

# SOCIAL DYNAMICS AND COMMUNITY ACCEPTANCE OF THE IMPLEMENTATION OF COMMUNITY DEVELOPMENT AND EMPOWERMENT PROGRAMS BY COAL MINING COMPANIES IN SOUTH SUMATRA, INDONESIA

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## Abstract

The Community Development and Empowerment Program (PPM) is an obligation that must be carried out by companies that manage natural resources. Indonesian Minister of Energy and Mineral Resources Decree No. 1824 K/30/MEM/2018 requires every company to prepare a master plan for Community Development and Empowerment during the production and post-mining periods. The company is committed to implementing PPM according to these guidelines, with the aim of establishing good relations with the communities surrounding the mining area. This study aims to analyze the dynamics of social support from beneficiaries for the PPM Program implemented by coal mining companies in the vicinity of the mining area. This study was conducted using in-depth interviews with beneficiary communities selected based on the research objectives in the area surrounding the mine and company management. The analysis was conducted to see how the community responded to the implementation and its impact on the company's operations. The results of the analysis show that the community will be committed to supporting the company as long as the company is committed to continuing to implement the PPM Program. This success is inseparable from the application of seven aspects that the company has developed for the beneficiary community. The assessment results showed that the community rated service at 38% (satisfactory), communication at 53% (satisfactory), discipline at 48% (satisfactory), speed of service at 43% (satisfactory), politeness and friendliness at 40% (very satisfactory), responsibility at 52% (satisfactory), and fairness 52% (Satisfactory). These results indicate strong social support from beneficiaries for the communication established by the company with the beneficiary communities around the mine in implementing the Community Development and Empowerment Program.

**Keywords:** Community Development and Empowerment, social support, social dynamics of society, program implementation.

## INTRODUCTION

Coal mining activities have both positive and negative impacts on communities living near mining areas. Positive impacts include the creation of jobs, improvement of the people's economy, improvement of community welfare, improvement of health and education services, and the revitalization of religious and social activities for the community. Meanwhile, negative impacts include environmental damage, reduction of plantation and agricultural land, air pollution, noise, and health impacts experienced by the community. Therefore, companies have an obligation to provide services as a form of compensation for the negative impacts caused. One of them is through the Community Development and Empowerment Program (PPM), which is mandatory from the Government of the Republic of Indonesia.

The government issued guidelines for companies in the form of laws and regulations on social and environmental responsibility in mineral and coal mining activities. Law No. 40 of 2007 and Government Regulation No. 47 of 2012 concerning the Social and Environmental Responsibility of Limited Liability Companies, Law No. 3 of 2020 concerning Mineral and Coal Mining, Minister of Energy and Mineral Resources Regulation No. 7 of 2020, Ministry of Energy and Mineral Resources Regulation No. 41 of 2016 concerning Community Development and Empowerment in mineral and coal mining business activities, as well as Ministry of Energy and Mineral Resources Decree 1824 K/30/MEM/2018 as guidelines for the implementation of the Community Development and Empowerment Program for mineral and coal mining companies.

The Community Development and Empowerment Program aims for companies to contribute to the communities surrounding mining areas (Humaedi et al., 2023; Pranoto et al., n.d.; Rahayu S, 2021; Suhariyanto, 2024). Through this program, the quality of life of the community is improved (Dewa MJ, 2023; Mustari et al., 2023; Novita Rahmawati & I.Ketut Bayangkara, 2024). This improvement covers economic, educational, health, social, and infrastructure aspects (Affrian, 2021; Suhariyanto, 2023). The government, through the Community Development and Empowerment program, has detailed eight areas that must be implemented to achieve sustainable independence for communities around mining areas. This is despite the fact that mining activities have been completed (Affrian, 2021; Disemadi & Prananingtyas, 2020; Sudirman & Disemadi, 2021).

Although its implementation has been regulated in detail through the guidelines of Minister of Energy and Mineral Resources Decree 1824/30/MEM/2018, the response of beneficiaries to the PPM Program implemented by coal mining companies often varies depending on the form of communication established by the company with the beneficiaries (Syafari, 2019). This social dynamic occurs due to the disharmonious relationship between company management as the liaison and the beneficiary community (Safri et al., n.d.). The disharmonious relationship between the company's management and the beneficiaries triggers conflict. An example is the land dispute between PT Newmont Nusa Tenggara and the Sumbawa ethnic community in the Batu Hijau and Elang Dodo gold mining exploration area. The conflict arose due to unfulfilled compensation and employment issues. Poor communication caused the conflict to escalate, resulting in significant material losses. (Salim H, 2012). Similarly, agrarian conflicts have occurred in East Kalimantan. These conflicts arose due to poor communication between the community and the company. The community defended their customary land rights, while the company wanted to exploit the resources on that land. The communication deadlock led to conflict (Prasetya NH, 2024). Similarly, weak communication in the implementation of development program policies can trigger conflict. For example, large-scale oil palm plantations in the Batanghari Regency of Jambi Province, which are controlled by private companies, have had a negative impact on nearly 3,000 members of the SAD Batin 9 community. They have been evicted, marginalized, and face uncertainty regarding their land rights. (Nilakrisna Dewi et al., 2016). Similarly, conflicts have occurred in Bentayan, Musi Banyuasin Regency, South Sumatra. Forest and wildlife conservation (KKH) as the ecology of flora and fauna has triggered community conflicts. This conservation has had a negative impact on the welfare of the community in the area. Since ancient times, communities have utilized natural resources for their livelihoods. The construction of the Bentayan Conservation Center was opposed by the community because the utilization of various natural resources has been restricted since the construction of the wildlife conservation center began. Weak communication has triggered conflicts because the community does not fully understand the conservation plan (Tahyudin et al., 2014). Therefore, the relationship between the company as the program provider and the program beneficiaries cannot be separated from their respective interests (Yildirim et al., 2024).

