporate Social Responsibility (CSR) as an ongoing commitment from the business sector to contribute to economic development, improving the quality of life of employees and their families, as well as the community and society in general (Pradipta, 2010; Widiyanarti, 2005). The interpretation of this definition can be drawn from the hope that through CSR, the business sector can contribute to efforts to achieve sustainable development goals by realizing harmony between environmental sustainability and community welfare, which is the central concept of implementing good governance. (Handayani & Nur, 2019).

This agenda can be seen as a consensus that social and environmental issues are no longer only the obligations of government institutions but also must be an inseparable part of the vision of industrialization of the business sector. Globally, the term 3P balance (profit, people, and planet) wraps this consensus. Through this balance, everyone hopes that the business sector can quickly abandon the single orientation of only achieving profit because many phases are less than optimal. This consensus is still a productive area that continues to grow studies using various approaches, concepts, and theories. Several studies have also linked environmental, political, economic, and cultural issues.

This consensus has not yet fully become a panacea for solving social and environmental problems in the business sector. Because internally, companies must take business seriously on new options

considered less strategic, such as making social and environmental issues as investment points, involving state & political actors as stakeholders, and adopting social and environmental issues as part of company policy.

If the company agrees to this choice, the consequence is that industry players must be ready to carry out new tasks outside the core business, such as mapping actors and social problems, determining approaches to stakeholders, and formulating sustainable social-environmental programs.

Although many people consider this less strategic from a business perspective, most industries are starting to try the formula above. The indication is that the company's social media account timeline is full of photos & narratives of social activities and environmental conservation, such as the distribution of free groceries, free medical treatment, scholarships, and mangrove conservation. Several corporate entities ventured to formulate empowerment-themed programs with a long-term and large budget capacity. This indication needs to be considered an achievement of the business sector in responding to social and environmental changes. However, we must consistently present a critical attitude to going through evaluative notes. This attitude is essential to mitigate the banality disaster and ensure that social programs run effectively.

We need to maintain the consistency of this critical attitude because, in the process, the business sector experiences a phase of stuttering in managing changes in social and environmental directions. From an

institutional perspective, almost all companies now have a CSR department tasked with managing social activities & empowerment, but this institution creates its problems. This problem emerges because the capacity of human resources is not commensurate with the responsibilities given. Also, from program governance, mistakes often occur in reading social potential—lack of understanding of the stakeholder mapping and confusion in choosing patterns and levels of approach with stakeholders.

This stuttering arises because the business sector implements its CSR program sporadically, following current trends without fully understanding its substance. What further aggravates this situation is implementing the CSR Program, which is not comprehensive enough to involve other stakeholders, which can complement the existing deficiencies.

This situation shows that the stakeholder involvement component plays a vital position in CSR Program implementation. Companies must interpret stakeholders as ecosystems which at the same time can be very contributive or very destructive. Contributive in the sense that collaboration with government agencies, for example, can provide support so that the implementation of CSR programs can achieve its goals as a solution to social, economic, and environmental problems. Not destructive, for example, when carrying out CSR programs solely as a cover for negative environmental and social impacts which arise because of the company's existence.

Thus, this research saw the concept of good governance as a prerequisite for achieving sustainability principles on natural resources and the environment (Sholikin, 2021). More specifically, good governance can be the basis for effective environmental management. The realization of good governance in CSR program implementation is a prerequisite for achieving an effective balance between the environment and the development (Nopyandari, 2011; Sholikin, 2021).

Along with the unavoidable multi-stakeholder interaction in every CSR implementation process, there is a power relationship that inevitably emerges. Political science scholars use the power relations built-in social and environmental-based sustainable development to focus on the study of political ecology. Political ecology can be interpreted as an approach that studies phenomena, processes, and the impact of political relations on environmental sustainability by emphasizing the power relations between actors (Saraswati, 2017).

Political Ecology also arises because the environment is a factor that seems inseparable from other issues or studies, especially economic, social, and political issues. Almost every nation in this world has placed the environment as a common language in the political chain that connects a country with the global community (Murtasidin & Sigalingging, 2020). The environment also gives birth to patterns of interaction with the most complex variations and, at the same time, the involvement of the most diverse actors. Conflict and cooperation between countries,

regions or governments, government with society, communities and the business sector, and many others have become essential themes that connect various actors and, at the same time, have become virtual objects in multiple studies in the political science (Lay, 2007).

