

Empowerment of MSME groups through the CSR program "Duri Mas (Durian Mesu Andalan Sejahtera)" PT. Pertamina Patra Niaga animation fuel terminal depati amir in Air Mesu Village, Central Bangka Regency

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ABSTRACT

The Duri Mas (Durian Mesu Andalan Sejahtera) program is a Corporate Social Responsibility (CSR) program implemented by PT Pertamina Patra Niaga Animation Fuel Terminal Depati Amir in collaboration with the Air Mesu Village Government to develop the potential of local plants into various food products that have additional selling value. This program focuses on empowering MSME groups in the community by providing facilities, cooking equipment, and knowledge and skills in the process of product processing to marketing. The method used in this study is qualitative, with data collection techniques through unstructured interviews, observation, and documentation. The results of the study showed that this program has been running for three years, which has increased the amount of production by three times, energy efficiency by 40% in the production process, reduced the behavior of the younger generation in carrying out illegal tin mining, and increased awareness of protecting the natural environment through the cultivation of quality durian plants.

Keywords: Local Potential Development, CSR, Community Empowerment, MSMEs.

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1. INTRODUCTION

Air Mesu Village is located in the Central Bangka Regency of the Bangka Belitung Province. It is strategically located between Pangkal Pinang City and other areas in Central Bangka. This strategic location provides easy access to the surrounding economic centers, as evidenced by the numerous large shops located near the village center. Furthermore, the village is dominated by agriculture, plantations, and small- and medium-sized businesses. In the plantation sector, Air Mesu Village has significant potential for developing a local commodity, namely, durian. Durian from Air Mesu Village has long been recognized by the wider community for its distinctive flavor and superior quality, making it a distinct attraction for residents. Many people come specifically to buy and sample quality durians.

The vast durian potential in Air Mesu Village presents challenges that require the involvement of external parties capable of analyzing and finding appropriate developmental solutions. This seasonal harvest has led to changes in durian farmers' behavior, leading them to shift to other occupations, such as tin mining, to meet their daily needs. However, tin mining activity around the village is illegal and encroaches on protected forest areas. This creates a dilemma for the community during the durian season.

In addition to durian, Air Mesu Village also boasts other local crops, such as papaya and coconut, and other agricultural products that have development potential. These crops have a low selling price, resulting in a lack of interest from the local community in their cultivation. For example, papaya is sold as a fresh fruit for Rp 2,000/kg, and many people choose to discard it as worthless waste. Scattered waste can damage the surrounding environment. To date, these potentials and problems face various obstacles that need to be addressed. For example, the seasonality of the durian harvest, fluctuating selling prices, and uncertainty create economic vulnerability and environmental damage for the local community. Existing obstacles require a touch of innovation from other parties to jointly realize the development of a more optimal potential.

Therefore, the involvement of PT Pertamina Patra Niaga Animation Fuel Terminal Depati Amir through CSR programs is an important opportunity to raise the potential of the village to be more competitive and sustainable. One of the programs implemented by PT Pertamina Patra Niaga Animation Fuel Terminal Depati Amir in Air Mesu Village is the "Duri Mas (Durian Mesu Andalan Sejahtera) Program which has been running for approximately the past three years. The Duri Mas Program involves the development of agroforestry based on durian as the main commodity. The great potential of durian plants has not yet been fully developed. This program not only focuses on increasing durian fruit productivity but is also expected to create added value through the diversification of derivative products by involving local Micro, Small, and Medium Enterprises (MSMEs). PT Pertamina Patra Niaga Animation Fuel Terminal Depati Amir encourages the processing of durians into various typical products.

The above description demonstrates that the "Duri Mas" program, implemented by PT Pertamina Patra Niaga Animation Fuel Terminal Depati Amir in Air Mesu Village, Central Bangka, is a concrete initiative by the company to support local potential and address challenges in the surrounding areas. The success of this program depends not only on PT Pertamina Patra Niaga Animation Fuel Terminal Depati Amir but also requires the involvement of various stakeholders, including the community and government. Synergy among stakeholders is key to ensuring that the program's benefits are not merely temporary but can have a long-term positive impact on community welfare and environmental sustainability. Acknowledgements This study aims to obtain a detailed overview of the program and its involvement in empowering MSME groups in Air Mesu Village. The following research questions were addressed: (1) How does the Duri Mas program empower MSME groups in Air Mesu Village? (2) What is the impact of the Duri Mas program on empowering MSME groups in Air Mesu Village?

