

‘Berbagi Rasa dan Cerita’ Program: CSR Innovation of Fuel Terminal Bandung for Empowering Persons with Disabilities and Sustainable Development

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ABSTRACT: Corporate Social Responsibility (CSR) in Indonesia has evolved from a philanthropic obligation into a strategic mechanism for achieving sustainable and inclusive development. This study investigates the implementation of Pertamina Patra Niaga Fuel Terminal Bandung’s CSR initiative, “Berbagi Rasa dan Ceita,” realized through the Café Inklusi Kopi Berbagi program. Using a qualitative case study approach, the research explores how social, economic, and environmental dimensions intersect to empower persons with disabilities, particularly the deaf community. Data were collected through in-depth interviews, participatory observation, and document analysis, followed by content analysis with source triangulation to ensure validity. The results demonstrate that the café fosters social inclusion by reducing stigma and enhancing the self-confidence of persons with disabilities; economically, it generates sustainable income, strengthens the coffee supply chain, and creates multiplier effects for local SMEs; environmentally, it integrates eco-friendly practices and supports Javan slow loris conservation. The findings affirm that CSR-based social innovation can serve as an effective framework for inclusive and sustainable community development, contributing directly to the realization of the Sustainable Development Goals (SDGs) in Indonesia.

Keywords - Corporate Social Responsibility, Sustainable Development, Disability Empowerment, Social Inclusion, Social Innovation

1. INTRODUCTION

Corporate Social Responsibility (CSR) in Indonesia has increasingly been recognized as a strategic instrument for achieving sustainable development. Wibisono (2012) asserts that CSR is not merely a matter of legal compliance but a strategy for creating shared value between corporations and society. Over time, CSR has evolved beyond short-term philanthropic activities toward a model of social innovation capable of generating systemic and sustainable impacts (Mulgan, 2010; Nugroho, 2015). Sari et al. (2023) emphasize that CSR integrated with community development and environmental sustainability is more effective in producing broad social change, suggesting that it should be viewed as a socio-ecological investment rather than merely an economic contribution by corporations.

In the context of empowerment, Suharto (2010) highlights the importance of access to resources, participation, and capacity enhancement as prerequisites for independence. However, empowering persons with disabilities carries its own complexity. The Central Statistics Agency (Badan Pusat Statistik, 2021) reported that the number of persons with disabilities in Indonesia exceeds 22 million, or approximately 8.5% of the total population. This

figure indicates the magnitude of a population group that requires special attention, particularly regarding access to decent employment and social participation. Unfortunately, Cahyono (2017) revealed that discrimination against persons with disabilities in the workplace remains prevalent, characterized by limited access, negative stigma, and the lack of inclusive facilities in professional environments.

Various studies have affirmed that empowering persons with disabilities cannot rely solely on financial assistance or charitable programs; instead, it must create productive and creative spaces aligned with their capabilities. Ariyanto et al. (2021), through the Batik Ramli Program, demonstrated how social innovation can enhance the capabilities of persons with disabilities to enter inclusive workplaces. Similarly, Prasetyo (2022), in his study of the Pepeling Cisangku CSR Program in Malasari Village, showed that CSR approaches based on social innovation can strengthen sustainable social development at the community level. Suwandi et al. (2022) also found that involving persons with disabilities through the CSR program of PT PJB UP Muara Tawar successfully expanded employment opportunities and improved social acceptance. Collectively, these studies provide strong evidence that CSR designed through a community empowerment perspective can serve as an effective instrument to drive social, economic, and environmental transformation.

This context becomes even more significant in Bandung, one of Indonesia's major cities known for its social, economic, and cultural dynamism. Despite its reputation for creativity and social innovation, Bandung continues to face challenges in creating inclusive employment opportunities for persons with disabilities, particularly for those with hearing impairments. Many among this group previously lacked stable employment, depended on their families, and faced stigmatization as being unproductive. In line with the principle of "nothing about us without us", persons with disabilities should be actively involved in development processes that directly affect their lives (WHO, 2011).

Based on this background, Pertamina Patra Niaga Fuel Terminal (FT) Bandung, through its CSR program "Berbagi Rasa dan Cerita", introduced the Café Inklusi Kopi Berbagi initiative as one of its key focuses. The café serves not only as a commercial enterprise but also as a social laboratory that integrates economic empowerment, social inclusion, and environmental sustainability. The establishment of this inclusive café aligns with previous studies highlighting the importance of empowerment-based CSR approaches, while also presenting novelty in practice through the integration of disability-friendly technologies such as Barista Smart Glasses and Coffee Smart Roaster.

