



Rumah Kreatif Tamiang: An Inclusive CSR Model For Difabel

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A B S T R A C T

This study discusses the Rumah Kreatif Tamiang (RKT) programme, which focuses on disability inclusion. The programme employs an ecosystem-based inclusion approach that prioritizes stakeholders. This initiative is particularly noteworthy because Law No. 8 of 2016 regarding disability has not been effectively implemented, especially in Aceh Tamiang.

This research is qualitative, with data gathered through library and internet research, observations, and in-depth interviews with various stakeholders, including the programme manager (CDO), disabled individuals involved in the programme, community members, social services, and customers of the café and workshop.

The findings indicate that the programme was designed and implemented with a professional approach, taking into account stakeholders and local culture. This study contributes to strengthening theories of mentoring and corporate social responsibility (CSR), suggesting that both mentoring and CSR programmes should be based on local needs and ecosystems, emphasizing actor-centeredness. Furthermore, these programmes can be replicated by other entities, including businesses, government agencies, universities, and the general public.

INTRODUCTION

In Indonesia, there are three conditions that are disadvantageous for people with disabilities. *First*, according to Diono (2014), the community and companies are still positioning people with disabilities by using the paradigms of charity and health (disability). This perspective sees people with disabilities with pity and needs to be treated. *Secondly*, Ndaumanu F (2020), Kristiyanti (2019) and Surwanti and Hindasah (2013) all agree that families who are overly protective and do not trust their children with disabilities to live independently are even worse than families who hide their children with disabilities because they are ashamed of society. *Third*, Okon (2012), Lavasani & Ortega (2015), Dewi (2015), Utami (2015), Afriany and Hakim (2018), Purinami & Mulyania (2018) and Mulyadi (2020) are

clear that people with disabilities have low education, which increases their self-doubt to interact in society and get the same rights in development, especially the world of work.

Alizah B, et al. (2023) definitively stated that research conducted by Bord, Berman and Ostergen in 15 developing countries unequivocally demonstrated that fewer people with disabilities were employed compared to the general population. It is undeniable that people with disabilities are still facing exclusivism globally, particularly in terms of enjoying and participating in development. The reality is that people with disabilities are lagging behind in terms of quality of life¹. This is due

¹ There are many opinions about the definition of quality of life, such as Ferrans (1996), Zhan (1992) that quality of life is experience, satisfaction and well-being. While Meeberg (1993), Hass (1999) and Feinstein (1987) cover the degree of health, perception and living conditions, lifestyle and happiness. Frank-

to a number of factors, including low education, low health status, limited job opportunities and access to public facilities. Burke's report, and others like it (2012), Benoit, et al. (2013) and Andayani (2020) make it clear that companies reject applications from people with disabilities due to their physical shortcomings. Kruse, et al. (2018) definitively stated that the average person who is accepted to work in a company is much lower than non-disabled. The BPS report (2020) definitively stated that their survey results demonstrated that people with disabilities experience discrimination in getting jobs.²

The Central Statistics Agency (BPS) has revealed that of the 16.5 million people with disabilities who have entered the productive age to work, only 7.6 million people are working. A mere 1.73 percent, or 969 companies throughout Indonesia, have recruited workers with disabilities as of 31 December 2022. The company makes the mistake of viewing their physical shortcomings as a limitation to mobility and work, especially given the low level of education. There are still many people with disabilities who lack the confidence to interact with the world of work (Lavasani, Wahat, & Ortega, 2015). This is further supported by Hogan, et al. (2012), who found that companies provide minimal accommodation, facilities and infrastructure for people with disabilities. It is a common misconception that people with disabilities are less productive than their non-disabled counterparts. This is evident from the significant salary gap between the two groups (Balwin, 1997). These problems have led people with disabilities to prefer working in the agricultural sector independently (Mavromaras, et al., 2007).

Soewito (Amalia AD, 2014) states that people with disabilities face four key problems. *Firstly*, there are the physical aspects inherent in people with disabilities, which result in obstacles to mobility, psychological barriers, obstacles in the field of education, productivity barriers, social and economic barriers, and hindered social functions. *Secondly*, from the perspective of exit, there is a very protective aspect that hinders the development of abilities optimally, limited knowledge, discrimination and lack of confidence. *Third*, from the perspective of society, there is a lack of doubt about the abilities of people with disabilities. This has led to a situation where they are sometimes not cared for and not

Stromberg interprets quality of life as measured through indicators of income, employment, education and physical function of individuals. These definitions place quality of life on economic achievement and perception of social status in society. ² Diono (2014) said that the treatment of people with disabilities is very related to the company's paradigm in positioning people with disabilities. The company sees in terms of health paradigm and pity because of the physical shortcomings they receive, thus limiting them to mobilize and work, especially with a low level of education and there are still many people with disabilities who do not have the confidence to interact with the world of work.