2. LITERATURE REVIEW

2.1 Agroforestry

Benner et al, 1977 in [Setiahadi \(2021\)](#) said that “Agroforestry is a sustainable management system for land that increases total production, combines agricultural crops, tree crops and forest plants and or animals simultaneously or sequentially, and applies management practises that are compatible with the cultural patterns of the local population”. Agroforestry systems are stable and sustainable. Agroforestry practices have higher densities than monoculture practices and contribute to higher production over longer periods. Seasonal income can increase farmer income stability unless there are difficulties in storing and marketing agricultural products.

Based on the two definitions above, it can be concluded that agroforestry is a land management system to increase total sustainable production by combining various agricultural crops and farming over a longer period to increase farmer income without destroying the forest itself. Likewise, programs developed and implemented by both the government and the private sector must conserve forests and carry out sustainable development for the surrounding farmers. All parties must have their own way of creating opportunities for human benefit, both economically and socially. A good program for these three aspects is forest conservation, where companies provide support to preserve forests and open economic opportunities for surrounding communities. Forest conservation is not an obstacle to creating prosperity for surrounding communities but rather a significant opportunity to support economic, social, and environmental improvements for surrounding communities.

2.2 Community Empowerment

Rahman and Reza (2009) in [Rachmawati \(2020\)](#) state that community development is a systematic, planned, and directed community development activity aimed at increasing community access to better social, economic, and quality of life. The primary goal of community development is to help communities develop the skills or capacities to empower themselves to become better and more independent entities.

Community development is a way to solve problems by directly involving the community in its implementation and leveraging its potential, thereby generating community contributions. When planning and implementing company programs, it is essential to empower the community comprehensively, collaborating with stakeholders to empower them to become independent and grow into effective social enterprise agents in their communities.

There are three types of community development approaches [Rahman \(2009\)](#), namely: (1) Development for the community. The company implements CSR activities, while the community is the object of these activities. The goal was to achieve the desired result. This type of CSR results in short-term programs. The resulting effect is the community's dependence on the company to achieve desired results. CSR is company-oriented; (2) Development with the community: Activities carried out jointly by the company and the community. The company is positioned as an agent of development, while the community is both the subject and object of the CSR program. The goal is results-oriented and contributes to the development process. A positive impact of the program is that the community is not entirely dependent on the company but is trained to be self-sufficient. Such programs are typically long-term and sustainable. The program's characteristics are oriented towards meeting both community needs and company goals; (3) Community development. The main characteristic of this program is that it is oriented towards meeting community needs. Development is a process. The community becomes the initiator of ideas for the needs and programs to be implemented. Thus, the community is the subject, while the company is the agent of the development. The positive impact of this approach is that the community becomes self-reliant because they are directly involved in the program and determine its success or failure. The duration of this type of program is long and is usually known as a partnership, namely, training and mentoring.

Based on the explanation above, it can be concluded that community development is an activity carried out by companies that directly involve the community in sustainable development with the aim of improving quality of life and independence (Rachmawati, 2020). Within the concept of community development, the success of a CSR program can be assessed by the extent to which it is implemented based on community development principles. There are three principles of community development that are important for the success of a program: suitability to community needs, mentoring, and participation.

2.3 CSR Strategy

Najibullah (2018) states that corporate strategy is a pattern or plan that integrates a company's main objectives or policies with a series of actions in a coherent statement. Corporate strategy typically relates to the general principles for achieving a company's planned mission and how the company chooses specific paths to achieve that mission. Strategy has multifunctional or individual consequences and, in its formulation, considers both internal and external factors faced by the company (Amang et al., 2023).

Najibullah (2018) successfully demonstrated that CSR programs synergized with corporate strategy have a far greater impact on society and the company itself than mediocre CSR efforts. CSR programs can only be sustainable if CSR is made part of a company's strategy. According to Najibullah (2018), a company can adopt the following patterns in implementing a CSR strategy: (1) Charity: The company implements a CSR strategy that is charitable, short-term, and incidental in nature. In implementing this strategy, the company provides the community with assistance, such as natural disaster relief and basic food supplies; (2) social activity, the company carries out assistance with the aim of helping to ease the burden on the community, such as blood donation, facility construction, and cataract surgery; and (3) community development involves stakeholders within a common interest paradigm. This strategy utilizes the principle of symbiotic mutualism or mutually beneficial relationships. Furthermore, stakeholder involvement is essential in the planning and development of programs that can improve well-being through collaboratively managed empowerment.