Accordingly, this study aims to comprehensively examine the implementation of the Café Inklusi Kopi Berbagi CSR program by analyzing its interconnection with the three pillars of sustainable development. The study not only investigates the program's social impacts—such as disability empowerment, inclusion enhancement, and stigma reduction—but also evaluates the economic dimension through improved work capacity, entrepreneurial opportunities, and financial independence for persons with disabilities. Moreover, environmental aspects are equally emphasized, given the café's integration of eco-friendly practices and its role in promoting ecosystem conservation. Therefore, this study seeks to provide a comprehensive understanding of how CSR grounded in social innovation contributes to achieving sustainable development.

2. RESEARCH METHODOLOGY

This study employs a case study design with a qualitative descriptive approach. Crysmayanti et al. (2021) explain that descriptive research is a method used to analyze phenomena occurring during the research process, with the aim of providing a comprehensive overview of the situation being studied. In other words, qualitative descriptive research seeks to understand social phenomena in depth by emphasizing meaning, context, and the dynamics surrounding them. Moleong (2011) and Kriyantono (2012) also assert that this approach is appropriate for presenting social facts in a detailed, credible, and accountable manner.

In this context, the research is directed at examining the implementation of the *Café Inklusi Kopi Berbagai* CSR program in Bandung City as a form of social innovation for the empowerment of persons with disabilities. The case study approach was chosen because it allows for a comprehensive understanding of specific, unique, and contextual practices (Yin, 2018). This approach enables the researcher to capture detailed interactions among actors, the empowerment processes, and the outcomes achieved in social, economic, and environmental dimensions.

Data collection relied on both primary and secondary sources. Primary data were obtained through in-depth interviews with café managers, beneficiaries with hearing disabilities, and representatives from Pertamina Patra Niaga FT Bandung as the CSR program implementer. Additionally, participatory observation was conducted to understand the daily activities within the café, including barista training, interactions between persons with disabilities and customers, and the application of disability-friendly technologies such as the *Barista Smart Glasses* and *Coffee Smart Roaster*. This observation was essential to capture real dynamics that might not be fully revealed through interviews alone. Besides primary data, secondary data were also utilized, derived from official reports of Pertamina FT Bandung (2024), documentation of program activities, government regulations related to CSR and disability inclusion, and relevant academic literature. The document study method, as outlined by Sugiyono (2019), was employed to strengthen field findings with valid written information.

In the analytical stage, the study applies *content analysis* techniques to explore the meanings, patterns, and interconnections within the collected data. The data were organized into major themes corresponding to the research objectives, namely social, economic, and environmental impacts. To enhance validity, *source triangulation* was applied, as recommended by Bungin (2011), by comparing data from various actors (persons with disabilities, café managers, company representatives, and the surrounding community) and combining both primary and secondary sources. This approach ensures higher data accuracy and strengthens the reliability of the findings.

By employing this methodological framework, the research specifically aims to analyze the *Café Inklusi Kopi Berbagai* CSR program within the context of the three pillars of sustainable development. The analysis does not only focus on social aspects through disability empowerment and inclusion enhancement but also encompasses economic aspects, such as improved work capacity, entrepreneurship opportunities, and financial independence, as well as environmental aspects, including the implementation of eco-friendly practices and contributions to ecosystem conservation. Therefore, this study aspires to provide a comprehensive understanding of how CSR-based social innovation contributes holistically to sustainable development.

3. RESULTS AND DISCUSSION

a. *Café Inklusi* CSR Program “Berbagai Rasa dan Cerita” of Pertamina Patra Niaga Fuel Terminal Bandung

Café Inklusi Kopi Berbagai represents one of the key initiatives within the “*Berbagai Rasa dan Cerita*” CSR program launched by Pertamina Patra Niaga Fuel Terminal (FT) Bandung. The program was designed as an expression of the company’s commitment to supporting vulnerable groups, particularly individuals with hearing disabilities, by emphasizing the principles of social inclusion, economic empowerment, and environmental sustainability. Beyond serving as a commercial enterprise, the café functions as a social laboratory—providing a learning space, a workplace, and a platform for interaction between persons with disabilities and the wider community. Prior to this initiative, most deaf individuals in Bandung faced severe limitations in accessing employment opportunities. Many worked in informal or irregular jobs with minimal income—approximately IDR 200,000 per month—and were financially dependent on their families. This condition reinforced societal stigma that persons with disabilities are unproductive. The establishment of *Café Inklusi* directly addresses this issue by creating real employment opportunities while simultaneously reducing stigma through direct social interaction between persons with disabilities and the public.