Furthermore, this study develops with an effort to frame the links between ecology, economy, and politics through a perspective of viewing the environment as something dynamic, alive and throbbing so that the issues brought up lead to the development process as a negotiation of interests between development actors, and put nature as a part of it (Saraswati, 2017).

In this research, theories and concepts related to political ecology are used to answer how power relations between stakeholders involved in implementing CSR programs can be a construction factor to support the business sector's efforts in realizing sustainable development.

METHOD

This research uses a qualitative method with descriptive exploratory study, where this type of research aims to describe the state of a phenomenon. This research is not intended to test a particular hypothesis but only represent a variable, symptom, or situation. The phenomenon in this study is the involvement of multi-stakeholders in implementing the CSR program initiated by PT Cikarang Listrindo Tbk PLTGU Jababeka in the Bekasi Regency.

The data sources used to consist of primary data and secondary data. Primary data were obtained from interviews and observations, while secondary data were

obtained from literature studies and documentation. This research was conducted in Karangharja Village, North Cikarang District, Bekasi Regency, West Java Province, Indonesia, as the location for the CSR program of PT Cikarang Listrindo Tbk PLTGU Jababeka. Before carrying out data analysis techniques, the first triangulation of sources is carried out. Interpretation refers to the theory, the results of previous research, the opinions of experts, and the sharpness of the researcher's thinking.

RESULT AND DISCUSSION

The discussion in this section turns to an empirical case study on how stakeholder involvement in the implementation of the CSR program carried out by PT Cikarang Listrindo Tbk PLTGU Jababeka, as well as how the power relations built from these interactions, can have an impact on the success of the program as a form of contribution from the business sector to participate in solving social and environmental problems.

For this reason, the discussion will start by describing the social and environmental problems that hit Bekasi Regency as the locus of this research. Then, the discussion will continue with a description of the research results on the CSR program implementation process. This discussion can be used as a basis for building arguments to analyze the CSR program implementation process to achieve this sustainable development goal from the point of view of good governance and Political Ecology.

Karangharja Village, Bekasi Regency: Peri-urban Society and Its Problems

Karangharja Village is one of the villages located in North Cikarang District, Bekasi Regency, West Java Province. The location of Karangharja Village is very close to the Jababeka Industrial Estate, which is one of the largest industrial areas in Bekasi Regency, so with this location, this village is included in the first ring of the operation area of PT Cikarang Listrindo Tbk PLTGU Jababeka. The first ring of the operation area is a geographical area that has the potential to be affected by the company's operating activities with a radius of approximately 0-5 km, where this is used as one of the foundations by the company in determining and implementing its CSR activities and programs (Ariefianto, 2015; Sari et al., 2016).

The people in Karangharja Village have characteristics like the people of the Bekasi Regency in general. As is known, Bekasi Regency is an industrial area that also functions as a satellite city in the buffer zone of the Special Capital Region of Jakarta, which of course, has its characteristics. With this situation, there is one exciting thing related to the features of the people in the Bekasi Regency area, including Karangharja Village. In social science studies such as Anthropology and Sociology, the categorization of rural communities (rural studies) and urban communities (urban studies) is known, so the characteristics of the people of Bekasi Regency in this study are seen in the attributes of peri-urban communities.

The characteristics of peri-urban communities appear to confirm the findings

of social science scholars regarding the dynamics of social change that occurs in rural communities whose areas are transitioning into urban areas. The peri-urban area is a transition zone between cities and villages with unique characteristics with high density and diverse activities (Kurnianingsih & Rudiarto, 2014).

In more detail, peri-urban areas are termed rural-urban fringe areas, namely transitional areas regarding land use, social characteristics, and demographics. This area is between urban land that blends with the city center and rural land where there are almost no forms of urban land and urban settlements. The peri-urban community

itself is a community that lives explicitly in the area (Pryor, 1971).

