
ENHANCING HEALTH AWARENESS THROUGH COMMUNITY PARTICIPATION

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Abstract: This Integrated Health System Innovation in Rahayu Village is an integrated and sustainable health program involving several stakeholders and related agencies. This program deals with health by integrating clean water programs as a health solution, agricultural programs for food self-sufficiency and nutrition improvement, and goat farming programs to support medicinal plant farming programs and organic vegetables. The study of the impact program using a qualitative approach, through FGDs and in-depth interviews, also observation and desk study on secondary data. This program has succeeded in raising awareness of healthy living and independence in solutions to the problems of the clean water crisis, health problems for children & families, and independence in fulfilling children's and family's nutrition.

Keywords: Health awareness, integrated program, community involvement, the role of stakeholders

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INTRODUCTION

The standard of success of a company is now starting to refer to the triple bottom line concept, which is a company performance measurement framework consisting of three parts, namely: social, environmental, and profit. John Elkington first formulated this framework in 1994 (Elkington, 2018) Elkington argues that the bottom line beginning a company's profit and loss, which is a measure of a company's success found at the bottom of a company's income statement, is now defined more broadly. Nowadays more broadly defined. The Company is now measuring its success by adding two measures, namely social and environmental (Khlif et al., 2015).

A company is successful, if not only able to generate profits that prosper the owner of the Company, but also contribute to social and environmental interests (Książak, 2017; Roth et

al., 2020; Singh & Misra, 2021). Corporate Social Responsibility (CSR) or within the scope of Indonesia is known as Social and Environmental Responsibility (TJSL), it is "the Company's commitment to participate in sustainable economic development to improve the quality of life and the environment that is beneficial, both for the Company itself, the local community, and society in general" (Undang- undang Nomor 40 Tahun 2007 Pasal 1). Carroll (2004) states that CSR is a responsibility of corporations in the global economy, which has the following priorities: (1) being a good company in its country, (2) being an organization that follows ethics in its business practices, (3) complying with applicable laws and regulations, and (4) generating profits in line with expectations(Vuković et al., 2020).

The importance level of CSR is increasing every single day. In Indonesia, the implementation and reporting of CSR are mandatory for some companies as regulated by law(Al-Mamun & Seamer, 2021; Carnahan et al., 2017; Hamid et al., 2020; Putra & Lindrianasari, 2020; Sethi et al., 2017; Wardhani et al., 2019). Based on Government Regulation Number 47 of 2002, companies obliged to implement CSR are limited liability companies that carry out business activities in the field and/or related to natural resources based on the law(Nayenggita et al., 2019; Rahmawati et al., 2020; Zainal, 2019). Various studies prove that CSR implementation and reporting positively impact increasing competitive advantage (Chen et al., 2021) through intensity public reputation, decreasing employee turnover, increasing Return on Investment, and so on.

PT. Pertamina EP Sukowati Field has implemented the TJSL program since 2017. The CSR programs implemented include the HIPAM Program and Pertamina's SAHABAT Program. These two programs were implemented as corporate responsibility to the community and the environment in Ring 1 of the Company, namely in Bojonegoro Regency and Tuban Regency.

Strengthening Program of *KeSadaran KeseHAtan berBasis masyarakat* (SAHABAT) or SAHABAT PERTAMINA is a program aimed at anticipating health problems related to abnormal behavior situations in the Sukowati field, with an activity scheme consisting of basic promotive, preventive, and curative activities with an approach to the community.

The problems that will be handled in the Pertamina Friends Program are; First; Public health problems related to the abnormal situation in the Sukowati field, Second; community support for the sukowati field operation, Third; Public Health, especially Toddlers, Adults and Elderly.

The general objectives of the PERTAMINA FRIENDS Program are: to overcome health problems (promotive, preventive, and basic curative) related to abnormal conditions in the Sukowati field, to increase community support for the Sukowati field operation managed by

PERTAMINA EP, and to help improve the health status of the community through health services on family and society.

