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APRIL-APRIL 2021



MENGUATKAN CITRA PERUSAHAAN

ENHANCING CORPORATE IMAGE

PERTAMINA DEX

DURABLE ENGINE EXTREME PERFORMANCE



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FROM THE EDITOR **energiá**

MEMANFAATKAN “PISAU BERMATA DUA”

Media sosial seringkali dianalogikan sebagai pisau bermata dua. Karena selain berfungsi sebagai sumber informasi dan sarana komunikasi yang efektif kepada khalayak, media sosial juga membawa dampak negatif, di antaranya sebagai sarana menyebarkan informasi hoaks, ujaran kebencian, pemutarbalikan fakta, provokasi, serta hal-hal yang berkaitan dengan SARA, terorisme, dan sebagainya.

Bagi perusahaan, hal tersebut menjadi tantangan tersendiri. Karena sejatinya, media sosial dinilai oleh berbagai kalangan dapat bermanfaat bagi sebuah entitas bisnis untuk meningkatkan citra perusahaan. Memang perlu cara khusus dalam mengelola media sosial sehingga dapat digunakan sebagai kanal komunikasi gaya baru yang efektif untuk berinteraksi dengan para *stakeholder*.

Kali ini, Energia menyajikan bahasan utama tentang cara Pertamina memanfaatkan media sosial ini sebagai salah satu sarana komunikasi perusahaan untuk mendekatkan diri dengan *stakeholder*. Selain itu, ada juga tulisan lain yang menarik yang bisa menjadi tambahan pengetahuan bagi para pembaca. ▀

UTILIZING THE “DOUBLE-EDGED SWORD”

Social media is often analogized as a double-edged sword. Because aside from functioning as a source of information and an effective means of communication to the public, social media also brings negative impacts, as it can be, among others, a means of spreading hoax information, hate speech, distorting facts, provocation, as well as matters related to SARA (ethnicity, religion, race, and societal groups), terrorism, and so on.

For companies, this is a challenge in itself. Because in fact, social media is considered by various groups to be useful for a business entity to improve the corporate image. A special way of managing social media is indeed necessary so that it can be used as a new effective communication channel to interact with stakeholders.

This time, Energia features the main issue that covers how Pertamina uses social media as a means of business communication to get closer to stakeholders. In addition, there are also other interesting articles that can improve the knowledge of the readers. ▀



Cover Story

MENGUATKAN CITRA PERUSAHAAN ENHANCING CORPORATE IMAGE

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Senior Vice President Corporate Communication
& Investor Relations

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| DEPUTY STEERING CHAIRPERSON**
Vice President Corporate Communication

PIMPINAN REDAKSI | EDITOR IN CHIEF
Fajriyah Usman

WK. PIMPINAN REDAKSI | DEPUTY EDITOR IN CHIEF
Heppy Wulansari

REDAKTUR PELAKSANA | MANAGING EDITOR
Ray Jordan

PENYUNTING NASKAH | EDITOR
Ray Jordan, Rianti Octavia

TIM REDAKSI | EDITORIAL TEAM
Hari Maulana, Septian Tri Kusuma, Indah Nurbaeti,
Indah Dwi Kartika

TATA LETAK | LAYOUTER
Dwi Jafrihanti, Riska Ayu Suryani, Yogi Ageng Saputro

FOTOGRAFER | PHOTOGRAPHER
Kuntoro, Priyo Widiyanto, Adityo Pratomo, Trisno Ardi,
Andrianto Abdurrahman

SIRKULASI | DISTRIBUTION
Ichwanusyafa

ALAMAT REDAKSI | ADDRESS
Kantor Pusat Pertamina | Gedung Perwira 2-4 Ruang 304 Jl.
Medan Merdeka Timur 1A Jakarta - 10110
Telp. (+62) 21 3815966 | Fax. (+62) 21 3815852

WEBSITE & EMAIL
<http://www.pertamina.com> | bulletin@pertamina.com

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Managing Editor
Jakarta, Indonesia



