

COMMUNITY PERCEPTION ANALYSIS OF PT. SEMEN PUGER IN PUGER DISTRICT, JEMBER REGENCY

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ABSTRACT

The existence of the area around PT Semen Puger in Puger District, Jember Regency has become the object of PT Semen Puger's activities, which are carried out by PT Semen Puger which has caused its own problems for the community. On the one hand, the activities of PT Semen Puger have become an economic source for some people, but these activities have caused many negative impacts in the form of natural damage and changes in the behavior of the people around PT Semen Puger. To raise the economy of the local community, it still has enormous economic potential to be developed, namely agriculture and fishing (fishermen) as well as coastal and nature tourism activities.

The research method used is descriptive qualitative analysis. Data were collected by means of observation and interviews with structured questions supported by closed questionnaires to informants to find out opinions about the existence of the PT Semen Puger area, using the Snowball Sampling method. To find a solution to raise the community's economy so that it can coexist well so that the existence of the PT Semen Puger area directly or indirectly provides benefits to the surrounding community, especially the people of the Puger sub-district. As the area closest to the location of PT Semen Puger, the opportunity for developing supporting industries based on SMEs in the surrounding community to determine strategies and policies in the development of supporting industries is carried out by using a SWOT analysis approach.

The Indonesian government has passed the job creation law or omnibus law whose ultimate goal is to encourage national economic growth. The people of Puger District consist of Madurese and Javanese people. More than 50 percent of the population live from farming and fishing, the rest from trade, construction, services, animal husbandry, employees, and PT Semen Puger employees. The contrast between employees of PT Semen Puger and those who are not employees of PT Semen Puger often creates social jealousy. It is necessary to form an institution that manages CSR funds so that the supervision and use of funds can be more accountable.

Keywords: Cement Puger, Perception, society

1. INTRODUCTION

The Indonesian government has passed the job creation law or omnibus law whose ultimate goal is to encourage national economic growth. There are three things that are targeted by the government, namely the tax law, job creation, and empowering MSMEs. Community welfare is one of the goals of development itself. Where development in the eyes of the people is simply defined as sufficient food, clothing, housing, health, good education for their children (Adi Sasmita, 2010:172), in addition to a safe environment and affordable accessibility. In this case, the government's role as a development mobilizer is very strategic in supporting the improvement of people's welfare and the country's economic growth. In the context of development, participation is not only the role of government that is needed, all roles, including the community itself, both privately and publicly.

PT Semen Puger should be the prime mover of the economy in an area where the company is located, so that the existence of PT Semen Puger is able to generate local economic activities where PT Semen Puger's activities are carried out. If an activity of PT Semen Puger is not able to become the prime mover of economic activities in the PT Semen Puger area, then what will arise are various conflicts caused by the community feeling that they do not benefit from the existence of PT Semen Puger on the one hand, and on the other hand the community feels they have to receive the negative impact of environmental damage caused by the activities of PT Semen Puger.

PT Semen Puger is a cement factory whose existence is expected to be able to contribute to the welfare of the community at least around the area. Therefore, it is important for this study to pay attention to the pro-poor, pro-growth, and pro-job control framework in developing policy recommendations so that PT Semen Puger's activities can have a positive socio-economic impact on the welfare of the community around the location, as well as contribute to improving welfare around the location and the regional economy in general.

2. LITERATURE REVIEW

2.1 Theoretical basis

In an effort to improve the economy and people's welfare, the government has several options, including encouraging private investment, increasing spending on the education and health sectors to promote human capital, protecting the environment, or increasing the stock of infrastructure. One alternative that is of concern to every country, especially for developing countries in general, is the addition of infrastructure and industrial development in a broad sense to encourage economic growth.

Schmid shows that the stock of these public goods needs in a country varies with population, GDP per capita, procurement costs and geography. For example, Hong Kong and Singapore with high population densities have less road capacity/capita (Schmid, 2005: 6).

2.2 Dimensions of Externality Theory

Various opinions put forward his theory of the notion of externalities. Rosen's opinion (2008:9) states that externalities occur when the activities of one entity affect the welfare of other entities that occur outside the market mechanism (non-market mechanism). Unlike influences transmitted through the market price mechanism, externalities can affect economic efficiency. In this case the externality is a consequence of a person's inability to make a property right.

Fisher (2006:11) says that an externality occurs when an activity Economic actors (both production and consumption) affect welfare when the activities of one unit affect the welfare of another entity that occurs outside the market mechanism (non-market mechanism). Unlike influences transmitted through the market price mechanism, externalities can affect economic efficiency. In this case the externality is a consequence of a person's inability to make a property right. Fisher (2006:11) says that externalities occur when one activity of economic actors (both production and consumption) affects the welfare of other economic actors and events that occur outside the market mechanism. So when an externality occurs, the private choices by consumers and producers in private markets generally do not produce something that is economically efficient.

