



Analysis of PT. Rapp Strategy in Forest Restoration to Realize Corporate Social Responsibility And Business Sustainability in Padang Island

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ABSTRACT

Corporate social responsibility has become an important aspect in business operations, in the context of sustainable business development and its relationship with the environment, society and corporate stakeholders is increasingly receiving attention. By strengthening positive interactions with the environment, local communities and other stakeholders, companies can maintain a good reputation, build sustainable relationships and support sustainable business growth. The aim of this research is to determine the forest restoration strategy carried out by PT Riau Andalan Pulp and Paper to realize corporate social responsibility and business sustainability in the Padang Island area. The method used in this research is descriptive qualitative using interview, observation and documentation techniques. The implication of this research is that by referring to the research results, the results of this research show that the forest restoration strategy carried out by PT. Riau Andalan Pulp and Paper in the Pulau Padang area to realize corporate social responsibility and business sustainability, through Protection, Assessment, Restoration and Management. Keywords: Overtime, workload, burnout, productivity

Keyword: Restoration Strategy, CSR, Business Sustainability

1. Introduction

PT Riau Andalan Pulp and Paper (PT RAPP) under the APRIL Group is the largest producer of pulp and paper raw material fiber in the world with a plantation forest operational center in Riau Province. PT RAPP owns more than 480,000 hectares of Industrial Plantation Forest (IPF) in Riau Province, which is used as the main raw material source for pulp and paper production, one of which is located on Padang Island, Tasik Putriyuyu Regency, Meranti Islands Regency Industrial Plantation Forest (IPF) on Pulau Padang is a forest area planted with commercial crops such as acacia, sengon, and eucalyptus for the purpose of producing wood for industrial use. This area is located in the Riau Archipelago, Indonesia and is managed by PT. Riau Andalan Pulp and Paper (RAPP), a subsidiary of Asia Pacific Resources International Holdings Ltd (APRIL).

However, the management of IPF in Padang Island, PT.RAPP, still faces various challenges, such as sustainability issues, conflicts with local communities, and forest fires that often occur during the dry season. On this side, ongoing conflicts with the community because the concession area is adjacent to community-owned land. Continuing from that, the forest on Pulau Padang is a stretch of peat and some of the people depend heavily on forest products. This can be proven that raw materials Padang Island community housing comes from forest wood. Therefore, the management of IPF in pulau Padang needs to be carried out with various preventive and sustainable management efforts to preserve the environment, and support sustainable timber production, as well as public trust in the company, there must be a sense of reciprocity to the community, such as CSR. Corporate Social Responsibility, or referred to as Corporate Social Responsibility (CSR) is a concept or strategy that pressure on a company's commitment to act ethically planning activities and implementation of company operations on environment and society. Impact of planning and implementation the company's operations must be directly proportional to responsibility to public awareness and concern. Affirmation CSR programs within the company must have a goal to provide value to society, participate in awareness environment and improve welfare as well as provide contribution to creating positive social impacts on society, (Labetubun., et al., 2022).

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CSR as an effort to establish communication with the community. All companies without exception are required to carry out CSR, must develop the surrounding community. Because the existence of the company itself can not be separated from the community. Since the establishment of PT.RAPP on pulau Padang, many conflicts have occurred with the community, this is because the company's land concession area is still close to community-owned land. therefore the CSR carried out by PT.RAPP, so that public trust in the company and the business being carried out is sustainable on Padang Island.

2. Research Methods

This research was conducted using descriptive qualitative methods, The location of this research was carried out in the PT RAPP industrial plantation forest area. Padang Island, Tasik Putriyuyu District, Meranti Islands Regency. The subject of this research is the leadership of PT. GCN in industrial plantation forest area, 1 water foreman PT. GCN in the industrial plantation forest area, and 1 foreman planting and inspecting natural wood in the industrial plantation forest area of PT. RAPP Pulau Padang. While the object of research is PT.GCN's strategy in dealing with natural wood in the industrial plantation forest area of PT. RAPP padang island, for business continuity and nature restoration.