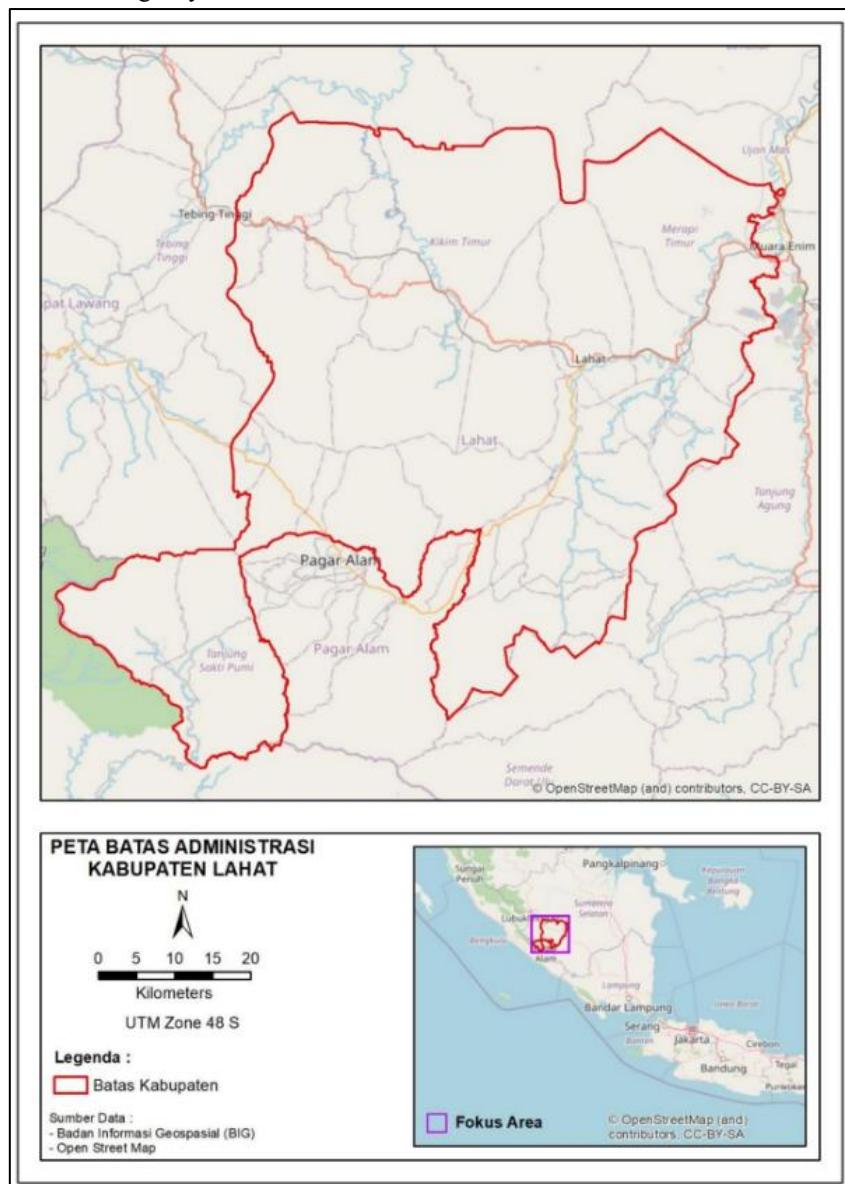
Against this backdrop of social dynamics, this study attempts to analyze the aspects that can foster community support and acceptance of the company. This will lead to the formation of a harmonious relationship between the company and the beneficiary communities in South Sumatra, Indonesia, particularly in Lahat Regency as the case study location.

The objectives of this study are to identify the aspects of social communication that the community expects from the company, analyze the responses of the beneficiary community, and analyze the corporate social responsibility (CSR) programs planned by the company for the mining community.

## RESEARCH METHOD

The research was conducted over a period of 12 months, from January 2024 to December 2024, in the South Sumatra region of Indonesia, specifically in Lahat as the case study location. Astronomically, Lahat Regency, South Sumatra, is located at 3025'-4 015' South Latitude and 102037'-103045' East Longitude. The area of Lahat Regency is 4,361.84 km<sup>2</sup>. Administratively, this regency is divided into 24 subdistricts and 377 villages. The administrative map of Lahat Regency is shown in Figure 1

**Figure 1.** Map of Lahat Regency



Source: Geospatial Information Agency

There are two types of subjects studied;

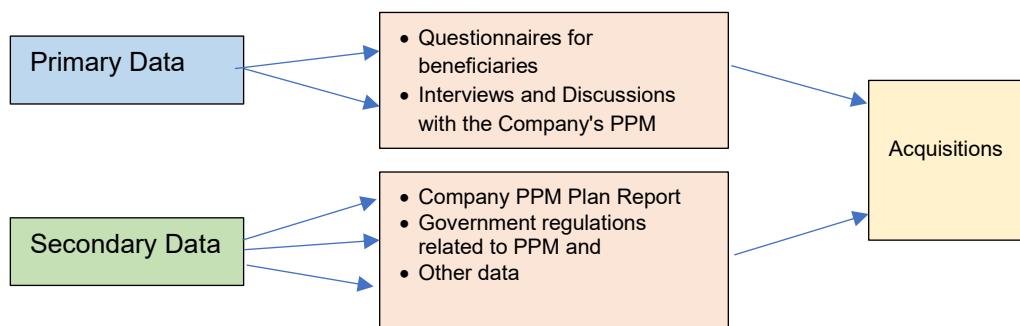
- Community members who are beneficiaries of the mining circle in the East Merapi District, Lahat Regency, South Sumatra, as beneficiaries of the Community Development and Empowerment program.
- PT. Golden Great Borneo, as a mining company that implements the Community Development and Empowerment program.