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accepted as workers. *Fourth*, the government has failed to implement the disability law, which has resulted in the rights of people with disabilities being violated.

The above conditions are a clear example of the lack of inclusion for people with disabilities in society. It is evident that inclusion is still difficult to apply and find in the life of the nation (Ndaumanu F, 2020). Inclusion is enshrined in Article 8 of Law No. 8 of 2016 concerning Disability, which recognises social rights and human rights (HAM). It is also enshrined in Government Regulation (PP) no. These include Law No. 8 of 2016 concerning the Implementation of Welfare for Persons with Disabilities and Government Regulation (PP) No. 70 of 2019 on the Fulfillment of Disability Rights.

It is clear that programmes intended for people with disabilities are still charitable and health-focused, with the primary objective of entertaining and helping with physical activities. A media study from 2017 to 2023 found that 80% of companies that carry out CSR programs for people with disabilities are still in the charity and health paradigm, but not in the social and human rights paradigm. It is clear that the majority of companies that carry out CSR for people with disabilities focus on charity and philanthropy. In fact, 58 percent of companies carry out charity programs, while 22 percent of companies focus on philanthropy (social assistance for the public interest). Only 20 percent of companies carry out mentoring programs that cannot be categorized as a CSR citizenship program. It is clear that only 37 percent of all SOEs, 0.56 percent of all BUMDs and only 0.17 percent of 32,193 private companies whose CSR targets disabilities. This objective condition is the basis for my research. I aim to answer the question of program planning and implementation models that have not been found in CSR programs in Indonesia.

Despite the challenging circumstances, the Tamiang Creative House programme is making a difference in Tanjung Karang Village, Karang Baru District, Aceh Tamiang. This house is the centre of all inclusion activities for the visually impaired and deaf. This house brings together various interests in one programme to encourage the implementation of inclusion. This phenomenon deserves further exploration and wider dissemination, as the RKT program has not been found elsewhere and can serve as a milestone for inclusion programs for people with disabilities dissemination.

According to WHO data from 2023, the number of people with disabilities is estimated to reach 1.3 billion, or 16% of the world's population. Meanwhile, in Indonesia, the number of people with disabilities is reported by BPS to be 22.97 million, or 8.5% of the Indonesian population. Indonesia's inclusion index is currently ranked 125th out of 153 countries that have ratified the United Nations Convention on the Rights of Persons with Disabilities (CRPD). The DKB data (Aceh Province Net Consolidated Data, 2020) clearly shows that

people with disabilities in Aceh Tamiang are the seventh largest group in Aceh province, with 325 people in Aceh Tamiang out of 7,943 people in Aceh Province. The Ombudsman of the Republic of Indonesia Representative of Aceh also stated that the 2022 service standards survey in Aceh Tamiang revealed a lack of services for people with disabilities. Maghfirah's research (2023) revealed that the rights of people with disabilities in Aceh Tamiang Regency are still not being fulfilled, especially the rights to habilitation and rehabilitation. All of these people with disabilities were categorised as poor in 2020. In 2023, only 308 were included in the poor category (PPM Pertamina Ep 1 Rantau Report, 2023).

The Tamiang Creative House Program is a crucial initiative that enhances the theoretical value of empowerment, paving the way for people with disabilities to fully integrate into society. This programme is crucial to achieving the Sustainable Development Goals (SDGs), especially for minority groups. Above all, it is an effort to implement Law Number 8 of 2016 concerning Disability, which makes clear the importance of inclusion for people with disabilities. The CSR model developed by PT Pertamina EP I Rantau is an example that all companies in Indonesia should follow, as it represents a new approach that has been built gradually the public relies on the government as a way of independence for people with disabilities.

The Rumah Kreatif Tamiang (RKT) programme is based on the social and human rights paradigm, in accordance with Law No. 8 of 2016 concerning Disability. This law gives the responsibility of mandatory inclusion of people with disabilities to all parties. It is our obligation to build access to development, equal job opportunities as part of social beings and human rights. This construction is based on the theory of postmodernism, which sees human beings as diverse and complex beings with different characteristics in each region and even individuals due to the influence of culture, ethnicity, religion, social and education (Jaeger & Bowman, 2015). The development of disability inclusion ensures that everyone has the same opportunity to participate in every aspect of life according to their abilities and desires.