3. Result and Discussion

3.1 History of PT. RAPP Restoration

The results of the research, PT. RAPP is committed to preserving forests that have been degraded or damaged due to burning or illegal logging by irresponsible individuals, which have now been replanted by PT. RAPP collaborates with Fauna and Flora International (FFI) and Bidara, which is responsible for a long-term program, called Riau Ecosystem Restoration (RER).

Table 1 Result Riau Ecosystem Restoration Work Partner

No	Work Partners	Result
1.	APRIL	As project sponsor, ecosystem restoration permit holder and land manager, APRIL provides financial commitment, leadership, operational resources and technical expertise.
2.	BIDARA	BIDARA works to build the independence of rural communities in the RER area. By implementing the eco-village model (environmentally friendly village), a community assistant from BIDARA is making efforts to increase the capacity of individual farmers and community groups to use no-burn farming practices, organic farming techniques and raising livestock.
3.	Fauna & Flora International (FFI)	is an international Non-Governmental Organization (NGO) founded in 1903. FFI's mission is to conserve threatened species and ecosystems by using sustainable solutions that combine science and human needs. As RER's technical partner, FFI manages the main elements of the program and is responsible for conducting important studies related to biodiversity, climate and society on the Kampar Peninsula and Padang Island.

Source: Processed Data 2023

Launching the Riau ecosystem restoration program which was formed by the APRIL Company to protect the Riau region and protect the forest concession area of PT. RAPP in the Kampar Peninsula and Padang Island areas is their priority. Through partnerships with FFI, BIDARA, and other conservation organizations, APRIL strengthens the implementation of this program by combining their social and scientific expertise. and in carrying out the restoration, several companies already have permits for business permit concessions in the restoration area, on Pualu Padang itself, which is carried out by PT. Gemilang Cipta Nusantara. The dedication of funds amounting to USD 100 million in 2015 confirms APRIL Group's long-term commitment to the sustainability of conservation and restoration programs.

Currently the RER landscape consists of five concessions for the Utilization of Timber Forest Products-Ecosystem Restoration (IUPHHK-RE) which is valid for 60 years from the Indonesian Ministry of Environment and Forestry the five concessions are:

Table 2 Business Permit Concessions In Restoration Areas

No	Semenajung Kampar	Padang Island
1.	PT. The Best One Unitimber	PT. Gemilang Cipta Nusantara
2.	PT. Global Alam Nusantara	
3.	PT. Sinar Mutiara Nusantara	
4.	PT. Gemilang Cipta Nusantara	

Source: Processed Data 2023

3.2 Location Restoration

Administratively, there are two sub-districts on Padang Island, namely Merbau sub-district and Tasik Putipuyu sub-district. Tasik Putipuyu sub-district consists of 10 villages, Tanjung Padang village is the largest village in this sub-district. All villages in this sub-district are on the coast with a fairly flat topography, and Merbau sub-district consists of 11 villages, the village with the largest area is Lukit village. Of all the areas on Padang Island, 31% are conservation areas.

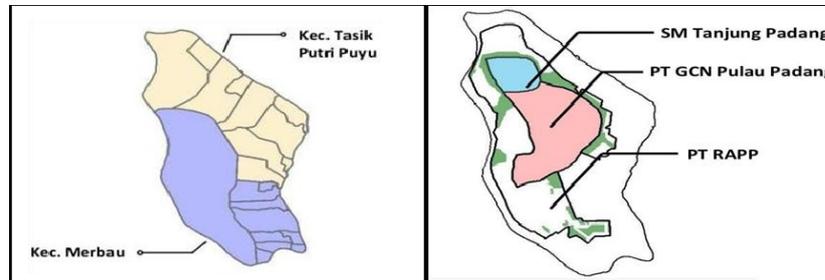


Figure 1 Map of Sub-district Areas on Padang Island and Map of Conservation Areas in Each Concession on Padang Island
(Source: Processed Data 2023)

On Padang Island, there are two sub-districts, namely Merbau District and Tasik Putipuyu District, both of which consist of coastal villages with flat topography that crosses their territory. This area has around 31% of its total area classified as a conservation area. This conservation area includes several important areas such as the Tanjung Padang Wildlife Reserve, the restoration area carried out by PT GCN Pulau Padang, and also the PT RAPP Industrial Plantation Forest conservation area.