## Preliminary Study

The initial step was to conduct a literature review on the focus of the problem and the methods that could be used as tools for the research. The literature reviewed information or research results related to social communication and social dynamics within the community regarding the communication that occurred between the company, as the implementer of the Community Development and Empowerment Program, and the beneficiary communities around the mine.

## Data Collection

This study uses primary and secondary data. Primary data consists of the perceptions of beneficiary communities regarding the communication aspects established by the company's liaison management with the communities surrounding the mine. Interviews and discussions were conducted with the management of coal mining companies that implement Community Development and Empowerment Programs. In addition, secondary data consists of reports on the 2024 Community Development and Empowerment Program plans of coal mining companies. This primary and secondary data is then used in the analysis of this study. For more details, see Figure 2.



**Figure 2.** Research Data

Data on public perception regarding the form of communication expected by beneficiaries from the company was collected through a questionnaire. Seven aspects of communication were studied, namely:

### 1) Community service

The aspect of community service describes the extent to which Community Service programs provide tangible benefits that are accessible to all citizens. Good service is not only assessed based on the completeness of facilities or the number of activities, but also on the accuracy of the target, the speed of implementation, and the team's ability to understand the needs of the community (Safira & Revida, 2025; Wang et al., 2022). The community views service as a manifestation of an institution's commitment to helping solve local problems, whether in the fields of education, economy, or health (Ballesteros-Sola & Magomedova, 2023; Tuakra et al., 2025). Quality service is also characterized by clear information, orderly processes, and a professional attitude in every activity. When the community feels well served, they will show a higher level of participation and accept the program enthusiastically (Hill et al., 2025). Thus, this aspect of service becomes an important indicator in measuring the success of a program in building harmonious relationships between program implementers and the beneficiary community.

### 2) Communication with the public

The aspect of communication with the community assesses the PPM team's ability to convey information clearly, openly, and in a way that is easily understood by villagers. Effective communication ensures that the community is aware of the program's objectives, activity schedules, benefits to be received, and the roles expected of them. In addition to providing information, communication also includes the ability to actively listen to the aspirations, complaints, and suggestions of residents (Kalisvaart et al., 2025; Warren et al., 2022; Wong & Leung, 2025). Good communication will create trust and community involvement in every activity. Communication is not limited to formal meetings, but also includes informal interactions, group discussions, and the dissemination of information through community leaders (Anthonj et al., 2025; Balani et al., 2025). The community usually assesses communication based on the accuracy of information, clarity of delivery, and consistency of the message. The better the communication is established, the smoother the program implementation will be, because the community feels valued and involved in the decision-making process (Mathews et al., 2025; Primeau et al., 2024).

### 3) Discipline in carrying out PPM activities

The aspect of discipline focuses on the consistency and punctuality of the PPM team in carrying out the entire series of activities according to plan. The community assesses discipline based on the ability of program implementers to arrive on time, carry out the agenda according to schedule, and complete activities according to targets. The discipline of implementers also reflects their professionalism and commitment to the program that has been agreed upon with the community (Bhugra et al., 2023). When the PPM team demonstrates high discipline, the community will feel valued and confident that the program being implemented is serious. Conversely, tardiness or schedule changes without clear communication can reduce the level of trust among residents. Therefore, the aspect of discipline is very important to ensure that the program runs smoothly, is measurable, and provides optimal results in accordance with the initial plan.

### 4) Speed of response to community proposals

This aspect describes the extent to which the PPM team is responsive to the aspirations, input, and needs of the community. The speed of response shows that program implementers prioritize the needs of citizens and are open to any suggestions that can improve the quality of activities. A quick response does not always mean that suggestions are immediately fulfilled, but rather that there is clear follow-up, such as clarification, further discussion, or needs analysis (Klein et al., 2025; Reinsberger et al., 2026). The community assesses this aspect based on the time between the submission of a suggestion and the receipt of a concrete response. When the PPM team demonstrates high responsiveness, the community feels that it is being listened to and has an active role in determining the direction of the program. This can increase participation and create a positive atmosphere of cooperation. This aspect of responsiveness is also an indicator that the PPM program is adaptive and able to adjust to the dynamics of community needs.

### 5) Politeness and friendliness in serving the community

Politeness and friendliness are aspects that assess the interpersonal behavior of the PPM team in interacting with residents. The community pays great attention to the attitude of program implementers, because a polite, friendly, and respectful attitude towards local culture will create harmonious relationships (Zhang & Yusof, 2024). PPM teams that are able to maintain their speech, prioritize empathy, and show humility will be more easily accepted by the village community. This

aspect also reflects ethical values and professionalism in providing public services. Friendliness can increase residents' comfort when submitting complaints, asking questions, or participating in PPM activities. In addition, a good attitude also strengthens the positive image of the program implementing institution (Vukani et al., 2025). Therefore, politeness and friendliness are important aspects that determine the success of socialization, communication, and community participation in every PPM activity.