In the Duri Mas program, PT Pertamina Patra Niaga Animation Fuel Terminal Depati Amir carries out CSR activities using a community development model. This program builds mutually beneficial relationships by directly involving the community in the program's development process and implementation through collaborative empowerment. This CSR activity focuses on empowering MSMEs using potential local crops, thereby optimizing local resources.

3. METHOD

According to Leksono (2013), descriptive qualitative is a method for describing the relationships between variables without having to explain the meaning behind the existing phenomena. Based on this statement, the researcher used a descriptive qualitative method to understand the phenomenon of MSME group empowerment through the Duri Mas Program. Through this method, the researcher can find relationships between existing data and then develop them into a more comprehensive and contextualized theory. In this study, a descriptive approach is used to explain the research object, namely the development of local potential and empowerment of MSME groups, as well as to analyze how this phenomenon occurs and the related patterns.

3.1 Sample and Data Collection

Sampling is a method for selecting a small portion of a large group (population) for research so that the results can represent the entire population (Fathor, 2015). There are two types of sampling: probability sampling (where everyone has an equal chance of being selected) and non-probability sampling (where sample selection is based on certain considerations). Using the correct sampling method, researchers can obtain accurate and reliable data. Purposive sampling was used in this study. Purposive sampling is a type of sampling used to obtain certain considerations (Sugiyono, 2016). This technique

requires informants who know what we will be researching, making it easier for researchers to find the necessary information. However, if the information obtained from the informant is deemed insufficient, researchers will also use snowball sampling, a sampling collection technique in which data sources are taken from other informants who are deemed to be able to provide more complete information needed by the researcher. Therefore, in this study, sample determination began when the fieldwork and research began.

This study used descriptive qualitative data collection, namely, first, semi-structured interviews. Interviews are a flexible and effective data collection technique for obtaining information about a person's beliefs, opinions, and feelings. Through interviews, researchers can obtain accurate and specific data by double-checking and clarifying the subjects' responses (Fathor, 2015). Interviews were used to obtain in-depth data and were not limited to pre-formulated questions. In this study, unstructured interview techniques were used to elicit more in-depth information from informants while remaining focused on key interview topics. Interviews were conducted directly with predetermined informants, such as the head and members of the durian farmer group, PT Pertamina Patra Niaga Animation Fuel Terminal Depati Amir, the Air Mesu Village Government, and other stakeholders. The interviews aimed to obtain in-depth information about the implementation of the Duri Mas Program, the driving and inhibiting factors, the roles of stakeholders in the program, and other information.

Second, Natural Observation. According to Fattah (2023), natural observation is a comprehensive observation of a specific setting without altering anything. This observation was conducted directly on the research object to closely observe the activities and events that occurred. Based on this statement, the researcher used natural observation to depict the actual situation in the field. The researcher will be directly involved in the Durian Mas Program activities. The researcher will observe the product processing process, study relevant documents, listen to interactions between MSME groups and the village government, and observe the collaboration between group members. Through natural observation, the researcher can obtain a realistic picture of the conditions of activities and events at the program's site.

Third, documentation. According to Moleong, documentation is divided into internal and external documents. Internal documents consist of notes, such as meeting minutes, while external documentation consists of information materials produced by an institution, such as magazines, newspapers, and other sources. The documentation used by researchers focuses on program locations and records of empowerment efforts (Moleong 2005).

3.2 Research Instrument and Data Analysis

The research instrument in qualitative research is the researcher themselves, and the data is highly dependent on the researcher's validity in conducting direct observations and explorations at the research location. Everything that will be sought from the research object is not yet clearly and definitively known, such as the problem, data sources, and results. The research will develop after the researcher has studied the research object in depth (Sugiyono, 2006). In qualitative research, the term used to indicate the research subject is informant. Informants are a group that is expected to represent the research group. The informants in this study were the village head, the CSR program assistant of PT Pertamina Patra Niaga Animation Fuel Terminal Depati Amir, the head of the Pokdarwis (tourism awareness group), the head and members of the MSME group.