Rianti Octavia
Editor
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Septian Tri Kusuma
Writer
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Jakarta, Indonesia



Hari Maulana
Writer & Editor
**Community Development, Innovation,
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Indah Nurbaeti
Writer
Figure, Review, Destination
Jakarta, Indonesia



Indah Dwi Kartika
Writer
Culinary, Meet Up, Environment
Jakarta, Indonesia



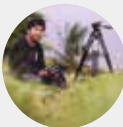
Kuntoro
Photographer
Jakarta, Indonesia



Priyo Widiyanto
Photographer
Jakarta, Indonesia



Adityo Pratomo
Photographer & Writer
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Trisno Ardi
Photographer
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Andrianto Abdurrahman
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*Disclaimer : Foto-foto tanpa masker di edisi APRIL 2021 diambil sebelum pandemi COVID-19.
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**SISTEM MANAJEMEN
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UPAYA TINGKATKAN TATA
KELOLA PERUSAHAAN
ANTI-BRIBERY MANAGEMENT
SYSTEM TO IMPROVE
CORPORATE GOVERNANCE**

DOKUMENTASI PERTAMINA

Penerapan kebijakan anti penyuapan sesungguhnya bukan hal baru bagi Pertamina. Sejak lama, perusahaan sudah memberlakukan sejumlah prosedur untuk menjaga agar operasional berjalan dengan transparan, bersih dan anti penyuapan.

Komitmen tersebut semakin diperkuat dengan implementasi ISO 37001:2016 terkait Sistem Manajemen Anti Penyuapan (SMAP) di Pertamina. Penerapan SMAP bukan sekedar sebagai cara untuk mengantisipasi terjadinya penyuapan, namun juga upaya perusahaan dalam memastikan keberlangsungan bisnisnya sesuai dengan implementasi ESG (Environment, Social, dan Governance) Framework.

Menilik data dari www.kpk.go.id, sejak 2018 hingga 2020 tercatat adanya peningkatan tindak pidana korupsi di Indonesia yang sebagian besar tergolong kasus Penyuapan. Karena itu, sebagai upaya pencegahan terjadinya kasus ini, maka Kementerian BUMN mendorong seluruh korporasi pemerintah untuk memastikan agar perusahaan menerapkan prosedur yang meminimalisir terjadinya kasus serupa.

The implementation of the anti-bribery policy is nothing new for Pertamina. For a long time, the company had implemented in place several procedures to keep operations more transparent, clean, and bribery-free.

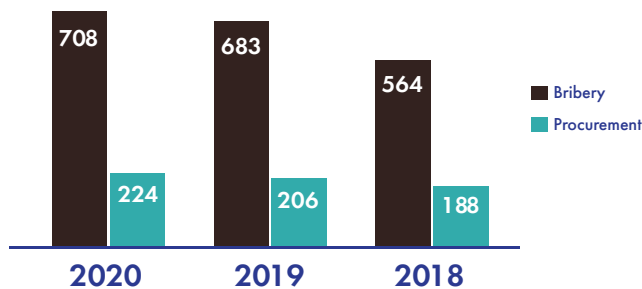
This commitment is stronger by the implementation of ISO 37001: 2016 about Anti-Bribery Management System (ABMS) at Pertamina. SMAP implementation is not only to anticipate bribery cases, but it is part of ESG (Environment, Social, and Governance) Framework implementation to ensure the business sustainability.

Refer to the data from www.kpk.go.id, corruption in Indonesia has increased from 2018 to 2020, dominated by bribery cases. Therefore, as an effort to prevent this case, the Ministry of State Own Enterprise encourages all SOEs to implement procedures that minimize the similar cases.