If the solution is like this then there is no need anymore government intervention (internalization of externality). This is what is meant with the Coase Theorem. In more detail, this Coase Theorem states: that the government by making a right to use a resource power, it can internalize the externality when the transaction costs are zero. When this is achieved, each party in the existing activities will can exchange freely against existing property rights with cash payments, so that the level of efficiency in the use of resources can be achieved. Exchange is an indogen factor, but fundamentally ownership structure is still considered as an exogenous factor. Exchanges with business entities both through formal and informal markets will always be coordinated through various contracts according to the economic constraints of the owners of goods and services. So that the business entity is essentially a contract network. At the third level, operationally political and social rules, as well as institutional structures are introduced into transaction costs.

This is in accordance with the opinion of Klenow (2004:9) that transaction costs are used in a case where they cannot be included in the analysis, so that the objectives of the business entity are not achieved, so transaction costs must be introduced into the analysis.

Price theory or microeconomics is a conventional form, where in the context of engineering business organizations or institutions have the same way to get around the law of gravity, where factors are implicitly assumed to appear in the dependent or independent variables.

Operationally, to identify institutions, both production and commercial institutions, the institutional concept is used which is characterized by three things, namely:

1. Ownership rights, whether in the form of rights to material or non-material objects material (property rights);
2. Jurisdiction boundaries, and
3. The rules of representation (Pakpahan, 1990:51)

How participation is formed is determined by the rules of representation of the participants involved. Each form of representational rule has to deal with three types of costs, namely:

1. Decision-making costs (policing costs or lobbying costs or contract costs or negotiations) as participation;
2. Information costs (socialization) and
3. Security or monitoring costs.

2.3 Previous Research

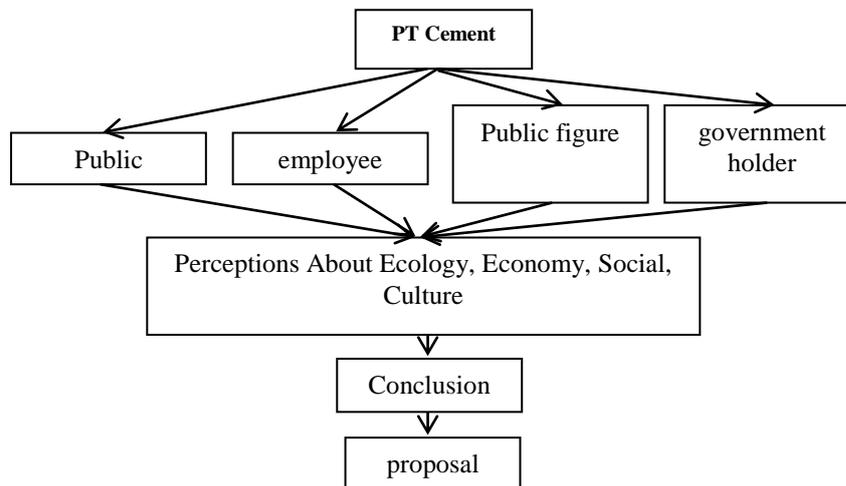
Fachruddin Fahmy Siregar (2009), Writing about Public Perception Against the Opening of Gold Mining in Batang Toru Forest District South Tapanuli.

Muhammad Lukman Hakim (2008), in his research analyzes on the ecological, economic, social and political impacts of policies mining in protected forest (case study of gold mining in protected forest Tumpang Pitu Banyuwangi

Regency). This research aims to know the consistency between other policies, especially in relation to Conception of State Controlling Rights (HMN).

2.4 Size Company

To make it easier to understand the research action plan that is being carried out, an illustration is given in the research framework diagram, so that it is hoped that this frame of mind image will facilitate understanding of the flow of thought. The picture of the framework of thought is as follows:



3. RESEARCH METHODOLOGY

3.1 Types of research

This study is a perceptual qualitative evaluation study, where the researcher tries to understand the meaning of events and interactions that occur among people in a community in certain situations. The perspective used is a *verstehen* perspective, namely understanding according to the interpretation of people's interactions. As stated in the previous chapter, in the realm of social studies, this study can basically be classified as a form of evaluation activity on the community's perception of activities of PT Semen Puger in Puger sub-district, Jember district. Community here means stakeholders and their networks in Puger District, meaning that this study is also a stakeholder mapping study. This is related to the need to answer the goal that the study does not only provide a description of the process of reciprocal interaction between the PT Semen Puger area and its strategic environment, namely the community and stakeholders both in the area in ring I, Puger sub-district. The study also asked researchers to answer "how far" and how the perception and pattern of patron-client changes in the community around the area towards the existence of PT Semen Puger's operations in various contexts. This means that consultants need to analyze perceptions, patterns of patron-clients and analyze the needs of the community in the area where PT Semen Puger operates.