Qualitative research data analysis is a systematic process of searching and organizing interview transcripts, field notes, and documentation to find important information found in the research (Ulfatin, 2015). The techniques used in this research process are data collection through interviews, observation, and documentation, data reduction by filtering and collecting information obtained according to the research questions to be answered, presenting the data obtained in the form of brief descriptions or relationships between data, and drawing temporary conclusions that have been obtained to validate research findings in the field. In the data collection process, researchers record and note important information using recording devices, documentary photos, and field notes.

4. RESULTS AND DISCUSSION

4.1 Geographical Location of Air Mesu Village

Air Mesu Village is a village located in Pangkalanbaru District, Central Bangka Regency, Bangka Belitung Province. This village has an area of 3,081 hectares, consisting of several residential areas of 450 hectares, plantation areas of 200.5 hectares and Forest Park (Tahura) of 2,430.5 hectares. Most of the village area is dominated by the Tahura area, conservation forests, and green open areas. This village has a population of 3,582 people. The community there has several types of livelihoods, namely farmers, traders, and others. The area is dominated by green areas, causing durian plantations to grow a lot since ancient times and become a superior potential. Based on data from the village government, there are 190 thousand natural durian trees, twenty thousand durian trees of the Sumasi variety, ten thousand super mining variety trees, five thousand black durian varieties and others.

4.2 Duri Mas Program

The Duri Mas (Durian Mesu Andalan Sejahtera) Program is a program created by PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir as part of the company's involvement in community development. The Duri Mas Program aims to develop the potential of local durian into value-added products that support increased farmer incomes, strengthen village economies, and create a sustainable supply chain from upstream to downstream.

The Duri Mas program is implemented in Air Mesu Village, Central Bangka Regency, Bangka Belitung Province. It has been running for three years since 2024. This program focuses on developing the potential of existing durian gardens and is a proposal from the Air Mesu Village community itself. Therefore, this program is a program initiated from the awareness of the local community, understanding the limitations of the Tahura area management and the results that have been reaped so far. However, the large harvest presents challenges in the management process: the more durians harvested, the fluctuating selling price and tending to be low during the main harvest.

The Duri Mas program recognizes the enormous potential of durian fruit for development into various value-added processed products, such as chips, dodol, cakes, and more. This downstream processing is believed to increase farmer incomes, create jobs, and enhance the position of Air Mesu durian in local and national markets. This initiative also involves MSMEs in managing and marketing the product until it reaches consumers. However, the implementation of MSMEs faces challenges in the form of high electricity costs during the product processing process until it reaches the buyer.

The long-term goal of this program is to change the behavior of farmers who engage in illegal tin mining around plantations during the durian season. Through sustainable durian production management, it is hoped that farmers will maintain their livelihoods as environmentally friendly farmers. The following activities have been implemented under the Duri Mas Program:

	2023 (Initiation Stage)	2024 (Assesment Stage)	2025 (Intervention Stage)
1.	Establishment of a program agreement with the Air Mesu Village Government	Formation of groups (Wiyi and ArMes MSME Groups)	Development of Village Puja Area, Greenhouse Nursery, and PLTS (Solar Power Plant)
2.	Collecting information on village problems and potential	Socialization of Program Implementation	Product legality
3.	Building relationships with the surrounding community	Group Strengthening	Provision of equipment and supporting facilities for the program, such as dodol mixers, freezers, cooking utensils, ovens, and packaging tools.

4.		Mapping of upstream and downstream potential of the program	Limited durian tourism launch
5.		Developing a master plan	
6.		Basic training on the basic system for implementing each sub-program	

Development and Management of the Duri Mas Program of PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir.

The implementation of the empowerment program carried out by PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir, namely: (1) Duri Mas Program Management, in this activity PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir built collaboration with the village government in determining the problems and potentials owned so that both parties have the same goal. It was found that the Duri Mas program focuses on the potential of durian which is already widely known, and the problem is that durian products are often sold in the form of fresh durian at a low price; (2) Formation of MSME groups, in this activity, PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir strengthened groups that were already running well with established members, consisting of papaya chips and durian dodol MSME groups; (3) Construction of facilities, namely one nursery unit with paranet and UV plastic, one nursery house unit, four food court units, and one PLTS unit; (4) Provision of tools, namely two freezer box units, two sliding freezer units, two frying pan units, 12 (twelve) jar units, one oven unit, six spatula units, one flour sieve unit, two papaya grater units, four stainless steel tub units, one multi-purpose blender unit, one spinner machine unit, one dodol mixer unit; (5) Procurement and provision of training to groups, namely one-time assistance activity in making branded packaging.

