
The Role of Corporate Social Responsibility (CSR) of PT Pertamina Indonesia in Community Empowerment Through Free Education Initiatives

Cholifatun Nisa¹, I. B. Ketut Bayangkara²

Faculty of Economics and Business, Universitas 17 Agustus 1945 Surabaya,
Indonesia

E-mail: cholifatunnisa69@gmail.com

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Abstract

This study explores the role of PT Pertamina's Corporate Social Responsibility (CSR) in empowering communities through free education initiatives. The focus lies on scholarship programs such as Sobat Bumi and Sekolah Energi Berdikari, aimed at underprivileged students. A descriptive qualitative method was used, based on secondary data from PT Pertamina's sustainability reports from 2021 to 2023. The findings reveal that these programs significantly enhance educational access and create broad positive impacts on surrounding communities. Pertamina's CSR efforts have proven effective in improving human resource quality and supporting inclusive and sustainable social development.

Keywords: CSR, PT Pertamina, free education, community empowerment, sustainability.

INTRODUCTION

In an era where businesses are increasingly expected to uphold social responsibility and sustainability, companies are challenged not only to pursue economic profits but also to contribute tangibly to societal welfare. One strategic instrument to achieve this is Corporate Social Responsibility (CSR), which has become a vital component of the Environmental, Social, and Governance (ESG) framework. Within the social aspect, companies are urged to actively participate in community empowerment, including in the field of education.

As Indonesia's national energy company, PT Pertamina (Persero) plays a significant role not only in supporting energy resilience but also in fostering social development in its operational areas. Through its CSR programs, Pertamina has implemented various initiatives aimed at improving community livelihoods, one of which is free education. Notable programs include Pertamina Sobat Bumi - Education Scholarships and Sekolah Energi Berdikari (SEB), which provide educational access for children from low-income families, along with vocational training and energy literacy programs in underdeveloped regions.

These educational initiatives not only alleviate the financial burden on families but also equip young generations with skills and knowledge relevant to contemporary demands. The programs exemplify the company's commitment to creating a pool of skilled, self-reliant, and competitive human resources. By integrating ESG principles, particularly in social and governance aspects, PT Pertamina demonstrates that business success can align with inclusive and sustainable community development. This study aims to analyze the role of PT Pertamina's CSR in community empowerment through free education initiatives as part of its corporate social responsibility.

METHOD

This study employs a descriptive qualitative approach to analyze the role of PT Pertamina's CSR in community empowerment through free education programs. Data were obtained from document analysis, including sustainability reports and CSR reports published by PT Pertamina over the last three years (2022–2024), accessed through the company's official website (www.pertamina.com). The analysis focuses on free education programs such as Pertamina Sobat Bumi, Education Scholarships, and Sekolah Energi Berdikari. Content analysis was used to evaluate program effectiveness, beneficiary reach, and alignment with ESG principles, particularly the social aspect. This study relies solely on verified and publicly available secondary data, without field research.

RESULTS AND DISCUSSION

PT Pertamina's Corporate Social Responsibility (CSR) initiatives in community empowerment, particularly through free education scholarships, have yielded significant outcomes. The results can be examined from two main perspectives: contributions to improving educational access and the positive impacts on surrounding communities.

Contribution of CSR Programs to Enhancing Educational Access

The scholarship programs provided by PT Pertamina under its CSR initiatives play a crucial role in expanding educational access for underprivileged communities. By offering full scholarships to selected students, PT Pertamina enables them to pursue higher education without financial constraints. Beyond covering tuition fees, the program also includes living expenses and other educational support. Many scholarship recipients reported being able to focus entirely on their studies without needing part-time work.



Additionally, PT Pertamina offers academic mentoring programs, including professional skills training, soft skills development, and career mentoring, preparing students for the professional world. As a result, many scholarship recipients achieve academic success and are well-equipped to face global workforce challenges. Thus, these CSR initiatives have significantly contributed to improving education quality in Indonesia while fostering competent and competitive human resources.

Positive Impacts on Surrounding Communities

PT Pertamina's CSR programs extend beyond individual beneficiaries, creating broader positive impacts on local communities. As education levels rise, these scholarship programs contribute to overall improvements in community livelihoods. Many scholarship recipients return to their hometowns after completing their studies, applying their acquired knowledge and skills to support local development.



Some recipients engage in local businesses, create new job opportunities, or provide training to other community members in specific fields. This fosters a more self-reliant and thriving ecosystem. Moreover, awareness of the importance of education has grown among communities, creating a positive cycle where more young people are motivated to pursue higher education. These impacts align with the government's goals of building a smarter and more competitive society. Overall, PT Pertamina's CSR initiatives not only benefit individual scholarship recipients but also

generate widespread positive effects, enhancing the sustainable quality of life for local communities.

CONCLUSION

PT Pertamina demonstrates its commitment to social responsibility through CSR programs in education, such as the Sobat Bumi Scholarships and Sekolah Energi Berdikari. These initiatives successfully expand educational access for children from underprivileged families while equipping them with relevant skills for the workforce. Beyond individual impacts, the programs deliver wide-ranging benefits to communities, including improved quality of life and heightened awareness of education's importance. Many scholarship recipients contribute to their hometowns, fostering more self-reliant ecosystems. Overall, Pertamina's CSR serves as evidence that business success can coexist with inclusive and sustainable social development.

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