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Research Article

PT Pertamina Patra Niaga Aviation Fuel Terminal (AFT) Syamsudin Noor Duta Duta Bahtera Program in Realizing Community-Based Sustainable Development Goals (SDG's) in Banjarbaru

Faidah Ramadhani^{1*}, Dimas Budiman², Risky Diba Avrta³, Amrizarois Ismail⁴

¹Comdev Officer, PT Pertamina Patra Niaga AFT Syamsudin Noor, 707024, Indonesia

²AFT Manager, PT Pertamina Patra Niaga AFT Syamsudin Noor, 707024, Indonesia

³Commrel & CSR, PT Pertamina Patra Niaga Regional Kalimantan, 76123, Indonesia

⁴Infrastructure and environmental engineering study program, Soegijapranata Chatolic University, 50235, Indonesia

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*Corresponding author:

E-mail:

frfaidah@gmail.com

ABSTRACT

Duta Bahtera Program implemented by PT Pertamina Patra Niaga Aviation Fuel Terminal (AFT) Syamsudin Noor, Banjarbaru, is an initiative to reduce malnutrition rates through a community-based approach. This program involves multiple stakeholders, such as integrated health post cadres, parents, health centres and nutritionists in training activities, providing additional food, and socializing good parenting patterns. This is descriptive qualitative research to examine the implementation of the Duta Bahtera Program by PT Pertamina Patra Niaga AFT Syamsudin Noor, Banjarbaru and its relation to the Sustainability Development Goals (SDGs). The results of Duta Bahtera program showed that the program contributes significantly to public health and can be used as a model for similar programs in other areas. With effective collaboration and empowerment, this program creates a strong foundation for a healthier future for children in Indonesia. Thus, the Duta Bahtera Program has a role in supporting the achievement of Sustainable Development Goals (SDGs), especially in eradicate poverty (SDG 2), improving health and well-being (SDG 3), and empowering communities and building multi-party collaboration (SDGs 17). This program also shows efforts to maintain a balance between environmental sustainability, economic growth and community welfare as a symbol of achieving the Triple Bottom Line SDGs.

Keywords: *Duta Bahtera Program, SDGs, Stunting, Public health, PT Pertamina Patra Niaga, AFT Syamsudin Noor*

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Introduction

The Sustainable Development Goals (SDGs) are a global agenda adopted by all member states of the United Nations (UN) in 2015, which aims to address the social, economic, and environmental challenges faced by people around the world. One of the main goals of the SDGs is to end hunger, achieve food security, and improve nutrition, especially for vulnerable groups such as toddlers. Malnutrition, especially stunting, is a very urgent issue in Indonesia and requires serious attention from the government, society, and the private sector.

Malnutrition is a condition where the body does not get enough nutritional intake to meet daily needs. Malnutrition can be caused by a lack of food intake containing essential nutrients, such as protein, vitamins, and minerals, or because the body is unable to absorb nutrients properly. The long-term impact of malnutrition is stunting, especially during the first 1,000 days of life, from pregnancy until the age of two. Chronic malnutrition can then cause infants and toddlers to suffer from stunting. Stunting is a condition in which children experience stunted growth due to chronic malnutrition, which can have a negative impact on their physical and cognitive development (Direktur Jenderal Kesehatan Masyarakat & Direktur Gizi Masyarakat, 2020).

According to data from the Ministry of Health of the Republic of Indonesia, the prevalence of stunting in Indonesia is still quite high, with several regions recording figures above 30% (Trihono, 2015). This shows that many children in Indonesia do not get adequate nutrition, which can affect the quality of human resources in the future. Therefore, overcoming stunting is one of the priorities in the public health program. This goal is the responsibility of all elements of state administrators from the central level to the smaller levels of government in the regions, including those who play an active role in communities (Nurgiawan et al., 2023).

PT Pertamina Patra Niaga, as one of the state-owned companies committed to corporate social responsibility (CSR), launched Duta Bahtera Program in Syamsudin Noor sub-district, Banjarbaru (CSR Pertamina AFT Syamsudin Noor, 2022). This program aims to

reduce malnutrition and stunting rates in the Syamsudin Noor Sub-district area through a community-based approach. By involving *Po-syandu* as integrated health service post and parents of toddlers. This program not only provides additional food assistance but also improves the knowledge and skills of cadres in dealing with nutritional problems.