The formation of MSME groups by PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir focuses on groups that will create a wider variety of processed durian products and other products that can address the low selling price of durian during the season. These groups include the Wiyi and ArMes MSME groups, as well as a durian seedling nursery group. The nursery group was formed with the aim of involving young people in innovation in creating quality durian plants so that in the future they can experience the sustainable benefits of durian plants, which are a potential of Air Mesu Village.

The ArMes MSME group focuses on processing durian products, while the Wiyi MSME group focuses on processing papaya products. After obtaining the equipment, the MSME groups explored new product innovations, such as papaya chips, durian jam, and others. Production volumes after acquiring the equipment increased two to three times compared to previous processes. The resulting packaging is also more attractive and allows for longer food storage.

In addition, this program carries out downstream activities to achieve broader forest sustainability through high-quality durian tree nurseries. Nursery groups are supported with nursery facilities. They continue to use locally sourced durian seeds but improve their quality by grafting higher-quality durian seedlings. This nursery provides broader opportunities for managing unused durian seed waste and provides opportunities for young people to start businesses selling high-quality durian seedlings. They can earn up to 50% profit per seedling, depending on the type and size of the seedling sold.

Roles of Stakeholders

A good program is not based on a single perspective, but rather on the community's perception, understanding, and implementation of the existing problems and potential. In this case, the stakeholders involved in the Duri Mas program are PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir, the Village Government, and the beneficiaries/community. The following details the roles of stakeholders in the Duri Mas program:

- 1) PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir
 - Received an initiative from the Air Mesu Village government in the form of a collaborative relationship for implementing the CSR Program.

- Provide a platform for the Air Mesu Village community to analyze its potential, so they have a sense of ownership of the program they are familiar with.
- Build a joint commitment with the Air Mesu Village government to actively contribute to program implementation, including providing facilities, equipment, and training needed by the community.
- Building partnerships with the Central Bangka Regency Government and the Air Mesu Village Government to create sustainable development and inspire initiatives in other regions.
- Providing financial assistance for durian cultivation, MSMEs, product management, facility provision, and other support within the Duri Mas Program.
- Building relationships with relevant agencies to participate in frequently held MSME festivals.
- Implementing environmentally-oriented CSR by preserving forest ecosystems, namely cultivating durian trees in the Air Mesu Village area, as well as supporting durian farmers who have remained a long-standing profession.
- Implementing a socially-oriented CSR program by involving the community in durian cultivation and providing insight into the significant potential of durian for health, the environment, and the economy, thereby identifying other opportunities.
- Promoting Duri Mas Program products as welcome food and employee snacks at the PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir office.

2) Air Mesu Village Government

- The village government provides support by providing information to the community regarding the village boundaries, which are dominated by the Tahura (Nature Park) and regulations governing the management of these areas, in accordance with the provisions of the law.
- The village government acts as an initiator in analyzing the problems and potential available in Air Mesu Village, then validates these findings with the community.
- The village government collaborates with existing village programs and the upcoming CSR program, aligning them with existing policies.
- The village government plays a role in building a collaborative relationship with PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir to ensure the success of the Duri Mas Program and its targeted impact.
- The village government also builds collaborative relationships with relevant agencies, such as the tourism office.
- The government assists the community throughout the Duri Mas Program implementation process, including determining the desired assistance, constructing facilities, providing training, and maintaining accountability for activities.
- The government oversees the process until its objectives are achieved.
- Beneficiary/local communities
- The community received information from the village government and PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir to participate in analyzing problems and potential in the surrounding area.
- The community participated in determining the actual needs that PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir will provide in the development of MSME groups.
- The community was involved in maintaining facilities and aiding helping provided by the company.
- The community is involved in determining the program focus and the potential benefits of the surrounding area that can be developed within the Duri Mas program. They also play an active role in developing programs that benefit the environment, the community, and the economy.
- Building positive relationships among group members with the goal of fostering a sense of mutual responsibility, a spirit of hard work and intelligence, and independence in product management, marketing, facility maintenance, and a focus on the future.