Article 53, paragraph (1) of Law no. 18 of 2016 makes it mandatory for companies to employ at least 2% of persons with disabilities from the number of employees or workers. This applies to the Government, Regional Governments, State-Owned Enterprises (SOEs), and Regional-Owned Enterprises (BUMD). Article 53, paragraph (2) is clear: private companies must employ at least 1% of people with disabilities from the number of employees or workers. The mandatory law still encounters obstacles due to the large number of people with disabilities, while companies are only required to pay 1 percent and 2 percent for SOEs. BPS data (2022) reveals that 16.5 million people with disabilities in Indonesia are of working age, yet only 7.6 million are

employed. Furthermore, Rohman (2018) found that many employers lack the necessary information about disabilities.

Private companies and SOEs must adopt CSR (corporate social responsibility) citizenship as a solution. This has not been done much, but it must be done. CSR activities provide training and empowerment programmes, as well as the business world, which allow people with disabilities to train themselves to be independent and develop. Persons with disabilities are the subjects of these CSR programs. The company's CSR programme is an effective way for companies to recognise people with disabilities and also recruit 1 or 2 percent of their employees. There is overwhelming evidence that people with disabilities benefit from CSR and working in companies. They gain confidence and self-esteem (Engelbrecht and Lorenzo, 2010; Lin, Zhang, & Yang, 2018; Dewi, et al., 2020). In accordance with ISO 26000, corporate CSR programmes must refer to corporate citizenship (CC) programmes. Hahn (2012) stated that the primary objective of ISO 26000 is to integrate diverse stakeholder groups in a sustainable discourse that reflects their interests.

CSR and CC enable companies to improve the quality of life independently and sustainably. CSR CC provides a platform for people with disabilities to take the lead, from planning to implementation. This ensures that local identities and individuals remain at the heart of the programme. It is therefore crucial to consider the level of disability experienced by each actor involved in the programme, in order to ensure their full participation and optimal realisation. People with disabilities must be able to access the resources they need to function optimally socially (Jaeger and Bowman, 2015).

CSR programmes based on ISO 26000 must be based on an ecosystem approach (Amady, 2022). This means taking a mutual interaction between the social system and the environment, the environment, and local needs involving multiple parties. The economic system will form an ecosystem that refers to the concept of the economy, namely institutional production, distribution and consumption. Each economic potential is inextricably linked to a social system formed by the potential of natural resources from the environment. This model is implemented by the CSR program of PT Pertamina EP I Rantau, which has not been found to be applied in other locations.

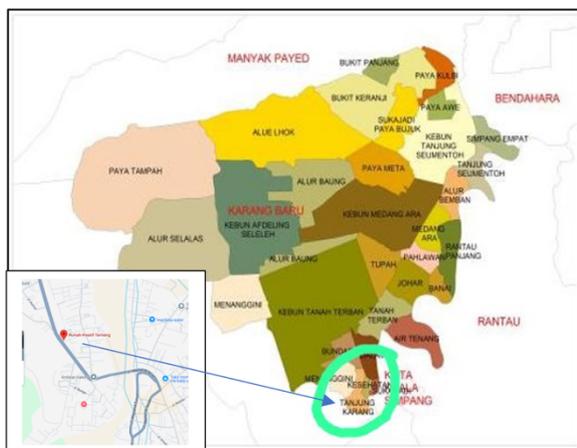
METHOD

The Rumah Kreatif Tamiang programme in Tanjung Karang Village, Karang Baru District, Aceh Tamiang Regency, Aceh Province in October and November 2023. The research was conducted in two stages. The first stage was a desk study, which involved literature reviews, internet data and data obtained from Pertamina EP I. After completing the desk study in October, the field study commenced in early October.

This six-day study was conducted in Tanjung Karang village to observe, interview and discuss in depth. While in the field, he was assisted by Abdul Qodir Jaelani, a Bachelor of Anthropology at the University of North Sumatra.

Two locations were observed: the Rumah Kreatif Tamiang programme and the Tamiang Pembina Extraordinary School. For four days at the Tamiang Creative House, we conducted observations on a number of activities, including inclusion café activities, disabled motorcycle workshops and waste houses, as well as the Ambe Event gallery. We observed the service, making and attitudes of the Inclusion Café waiters, as well as the behaviours of consumers towards people with disabilities. We observed the deaf processing oil waste and the disabled motorcycle workshop, as well as consumer behaviour on motorcycles.

Figure 1: Research Location in Tanjung Karang Village



Source : Modification from BPS Karang Baru District 2015 and Google Map.