Specifically, it aims to deal with health problems related to conditions or technical constraints in the Sukowati Field according to SOPs (Standard Operating Procedures), to increase awareness of healthy living and independence in dealing with family base health problems, to intensity awareness of healthy living in the environment, community with health services from promotive, preventive, and curative aspects, basis curative treatment, and upgrade public awareness of the importance of supporting the government in optimizing the operation of the Sukowati Field.

The various activities in Pertamina's SAHABAT Program are as follows: Activities related to the Sukowati Field Abnormal situation, consist of daily monitoring at least four times per day, oil and gas education in the assisted families, and follow-up to new reports. Activities are related to efforts to strengthen support for Sukowati Field, consist of oil and gas education for fostered families, education on community activities in examination and treatment activities for the community, sympathy strengthening activities such as helping *posyandu*, village health teams, and helping refer residents who need advanced health services. Another related to improving public health consists of assisting the assisted families, examining and treating the community, health education on *posyandu* activities, and nutritional interventions for toddlers.

METHOD

The method of the Pertamina Friends program uses the Semi Participatory Rural Appraisal (PRA) approach, wherein the implementation of the program most of the emphasis is on community involvement. The study of the impact program using a qualitative approach, through FGDs and in-depth interviews, also observation and desk study on secondary data. The parties involved are mainly *posyandu* cadres, village midwives, program targets KaBi (involved as a source of data on community expectations and village official representatives).

RESULT

Capacity Building

In terms of institutional capacity building, 5 Standard Operating Procedure or SOP have been prepared, consisting of:

1. Emergency SOP
2. Referral SOP
3. SOP for using STN official car
4. SOP for borrowing a service car
5. SOP for foster family visits

In addition to producing the 5 SOPs mentioned above, there are other inputs related to program implementation, including:

1. Hopefully, this program implementation can help overcome the waste problem expected to become a severe problem for Indonesian people in the next 3-4 years. The Head Office of Kapas gave the suggestion.
2. In future program implementation, hopefully that there will be additional assisted families and the target number of participants for the Community Examination and Treatment (PPM), the suggestion was delivered by the Nurse from the Ngampel Village Polindes.
3. Other suggestions related to CSR management, submitted specifically to Pertamina EP by the *Kepala Desa* from Sambiroto Village and Representatives from Ngampel Village.

Health Services at the Family and Community Level

Accompaniment in Foster Families

This KaBi activity also helps the success of the healthy Indonesia program through the family approach (PIS PK) from the government which is stipulated through the Minister of Health Regulation 39 of 2016. The criteria for the families to be fostered are determined through suggestions from Cadres, local health workers, Village Heads, and/or PKK Chairpersons. The number of assisted families from 2018 to 2021 reaches 1200 families, in 2 regions, Bojonegoro Regency and Tuban Regency. The Paramedic Team carried out mentoring activities by visiting the assisted families seven times face-to-face and providing direct intervention to the families' homes that were the targets of Kabi's activities in the form of:

1. Assessing family health and building a trusting relationship (BHSP)
2. Check vital signs (blood pressure, pulse)
3. Education on Clean and Healthy Lifestyle (PHBS)
4. Education for Pertamina's SAHABAT Program and the Benefits of Owning the Sukowati Field
5. Education 6 Steps to Washing Hands
6. Education on Healthy Homes and Environmental Health
7. Health counseling according to family health problems experienced
8. Basic Health Checkup (Uric Acid, Blood Sugar and Cholesterol)
9. Education about communicable and non-communicable diseases as well as the first method of treatment
10. Education about the smell
11. Education for handling poisoning

12. Education about Covid-19

KaBi's mentoring activities were also an effort to introduce residents to the Sahabat Pertamina program and mapped residents' perceptions of the existence of Sukowati Field for intervention by providing education. From the results of the internal workshop, a PHBS questionnaire and independent criteria prepared by Pertamina's friends have been compiled together with academics from STIKes ICsada Bojonegoro, to summarize and make the results of the questionnaire survey more specific to assist the Company in carrying out competition program activities such as Proper, PRIA, and others