CORRUPTION CRIME DATA IN INDONESIA

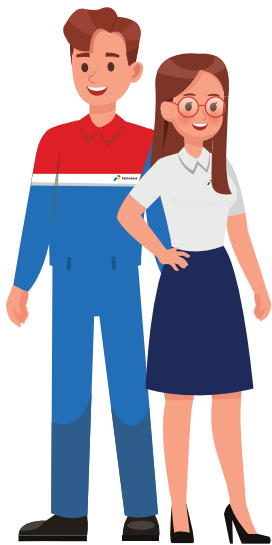
Source : www.kpk.go.id



Hal ini pun disambut Pertamina dengan baik. Jajaran Direksi dan Komisaris pun mendukung penerapan kebijakan yang sudah dilakukan dan mendorong agar diperluas ke sejumlah anak perusahaan. Sampai saat ini, tercatat ada 14 entitas Pertamina yang sudah tersertifikasi dan 13 entitas lainnya sedang proses sertifikasi ISO 37001:2016.

The Board of Directors and Commissioners of Pertamina fully support the implementation these policies and ordered to expand it to the subsidiaries. Currently, 14 entities of Pertamina has been certified with ISO 37001:2016, meanwhile 13 entities are processing the certification

Proses implementasi SMAP dilaksanakan secara bertahap, namun dapat diakselerasi karena Pertamina sudah menjalankan beberapa perangkat pendukungnya sejak lama. Seperti penerapan Pakta Integritas di setiap pengadaan barang dan jasa, penyediaan layanan Whistle Blowing System, penerapan GCG seperti Compliance Online System dan sebagainya. Secara proses, tahapan yang harus dilalui dalam implementasi SMAP ini adalah tahap Persiapan, Pengembangan Sistem, Implementasi, Review Sistem, dan Sertifikasi.



2.138
officers are educated about SMAP

Sementara dalam penerapannya, ada 6 prinsip utama yang menjadi tulang punggung penerapan ISO 37001:2016, yaitu Prosedur, Komitmen Manajemen, Manajemen Risiko, Due Dilligence, Komunikasi dan Monitoring & Evaluasi.

Dengan adanya penerapan SMAP, setidaknya akan membawa 3 manfaat untuk perusahaan, yaitu untuk meningkatkan pengendalian internal, meningkatkan jaminan untuk *stakeholder* atas pengelolaan perusahaan yang baik serta mencegah terjadinya risiko terkena pidana korporasi. Penerapan SMAP menjadi salah satu kunci utama kesuksesan implementasi ESG terkait Tata Kelola di Pertamina. ▀

ISO 37001:2016 CERTIFICATION IN PERTAMINA GROUP

No.	CORPORATE
1	PT Pertamina (Persero) - Procurement Shared Services
2	PT Pertamina (Persero) - Procurement MOR III
3	PT Pertamina (Persero) - Procurement RU VI
4	PT Pertamina (Persero) - Upstream Business Activites
5	PT Pertamina EP Cepu
6	PT Pertamina Hulu Mahakam
7	PT Elnusa, Tbk
8	PT Pertamina Hulu Energi
9	PT Pertamina Geothermal Energy
10	PT Pertamina Drilling Services Indonesia
11	PT Pertamina Patra Niaga
12	PT Pertamina Hulu Indonesia
13	Pertamina International Marketing & Distribution Pte. Ltd.
14	PT Asuransi Tugu Pratama, Tbk

The ABMS implementation should be implemented gradually, but it can be accelerated because Pertamina has been running some of its supporting policies for a long time. Such as the Integrity Pact in every procurement of goods and services, establishment of Whistle Blowing System services, and other policies. There are several stages in ABMS implementation. They are Preparation, System Development, Implementation, System Review, and Certification.

Meanwhile, there are 6 main principles to apply ABMS, which is Procedures, Management Commitment, Risk Management, Due Diligence, Communication, and Monitoring & Evaluation.

The implementation of ABMS will bring at least 3 benefits for the company as follows : improving internal control, increasing assurance in the implementation of good corporate governance, to mitigate risk from being exposed to corporate crimes. ▀

6 PRINCIPLES IN ISO 37001:2016 IMPLEMENTATION

There are 6 principles in implementing ISO 37001:2016 about Anti Bribery Management System. This system is part of Pertamina's way to implement ESG (Environment, Social, and Governance) Framework.