We conducted in-depth interviews with the head of Bang Dedek Workshop and his wife, as well as workshop consumers. We interviewed the manager of Café Inclusion, the Deaf Barista, and the deaf café waiter. We also interviewed the person in charge of the waste house and the waste manager, who is deaf. We interviewed the CDO (Community Development Officer) of Rumah Kreatif Tamiang, external relations Fahmi, the CDO of gallery Ajang Ambe, the Head of Communication Relations & CID of Pertamina Zone 1, Mr. Djulinto Tasmata, and people who live near Rumah Kreatif Ajang Ambe. The second observation was conducted at the Special School (SLP) of Pembina Tamiang Regency, where we observed the learning process and several cake and waste composting training activities. We interviewed the principal and some teachers involved in the programme. All field activities are documented in field notes, interview reports, photos and videos (Syahrizal, 2015).

Table 1: List of Informants

Name	Jobs
Bang Dedek	Head of Motor Workshop
T.Zubaidah	Wife of Dedek
Rizki	Manager of Café Inclusion
Yasir	Barista
Pandi	Waiters
Maya	Barista
Nora	Waiter
Fahmi Abdulah	External Relations
Djulianto Tasmata	Head Od CR & CID Pertamina Zona 1
Oskar	CDO of RKT
Budi Hermawan	CDO of Gallery Ajang Ambe
M Iksan	Operational House of Waste
Ika Rafika	Head of Ajang Ambe
Makmur	Client of motor Workshop
Ridwan	Cave Visitor
No name	Head of Disability School
No Name	Teacher of Disability School

Sources : Field 2023

The data was analyzed descriptively using a domain approach. The domain approach, according to Ahimsa, H.S. (2022), is the process of identifying, understanding, and modeling knowledge and information relevant to a particular subject. This process provides a deep understanding of the context, needs, and problems within the field. The defined domains are closely related to paradigm shifts regarding people with disabilities. The perception of people with disabilities has shifted from a paradigm of pity and health to one of social and human rights. Similarly, individuals with disabilities have transitioned from low self-esteem to confidence and independence. The information is constructed and validated to all available information so that an overview of the inclusion practice at the Tamiang Creative House is obtained. The data constructions are discussed with theory to formulate the concept of inclusion and the ecosystem present at the Tamiang Creative House.

RESULTS AND DISCUSSION

This section discusses the findings: first, the RKT activities, which cover the Disabled Motorcycle Workshop, an inclusion café, a waste house, and the Ajang Ambe gallery; second, the actor-based approach in implementing programs; and third, the program's alignment with global initiatives, particularly the Sustainable Development Goals (SDGs).

1. Inclusion in Rumah Kreatif Tamiang

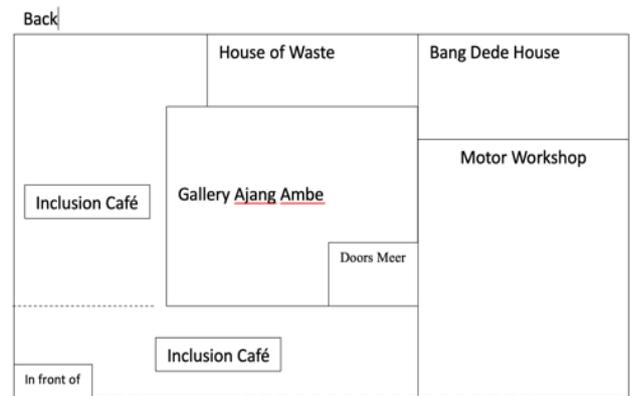
The Rumah Kreatif Tamiang is a 150 M2 house with seven rooms and one pavilion. It is located on Medan-Aceh Street in Tanjung Karang Village, Karang Baru District, Aceh Tamiang Regency. The house is owned by the community and was bought by PPM PT Pertamina Ep Field Zone I because it is situated behind an old oil well that was drilled in the Dutch era. In 2018, the old oil well spewed fire, endangering the owner of the house. PPM PT Pertamina Ep Field Zone I purchased the house to relocate to a new one. This house was originally used by PT Pertamina Ep Field Zone I as a treatment centre for the community. However, it did not develop, so the treatment centre was stopped and this house was left alone. In 2021, PPM PT Pertamina Ep Field Zone I transformed this house through the Rumah Kreatif Tamiang programme programme into a workshop, doorsmer place, and the Ajang Ambe gallery.