In carrying out mentoring activities for the assisted families, according to the discussion between PIC Sahabat Pertamina and STIKes ICsada, a survey related to the Kabi Satisfaction Index of the Sahabat Pertamina Program was carried out and a survey about the introduction of Kabi to the Sukowati Field manager, in this case, PT Pertamina EP Sukowati Field. The purpose of involving village cadres is to make the survey results more significant by the village. In addition, the involvement of village cadres in assisted family activities is a form of village support organized by the Pertamina Friends Program. The results of the assisted families in terms of clean and healthy family behavior in 6 villages in 2 districts of Bojonegoro and Tuban obtained results as shown in the diagram below:

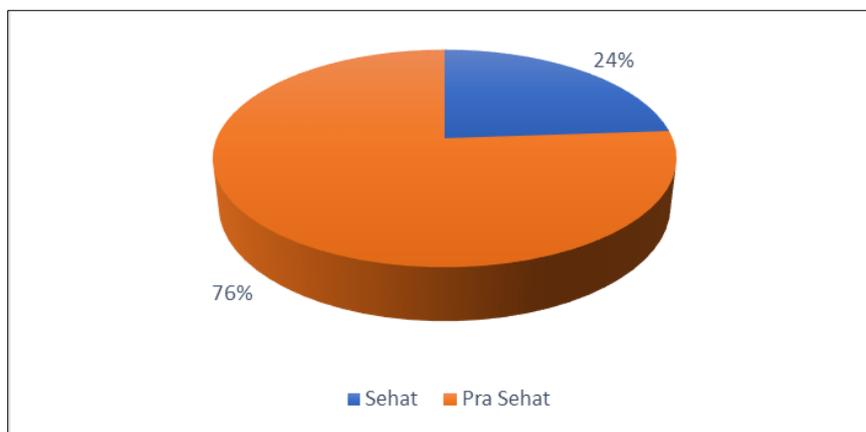


Diagram 1. Chart of PHBS Percentage of Pertamina 900 Friend's Families before Mentoring

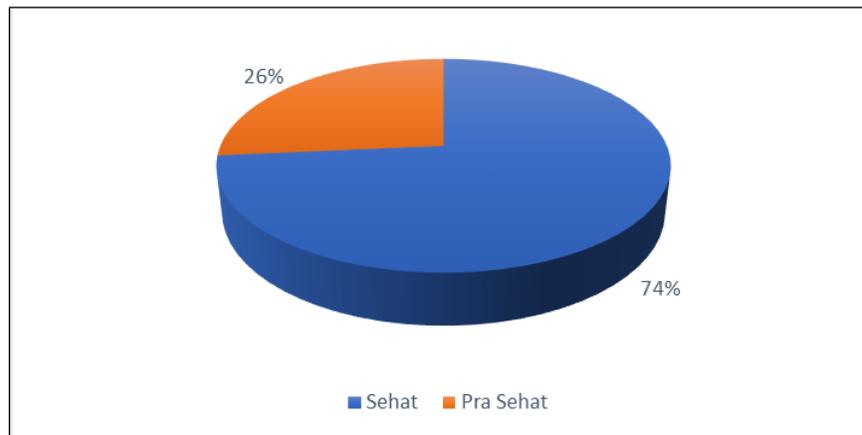


Diagram 2. Chart of PHBS Percentage of Pertamina 900 Friend's Families after Mentoring

The diagram shows that from 2018 to August 2021, as many as 900 families assisted by Pertamina's friends were found in the initial survey of foster families in the Healthy category at 24% and Pre-Healthy at 76%. After being assisted by the SAHABAT Pertamina team by providing health education and procedures for implementing clean and healthy daily behavior, it was obtained from a total of 900 families, 74% in the Healthy category and 26% in the Pre-Health category.