The implementation of the Duta Bahtera Program will be implemented throughout 2023, with a focus on increasing the capacity of integrated health post cadres and educating parents about the importance of good parenting. This program also includes socialization about toddler development and ways to support child growth and development. By actively involving the community, it is hoped that this program can create collective awareness about the importance of health and nutrition for toddlers.

Through this article, the author will discuss in more depth implementation of the Duta Bahtera Program, its impact on society, and its contribution in achieving the Sustainable Development Goals (SDGs). By understanding the successes and challenges faced in this program, it is hoped that it can provide insight for the development of similar programs in the future, as well as encourage collaboration between various parties in efforts to overcome stunting and improve public health (Sutopo et al., 2014).

Methods

This study uses a descriptive qualitative approach to examine the implementation of the Duta Bahtera Program by PT Pertamina Patra Niaga AFT Syamsudin Noor, Banjarbaru City and its relationship to the Sustainability Development Goals (SDGs). The descriptive qualitative method was chosen because it allows for in-depth exploration of the interactions and perceptions of the various parties involved in the program, as well as providing a comprehensive picture of the program's impact on the local community and its relationship to several points of the SDGs' goals (Feny Rita Fiantika; dkk, 2022).

Data collection in this study used observation and interview methods with beneficiaries. The sample was selected through a purposive sampling method, by determining the criteria

for beneficiaries such as toddlers who were indicated as stunting and malnutrition.

This research was designed as a case study focusing on one specific location, Posyandu Mawar in Syamsudin Noor Village. This case study allows for in-depth analysis of program implementation, challenges, and its impact on program targets.

Result and Discussion

A. Ark Ambassador Program

The Duta Bahtera Program is a program included in the empowerment classification, namely maternal and child health. This program has been planned for a long time, but was only realized in 2023. The focus in the first year of the program is providing basic training for cadres, restoring the nutritional conditions of stunted toddlers, and fulfilling the needs of supporting equipment for integrated health posts.

This program refers to the program recommendations carried out by the Karya Cita Konsultindo team in the social mapping document created for CSR Pertamina AFT Syamsudin Noor in 2020. The Duta Bahtera program targeting the Mawar integrated health post can be considered. This stems from the problems that exist in the group itself. The Mawar integrated health post has a large number of targets (more than 100 toddlers), but is not accompanied by qualified cadre capabilities.

The supporting equipment owned by the Mawar integrated health post is relatively simple, not all supporting facilities are available but sufficient to meet the operational needs of the integrated health post. The condition of the equipment is also quite good. Based on the survey, the target toddlers of Posyandu Mawar are very many, covering seven RTs with a total of almost 200 toddlers. In addition, 4 out of 13 children with stunting nutritional status are toddlers targeted by Posyandu Mawar. This condition shows the need for collaboration from various parties to provide maximum support for Posyandu Mawar. In response to these problems and obstacles, the Duta Bahtera Program is implemented in several program stages, including:

1. Stunting Recovery PMT

AFT Syamsudin Noor has 13 toddlers with stunting nutritional status. Of the 13 toddlers, four of them are the targets of the Mawar Posyandu. After conducting a survey and screening, seven toddlers were obtained as beneficiaries of this activity. The target of this activity is toddlers under the age of two years because according to nutritionists, stunting recovery is more effective in infants under two years old (toddlers). In addition, after conducting a survey, the socio-economic conditions of the toddler's family support being given assistance for stunting recovery.



Figure 1. Activities to provide nutritious food and milk for toddlers and babies

The Stunting Recovery PMT activity is carried out with aim of providing additional food so that the child can meet daily nutritional needs. The food provided is in the form of a “fill

my plate” breakfast consisting of carbohydrates, fat, animal protein, vegetable protein, and vitamins. The stunting recovery PMT food menu provided is based on suggestions from

nutritionists which are then made by *Posyandu* cadres. Not only food, but also stunting recovery PMT encourages growth and meets toddler nutrition by providing 600 grams of milk each month. This stunting recovery PMT activity is carried out every day for 14 days each month.