#### **6) Responsibility in providing services to the community**

The aspect of responsibility reflects the seriousness of the PPM team in carrying out their duties in accordance with their functions and roles. The community assesses responsibility based on the ability of program implementers to complete activities on time, deliver results in accordance with standards, and follow up on any issues that arise. Responsibility is also demonstrated through a commitment to maintaining transparency, ensuring that every step of the program is accountable, and providing clear explanations of the implementation process (Di Cimbrini & Paolone, 2025; Fabiana Peixoto de & Rosario, 2024; Kim & Lee, 2025). When implementers are able to demonstrate a responsible attitude, the community will feel secure and trust the program being implemented. In addition, this aspect forms the basis for long-term cooperation between institutions and the community. In the context of PPM, responsibility is not only related to the technical implementation of activities, but also includes morality and ethics in providing fair and beneficial public services.

#### **7) Fairness in implementing programs for communities in villages surrounding mining areas**

The aspect of fairness assesses how PPM programs are distributed and how their benefits are felt by all levels of society, especially villages located near mining areas. The community believes that fairness means that no group is given preferential treatment or neglected in receiving the benefits of the program (Abebe et al., 2024). The distribution of assistance, training, and facilities must be carried out evenly according to need, not based on proximity or specific interests. In addition, fairness includes a decision-making process that involves the community openly so that every citizen has an equal opportunity to express their opinion (Brás et al., 2024). When the community sees that the PPM program is implemented fairly, they will show greater support and feel a sense of ownership of the program. Conversely, injustice can cause social jealousy and hinder the success of the program. Therefore, the aspect of fairness is a key pillar in building trust and sustainability of cooperation between PPM implementers and the communities surrounding the mine.

The assessment of public perception of these seven aspects was grouped into four criteria, consisting of: very satisfactory (VS), satisfactory (S), fairly satisfactory (FS), and unsatisfactory (US). Respondents were residents living in the vicinity of the mine in the Merapi Timur subdistrict, Lahat, South Sumatra, Indonesia, with a sample size of one hundred and fifty (150) people.

Furthermore, to examine the alignment of the planned Community Development and Empowerment program with the beneficiary community, interviews were conducted with company representatives from PT. Golden Great Borneo.

#### **Data Processing and Analysis**

Primary and secondary data were processed using tabulation and presented in graphical form. Through these tables and graphs, we can see the perceptions of the beneficiary community regarding the communication established by the company's liaison management in implementing this program. The same applies to the programs run by the company for beneficiaries, as illustrated by the implementation of programs in eight areas of Community Development and Empowerment. For the results of interviews and discussions with the mining company's management, the data is presented in the form of tables or graphs and narratives related to the aspects of communication established with the community. The results of data processing are used as material for analysis. The analysis used in this study is descriptive qualitative analysis. Descriptive analysis provides a picture of consistency patterns that can be interpreted clearly and meaningfully (Sugiyono, 2016). In descriptive analysis, interpretations are compiled between one data and another in this study. Simple statistical techniques are used, such as tables, graphs, and other statistical information, such as maximum, minimum, average, and median values. The descriptive analysis chosen in this study is considered appropriate to describe the community's perception of the form of communication expected to create a harmonious relationship between the company and the beneficiaries. In addition, the Community Development and Empowerment program implemented by mining companies for beneficiary communities in the four villages surrounding the mine will be described.

## **RESULTS AND DISCUSSION**

#### **Company Support for Community Development and Empowerment Programs**

Community Development and Empowerment Programs implemented by mining companies have undergone a public consultation process. This means that program development begins with social mapping to explore the potential and issues within the community. As a result, the programs to be implemented are based on the needs of the communities surrounding the mine.

PT. Golden Great Borneo, as a coal mining company, has developed a master plan for this Community Development and Empowerment Program since 2018 as a form of social responsibility to the community. According to the guidelines of the Ministry of Energy and Mineral Resources, there are eight areas that must be implemented in this program. These include: Education, Health, Real Income or Employment, Economic Independence, Social Culture, Providing Opportunities for Local Communities to Participate in Sustainable Management of the Mining Environment, Establishing Community Institutions to Support PPM Independence, and Developing Infrastructure to Support PPM.

Based on the PPM scheme, PT. Golden Great Borneo has developed a PMM Program plan in accordance with community needs. The total cost planned for 2024 is IDR 1.5 billion. (Table 1).

**Table 1.** Cost and Activity Plan for the Community Development and Empowerment Program

NO	ANNUAL PPM MAIN PROGRAM	ANNUAL PPM ACTIVITY DETAILS	LOCATION ACTIVITIES	TIME OF ANNUAL PPM IMPLEMENTATION	2024 BUDGET PLAN
1	Education	1. Educational Achievements and Scholarships for Underprivileged Children	Ring 1 Village and Surrounding Areas	July - August	45,000,000
		2. Food Assistance for the Welfare of Honorary Teachers in East Merapi in 2024		Jan - Dec	80,000,000
		3. Computer Training and Courses for Youth and Teachers		September	35,000
		4. Assistance with Facilities and Infrastructure s for Public Schools, Private Schools, and Islamic Boarding Schools		Jan - Oct	30,000
		5. Library Book Assistance		May - July	25,000,000
Subtotal 1					215,000,000
2	Health	1. Assistance for Posyandu activities and additional nutritious food for stunted children, toddlers, and the elderly	Ring 1 Village and Surrounding Areas	Jan - Dec	70,000,000
		2 Basic food assistance for volunteer health workers at the UPT Puskesmas		Jan - Dec	25,000
		3. Assistance for the Improvement of Facilities and Infrastructure at the UPT Puskesmas		March - September	30,000
		4. Free Public Health Education		March - August	35,000,000
		5. Free Assistance and Treatment (Health Checkups, Cataract Surgery, Mass Circumcision, Cleft Lip Surgery, etc.)		April - October	50,000,000
Subtotal 2					210,000,000