Community Examination and Treatment

For health service activities in the form of Examination and Treatment for the Community aimed at 2 Bojonegoro Regency and Tuban Regency with the number of activity targets from 2018 to 2021 reaching 4,400 target residents of the Pertamina Friends activity program. The criteria for the Community Examination and Treatment participants are determined based on an agreement between the Friends Team, Village Midwife, Cadre, and/or PKK Chair including:

1. Residents from 4 villages who have health complaints
2. Aged 35 and over,
3. Preference will be given to those who have not entered a foster family and
4. Never participated in PPM before
5. Provisions number 3 and 4 can be waived if the quota is still not met.
6. Other criteria are determined by agreement.

The implementation of PPM STIKes ICsada activities involves Puskesmas, cadres and health workers in villages as part of implementing PPM to establish good and mutually supportive

relationships in improving community health status and strengthening support for the operationalization of PPM STIKes ICsada. Sukowati Field. Coordination of the implementation of activities begins with an agreement on a schedule that synchronizes time between doctors, midwives, cadres and officers from STIKes ICsada.

Sustainable cadre

The cadre class activity aims to provide additional competence to posyandu cadres as needed, provide education about oil and gas, and increase support from cadres in Sukowati field operations. The theme is "Improving the capacity of cadres to support a healthy Indonesia".

The Ngampel Village cadre class was held on June 24-25 2019. There were 20 training participants, village cadres, village midwives and nurses, and representatives from the cotton sub-district (BKKBN). The first-day speaker was Ns. Fatimatus Zahro, S.Kep about Posyandu and posyandu governance, cadres are allowed to exchange opinions, solve various problems that are often faced when managing and implementing posyandu in Ngampel village, and games to increase cadres' understanding of the Posyandu implementation flow according to the modules, which the Pertamina Friends team has prepared. On the second day, Ngampel village cadres received material related to communication with resource person M. Abdul Qohhar, S.Sos.I, M.Si.

The implementation of the Sambiroto Village cadre class was held on 28-29 June 2019. The training participants from posyandu cadres were 20 people. The speaker on the first day was Ns. Ferawati, M.Kep about the role and function of cadres in Posyandu management. The second day with resource person M. Abdul Qohhar, S.Sos.I, M.Si with communication materials, hopes or achievements of this event is to increase the capacity of cadres, especially related to posyandu management and improve interpersonal and public speaking skills in helping carry out health promotion efforts

The implementation of the Campurejo Village cadre class was held on 2-3 July 2019. Participants consisted of 20 village health cadres, especially posyandu cadres. The material provided includes the roles and functions of cadres in Posyandu management and effective communication.

Great Cadre Workshop for Healthy Indonesia

This activity is a forum for Pertamina EP to assist the government in tackling stunting. On November 29, 2019, at the Andrawina Aston Hotel Bojonegoro with the theme "**Prevent Stunting, Create a Healthy Generation of Excellent Indonesia**". The results of the activities obtained are as follows:

- a. The participants who attended were 40 people, according to the target from Ngampel Village, Sambiroto Village, Kapas district and Campurejo Village, Bojonegoro district.
- b. The material on "Optimizing Stunting Prevention Efforts for Superior Human Resources " has been delivered by Mrs. Erni Ernawati, S.Gz from the Bojonegoro district health office representatives.
- c. The material on the importance of nutrition in preventing stunting was delivered by Mrs. Ida Irawati, S.Gz from a Bojonegoro Regional General Hospital practitioner.
- d. He conveyed the commitment of Pertamina EP asset 4 Sukowati Field to help improve public health status, including stunting prevention.
- e. The information conveyed that Pertamina EP's concern was in the form of programs to empower the community to be more independent.
- f. The conveyance of CSR programs from Pertamina EP asset 4 Sukowati Field is to assist the government in improving the health status of the community, not taking over tasks or roles.
- g. Formulation of action plans as a follow-up for each village, with clear activity plans and timelines.
- h. It was agreed on the monitoring of the action plan to be carried out by the Pertamina Friends Team.
- i. The slogans for stunting prevention were created and displayed by the cadres of each village.