The dynamics that occur in peri-urban areas, in general, can be seen from geographical changes characterized by changes in agricultural land, forests, and natural landscapes in urban areas (Colsaet et al., 2018). Furthermore, changes in land use in peri-urban areas on the physical aspect will affect the decrease in productivity of the agricultural sector and increase the capacity of essential utilities and accessibility to the city center or vice versa (Ginting, 2010). Geographical changes, which are an indication of the peri-urban category, can also be seen in Karangharja Village through the following land use pattern data:

Table 1. Socio-Economic Problems of Karangharja Village

No	Land Type	Land Area (Ha)	Percentage (%)
1.	Residential Area	337,5	88,70%
2.	Ricefield	30	7,80 %
3.	Small Industry	2,60	0,70%
4.	Cemetery	0,87	0,22%
5.	Communal Land	1	0,26%
6.	Public Facilities	8,30	2,18%
Total		380,7	100 %

Source: Social Mapping PT Cikarang Listrindo, Comdev Poltekesos, 2021

The data above shows that geographically, the characteristics of Karangharja Village are close to the features of urban areas as described previously; the current land use will tend to be dominated by settlements compared to land use for agriculture. Based on the interviews with the local Village Head, this situation occurred because of a significant change when a property developer built a housing area in this village. Whereas previously, 80% of the

total area of Karangharja Village was land used by residents for agriculture.

The description of the geographical changes impacts the people's social, economic, and cultural characteristics. Then, Peri-urban society experienced social and economic transitions and dynamic cultural acculturation. All of this emerged an exciting combination of changes in people's lifestyles. The communities, of course, must adapt to the characteristics of urban communities, with dynamic changes in

livelihoods, which also experience dynamics due to the loss of resource lands, which are indicators of the capacity and economic capacity of rural communities.

This situation will undoubtedly become problematic when their efforts to adapt to the characteristics of urban communities that tend to be consumptive (Alawiyah & Liata, 2020)¹, are out of tune with their ability to adapt to the process of changing livelihoods that support their economic capacity.

Similarly, this happened in Karangharja Village, North Cikarang

District, Bekasi Regency. Even though this village area is very close to the industrial area, which is, in the imagination, can also help the surrounding community to improve their standard of living and welfare by opening opportunities through employment created by the industrial sector. However, there are still some social and economic problems experienced by the village community. The following are socio-economic problems that occur in Karangharja Village, based on Social Mapping data conducted by PT Cikarang Listrindo Tbk PLTGU Jababeka.

Table 2. Socio-Economic Problems of Karangharja Village

NO	CATEGORIES	AMOUNT	PERCENTAGE (%)
1.	Penyandang Disabilitas	5	0.012%
2.	Korban Tindak Kekerasan	1	0.02 %
3.	Fakir Miskin	720 family	5.3%
4.	Pemulung	3	0.07%
5.	KORBAN BENCANA ALAM	50 FAMILY	0,38%

Source: Social Mapping PT Cikarang Listrindo, Comdev Poltekesos, 2021

The data shows that although Karangharja Village is located at the epicenter of industrialization in the Bekasi Regency, this does not make the community free from poverty and other social problems. This situation was also further exacerbated by the socio-economic impact caused by COVID-19. Research data from Nurhapsari and Santoso (2021) shows that overall in Bekasi Regency, approximately 6,206 workers have been directly affected by the

pandemic, and nearly 1,651 workers have been laid off (Nurhapsari & Santoso, 2021).

This condition should be sufficient for stakeholders to strive to create sustainable development within the scope of good governance that involves government agencies, the business sector, and the community itself. This situation also became the basis for PT Cikarang Listrindo Tbk PLTGU Jababeka to contribute to creating sustainable development for the people of Karangharja Village based on the

¹ In their study entitled Malls and Consumptive Behavior of Urban Communities, Alawiyah and Liata (2020) argue that the existence of Malls is one of the consequences of an urban society that is influenced by capitalist forces in shaping people's behavior for profit. Likewise, in Bekasi Regency, as

an area undergoing a transition from a rural area to an urban area, the construction of malls and other shopping centers is massive, which can be used to indicate the consumptive behavior of the people.

economy, society, and environment by initiating several CSR programs under the umbrella of an extensive program entitled Bekomatif Program (BUMDes Economic Independent and Creative).

Bekomatif CSR Program in Political Ecology and Good Governance Viewpoint

The Bekomatif Program is an extensive program initiated by PT Cikarang Listrindo Tbk PLTGU Jababeka to cover the three flagship CSR programs initiated in Karangharja Village North Cikarang District, Bekasi Regency. The thing that underlies this initiation is that Karangharja Village is included in the first ring of the operation area of PT Cikarang Listrindo Tbk

PLTGU Jababeka. The three flagship programs are the Patin cultivation program, the Gatot Kaca waste management program, and the maggot cultivation.