3	Real Income Level from Employment	1. Entrepreneurship Training in Agriculture, Animal Husbandry, and Fisheries, and/or other infrastructure	Ring 1 Village and Surrounding Areas	January - July	25,000,000
		2. Basic Training for Working in Mining, Electronics, and Mechanics, and/or other infrastructure		March - October	35,000,000
		3. Training and assistance with facilities and infrastructure for oyster mushroom cultivation and related activities (financial management, marketing, product maintenance and marketing)		April - October	25,000,000
		4. Training and assistance in infrastructure for goat farming and related activities (financial administration management, animal health maintenance, feed production, and animal treatment)		May - Aug	30,000,000
		Subtotal 3			115,000,000
4	Economic Independence	1. Training and Establishment of New MSMEs	Ring 1 Village and Surrounding Areas	May - June	25,000
		2. Training and assistance with facilities and infrastructure for existing MSMEs		July - August	35,000,000
		3. PKK skills training specifically in culinary arts, sewing, and cosmetology		June - Sept	35,000,000
		4. Infrastructure assistance for agriculture and fisheries (agricultural management, plant seeds, fertilizers, fish seeds, feed, vitamins)		Aug - Oct	20,000,000

		5. Training in marketing products from small and medium enterprises (SMEs) through digital marketing and traditional and modern markets		Aug - Oct	30,000,000
		6. Basic food assistance for poor families		Sep - Oct	20,000,000
Subtotal 4					165,000,000
5	Religious, Social, and Cultural	Welfare assistance for Quran teachers, mosque caretakers, and cleaning staff	Ring 1 Village and Surrounding Areas	Jan - Oct	60,000
		Assistance for Qurban animals and other religious activities		July - October	50,000,000
		Social Assistance and Natural Disasters		Jan - Oct	
		National Press Day Assistance Lahat Press Forum Synergy (F-PLS)	Lahat Regency	March 28	
		Assistance for Students Participating in Community Service Program in Village Within PT GGB's IUP Area	Gunung Kembang/Prabumenang/Banjarsari/ Arahan Village	April 4	30,000,000
		Assistance for Office and Environmental Cleanliness at Merapi Merapi Timur Police Station	Merapi Timur Sub-Sector Police Station	Jan - Dec	
		Assistance with marawis equipment, Qasidah, rai-rai dance, drum band, as well as teachers/trainers	Ring 1 Village and Surrounding Areas	July - October	15,000,000
		Assistance for facilities and infrastructure for Quranic studies (Iqra and reading books, Quran tables for reading gardens, TPA, TPQ, mosques, and Islamic boarding schools)		September - October	25,000,000

	Training in weaving, talikur, songket, and basketry using recycled materials, etc.		May - Oct	15,000,000
	Assistance for major holiday celebrations, Ramadan activities, cheap markets, and Indonesian Independence Day celebrations		Jan - Oct	35,000,000
	Assistance for Isra Mi'raj 2024 in Gunung Kembang Village		February 10	
	Assistance for Village Activities During Ramadan 2024		June 3	
	Assistance to Commemorate the 77th Anniversary of South Sumatra Province in 2024	South Sumatra Provincial Environment Agency	June 9	
	Assistance for the 78th Anniversary of the Republic of Indonesia at the Merapi Timur Subdistrict Office	Merapi Timur Subdistrict Office	September 1	
	Assistance for sports activities and celebrations for Lahat Anniversary	Ring 1 Village and Surrounding Areas	May	20,000,000
	Funding Request for the 78th Indonesian Independence Day Celebration in Ring 1 PT GGB		September 1–2	
	Funding Request for the 78th Indonesian Independence Day Celebration in Gedung Agung Village and Tj Lontar		September 1	
	Food Assistance for Flood-Affected Residents		March 9 to 15	
	Assistance in the Form of Sarongs for Ramadan Activities in Lahat Manpower Office	South Sumatra Provincial Labor Department	June 1	

		Assistance for the Musabaqoh Tilawatil Qur'an (MTQ) Competition at the Lahat Regency Level	Lahat Regency	July 10	
Subtotal 5					250,000,000
6	Providing Opportunities for the Community to Participate in the Management of Waste Management Facilities ( ) for a Sustainable Living Environment for Communities Around the Mine	1. Training and assistance with facilities and infrastructure for waste banks and temporary waste storage sites	Village Ring 1 and Surrounding Areas	September - October	20,000
		2. Assistance with Fruit Tree Seedlings for Environmental Conservation		July - Oct	15,000,000
		3. Assistance for dust control and watering of public/national roads		Jan - Oct	30,000,000
		4. Implementation of Community Cleanup Efforts		Jan - Oct	15,000,000
Subtotal 6					80,000,000
7	Community Institutional Development to Support PPM	Assistance with facilities and infrastructure for entrepreneurial activities for youth organizations and scout groups, etc.	Ring 1 Village and Surrounding Areas	Jan - Oct	30,000,000
		Assistance for Percasi Sumsel Chess Athletes	Palembang-South Sumatra	March 20	
		Assistance for the procurement of Scout tents for MAN 2 Merapi Timur School	MAN 2 Arahan	December 4	
		Assistance with facilities and infrastructure to support PPKM and MSMEs and/or other infrastructure	Ring 1 Village and Surrounding Areas	February - October	40,000,000
		Assistance for Digital Asap infrastructure for KARHUTLA and CSR-PKBL Forum activities in Lahat Regency, and/or other infrastructure		May - Oct	30,000,000
		Assistance for Equipment/Supplies for the 2023 Regent Cup Soccer Tournament	Lahat Regency & Merapi Area	August 4	

