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Empowering MSMEs through Corporate Social Responsibility Programs at PT Pertamina Marketing Operation Region in Indonesia: Advancing Sustainable Development Goal 8

Lili Wardani Harahap^{1*}, Rahmawati², Nurmadi Harsa Sumarta², Ari Kuncara Widagdo²

¹Universitas Negeri Medan, Medan, Indonesia

²Universitas Sebelas Maret, Surakarta, Indonesia



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ABSTRACT

Objective: To examine the role of the digital economy in empowering Micro, Small, and Medium Enterprises (MSMEs) and to identify the contribution of corporate social responsibility programs implemented by PT Pertamina Marketing Operation Region in supporting community economic empowerment and Sustainable Development Goal 8. **Method:** Qualitative approach using content analysis. Data were obtained from relevant literature, institutional documents, reports, and published information concerning the digital economy, MSME development, digital marketing, and corporate social responsibility programs. The data were classified, interpreted, and analyzed to identify the relationship between digital economic activities, community empowerment, and MSME development. **Results:** The findings show that sharing-economy business models and digital platforms, including Gojek, Traveloka, Tokopedia, and Bukalapak, contribute to Indonesia's economic activities by expanding market access and creating new business opportunities. Social media is also widely used by millennials to exchange information and support digital marketing activities. Furthermore, PT Pertamina's partnership-based CSR programs contribute to strengthening community economic activities and encouraging MSMEs to become more independent. Digital marketing training may enhance the information technology competencies of millennials and MSME actors while creating opportunities to generate income. **Novelty:** The study integrates the perspectives of the digital economy, MSME empowerment, and corporate social responsibility within a single framework and highlights their contribution to inclusive economic growth and the achievement of Sustainable Development Goal 8.

INTRODUCTION

Indonesia has many companies that can provide opportunities to the community through partnership programs for Corporate Social Responsibility (CSR) programs. To maximize the program CSR, companies have a moral responsibility or obligation that must be implemented by the company to the community based on Limited Company Law Number 40 of 2007. Through this law, companies are required to implement it. In addition, CSR can provide added value for the company by informing profit as a company's performance based on Law Number 19 of 2003 concerning BUMN in realizing a sustainable business. In running a business, management is the most important factor because without management the business will not be managed properly. Many business people open up opportunities for entrepreneurship for Micro, Small and Medium Enterprises (MSMEs) that can increase economic independence. MSMEs can have an impact on increasing economic growth. In addition, MSMEs are proven to be resistant to crises and are able to survive. First, do not have foreign debt. Second, there is not much debt to banks because they are considered unbankable. Third, using local and export-oriented inputs. MSMEs are used as a driver of economic growth.