This house originally consisted of one living room, two rooms and a kitchen with a large yard at the front, right and back. However, after the Rumah Kreatif Tamiang programme began, this house was divided into four sections based on activities. On the left side, from front to back, is a workshop for the disabled, along with the residence of the chief mechanic and his family. In the middle of the front is a place for doorsmer, built adjacent to the workshop and the front yard of the house. It also has a well that provides water and a sewage treatment flow system.

This house originally had one living room, two rooms and a kitchen with a large yard at the front, right and back. However, after the Rumah Kreatif Tamiang programme began, this house was divided into four sections based on activities. On the left side, from front to back, is a workshop for the disabled, along with the residence of the chief mechanic and his family. In the middle of the front is a doorstep area adjacent to the workshop and the front yard of the house. It provides a place for doorsmeer, along with the well that provides water and the sewage treatment flow system. The Ajang Ambe gallery is located on the left and in the middle. It has one restroom and one meeting room without tables and chairs. You will find chairs and tables for seating in the yard, precisely at the far right corner of the roadside in the kitchen building, in front of the kitchen, and on the terrace of the Ambe event. However, the manager of Café Inklusi built a café room in the house after August 2023. Visitors can also sit on the second floor, on the right front roof, where there are five tables.

This Rumah Kreatif Tamiang is a place where the community and people with disabilities interact. They work together as café staff, motorcycle mechanics and managers in waste houses. This proves that there is no difference between people with disabilities and those without. People with disabilities are the driving force behind the activities, especially the workshops and cafes.

Chart 1: RKT Sketches Room.



Sources : Field, 2023

a. Difabel Motor Workshop

In 2019, PT Pertamina Ep 1 Rantau will establish a workshop for the disabled. This workshop will undoubtedly be a great success, given that there are 46,158 motorcycles in 2019. To make this plan a reality, PT Pertamina Ep Field Zone I CSR is working closely with the Social Service and the Tamiang Regency Manpower Office to recruit people with disabilities and provide them with the training they need. The Manpower Office has successfully recruited 34 people with disabilities from five sub-districts who are interested in the workshop field. The training will be implemented from August to October 2020. The technical aspects will be adjusted to suit the needs of the disabled, specifically in terms of distance and accessibility. The 34 training participants were divided into four zones, with each zone comprising eight people trained by Dede Kurniawan, a disabled person.

Once the training was complete, the participants were given assistance to set up their own workshops, with a particular focus on Rantau District. Dede Kurniawan was given the responsibility of directly operating the workshop. The participants formed the Empowered Differentiated Disability Group, which was started by workshops and doorsmers. The Empowered Differentiated Disability Group, a group of alumni of the training participants, has received assistance from workshop and doorsmeer business units in the form of workshop equipment, motorcycle spare parts and also motorcycle washing equipment such as water compressor machines for washing motorcycles.

The workshop training has produced 34 participants with disabilities, 15 people who have opened their own workshops, 5 large workshops and the rest are small workshops at home, 8 people work in workshops for the disabled, and the rest are other professionals with small incomes in the workshop. Currently, only Dede Kurniawan is working in the workshop for the disabled, with two interns. Eight other people with disabilities have left and are now working in other sectors. The average daily income is Rp.200,000, with the service of 8

to 15 motorcycles. The positive side is that the general public already trusts the work of people with disabilities in motorcycle service.

The Disabled Workshop is not just a workshop; it is also a training ground for students in the workshop field and a centre for the development of workshops for the disabled throughout Aceh Tamiang Regency. There have been three duplications of workshops in three sub-districts. Meanwhile, doormen are no longer operating due to the low income earned by their workers.

b. Café Inklusi

Café Inclusion was born out of the desire of several workshop training alumni who are deaf to join the Disabled Workshop and to showcase their interests and talents in the culinary section. CSR Pertamina EP I Regional responded to this desire. They made it clear that they wanted to open activities or businesses in the culinary field at the Rumah Kreatif Tamiang programme. CSR Pertamina EP I Rantau responded positively to the wishes of eight alumni by building a kitchen and café equipment. In June 2022, barista training, financial management, kitchen, and marketing were held in collaboration with Senad Café and Coffee care Café, which is one of Aceh Tamiang's local cafés.

The deaf and disabled training participants were selected from 8 workshop training alumni and 12 people were taken from SLB Pembina Negeri Aceh Tamiang. This resulted in a total of 20 training participants being trained. After two weeks of barista training, eight people with disabilities were selected as café managers. Three were taken from workshop training alumni, while five were taken from SLB Negeri Pembina alumni. The remaining 12 people are in place of waste treatment, two of whom have chosen to work elsewhere. In August 2022, Café Inklusi opened its doors with a manager from the CDO of Pertamina EP I Region at the helm. In early 2023, a non-disabled manager was appointed and developed a café, both indoors and outdoors. In October 2023, one non-disabled worker was recruited as a barista to accompany the disabled baristas. This café had stagnated in 2022, so it was time for a change. The new manager serves Acehnese specialties on holidays and live music. Café Inclusion customers can order directly by making a written order or via QR Code.