Outside the conservation area, other areas are managed by the local government and used for local community activities. Focused efforts to preserve the environment and strong natural habitats on Padang Island are concrete evidence of the commitment to protect most of its territory for better environmental sustainability.

Before RER operated, these two landscapes were quite degraded areas, namely Padang Island and the Kampar Peninsula. Illegal logging, land claims, forest encroachment, slash-and-burn practices, unsustainable logging and other commercial activities. Even though it only covers around 3% of the earth's land area, peatlands are a very important ecosystem, this ecosystem provides protection for biodiversity, a source of clean water, and carbon storage to minimize the impact of climate change

According to experts in previous theoretical studies, Indonesia is a country with the largest peatland area in Southeast Asia with an area of 20.2 million hectares. Peatland is a land resource that has a hydrological function, with great potential to store water in the form of peat water. Peat water is surface water which has the characteristics of a brownish red color, low pH, high organic matter content, turbidity and suspended particle content and low cation content.

The largest distribution of peatlands is located on the island of Sumatra, Riau Province is the province with the smoothest peatlands in Sumatra, around 55.76% of the area of peat-lands in Sumatra. Located in Riau Province. The area of peat land in Riau is around 61.54% and the area of mineral land in Riau is the remaining around 38.46% of the total area of Riau Province of around 8,702,000 ha (Ministry of Environment and Forestry, 2020), in (Vani., et al., 2020).

3.3 Determination of Restoration Strategy

The results of the research are four elements that are implemented in protecting forests in the PT area. RAPP Padang Island, namely:

No	Component	Result
1.	Protect	a. Forest Fires
2.	Assess	a. Wildlife Monitoring b. Landscape Studies c. Measuring Carbon Stocks and GHG Fluxes on the Kampar Peninsula
3.	Restore	a. Nursery b. Forest restoration c. Hydrological Restoration
4.	Manage	a. Public Relations

Source: Processed Data 2023

From the determination of the strategy carried out by RER in the Padang Island area, this is in line with what experts say about forest restoration for environmental sustainability and communities in **forest areas**.

Peatland restoration requires a variety of actions official to initiate or accelerate the restoration of degraded peatlands to a state of better before. This involves several steps to change the existing

ecosystem impoverished, damaged or destroyed by human activity, returning it to a similar state or as close to its natural state as possible, as well as rebuilding some processes and functions ecologically (Dinesen and Hahn in Mudiyarso (2021)).

3.4 Social Responsibility of PT. RAPP for the Padang Island Community

PT RAPP is committed to implementing community empowerment and proactively supporting and participating in sustainable economic development programs that create community independence. This is in line with the company's commitment in SFMP 2.0 and APRIL Vision 2030, namely proactively supporting communities and respecting the rights of communities and indigenous communities.

PT RAPP, based on the 5C philosophy (Good for Community, Country, Climate, Customer, Company) strives to walk hand in hand with the surrounding community, contributing to the local, regional and national economy while still upholding local cultural wisdom. The implementation is through the Community Development (CD) Program which aims to create a more prosperous society through harmonious partnerships between companies, communities and the government so that companies can progress and develop together with the community.

Within the corporate environment, society around the company is a party most important for appreciation. This appreciation can be in the form of an increase quality of life welfare through activities community empowerment in the program CSR. Generally, the company will involve community to participate in activities CSR, both as object and subject. Matter This is because society is one party that is quite influential in maintaining existence of a company, as well as the most affected party production activities of a company (Mulyana, Y. personal interview, 14 July 2019). in (Santoso, et al., 2020).