- The community participates in marketing products generated through the Duri Mas program to friends, family, and the surrounding community, thereby increasing product awareness.
- The community also helps educate the surrounding community and durian orchard visitors about preserving the forest ecosystem, durian varieties, other products, durian cultivation methods, and environmentally friendly activities.
- The community collaborates with various food industries in the Bangka Belitung region to market their products.

4.3 The Impact of the Duri Mas Program on the Air Mesu Village Community

Mas Program Is a program planned from upstream to downstream while still collaborating economic, social, and environmental aspects. Basically, this program sees the great potential of durian plantations owned by the surrounding community. Through this program, PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir is involved in creating an ecosystem that increasingly supports forest sustainability through the cultivation of durian and other plants. When processed products from durian and other plants have many fans, the community will automatically cultivate these plants and maintain forest sustainability, both the older and younger generations. This is what the Duri Mas Program wants to achieve. The following are some of the environmental impacts provided by the Duri Mas program, namely Reducing papaya fruit waste in the environment by 20 kg / processing process, reducing emission gases produced from the operations of MSME groups in the food court, increasing durian plant seeds in Air Mesu Village, wise use of natural resources by encouraging effective and responsible natural resources, the products produced are safe for consumption by all ages because they use natural and homemade product

Local economic development is one of the main pillars in the effort to achieve sustainable development. One of these efforts is carried out through CSR activities as a strategy that encourages local economic development. Through the Duri Mas program, PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir is committed to encouraging sustainable local economic development through an inclusive and strategic approach. Based on field results, it is known that the Duri Mas program has a positive impact on the economic aspect, namely increasing production volumes to two to three times more than before the availability of capital equipment, SME groups can receive business results of up to IDR 500,000 / person for six months of production, and operational cost savings of up to 40% for MSMEs in the food court.

The success of the CSR program is inseparable from the good interaction between the company, the government, and the local community. The Duri Mas program has a positive impact on the social aspect, namely good collaboration between the company, the government, and the community, the involvement of other communities in the production process, expanding relations with stakeholders, strengthening social capital based on local wisdom, and increasing knowledge and skills in the process of identifying potential to the application of product formation.

In addition to the impacts above, the Duri Mas program also has a positive impact on the company PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir, namely a positive image of the company for the wider community, the establishment of good relations with stakeholders, the company produces its own products that can be used in the process of welcoming guests, CSR involvement encourages employees to find creative and new solutions that contribute to company innovation, and the company can mitigate social, economic, and environmental risks that can affect its business operations through the CSR program.

5. CONCLUSION AND SUGGESTION

The Duri Mas (Durian Mesu Andalan Sejahtera) program implemented by PT Pertamina Patra Niaga Aniantion Fuel Terminal Depati Amir in Air Mesu Village is one of the Corporate Social Responsibility (CSR) programs that has demonstrated success in developing the potential of local durian into value-added products. The success has been demonstrated in three aspects, namely social, economic,

and environmental. In the economic aspect, this program has brought changes in the increase in the number and type of production of processed durian and papaya. New value-added products, namely durian dodol and papaya chips. The increase in production is in line with the increase in the amount of income from MSME groups that have received assistance from this program.

On the social side, the Duri Mas program has had a positive impact, increasing knowledge and skills in value-added processing and reducing illegal tin mining. On the environmental side, the program has reduced carbon emissions using with by solar power plants (PLTS) in MSME operations.

Some suggestions that researchers can offer for the sustainability of the Duri Mas program include: (1) Increasing the capacity of MSME groups in safe food and beverage preservation processes so their products can be sold more widely; (2) Expanding the program to other areas with similar conditions to increase MSME empowerment and public awareness of the environment; (3) Further long-term research is needed to determine the program's sustainable success; (4) Developing technology that can increase the frequency of durian harvests beyond seasonal periods, so that the resulting product can be marketed year-round; (5) Marketing the product as a local souvenir recognized by tourists.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

Z contributed to the conceptualization, research design, data analysis, and manuscript writing. NU contributed to data collection, literature review, and editing of the final manuscript.

Disclosure Statement

The Authors declare that they have no conflict of interest

Data Availability Statement

The data presented in this study are available upon request from the corresponding author for privacy.

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Notes on Contributors

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