Inklusi Café can accommodate up to 100 customers, 80 in the outdoor area and 20 in the indoor room. On weekdays (Monday to Friday), we typically see around 10 to 15 customers per day. On weekends (Saturday to Sunday), we see around 40 to 50 customers per day. However, on occasion, if there is a meeting event such as an organisational gathering, club and office event, it can reach 60-100 people in one day. Currently, there are five deaf people working at this café, which was originally eight people, and one non-disabled barista.

The name of this coffee shop is Inklusi Coffee. It means that there is no difference between people with

disabilities and us normal humans. Disability coffee is called Inklusi Coffee. The goal is for customers to come because they genuinely want to enjoy the coffee at Inclusion Coffee, not because they feel sorry for the disabled. Café Inclusion is a place where people with disabilities and the community interact. For the disabled, this café is a place to build their mental and professional resilience and engage with the wider community. This café is an open door to a new way of thinking for the wider community. It challenges the perception that people with disabilities are different from the general public. When given access and the right training, people with disabilities can work alongside the general public.

c. Waste House

The Rumah Kreatif Tamiang introduced waste treatment to people with disabilities, especially those who have just graduated from high school and are already alumni. People with disabilities are taught to process waste with the principle of zero waste. This means that all waste is reprocessed to be used, so that there is no waste. The Waste House programme at the Rumah Kreatif Tamiang programme involves three activities. First, we process doorsmeer waste, namely motor cleaning water and workshop cleaning, so that it is clear again and can be used to water plants every day. Secondly, we process used cooking oil waste from Café Inklusi and the community into soap and wax. Third, we process organic fertilizer from Café Inklusi waste and community waste into fertilizer to be used in the TOGA plantation, assisted by CSR PT Pertamina Ep Field Zone I.

We treat doorsmeer and workshop wastewater until they can be reused. Meanwhile, used cooking oil waste from the Inclusion Café is managed into laundry soap and candles that can be used in the Inclusion Café to wash dishes and for lighting at night or fly repellent. We convert organic waste into fertilizer for use by farmer groups, with the help of CSR PT Pertamina EP Rantau Zone I. We make a monthly profit of around Rp. 500,000 - Rp. 1,000,000 from the Disability Waste Treatment program. PPM PT Pertamina EP Rantau Zona I has appointed Syattariyah (23 years old) as the supervisor of waste treatment for people with disabilities to promote the waste treatment programme.

d. Galleri Ajang Ambe

The Ambe Event Gallery is not included in the Rumah Kreatif Tamiang programme because it existed before the Rumah Kreatif Tamiang programme began. The Ambe event gallery is a gallery owned by the Ajang Ambe cooperative, which is a combination of small businesses (SMEs) assisted by the PPM programme of PT Pertamina EP Rantau Field Zone I. Along with the opening of the Rumah Kreatif Tamiang programme in 2021, the Ambe Event Gallery moved to the Tamiang Creative House. The Ambe Event Gallery is located in

the Rumah Kreatif Tamiang programme, integrated with workshop activities. This allows visitors to the workshop to shop at the Ambe Event Gallery. The increase in activities at the Rumah Kreatif Tamiang programme is expanding the marketing of products at the Ambe Event Gallery.

The Ajang Ambe Gallery is linked to the Rumah Kreatif Tamiang programme through the Rumah Sampah initiative, where candles and soaps are produced. These are sold at the Ajang Ambe gallery. Furthermore, it serves as a training ground, a venue for meetings and a hub for the entire Rumah Kreatif Tamiang programme. When there are no meetings, this room is used as a resting place for gallery workers, waste houses and cafes during breaks.

e. Building a Actor-Centric Program

The Rumah Kreatif Tamiang programme is based on CSR Citizenship. This is a programme that is integrated with the community as a citizen. The program is designed to run and be sustainable, which results in independence. We analyse local needs, in this case the needs of motorcycle repair shops and the coffee culture of the people of Aceh Tamiang. Based on these local needs and culture, Pertamina Ep I Rantau CSR designed a workshop programme for people with disabilities and then developed the Inclusion Café.