These three flagship programs are combined in the big headline of the Bekomatif Program because, in their implementation, the three programs are interrelated, so it is hoped that the establishment of the Bekomatif major program can support the performance of the three programs more optimally. So far, based on data in the field, the three flagship programs of PT Cikarang Listrindo Tbk PLTGU Jababeka have shown an impact on society and the environment in Karangharja Village, as shown in the following table.

Table 3. Impact and Scope of the Bekomatif Program

No	Program	Beneficiary Scope	Impact
1.	Patin cultivation program	10 Group Members	Economy: The harvest in the first quarter produced 2 tons of catfish with an economic value of Rp26,000,000, - so it can provide additional income for the group of Rp500,000-/month
2.	Gatot Kaca waste management program	3 Group Members 45 households as a Waste Bank Customer	Economy: In the first month of implementation, it generates a profit of IDR 2,500,000- for group members. In addition, the customers' sorting of inorganic waste is also valued at Rp2,500/Kg Social: There is a change in people's habits in waste management, especially waste bank customers to get used to sorting waste so that it is easy to process Environment: reducing the volume of waste, both inorganic which is used for its economic value, and organic waste that is used as maggot feed
3.	maggot cultivation program	3 group members	Environment: functions as organisms that eat organic waste, thereby reducing the volume of waste

Source: research data processing

In implementing the three programs, PT Cikarang Listrindo Tbk PLTGU Jababeka also seeks to involve other stakeholders to contribute. This involvement is to ensure that the implementation of this program can go according to plan and have a social and

economic impact on the community while at the same time providing an impact on environmental sustainability. Some of the stakeholders involved in PT Cikarang Listrindo's CSR program include the following.

Table 4. Stakeholder Engagement

No	Stakeholder	Categories	Form of Engagement
1.	Dinas Perikanan Kabupaten Bekasi	Government Institution	Provide training to catfish farming groups
2.	Dinas Pemberdayaan Masyarakat dan Desa (DPMD) Kabupaten Bekasi	Government Institution	Distributing catfish fingerlings to beneficiary groups
3.	Dinas Lingkungan Hidup Kabupaten Bekasi	Government Institution	Provide training on waste sorting and maggot cultivation
4.	Pemerintah Desa Karangharja	Government Institution	Providing place facilities for the waste bank program
5.	BUMDes Karangharja	Business Sector	Implementing catfish farming programs and assisting groups in selling the harvest
6.	Yayasan Kreatif Usaha Mandiri Alami (Kumala)	Civil Society Organization	Provide maggot cultivation training and assist beneficiary groups

Source: research data processing

The data above shows that the link between the program's success to having an impact on improving aspects of the socio-economic life of the community and preserving the environment in the framework of efforts to realize sustainable development, with the involvement of multi-stakeholders in its implementation is very close. In simple terms, we can see that the CSR programs can be carried out well due to the participation of other stakeholders from government institutions and other business sectors and civil society following their capacities and resources.

From a political ecology point of view, the involvement of other stakeholders can be established because of the intense

power relations in the business sector, thus making other stakeholders willing to mobilize their resources to ensure this program runs well. This means that the business sector has excellent potential to become an initiator for creating equal power relations between the social environment, the economic environment, and the environment to create sustainable development.

CONCLUSION

From the description above, it can be concluded that the power relations between stakeholders that are formed from the building of discourse related to the implementation of CSR by the business

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sector as an effort to create a sustainable life can move these stakeholders to get involved and participate in the implementation of the CSR program initiated by PT. Cikarang Listrindo PLTGU Jababeka.

Through the power relations formed from ideas related to the implementation of this CSR program, the desire and willingness of other stakeholders to participate in the CSR program can implement the CSR program have an impact on the social and economic life of the

community, as well as in tandem with efforts to create environment sustainability.

To ensure this scheme works well, one thing needs to be confirmed. All stakeholder entities must have the same discourse structure, which forms awareness that the relationship between the environment, social environment, and the economic environment is very close when one is problematic. If one sustainability is not maintained, then others will also have problems, and their sustainability will not also be held.

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