Subtotal 7				100,000,00 0
8	Community Empowerment in Infrastructure	Assistance in the construction of outdoor fields for futsal, badminton, volleyball, and/or other sports facilities	Ring 1 Village and Surrounding Areas	Jan - Oct 50,000,000
		Construction and/or renovation of market centers (kalangan) and/or UMKM Sales Houses, etc.		July - October 65,000,000
		Assistance for the construction of sports field infrastructure, ceremonial grounds, school fences, school buildings, and/or other facilities.		Jan - Oct 50,000,000
		Assistance for facilities and infrastructure for Islamic boarding schools and/or other facilities		Jan - Oct 30,000,000
		Assistance for the construction and renovation of sports facilities, places of worship, and other infrastructure facilities		May - Oct 30,000,000
		Assistance for the construction/renovation of village roads, village offices, and other facilities		May - Sept 57,000,000
		Construction of a library and/or other facilities.		Feb - Oct 50,000,000
		Construction of bore wells for villages, schools, and/or other infrastructure.		Feb - Oct 50,000,000
		Assistance for Operational Facilities and Infrastructure for the East Merapi Subdistrict Office	Merapi Timur Subdistrict	April 13
		Assistance for the Construction of a Ceremony Ground & Volleyball Court at SD Negeri 13 Arahan	SD 13 Arahan Village	May 26 to June 21

	Construction of Langkoh Siring in Arahan Village	Merapi Timur Subdistrict	May 26	
	Assistance for Facilities and Infrastructure for the New Gunung Kembang Village Office Equipment	Gunung Kembang Village	July 14	
Subtotal 8				382,000,000
TOTAL (1+2+3+4+5+6+7+8)				1,517,000,000

Source: Public Relations and CSR Department, PT. Golden Great Borneo, 2024

From the implementation plan table, each activity can be described as follows.

#### 1. Education Sector

The implementation of the program in the field of education with a budget allocation of Rp 215,000,000 is designed as a form of tangible support for beneficiary groups who have limited access to quality education services. This intervention places the community, especially students from low-income families and schools with minimal facilities, at the center of development efforts. Educational assistance is directed at addressing basic needs such as the provision of learning facilities, strengthening literacy, and supporting improvements in the quality of learning that are relevant to local needs. In addition, this program encourages the creation of a more inclusive and friendly learning environment that can increase students' motivation to pursue education. Thus, support through the provision of appropriate facilities and assistance aims to narrow the education gap, strengthen the capacity of rural schools, and ensure that all levels of society have fair opportunities to develop through formal and non-formal education.

#### 2. Health Sector

The Health Program, with a budget of Rp210,000,000, was developed as a form of direct attention and support to the community in meeting their needs for adequate basic health services. This intervention prioritizes vulnerable groups, such as children, housewives, and the elderly, as the main beneficiaries who need to have access to affordable health care. Activities implemented include routine health check-ups, provision of supplementary nutrition, education on healthy lifestyles, and provision of health support facilities at the community level. The entire program is designed to minimize barriers to healthcare access for the community while strengthening collective awareness of the importance of disease prevention. Through a direct and participatory approach, the program ensures that healthcare services are not only available but also accessible and tangibly beneficial to the community in the target area.

#### 3. Economics

The Economic Sector received a budget allocation of IDR 115,000,000, with the main focus on strengthening support for low-income communities in need of economic capacity building. This program aims to open up new business opportunities, improve entrepreneurial skills, and support vulnerable groups to become economically independent. Beneficiaries receive training facilities, business mentoring, and assistance with production facilities relevant to local potential. This approach ensures that the community is not only given access to capital and training, but is also encouraged to develop sustainable businesses that can increase family income. Thus, this economic program is designed to create a long-term impact by improving the community's ability to identify business opportunities, expand markets, and maximize local economic potential to improve shared prosperity.

#### 4. Social and Cultural Affairs

The Social and Cultural Program, with a budget of Rp165,000,000, was implemented as a form of support for the community in strengthening social identity, cultural values, and community harmony. The activities carried out are oriented towards the needs of the community to preserve local traditions while increasing social solidarity. Support is provided to community groups, traditional institutions, and cultural communities so that they remain able to preserve socio-cultural values amid rapid social change. This program not only facilitates cultural activities but also provides space for social expression and interaction so that the community can maintain internal cohesion. This commitment is realized through the provision of support and facilities that strengthen the social functions of the community, encourage collective participation, and preserve local cultural heritage as an important part of community identity.

#### 5. Environment

The Environment Sector received a budget of Rp 250,000,000, which was allocated to meet the community's needs for a healthy, clean, and sustainable environment. This program demonstrates its commitment to communities facing environmental issues such as waste management, land degradation, and limited green space. Interventions were carried out through reforestation activities, strengthening environmental awareness, simple waste management, and revitalization of public spaces. The community, especially households and local communities, are directly involved in every stage of the program to create a sense of ownership and sustainability. By providing facilities and education, this program ensures that the people of have sufficient capacity to maintain environmental quality, reduce the risk of ecological disasters, and create healthier settlements for all residents.