The programme originally only built workshops for disabled people. The CSR team is looking for actors who already have expertise in their fields and have shown their performance through the workshops they manage. This was the only way to ensure the programme runs and continues, and at the same time transmits to people with disabilities. The theory is simple: if the workshop programme is managed by a professional actor, then remove all the disabled people who are in the workshop, the workshop will continue to run because it has been overcome by the workshop manager himself.

Pertamina's CSR CDO has built a collaboration with the Social Service and the Aceh Tamiang Regency Manpower Office through workshop training to recruit professional actors. The Manpower Office and the Social Service of Aceh Tamiang Regency already have a relationship with people with disabilities who are engaged in workshops. This means that companies can recruit the disabled in question easily because the Social Service and the Manpower Office of Tamiang Regency already have a database about people with disabilities and their qualifications.

Once the programme has been completed, the company will work with the village government and the Aceh Tamiang Regency Supervisory Extraordinary School (SLB). The village government was engaged to provide the necessary government and legal support from the community. Meanwhile, the collaboration with SLB is intended to provide human resource support for the Tamiang Creative House. SLB students gain invaluable experience through workshops at the

Workshop for the Disabled, while also securing job opportunities after graduation.

The disabled are given the confidence to express their opinions on what is suitable and what they want through workshops and training. The disabled people who used to work in the workshop have expressed a desire for culinary activities. The disabled have proposed that the Tamiang Creative House programme develop into culinary activities. To strengthen the culinary business, an inclusion café was established, managed directly by people with disabilities. The CDO of Pertamina EP I Rantau is aware that without professional inclusion café actors, it is difficult to compete with cafes in Tamiang. The CDO of Pertamina EP I Rantau recruits professional managers with experience of working with non-disabled people and professional baristas who are not disabled. Since the arrival of two professional actors at Café Inklusi, the café has grown exponentially and is now extremely busy. We also develop duplication programmes for waste houses, involving direct managers from non-disabled people who understand waste treatment.

The programme's success hinges on the theory of professionalism in designing and implementing the Tamiang Creative House programme. Programmes made with professional actors and then supported by local ecosystems and cultures are concepts that must be duplicated. This kind of empowerment model has not been widely applied in empowering or assisting the community, especially the disabled. This is a model that other companies should emulate. They can apply it to different objects or concepts.

The Tamiang Creative House is a holistic programme with four major themes: the principles of the social model paradigm and the human rights of people with disabilities for inclusion; an environment-based economy (green economy); and ecosystem-based programmes. At the Tamiang Creative House, the four themes are carried out simultaneously as an integrated unit. Applying these four themes simultaneously is not easy, but it is possible with the right approach and attention to detail in the concept design. The four concepts are as follows:

First, we apply the social and human rights model for people with disabilities. At the Tamiang Creative House, people with disabilities can develop their inclusion. We start with motorcycle repair skills, doorsmeer, café inclusion, waste treatment and sales at the gallery. We also develop singing talents through live music and open opportunities to develop other talents. The people with disabilities who gather at the Tamiang Creative House are prepared to live in the community because their confidence is honed in this place.

Secondly, it is ecosystem-based. The Tamiang Creative House is directly related to two ecosystems: (1) the human resource ecosystem. The district government has already established Special Schools (SLB) for Coaches, which cater to students from PAUD,

Elementary Schools, Junior High Schools, and Public High Schools. The Rumah Kreatif Tamiang is a school field practice (SLB) and is also prepared with waste processing and cake making capabilities. This SLB graduate is able to transform waste into organic fertiliser and create cakes.

Thirdly, we base our approach on environmental economics through the concept of zero waste. We process waste generated by motorcycle repair shops, doorsmeer and Café Inklusi to reuse it. The water and oil produced by doorsmeer and workshops are processed to become water that is suitable for reuse, especially for watering plants in the Tamiang Creative House environment. This treatment reuses wastewater from workshops and doorsmeer through distillation, returning the water to its original state. Meanwhile, the used oil used in Café Inklusi is reprocessed to make soap and wax in the waste treatment section, with all of the work done by people with disabilities. We do not throw away any waste in the environment. Meanwhile, we collect paper and plastic waste to sell as a source of additional income.