1. Procedures

Corporate must have the rules and policies to minimize bribery acts.

2. Management Commitment

Management must sign their commitment to the policy implementation and published to the organization. In Pertamina, the commitment was known as New Pertamina Clean that was signed by Board of Directors and Board of Commissioners on June 12, 2020.

3. Risk Management

Corporate must identify and anticipate the bribery risk in its business or called as Bribery Risk Assessment.



6. Monitoring & Evaluating

Corporate must monitor & evaluate periodically to ensure the policy is well implemented and right on target.

4. Due Diligence

Corporate must test the components related to their business such as products, working partner, project and personals.

5. Communication

Corporate must communicate to their internal and external stakeholder about management commitment and implemented policy related to this system.



3 BENEFITS OF ISO 37001:2016 (ANTI BRIBERY MANAGEMENT SYSTEM) FOR ESG IMPLEMENTATION IN PERTAMINA

1. To improve internal corporate control

2. To increase stakeholder trust of corporate governance

3. To prevent corporate crime risk

CARA BARU ENTITAS BISNIS BERKOMUNIKASI

NEW MEANS OF COMMUNICATION FOR BUSINESS ENTITIES



Internet dan media sosial (medsos), layaknya sebuah kesatuan yang tidak bisa dipisahkan dengan kehidupan manusia.

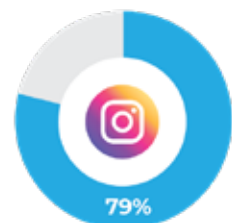
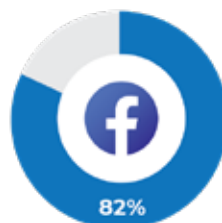
Terlebih di era revolusi industri 4.0 seperti saat ini. Tidak sedikit orang lebih memilih memanfaatkan keduanya untuk mendapatkan informasi terkini. Bahkan sebagai sarana komunikasi, di tengah keterbatasan mobilisasi saat pandemi COVID-19 yang masih terjadi hingga kini.

“KEBUTUHAN BARU” WARGA DUNIA

HootSuite, sebuah situs layanan manajemen konten yang menyediakan layanan media daring yang juga terhubung dengan berbagai situs jejaring sosial melaporkan, dari 7,750 miliar jumlah penduduk yang ada di bumi, 4,540 miliar orang adalah pengguna internet dan 3,800 miliar orang di antaranya aktif menggunakan media sosial.

Kebanyakan mereka menghabiskan waktu hingga 7 jam 59 menit setiap hari untuk menggunakan internet, melalui ragam jenis perangkat. Untuk berselancar di media sosial, mereka membutuhkan waktu 3 jam 26 menit. Durasi tersebut lebih banyak dibandingkan dengan kebiasaan menonton televisi yang mencapai 3 jam 4 menit, mendengarkan musik 1 jam 30 menit mendengarkan musik, dan bermain *game online* 1 jam 23 menit.

Masih menurut HootSuite, 88 persen jumlah warga dunia memilih YouTube sebagai kanal media sosial favorit, disusul 84 persen menggunakan layanan Whatsapp, 82 persen Facebook dan 79 persen pengguna Instagram.



source : HootSuite

The internet and social media are a combination that cannot be separated from human life.

Especially in the era of the industrial revolution 4.0 as it is today. A lot of people prefer to use both of them to get the latest information, including as a means of communication in the midst of limited mobilization during the COVID-19 pandemic that is still happening today.

THE “NEW NEEDS” OF WORLD CITIZENS

HootSuite, a content management website that provides online media services which is also connected to various social networking sites, reported that of the 7.750 billion people on earth, 4.540 billion people were internet users and 3.800 billion of them actively used social media.