Within the café, persons with disabilities are not merely workers but the primary agents of empowerment. They receive barista training, learn how to operate coffee-making machines, and gain proficiency in disability-friendly technologies such as the *Barista Smart Glasses* and *Coffee Smart Roaster*. These technologies are specifically designed to facilitate the professional performance of deaf baristas, while also offering visitors a unique experience of how inclusion is realized in everyday practice.

Figure 1: Barista Smart Glasses dan Coffee Smart Roaster



b. Operational and Economic Aspects

From an operational standpoint, *Café Inklusi Kopi Berbagi* integrates local economic participation as an essential component of its sustainability model. The coffee beans used are sourced from farmers in the mountainous regions of West Java, including Garut—areas that are also part of a Javan slow loris conservation program. Consequently, the café not only benefits the disabled beneficiaries directly but also strengthens the economic resilience of local coffee farmers while supporting environmental preservation. Moreover, the café serves as an inclusive public space where community members can learn, exchange ideas, and develop new perspectives on the capabilities of persons with disabilities. Daily interactions within the café demonstrate that persons with disabilities can work professionally, serve customers effectively, and create experiences comparable to conventional cafés. In fact, their presence enriches the café’s social and cultural value—embodying the essence of sharing taste, stories, and inclusion.

Overall, *Café Inklusi Kopi Berbagi* is not merely a coffee shop; it stands as a symbol of social transformation designed through CSR. Its existence demonstrates how corporations can meaningfully contribute to the achievement of the Sustainable Development Goals (SDGs), particularly in promoting decent work, reducing inequality, and preserving the environment. In essence, *Café Inklusi* provides tangible evidence that innovative CSR can generate multilayered benefits—economic, social, and ecological—for both beneficiaries with disabilities and the wider community.

C. Sustainable Development within the “Berbagi Rasa dan Cerita” CSR Program

1. Social Dimension: Inclusion, Identity, and Social Capital

From a social perspective, *Café Inklusi Kopi Berbagi* serves as a platform for dismantling long-standing stigma associated with disability. Many members of the public who previously viewed persons with disabilities as passive and unproductive now witness firsthand their professional capabilities. This shift in perception not only benefits individuals with disabilities but also fosters broader social acceptance.

The barista training provided goes beyond technical skill transfer—it facilitates an identity transformation. Deaf employees shift from being perceived as “aid recipients” to being recognized as “valued workers.” This transformation aligns with Suharto’s (2010) concept of empowerment, emphasizing access, participation, and control over one’s social life. By securing stable employment, persons with disabilities gain autonomy, self-confidence, and reduced dependency on family support. Furthermore, the café fosters a learning community and strengthens social capital (Putnam, 2000). Disabled employees share experiences, build solidarity, and expand their networks with customers and local communities. This social capital provides emotional, moral, and informational support that collectively enhances their quality of life.

The program also indirectly benefits families of persons with disabilities. With increased financial independence, household economic burdens are reduced, while family pride and acceptance rise as their disabled members are seen as equals in society. Thus, the social impact of *Café Inklusi* extends beyond individuals to their families and the broader community.

2. Economic Dimension: Independence, Shared Value, and Multiplier Effects

Economically, the most evident transformation lies in the significant increase in income among participants—from approximately IDR 200,000 per month to an average of IDR 2,000,000. This improvement reflects not just numerical growth but also a profound enhancement in quality of life. Beneficiaries can now contribute to household expenses, access healthcare, and save for their future. Furthermore, the café creates *shared value*, as conceptualized by Porter and Kramer (2011). Pertamina Patra Niaga FT Bandung does not merely fulfill social obligations but builds a mutually beneficial business ecosystem. Coffee farmers from Garut and surrounding areas are integrated into the supply chain, strengthening rural economies.