## 6. Institutional Affairs

The Institutional Program, with a budget of Rp 260,000,000, focuses on strengthening community capacity through village institutions and community groups as the main beneficiaries. This support is realized through management training, organizational assistance, and governance strengthening so that local institutions can be more effective in providing services to the community. This intervention is crucial to ensure that community groups have the ability to manage resources, plan activities, and make decisions in a participatory manner. By strengthening local institutions, this program promotes increased community independence, strengthens social structures, and ensures the sustainability of every empowerment program implemented. The community receives direct benefits in the form of improved organizational capacity, access to information, and strengthened networks between local institutions.

## 7. Facilities and Infrastructure

The Infrastructure and Facilities sector, with a budget of IDR 100,000,000, is aimed at meeting the community's needs for adequate public facilities that support daily activities. This program focuses on supporting communities that experience access barriers due to limited basic facilities, such as public facilities, public areas, and facilities that support community activities. Interventions include facility improvements, provision of public equipment, and enhancement of communal space comfort for the community. The presence of this program not only improves the quality of life but also provides broader opportunities for the community to carry out social, economic, and basic services more effectively. Thus, the commitment is evident in the efforts to create a more functional, safe, and supportive environment for the community's social welfare.

## 8. Infrastructure Sector

The Infrastructure Program has been allocated the largest budget, amounting to Rp 382,000,000, as a form of support for the community in meeting basic needs related to accessibility, mobility, and public facilities. Infrastructure development such as neighborhood roads, drainage, and public facilities is aimed at addressing the challenges faced by the community in accessing services and conducting economic activities. This intervention directly improves quality of life by improving transportation access, reducing mobility barriers, and enhancing environmental safety. By prioritizing the needs of rural communities for adequate infrastructure, this program has a long-term impact in the form of increased productivity, greater efficiency in daily activities, and greater economic opportunities for all levels of society.

The above description illustrates that each field has accommodated the needs of the beneficiary communities around the mine in all areas of the Community Development and Empowerment Program. Based on the cost, each field varies depending on the proposals and priority scale of the beneficiary programs around the mine (Table 2).

**Table 2.** Community Development and Empowerment Program Cost Plan

NO	ANNUAL PPM MAIN PROGRAM	COST PLAN
1	Education	Rp215,000,000
2	Health	Rp210,000,000
3	Income Level	Rp115,000,000
4	Economic Independence	Rp165,000,000
5	Religion, Social and Culture	Rp250,000,000
6	Community Outreach	Rp80,000,000
7	Institutional Development	Rp100,000,000
8	Community Empowerment in Infrastructure	Rp382,000,000
	Total	Rp1,517,000,000

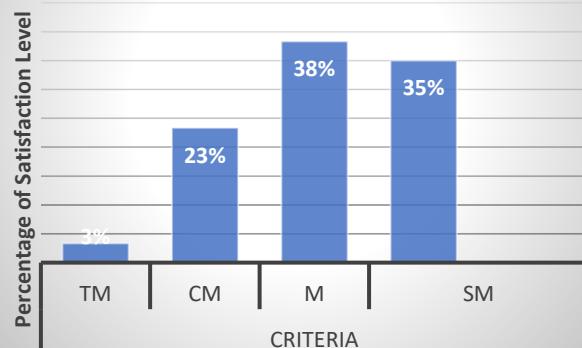
Source: Research Data Processing Results, 2024

Although the Development and Empowerment program has been prepared and is ready to be implemented, in practice, based on interviews with the management team implementing the Community Development and Empowerment program, there are still a number of programs that need to be changed. This is due to new proposals from the community that have been submitted to the company, forcing the company's management to accommodate these new proposals. According to the company's public relations officer, this situation is common. This is because the program proposals submitted during the program development phase, which originated from the village head in the past, are no longer considered a priority for the current village head at the time the program is to be implemented. This situation is common for the company to shift the budget from one similar activity for the village to a new activity proposed by the village to the company. As a result, some activities must be postponed or even replaced with new programs from proposals that the company has just received in the current year.

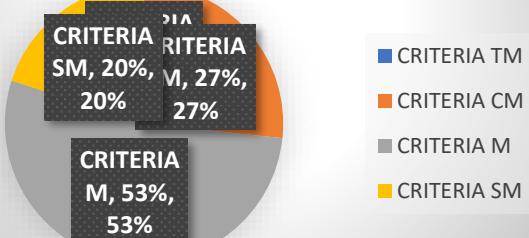
## Public Perception

The results of the questionnaire regarding the perceptions of the communities benefiting from the mining area in four villages, namely Arahan, Banjarsari, Prabumenang, and Gunung Kembang in East Merapi Subdistrict, Lahat Regency, South Sumatra, Indonesia, are described in a graph that includes variables such as satisfaction level percentages and satisfaction criteria (Figure 3).