Most of them spent up to 7 hours 59 minutes each day using the internet, through a variety of devices. To surf on social media, it took them 3 hours 26 minutes. This duration was more than the time spent watching television which reached 3 hours 4 minutes, listening to music which took 1 hour 30 minutes, and playing online games which took 1 hour 23 minutes.

Still according to HootSuite, 88 percent of the world's citizens chose YouTube as their favorite social media channel, while 84 percent used Whatsapp services, 82 percent used Facebook and 79 percent used Instagram.

Mengutip dari laman *www.kompas.com*, laporan terbaru yang dirilis HootSuite dan agensi pemasaran media sosial We Are Social menyebutkan, pengguna internet di Indonesia pada awal 2021 bertambah menjadi 202,6 juta jiwa. Angka tersebut meningkat 15,5 persen dibandingkan periode yang sama tahun lalu. Kebanyakan dari mereka menghabiskan waktu rata-rata 8 jam 52 menit dalam mengakses internet. Dalam laporan tersebut juga disebutkan bahwa media sosial merupakan salah satu pilihan favorit masyarakat ketika berselancar di dunia maya. Sedikitnya 170 juta orang Indonesia aktif bermedia sosial, dan mereka menghabiskan waktu rata-rata 3 jam 14 menit menikmati beragam *platform*.

MEDIA SOSIAL DAN ENTITAS BISNIS

Melihat animo yang begitu besar terhadap penggunaan media sosial, kini banyak perusahaan yang memanfaatkan media sosial guna mendukung kegiatan bisnisnya. Pertamina satu di antaranya. *Holding* BUMN Migas ini pun memanfaatkan media sosial sebagai salah satu sarana komunikasi dengan *stakeholder* terkait kegiatan bisnis operasinya. Mulai dari memperkenalkan produk, inovasi dan beragam program unggulannya, hingga mengedukasi masyarakat tentang arti penting penggunaan bahan bakar bersih dan ramah lingkungan bagi bumi dan seisinya.

Direktur Utama Pertamina Nicke Widyawati menjelaskan Pertamina terus melakukan langkah dan terobosan bisnis sebagai perusahaan energi global, salah satu caranya dengan mempercepat transformasi digital.

Sedikitnya 170 juta orang Indonesia aktif bermedia sosial, dan mereka menghabiskan waktu rata-rata 3 jam 14 menit menikmati ragam *platform* medsos.

At least 170 million Indonesians were active in social media, and they spend an average of 3 hours 14 minutes enjoying various platforms.

As quoted from www.kompas.com, the latest report released by HootSuite and social media marketing agency We Are Social stated that the number of internet users in Indonesia in early 2021 had increased to 202.6 million people. The figure showed an increase of 15.5 percent compared to that in the same period last year. Most of them spent an average of 8 hours 52 minutes accessing the internet. The report also stated that social media was one of the people's favorite choices when surfing the internet. At least 170 million Indonesians were active in social media, and they spend an average of 3 hours 14 minutes enjoying various platforms.

SOCIAL MEDIA AND BUSINESS ENTITIES

Seeing the great interest in the use of social media, now many companies are using social media to support their business activities. One of them is Pertamina. The Oil and Gas SOE Holding also uses social media as a means of communication with stakeholders related to its operational business activities, from introducing products, innovations and various main programs, to educating the public about the importance of using clean and environmentally friendly fuels for the earth.

President Director of Pertamina, Nicke Widyawati, explained that Pertamina continues to make business steps and breakthroughs as a global energy company, such as to accelerate digital transformation.



“Pandemi COVID-19 telah menggeser perilaku konsumen dan semua lini bisnis. Situasi ini telah mengakselerasi proses digitalisasi untuk semua informasi dan teknologi komunikasi. Transformasi digital juga menjadi salah satu agenda strategis Pertamina di semua sektor dengan mengembangkan beberapa hal inti,” ujarnya.

Perusahaan ini mulai aktif menggunakan media sosial sejak 2010 silam. Seiring perkembangan teknologi, hingga kini Pertamina sudah memiliki enam platform media sosial dengan satu nama @pertamina di YouTube, Instagram, Facebook, Twitter, LinkedIn, dan TikTok.