New Habit Socialization

Socialization activities about new habits during the COVID-19 pandemic in the Bojonegoro area, such as Ngampel Village, were carried out on 30 July 2020 and in Campurejo Village on 12 August 2020 and Sambiroto Village on 26 August 2020. While in Tuban As in Rahayu Village, it was held on 9 September 2020, in Kebonagung Village on 23 September 2020, and in Bulurejo Village on 7 October 2020. Each activity was attended by 20 cadres consisting of nurses and village midwives.

Participatory Activities

Helping Toddler Posyandu Activities

To build a stronger relationship with posyandu cadres and residents, the Sahabat Pertamina Paramedic Team always assists the implementation of posyandu activities held in every village. In this posyandu activity, the team could build better communication with cadres, village midwives, parents of toddlers, and the next generation. Posyandu activities for toddlers, the team helps midwives and cadres measure the growth and development of children/toddlers, consultations and health education, and other documentation activities. The number of beneficiaries from posyandu activities participated by the Pertamina Friends Team per month is around 60-100 toddlers in three partner villages.

Helping the Elderly Posyandu Activities

Besides assisting the activities of the Toddler Posyandu, the Sahabat Pertamina Paramedic Team also contributes to the implementation of the Elderly Posyandu, which is held in the Village by the Midwife and Village Cadre. The team's role is medical examinations for the elderly, health consultations, counseling, and teaching healthy gymnastics for the elderly.

Contributes other health service activities

Help to Refer

The existence of a health service car and a Paramedic Team brings considerable benefits to the residents of Mitra Village. Residents can more easily obtain transportation when their family members need a fleet to go to the nearest health care to get medical services immediately.

Paramedic Team in Various Activities

The Sahabat Pertamina program in Pertamina EP partner villages brings its benefits to the village government and local health centers, the Sahabat Pertamina team can assist in various health activities carried out by the village government or local health centers in providing services to village communities, related to the Covid-19 pandemic especially. A team of paramedics on duty 24 hours can provide a sense of security and comfort to the residents of partner villages. In addition to the presence of a health service car, residents can use to go to the nearest health service, or hospital to receive intensive care, besides that the Friends of Pertamina team also helped in various implementations in accelerating the handling of Covid-19 transmission organized by the Village Government and the local Health Center as for these activities, including:

Bojonegoro District

1. Assist with disinfection and education activities related to Covid 19 and Cough Ethics in Sambiroto Village
2. Assist in the implementation of the Rapid Test
3. Pick up residents who have finished isolation from the isolation place provided by the Regional Government
4. Delivering isolated residents to isolation places provided by the Regional Government
5. Together with the Ngampel Village Task Force, the Pertamina Friends Team dispersed the crowd and imposed a curfew.

6. The Pertamina Friends Team served as a health guard team in the Covid-19 control competition activity in Campurejo Village organized by the Bojonegoro Police and the Covid-19 Handling Task Force
7. The Friends of Pertamina Team accompanied the Covid-19 Task Force Team in Campurejo Village to socialize and prevent covid which the Bojonegoro Police Chief attended.
8. Pertamina's Friends Team became health workers during the visit of the East Java Police Chief, Tangguh Semeru Village in Campurejo Village
9. Assist in the implementation of the Covid 19 PPE competition activity in Campurejo Village
10. Education on Covid-19 health protocols at every KaBi visit
11. Assist in the implementation of phase 1 vaccination in Ngampel and Sambiroto villages
12. Conducting New Normal Socialization to Village Cadres
13. Help deliver residents suspected of having Covid-19 symptoms to the nearest hospital according to the direction of the local village midwife and nurse
14. Help deliver residents for Covid-19 isolation

Tuban District

1. Home visit with the Rahayu Village Midwife to provide education regarding Covid-19 and recommend immediately check your health condition.
2. Together with Soko Health Center and Rengel, Pertamina's Friends Team carried out mobile socialization regarding the prevention of Covid-19 transmission
3. Together with Soko Health Center, Pertamina's Friends Team Assist in the implementation of the Rapid Test
4. Education on Covid-19 health protocols at every visit of the fostered family
5. Conducting New Normal Socialization to Village Cadres
6. Assist with citizen tracing activities with Midwives and Village Apparatus
7. Assist in the implementation of vaccination for the people of Rahayu Village

DISCUSSION

In implementing the program, an appreciative inquiry approach is used by optimizing the positive potentials that exist to solve problems and lead to better changes, as well as a structural and cultural approach that considers the existing leadership hierarchy and community culture in carrying out the program that affects program implementation.