2. PMT Posyandu

Mawar Integrated Service Centre (*Posyandu*) opens on Saturdays in the second week of every month. Mawar *Posyandu* has almost 120 toddler targets covering 7 RTs. The challenge faced by Mawar *Posyandu* is that at most only around 35 toddlers come to *Posyandu* each month. The spike in toddlers coming to *Posyandu* occurs only during weighing week, which is the provision of vitamin A in February and August. However, not all targets are

present during weighing week, a maximum of only around 50 people are present during each weighing week.

Posyandu PMT activities encourage an increase in targets coming to *Posyandu* to be weighed and measured through PMT given to targets who attend. The PMT given varies, ranging from rice porridge, green bean porridge, various cakes or puddings. *Posyandu* targets who come not only receive PMT from CSR Pertamina Patra Niaga AFT Syamsudin Noor, but also additional PMT *Posyandu* from the Health Office, namely biscuits. But since mid-2023, the supply of biscuits has been reduced and only given to stunted toddlers. Until finally the supply of biscuits from the Health Service through the Guntung Payung Health Center stopped.



Figure 2. PMT *Posyandu* Activities

Meanwhile, in terms of participation level, during the 3 months of the *Posyandu* PMT

program activities there has been an increase, as shown in the following table.

Table 1. Number of *Posyandu* Participants

No	Implementation month	Type of activity	Number of toddler participants
1	First Month	reguler	35
2	2nd Month	reguler	56
3	3rd Month	Weighing	78

PMT *Posyandu* activity has succeeded in increasing the target participation to the *Posyandu*, both during the weighing week and during the regular *Posyandu* month. Initially, the target of the *Posyandu* that came was only 35 toddlers, now it has increased to 56 toddlers at the regular *Posyandu*. While during the weighing week, it can reach 78 toddlers who

come to the *Posyandu*. This proves that the activities carried out can be said to have succeeded in increasing the target participation to come to the *Posyandu*.

3. Cadre Training

As an effort to improve the knowledge and capabilities of cadres, several training activities

were carried out. The training included anthropometry, making balanced nutritional PMT and Toddler Family Development (BKB). In addition to providing basic lessons as a *Posyandu* cadre, the training was also focused on efforts to eradicate stunting.

Anthropometric training is intended so that cadres have basic skills in measuring and weighing toddlers so as to minimize measurement errors (human error) which have an

impact on the nutritional status of the toddlers. *Posyandu* Mawar cadres and parents of toddlers with stunting nutritional status were also provided with balanced nutrition socialization and child care training. The training aims to educate cadres and parents regarding providing nutrition to children and so that they can better educate and care for children properly and correctly, so that child growth and development can be controlled.



Figure 3. Cadre Training Activities

4. Socialization of Parenting Patterns and Toddler Development

Posyandu Mawar has two BKB (Toddler Family Development) cadres. The cadres are directly appointed by the health center and given training to be able to become an extension as a toddler development consultant during the *Posyandu*. The socialization activities in this program are a form of dissemination of the cadres for the training that has been given so that it can be disseminated to the community, especially the parents of toddlers targeted by *Posyandu* Mawar.

This socialization aims to increase parental knowledge in educating and raising children properly and correctly, so that children's growth and development can be controlled. This socialization also seeks for parents to be able to recognize signs of children's abilities so that they can be directed according to the child's strengths. This socialization also educates parents, especially toddlers with stunting nutritional status, to be able to pay more attention to their children's growth and development.



Figure 4. Socialization activities on parenting and toddler development

5. Supporting Equipment for Integrated Health Posts

Posyandu Mawar is expected to be a pilot *Posyandu* in the AFT Syamsudin Noor area. However, the obstacles faced, apart from the lack of capacity and knowledge of cadres, *Posyandu* Mawar also does not have adequate

facilities to support *Posyandu* services. In the first year of this program, several supporting equipment were provided so that cadres could optimally provide *Posyandu* services to the target. There are vests as a sign of cadre identity, storage cabinets and stationery, digital scales and curtains for the examination room.