The *multiplier effect* is also evident through the involvement of local micro, small, and medium enterprises (MSMEs), including snack suppliers, logistics providers, and small businesses operating near the café. Additionally, the café attracts both domestic and international visitors interested in *social tourism*—an approach where consumers not only enjoy products but also engage with inclusive and educational experiences. From a macroeconomic standpoint, this initiative aligns with SDG 8 (Decent Work and Economic Growth). *Café Inklusi* demonstrates that persons with disabilities are not economic burdens but productive human resources who can drive local economic growth when provided with equal access and opportunities.

3. Environmental Dimension: Ecological Sustainability, Education, and Green Branding

On the environmental front, *Café Inklusi* demonstrates that sustainability is inseparable from social and economic agendas. The café applies eco-friendly practices through energy-efficient equipment, controlled waste management, and the use of sustainably sourced coffee beans. Its integration with the Javan slow loris conservation program in Cipaganti, Garut, represents a tangible *eco-linkage* between economic activity and environmental preservation. Each visitor not only enjoys coffee but also learns about wildlife and forest ecosystem conservation. From an environmental communication perspective, the café functions as a public campaign medium. Conservation messages are conveyed in an informal, engaging setting, making them more accessible to visitors. Thus, the café operates not only as an economic entity but also as an agent of behavioral change in environmental awareness.

For Pertamina Patra Niaga, this program also strengthens the company’s *green branding*. CSR initiatives that integrate environmental with socio-economic dimensions enhance public legitimacy and corporate reputation among stakeholders. This aligns with global trends in which companies are expected not only to pursue profit but also to uphold environmental accountability as part of their social responsibility.

4. *Integrative Analysis: An Inclusive and Sustainable CSR Model*

The integration of the three dimensions of sustainable development within *Café Inklusi Kopi Berbagi* illustrates that CSR can transcend traditional philanthropic functions. It evolves into a model of social innovation that unites social, economic, and environmental missions within a mutually reinforcing ecosystem. Socially, the café builds inclusion, solidarity, and recognition of the capabilities of persons with disabilities. Economically, it provides employment opportunities, enhances income, and strengthens the local business ecosystem. Environmentally, it promotes conservation and eco-friendly practices that directly and indirectly contribute to ecosystem sustainability.

Therefore, *Café Inklusi Kopi Berbagi* stands as a best practice in CSR based on sustainable development principles. The program is not only relevant to the local context of Bandung but also holds potential for national and international replication. It demonstrates that when CSR is designed through participatory, innovative, and empowerment-based approaches, sustainable development ceases to be a mere concept—it becomes a tangible and achievable reality.

4. CONCLUSION

The “Berbagi Rasa dan Cerita” CSR program implemented through Café Inklusi Kopi Berbagi by Pertamina Patra Niaga Fuel Terminal Bandung demonstrates that corporate social responsibility can serve as a strategic instrument for achieving sustainable development. The program is not merely an act of philanthropy but has evolved into a form of social innovation capable of addressing issues of inequality, limited access, and the marginalization of persons with disabilities in the workforce.

From the social perspective, the café provides a tangible space for participation among individuals with hearing disabilities by offering employment opportunities, professional training, and equal interaction with the broader community. Its presence helps to reduce negative stigma, strengthen community solidarity, and foster the self-confidence of persons with disabilities as equal members of society. From the economic perspective, the program creates decent employment opportunities, increases participants’ income significantly, and generates a multiplier effect along the coffee supply chain and among local MSMEs. This demonstrates that persons with disabilities can productively contribute to economic development when provided with access and opportunity. From the environmental perspective, the program integrates eco-friendly practices and supports the conservation of the Javan slow loris, making the café not only a business enterprise but also a public education platform on the importance of ecological sustainability.

In an integrative sense, Café Inklusi Kopi Berbagi can be viewed as a CSR-based model of sustainable development that harmonizes the three pillars—social, economic, and environmental—within a mutually reinforcing ecosystem. This success underscores that persons with disabilities are not passive beneficiaries but active development actors capable of contributing meaningfully when given access, support, and opportunity.

Furthermore, the program provides an essential lesson that strategic partnerships between corporations, communities, and vulnerable groups can generate sustainable and wide-reaching social transformation. Thus, Café Inklusi stands not only as a local best practice but also as an inspiring model worthy of replication at national and international levels as part of the broader effort to achieve the Sustainable Development Goals (SDGs).

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