The structural approach pattern carried to obtain program support starting from the district level to the village level, covering all sectors related to the program. This is done by holding hearings to explain the program to related parties to obtain a correct understanding of the program. The target beneficiaries of the program according to the types of activities arranged for one year are described in Tables 1 and 2.

Table 1. Program Benefit Receipt

No	Activity	Benefit recipients	Volume	Location		
				Dorp	District	Regency
1	Examination and treatment for residents	General public according to criteria	2,400 people (divided by 6 villages and 3 times the implementation)	Campurejo	Bojonegoro dan Kapas	Bojonegoro
				Ngampel Sambiroto		
				Rahayu	Soko dan Rengel	Tuban
				Kebonangung Bulurejo		
2	Assistance for Fostered Families (KaBi)	Family	408 Families	Campurejo	Bojonegoro dan Kapas	Bojonegoro
				Ngampel Sambiroto		
				Rahayu	Soko dan Rengel	Tuban
				Kebonangung Bulurejo		
3	Services related to the abnormal situation of Sukowati Field	Target villagers	6 villages	Campurejo	Bojonegoro dan Kapas	Bojonegoro
				Ngampel Sambiroto		
				Rahayu	Soko dan Rengel	Tuban
				Kebonangung Bulurejo		

Table 2. Additional Activities Strengthen Program Roots

No	Activity	Benefit recipients	Volume	Location		
				Dorp	District	Regency
1	Helping Posyandu	Elderly, toddlers and teenagers		Campurejo	Bojonegoro dan Kapas	Bojonegoro
				Ngampel Sambiroto		
				Rahayu	Soko dan Rengel	Tuban
				Kebonangung Bulurejo		
2	Help deliver residents to health care	Partner village	6 villages	Campurejo	Bojonegoro dan Kapas	Bojonegoro
				Ngampel Sambiroto		

				Rahayu Kebonangung Bulurejo	Soko dan Rengel	Tuban
3	Assist with other community health service activities	Partner village	6 villages	Campurejo Ngampel Sambiroto	Bojonegoro dan Kapas	Bojonegoro
				Rahayu Kebonangung Bulurejo	Soko dan Rengel	Tuban
4	Assist in the implementation of health programs carried out by primary health care and villages	Partner village	6 villages	Campurejo Ngampel Sambiroto	Bojonegoro dan Kapas	Bojonegoro
				Rahayu Kebonangung Bulurejo	Soko dan Rengel	Tuban
5	Helping to accelerate the handling of Covid- 19	Partner village	6 villages	Campurejo Ngampel Sambiroto	Bojonegoro dan Kapas	Bojonegoro
				Rahayu Kebonangung Bulurejo	Soko dan Rengel	Tuban

Pertamina's community-based health awareness strengthening program (SAHABAT) uses an appreciative inquiry approach by looking for potentials and positive attitudes of residents or parties involved in the program combined with a community nursing approach that is quite effective in building closeness with residents, especially health cadres village.

An audience with the local government activity needed to implement the SAHABAT PERTAMINA program from both the Bojonegoro Regency and Tuban Regency Governments. Initial hearings before the program ran conducted at the district head, sub-district, village, and community health centers. Program introduction and getting support from the government and related agencies in running the Health Program with Pertamina EP.