Furthermore, the focus of this study is also drawn to the issue of relationship between the community and stake holders with PT Semen Puger. And therefore, the evaluation of the community's perception was also carried out on several nodes that were related formally and informally.

This study is of the type of exploratory description, meaning that it tries to understand in-depth demographic, social, economic and cultural characteristics of the people in around the area where PT Semen Puger operates, Puger district, Jember district. Besides that, it is also to describe the pattern of relationships between stakeholders with the existence of PT Semen Puger's activities, describe public opinion about PT Semen Puger's activities as well as analysis of community needs in connection with the community development program carried out by PT Semen Puger.

The unit of analysis in this study is the perception of households and stakeholders in the community around the PT Semen Puger operation location. In this case, it is households and stakeholders in the community in the Puger sub-district, Jember district. Based on the unit of analysis, the population is all households and all stakeholders in Puger District.

3.2 Research sites

This research took place in Puger District, Kabupaten Jember uses a purposive random sampling technique. The selected location is expected to represent the socio-economic characteristics of the community that are directly or indirectly related to the activities of PT Semen Puger.

3.3 Population and Sample

Sampling went through two stages, namely regional samples and Sample Households and stakeholders (Stakeholders). At the level The sample of households and stake holders is carried out by "snowball sampling" or the method of snowballs being rolled from the top of a hill, which is like the information when it is rolled out is still small, then when it is rolled down it will enlarge, so the information needed begins with reference the initial "node" after the initial node is complete, then ask for a node reference continued contact and further in-depth interviews until deemed sufficient, then for the third node is taken based on the reference previous. The interview was stopped until it was deemed sufficient information. Then another node is taken as the initial node as well, then the process is repeated.

3.4 Data Types and Sources

The data source of this research does not only use one source of field data or primary data, but also uses secondary data. According to Marzuki (2000: 55), data sources can be divided into two, namely:

1.Primary data

Primary data, namely data obtained directly from the source. The data was obtained from the respondents in this study. For this reason, the "snowball sampling" method will be used related to the research objectives.

2.Secondary data

Secondary data, namely data that is not managed by the researcher himself. Data The data obtained from the Data, Village, Village Potential, District in Figures, Central Bureau of Statistics (BPS), libraries, magazines, internet, articles or journals related to the object of research. Secondary data required are economic, socio-cultural, political/legal, and technology.

3.5 Data collection technique

Meanwhile, the data collection technique is a procedure to obtain the data needed in research. Data collection techniques can be done by:

1. Observation, namely data collection techniques by conducting direct observations of the object of research which is then carried out systematically research;
2. Interviews, namely data collection techniques by way of one-sided questions and answers that are carried out systematically and based on research objectives;
3. Documentation, namely the technique used by borrowing the company's archives. Especially with regard to the problems studied;
4. Literature study, namely data collection techniques by conducting literature studies on relevant books, newspapers, magazines, and scientific writings.

4. DISCUSSION

Perceptions that arise in society about an event, not only caused by the event alone. But due to many things that will shape the mindset of the community about the occurrence of an event. Likewise, the community around PT Semen Puger in the Puger sub-district which is the location of PT Semen Puger, the formation of their perceptions is closely related to the various problems that have been faced and befell them so far, both issues directly related to mining activities and issues that are not related to mining activities. directly related. To be able to understand the various perceptions that arise in the community around PT Semen Puger in the Puger sub-district, it is necessary to first understand the various problems that exist, especially those that have a direct relationship with PT Semen Puger which are carried out by various managers or operators of PT Semen Puger.

5. CONCLUSION

- 1) The people of Puger District consist of Madurese and Javanese people. More than 50 percent of the population live from farming and fishing, the rest from trade, construction, services, livestock, employees, and PT Semen Puger employees.
- 2) The economic condition of the people of Puger sub-district experienced quite a contrast between employees of PT Semen Puger and those who were not employees of PT Semen Puger, this often led to social jealousy.

3) In general, the community around Puger District accepts the existence of PT Semen Puger but they hope that there is a direct or indirect relationship to the welfare of the community around PT Semen Puger

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