Implementation of Corporate Social Responsibility carried out by PT. Riau Andalan Pulp and Paper in the Padang island region for the sustainability of their business is as follows:

Table 4 Community Development carried out by PT. RAPP on Padang Island

No	Component	Result
1.	Education	Activities caried out include providing scholarships, talent search, training for teachers, assistance with physical school buildings.
2.	Health	The activities carried out include the distribution of medicines as well as support for activities in publichealth facilities (POSYANDU) in the form of providing additional food, training of posyandu cadres, mass circumcison,etc.
3.	Social infrastructure	The activities carried out include related to sports facilities, such as fo fields, posyandu, village roads, computers, etc.
4.	Job oportunities and business opportunities	Labor includes employees and contractor, monitoring is carried out to determine employee movements(in and out), monitoring labor movements includes turn over levels and the large number of contractors (especially local contractors) who become busi-ness partners company.

Source: Processed Data 2023

Community empowerment carried out by PT. One of the concrete evidence of RAPP is the construction of a road from Tanjung Padang village to Putri Puyu village, Tasik Putripuyu sub-district, this 12 KM long road proves the company's social responsibility for the area that has been granted by the government for business use rights.



Figure 2 Road Built by PT. RAPP in Tasik Putripuyu Sub-district
 Source: Processed Data 2023

Corporate Social Responsibility, or referred to as Corporate Social Responsibility (CSR) is a concept or strategy that pressure on a company's commitment to act ethically planning activities and implementation of company operations on environment and society. Impact of planning and implementation the company's operations must be directly proportional to responsibility to public awareness and concern. Affirmation CSR programs within the company must have a goal to provide value to society, participate in awareness environment and improve welfare as well as provide its contribution to creating positive social impacts on society, (Labetubun., et al., N 2022). its contribution to creating a positive social impact on society. This turned out to be the main point of sustainability and development of a company.

The concept of sustainability can basically be understood by having five alternative meanings as described by Perman et al., (1996), in Lianto, I. B., & MBAT, M. (2021), as follows:

1. A condition is said to be sustainable if the utility obtained by the community does not decrease over time and consumption does not decrease over time (non-declining consumption).
2. Sustainability is a condition in which natural resources are managed in such a way as to maintain production opportunities in the future.
3. Sustainability is a condition in which natural capital stock does not decrease over time (non-declining).
4. Sustainability is a condition in which natural resources are managed to maintain the production of natural resource services,
5. Sustainability is a condition in which the minimum conditions for balance and resilience of the ecosystem are met

From the experts' explanation above, this is in line with what PT. RAPP in the Padang Island area, they are committed to carrying out community empowerment by proactively supporting and participating in sustainable economic development programs, this has been proven on Padang Island, community empowerment carried out by PT. RAPP is in the form of education, health, social infrastructure, employment opportunities and business opportunities. This will create sustainability for their business in the Padang Island region.

4. Conclusion

APRIL Group established Restorasi Ekosistem Riau, an ecosystem restoration program that aims to protect, restore and conserve ecologically important peat forests in Riau Province, Indonesia. APRIL worked closely with partners, such as FFI and BIDARA, who brought their social and scientific expertise

to the implementation of the program, and continues to work closely with these leading conservation organizations. The RER landscape currently consists of five 60-year Timber Forest Product Utilization-Restoration Business License (IUPHHK-RE) concessions from the Ministry of Environment and Forestry of the Republic of Indonesia, and in the Padang Island area the business license rights are granted to PT Gemilang Cipta Nusantara (GCN).

The results show that there are four elements of the strategy applied in protecting forests in the PT RAPP Padang Island area, namely, Protecting, Assessment, Restoration and Management. As well as Corporate Social Responsibility and Business Sustainability, it can be concluded that, Forest Restoration carried out by RER in the Padang Island area since its launch, has realized PT. RAPP's social responsibility and the sustainability of their business in the Padang Island area.

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