Figure 5. Handover of assistance for integrated health post facilities and infrastructure

6. Monitoring and Evaluation

Monitoring and evaluation of the program is carried out almost once a month. This agenda takes place simultaneously with the preparation of *Posyandu* activities. Monitoring and

evaluation are carried out to see the achievements or results of performance carried out in previous month, so that conclusions can be drawn to improve performance in the following activities.



Figure 6. Discussion in the context of program monitoring and evaluation

B. The Role of the Ark Ambassador Program in Realizing SDG's

Duta Bahtera Program implemented by PT Pertamina AFT Syamsudin Noor has an important role in realizing the Sustainable Development Goals (SDGs), especially in the context of public health and stunting control. The Sustainable Development Goals (SDGs) are a global agenda initiated by the United Nations (UN) in

2015, with the aim of achieving sustainable development that includes social, economic, and environmental aspects. The SDGs consist of 17 main goals designed to address various global challenges, including poverty, inequality, climate change, environmental degradation, peace, and justice (Pristiandaru, 2023a). In detail, all 17 objectives can be described in the following diagram. (Pristiandaru, 2023b):



Figure 7. Scheme of the 17 SDGs goals

Meanwhile, SDGs in its implementation itself places three main objects in the big concept of 17 SDGs goals. The three main objects are known as triple bottom line SDGs as a concept that emphasizes the importance of balance between the three main aspects in sustainable development. (Felisia, 2014), namely:

1. People: Ensuring social welfare and well-being of communities, including access to education, health and human rights.
2. Planet: Protecting and preserving the natural environment, including sustainable management of natural resources and mitigating climate change.
3. Profit: Ensuring inclusive and sustainable economic growth, taking into account the economic impacts of business and policy decisions.

Duta Bahtera Program implemented by PT Pertamina AFT Syamsudin Noor has made an important contribution in supporting the

achievement of several important points of the 17 SDGs goals. This is clearly illustrated in planning, implementation, to the results and evaluation of all program activities included in Duta Bahtera Program. Among the benefits and connections of Duta Bahtera program with the important goals of the 17 SDGs goals are as follows:

1. Improved Health and Nutrition

Duta Bahtera program focuses on overcoming stunting in Syamsudin Noor Village, which is a serious problem of malnutrition in Indonesia. By involving *Posyandu* cadres and parents of toddlers, this program not only provides additional food, but also provides education to increase community knowledge about nutrition and good parenting.

Nutritional improvements can be seen from the list of nutrients contained in the menu on my plate, including those listed in the following table:

Table 2. Nutritional value of the contents of my plate menu in the Bahtera Ambassador Program

No	Food menu	Nutritional figures							
		Calories (Kcal)	Carbohydrates (Grams)	Protein (Grams)	Fat (Grams)	Fiber (Grams)	Vitamins (mcg)	Zat Besi	Iron Omega
1	Rice	130	28	2,7	0,3	0,4	0	0	0
2	Spinach and corn	109	3.6	2.9	0.4	2,2	469	2,7	0
3	sea fish	205		18,5	13	0	0	0	1,2
4	tofu	76	1,9	8	4,8	0,3	0	0	0
5	Papaya	43	11	0,5	0,1	1,7	60	0	0
6	biscuits	430	70	7	13	2,5	0	0	0

This food combination produces a total of about 993 calories, with 133.5 grams of carbohydrates, 42.8 grams of protein, 32.7 grams of fat, and 9.8 grams of fiber. Rice and corn provide the largest carbohydrates, while protein comes from sea fish, tofu, and a little from spinach. Fat is mainly obtained from sea fish and tofu, while fiber is sufficiently fulfilled by spinach, papaya, and a little from biscuits. This nutritional content is very useful for increasing nutritional intake in toddlers, especially those indicated as stunting. The protein, healthy fats, and vitamins and minerals contained in it will support optimal growth, improve nutritional conditions, and help prevent the risk of malnutrition which is often the main factor in stunting.

This supports one of the pillars of SDGs 2 (Zero Hunger) which aims to end hunger and ensure access to sufficient and nutritious food for everyone, especially vulnerable groups such as toddlers (Sekar Panuluh & Fitri, 2015).