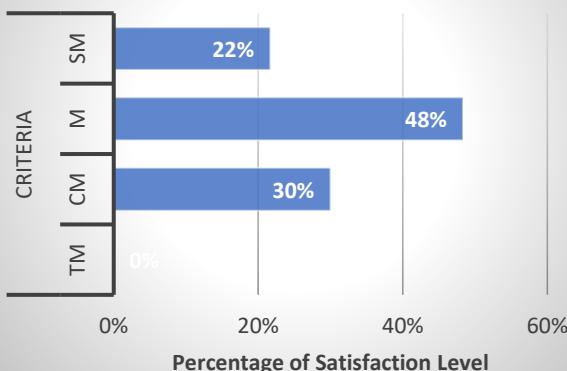
## PUBLIC PERCEPTION OF SERVICE ASPECTS



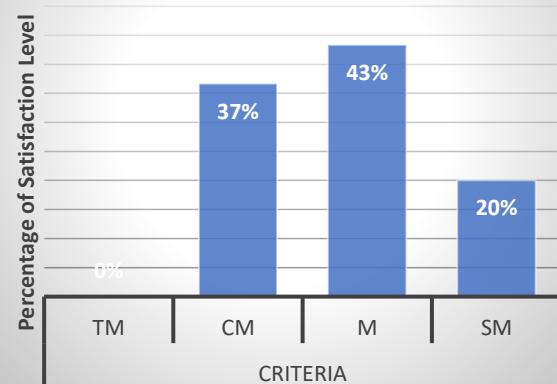
## PUBLIC PERCEPTION OF COMMUNICATION ASPECTS



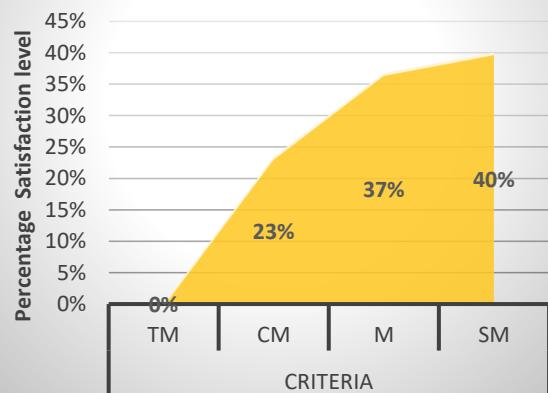
## PUBLIC PERCEPTION OF DISCIPLINE



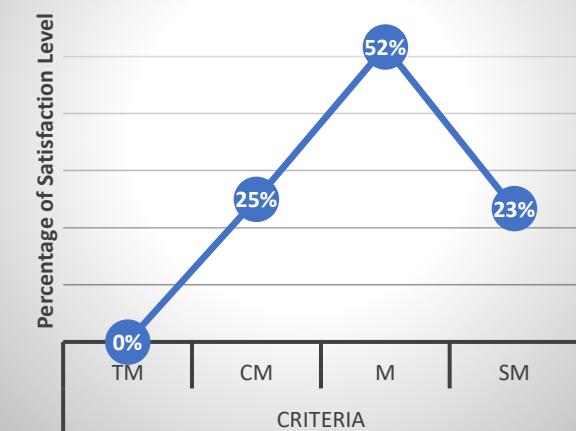
## PUBLIC PERCEPTION OF SERVICE SPEED

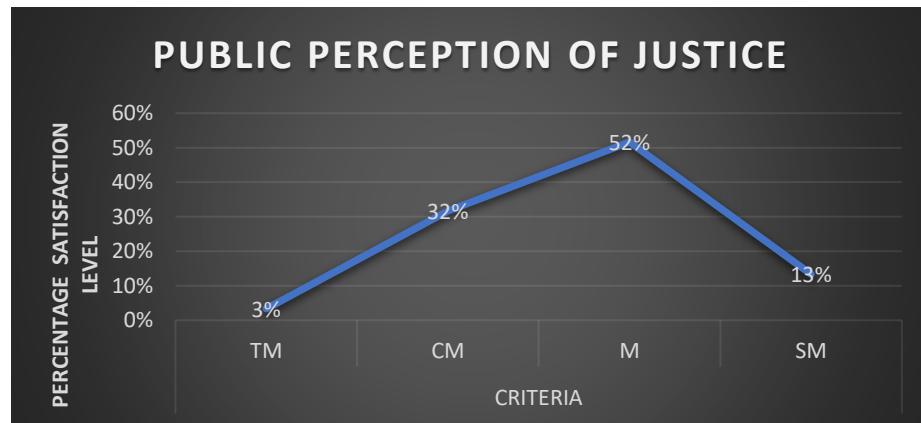


## PUBLIC PERCEPTION OF POLITENESS AND HOSPITALITY



## PUBLIC PERCEPTION OF RESPONSIBILITY





**Figure 3.** Community Perceptions of Corporate Communication Aspects

Source: Research Data Processing Results, 2024

The questionnaire results show that public perception of the communication established by the company team in implementing the Community Development and Empowerment program shows varying satisfaction rates. This is evident in the service aspect, where the highest satisfaction rate among beneficiaries is 38 percent, which is considered satisfactory. In terms of the ease of communication aspect, the team achieved a satisfaction rate of 53 percent, which is also considered satisfactory. Similarly, the aspect of discipline in implementing the program reached 48 percent with a satisfactory rating. Furthermore, the aspect of speed of service in responding to community proposals reached 43 percent with a satisfactory rating. The aspect of politeness and friendliness in serving and interacting with the community received a rating of 40 percent, with the majority of respondents claiming to be very satisfied. The aspects of responsibility for the programs implemented and fairness in implementing programs in each village achieved the highest satisfaction percentage in the satisfactory category, with a percentage of 52 percent.

## CONCLUSION

The results of the study indicate that there will be no conflict if harmonious communication is established between the community and the company. The percentage of satisfaction levels of beneficiaries from the seven aspects of communication that must be established between the company and the community proves that social relationships can be easily built if the community has accepted and integrated with the company emotionally. With this satisfaction, the Community Development and Empowerment Program can be easily realized for the beneficiary communities around the mine.

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