2. Become Part of a Global Program

The Tamiang Creative House Program, located in a village in Aceh Tamiang with a core team of people with disabilities, is a compelling example of how local practices can contribute to the global community and be an integral part of the global movement. This programme addresses at least three global issues, namely sustainable development (SDGs). Disability Formation (Forum Masyarakat Peduli Pemantau Indonesia Inclusion – Disability)³ has identified at least four SDGs goals that refer to disability. These are: Goal 4 on inclusive and equitable quality education that is gender equal; Goal 8 on promoting inclusive and sustainable economic growth, full and productive employment that is decent and equal for all men and women, including persons with disabilities; Goal 11: Build cities and human settlements to be inclusive, safe and sustainable, fund to expand inclusive transportation; Goal 17 of the partnership strengthens the implementation of sustainable development. The Tamiang Creative House makes a strong contribution to the global community through its training process, which is based on the four SDGs. This process takes place in the classroom and in the workshops, cafés and waste houses that are part of the disabled workshops. All activities at the Tamiang Creative House are educational processes that lead to inclusion.

This programme is unquestionably more interesting because it deals with disabled people. This is a crucial issue that concerns the national government and the international community, which is part of the SDGs.

The step taken by Pertamina EP 1 Rantau is crucial and strategic. This is a systematic effort to increase Indonesia's inclusion index in the world, and it is being taken at the national and international levels.

Secondly, we must address climate issues. The Climate House Program at Rumah Kreatif Tamiang is a shining example of climate mitigation and adaptation. By treating waste, they are creating a zero-waste environment and using renewable energy sources like solar cells. This integration with the global climate, climate mitigation and adaptation is a clear example of their commitment to sustainability. This programme is not only an important step in the implementation of climate adaptation and mitigation programmes for people with disabilities, but also for the wider community and the Aceh Tamiang district government.

Thirdly, we must include the disabled. The Tamiang Creative House programme is not about disability. It is about creating an accessible space to facilitate inclusion. Inclusion is the goal. The company provides access throughout the process. This programme is the inclusion movement. The disability inclusion movement is a global movement through the United Nations that is pushing developing countries to implement the social and human rights paradigm.

The Tamiang Creative House program is based on the perspective of society and human rights (HAM). It opens access to as many people with disabilities as possible, giving them a wide-open opportunity to be involved in this program. Secondly, this programme encourages people with disabilities to gain new experiences of interacting with the general public on an equal footing, especially customers of inclusive workshops and cafes who are generally normal people. Third, people with disabilities are trained and practised to innovate and carry out economic activities independently. Furthermore, this programme is linked to palm sugar assistance partners and other MSMEs. There is no other programme like this in Indonesia or anywhere else in the world.

This programme is a prime example of a CSR citizenship programme. The Tamiang Creative House concept and segmentation are an implementation of a CSR (corporate social responsibility) concept as conveyed by Marten D and Crane A (2005). This is an implementation of CSR corporate citizenship (CC). This programme meets all the broad CC requirements that involve all parties in building institutions for sustainable progress. The Rumah Kreatif Tamiang implements social rights through cafes, workshops, and waste treatment and supply networks. We will mobilise civil rights by making people with disabilities equal and in line with them. We will also channel citizens' political rights by building groups of people with disabilities based on their respective citizenship rights. This effort is proof that PPM citizenship is being implemented. We are changing the

³ <https://formasidisabilitas.id/2021/03/analisis-situasi-disabilitas-2-relasi-crpd-sdgs-dan-ripd-sebagai-acuan-perubahan-sosial/>

mindset of the disabled, improving their economy and professionalizing them.

CONCLUSIONS

Based on the results of the study above, it can be concluded that:

1. Human Rights and Social Paradigm: The human rights and social paradigm can be effectively implemented in the RKT program by positioning people with disabilities as subjects rather than objects. This approach provides space for individuals with disabilities and the community to be equal. Through this program, people with disabilities can demonstrate their independence and equality, enabling them to overcome the social structures that hinder them.
2. Ecosystem-Based Approach: The RKT program adopts an ecosystem-based approach by involving multiple stakeholders in a holistic manner. This approach facilitates access to training and builds business networks, strengthening motorcycle repair shops, café management, waste treatment, and product sales through the Ajang Ambe gallery and other consumer channels.
3. Changing Public Perception: The RKT program significantly contributes to changing public perceptions of the abilities of people with disabilities. It not only benefits individuals with disabilities but also local communities and businesses, thereby supporting the achievement of the Sustainable Development Goals (SDGs) through job provision, economic improvement, and cooperative relations among institutions.
4. Significant Contributions: The inclusion model developed by the RKT program demonstrates that, with the right support, people with disabilities can make significant contributions to society. This program provides them with the opportunity to express their identity and capabilities.
5. Strengthening Mentoring and CSR Theories: This research definitively strengthens the theories of mentoring and corporate social responsibility (CSR) by addressing local needs and ecosystems that focus on stakeholders. This program can be replicated by various parties to enhance the rights and opportunities of people with disabilities in Indonesia.

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