2. Community Empowerment

Duta Bahtera program involves active community participation, including *Posyandu* cadres and parents in the education and training process on nutrition issues and good parenting to overcome the ongoing stunting problem. By increasing the capacity of cadres in handling nutrition issues, this program empowers the community to play an active role in their children's health and to be able to better educate and care for children properly and correctly, so that child growth and development can be controlled.

This community empowerment is very important to support the success of SDGs point 3

(Health and Welfare), which emphasizes the importance of community participation in maintaining health (Pristiandaru, 2023a).

3. Multi-Party Collaboration

During its implementation, this program demonstrated the importance of collaboration between various parties, including the government, community, and private sector to provide maximum support to *Posyandu Mawar*, which in fact still has relatively simple supporting equipment. By involving various stakeholders, this program can optimize existing resources and knowledge to achieve common goals in overcoming stunting and improving public health. Without good participation and collaboration from these stakeholders, the Sustainable Development goals will not be significantly realized. (Rachman, 2016).

This collaboration between various parties is in line with one of the principles of SDGs 17 which prioritizes partnerships to achieve sustainable development goals. Which sustainable development goals are intended to overcome stunting and increase the capacity of *Posyandu* cadres in Samsudin Noor Village.

4. Collective Consciousness

Duta Bahtera Program carried out by PT Pertamina Patra Niaga Aviation Fuel Terminal (AFT) Syamsudin Noor has contributed to create collective awareness of the importance of health and nutrition for toddlers. This awareness is very important to encourage behavioural changes in society to healthier live, which is one of the important steps in achieving the SDGs goals on the importance of a healthy and prosperous life.

In order to realize the SDGs goals on the importance of a healthy and prosperous life, Duta Bahtera Program has conducted socialization and education to the community in Syamsudin Noor Village, especially at the Mawar Posyandu. In addition, this program also provides support in the form of providing supporting equipment for the *Posyandu* so that the activities carried out can be more optimal in providing services to their targets.

Overall, Duta Bahtera Program has a significant role in realizing the SDGs, especially in health context and nutrition. With a community-based approach, empowerment, and collaboration, this program not only focuses on overcoming stunting but also creates a strong foundation for better public health in the future. This effort is expected to be a model for similar programs in other regions, as well as encourage broader collaboration in achieving sustainable development goals.

This is also supported by statements from several groups of beneficiaries, including Mr. Aziz Mubarak, who is the parent of toddler Soleha who received PMT Posyandu services. The beneficiaries stated that the Duta Bahtera program greatly helped families in meeting the nutritional needs of toddlers, therefore the family felt greatly helped by this program.

Through the Duta Bahtera program initiative, PT Pertamina AFT Syamsudin Noor not only contributes to improving community welfare (People) but also encourages environmental sustainability (Planet) and inclusive economic growth (Profit), in line with the Triple Bottom Line concept.

Conclusion

Duta Bahtera Program implemented by PT Pertamina Patra Niaga at AFT Syamsudin Noor, Banjarbaru, is a comprehensive effort to overcome the problem of stunting and improve health and nutrition of toddlers through a community-based approach. This program involves *Posyandu* cadres and parents of toddlers in various activities, including providing Supplementary Food (PMT), cadre training, socialization of parenting patterns, and improving *Posyandu* facilities.

More broadly, Duta Bahtera Program contributes significantly to the achievement of the

Sustainable Development Goals (SDGs), especially in ending hunger (SDG 2), improving health and well-being (SDG 3), empowering communities, and building multi-party collaboration (SDGs 17). This program shows that through collaboration and community empowerment, the challenges of malnutrition and stunting can be overcome effectively, creating a strong foundation for a healthier future for children in Indonesia. This achievement also shows the role of PT Pertamina AFT Syamsudin Noor in maintaining a balance between environmental sustainability, economic growth and community welfare as a symbol of achieving the Triple Bottom Line SDGs.

The successes and challenges faced during the implementation of Duta Bahtera Program can provide insight and models for the development of similar programs in other regions, as well as encourage broader collaboration between various parties in efforts to improve public health and achieve sustainable development goals.

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