Stakeholders are people or organizations who are exposed to or affected by the activities being measured. Stakeholder identification is carried out by starting with reading the program report and then conducting an in-depth search through interviews and searching for supporting documents. The stakeholders involved in the SAHABAT PERTAMINA program are detailed in Table 3 below:

Table 3. Key stakeholders

No.	Activity	Key stakeholders	Reason for Appointment as Stakeholder
1	Family support binaan (KaBi)	Foster Family (KaBi)	Benefit recipients
		STIKes Icsada	Field Executive
		Drivers from residents local	Field Executive
2	Checkup and Community medicine	Beneficiary community	Benefit recipients
		STIKes Icsada	Field Executive
		Village health cadres	Field Executive
		Doctor	Field Executive
		Midwife/Nurse	Field Executive
		Village janitor	Field Executive
3	Health care car and paramedic team on duty	Beneficiary community	Benefit recipients
		STIKes Icsada	Field Executive
4	Health care services related to abnormal situations and daily monitoring	Beneficiary community	Benefit recipients
		STIKes Icsada	Field Executive
5	Cadre class	Health cadre	Benefit recipients
6	New normal socialization	STIKes Icsada	Field Executive
7	Preparation and socialization SAHABAT PERTAMINA SOP	STIKes Icsada	Field Executive
8	Audience with parties related	STIKes Icsada	Field Executive

Impact Mapping

Impact mapping is the process of determining the impact received by each key stakeholder. This mapping is determined from interviews, discussions, also document reviews. Table 4 below provides impact mapping information HIPAM Program.

Table 4. Impact Mapping

No.	Activity	Stakeholder Key Interest	Reason for Stakeholder Main Interest	Impact Received
1	Family support Fostered (kaBi)	Foster family (KaBi)	Benefit recipients	Improving the quality of KaBi's health.
		STIKes Icsada	Field Executive	Get an internship place for alumni to be ready to work
		Driver dari penduduk setempat	Field Executive	Receive additional income
2	Checkup and Medicine	Beneficiary community	Benefit recipients	Receive free examination and treatment services
		STIKes Icsada	Field Executive	Receive additional income
		Village health cadres	Field Executive	Receive additional income
		Doctor	Field Executive	Receive additional income
		Midwife/Nurse	Field Executive	Receive additional income
		Village janitor	Field Executive	Receive additional income
3	Health care car and paramedic team on duty	Beneficiary community	Benefit recipients	Receive free delivery services to the health facilities
		STIKes Icsada	Field Executive	Receive additional income
4	Health care services related to abnormal situations and daily monitoring	Recipient community	Benefit recipients	Increased sense of security and comfort for the community around Sukowati Field regarding the abnormal condition of Sukowati Field and increasing support and trust in Sukowati Field managers.
		STIKes Icsada	Field Executive	Receive additional income
5	Cadre class	Health cadres	Benefit recipients	Increased knowledge and skills of village health cadres in implementing village community health promotions and improving interpersonal skills in Public Speaking.
6	New normal socialization	STIKes Icsada	Field Executive	Receive additional income
		Health cadres	Benefit recipients	gaining more insight into the ways to coexist in the era of the covid-19 pandemic, so that cadres village health, provide health education to rural communities
7	Preparation and socialization SAHABAT PERTAMINA SOP	PT Pertamina EP – Sukowati Field	investors	PERTAMINA FRIENDS SOP formed Thereby facilitating future community development activities.
		STIKes Icsada	Field Executive	Receive additional income
8	Audience with parties	PT Pertamina EP – Sukowati Field	investors	Streamlining future community development activities.

	related			
		STIKes Icsada	Field Executive	Receive additional income

CONCLUSION

The SAHABAT PERTAMINA program from 2017 to 2021 carried out by PT Pertamina EP – Sukowati Field can provide social impacts for stakeholders. The SAHABAT PERTAMINA program is considered capable of providing added value to the community. Evaluation of this program is needed so that social impact intensity, especially by tracing the benefits of the output of this program for the benefit of the widest user community.

The program's social impact is a change in the behavior of the community and groups that previously only relied on health services and medicines, became active in planting vegetables and medicines for nutrition, increasing immunity, and handling health complaints. The environmental impact of this program is a reduction in the use of chemical fertilizers by farmers who are replaced with manure, and the planting of vegetables and medicinal plants in people's yards. The economic impact of this program is an increase in community income from clean water and manure production.

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