Menurut Manager Media Communication Pertamina, Heppy Wulansari, pemanfaatan media sosial merupakan salah satu bentuk inovasi perusahaan di bidang teknologi digital yang dapat mendukung keberlangsungan bisnis perusahaan, mulai dari sektor hulu, hingga hilir. Menurutnya, melalui media sosial Pertamina dapat menjangkau stakeholder ataupun konsumen hingga ke seluruh wilayah di Tanah Air, termasuk daerah tertinggal, terdepan dan terluar (3T), bahkan ke lokasi yang jauh dari titik SPBU.

"The COVID-19 pandemic has shifted consumer behavior and all lines of business. This situation has accelerated the process of digitalization for all information and communication technologies. Digital transformation is also one of Pertamina's strategic agendas in all sectors by developing several core points," she said.

The company has been actively using social media since 2010. Along with technological developments, until now Pertamina already has six social media platforms under the name @pertamina on YouTube, Instagram, Facebook, Twitter, LinkedIn, and TikTok.

According to Pertamina's Media Communication Manager, Heppy Wulansari, the use of social media is a form of corporate innovation in the field of digital technology that can support the company's business sustainability, from the upstream to downstream sectors. According to her, through social media, Pertamina can reach stakeholders or consumers to all regions in the country, including the disadvantaged, frontier, and outermost regions (3T), and even to locations far from gas stations.



Nicke Widyawati
President Director
of Pertamina



“Pandemi COVID-19 telah menggeser perilaku konsumen dan semua lini bisnis. Situasi ini telah mengakselerasi proses digitalisasi untuk semua informasi dan teknologi komunikasi. Transformasi digital juga menjadi salah satu agenda strategis Pertamina di semua sektor dengan mengembangkan beberapa hal inti.”

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Melalui media sosial @pertamina, stakeholder dan konsumen dapat berinteraksi dengan Pertamina, hingga pada akhirnya Pertamina dapat memberikan solusi ketersediaan energi di sana. Salah satunya melalui program BBM Satu Harga. "Inovasi di bidang teknologi dan digitalisasi, bagi Pertamina menjadi salah satu kekuatan dalam menjalankan bisnis energi di Indonesia," ungkap Heppy Wulansari, dalam acara Nongkrong Bareng Pertamina yang diselenggarakan Pemasaran Regional Jawa Bagian Tengah, di Sinergi Co-working Space, beberapa waktu lalu.

Sementara di lain kesempatan Vice President Corporate Communication Pertamina Fajriah Usman menegaskan, media sosial yang dimiliki seluruh perwira Pertamina juga dapat dimanfaatkan untuk meningkatkan citra perusahaan. Caranya, setiap individu perwira bisa mengunggah

Through the social media of @pertamina, stakeholders and consumers can interact with Pertamina, so that in the end Pertamina can provide solutions to the availability of energy. One of them is through the One Price Fuel program. "Innovations in the field of technology and digitization become one of the strengths of Pertamina in running the energy business in Indonesia," said Heppy Wulansari, during the Hangout with Pertamina event held by the Central Java Regional Marketing, at Sinergi Co-working Space, some time ago.

Meanwhile, on another occasion, Pertamina's Vice President for Corporate Communication, Fajriah Usman, emphasized that the social media owned by all Pertamina perwira can also be used to improve the company's image. To do this, each perwira can upload various

berbagai informasi tentang kinerja perusahaan dari sudut humanis. Untuk itu, ia menganjurkan agar seluruh perwira Pertamina memahami tujuan pendirian BUMN berdasarkan UU No. 19/2003 dan tujuan pengelolaan energi berdasarkan UU Energi No. 30/2007.

"Dengan memahami aturan tersebut agar kita semua menjiwai bahwa berkarya di perusahaan ini berarti berkarya untuk bangsa," ujarnya.

Hal senada disampaikan vlogger Putu Aditya. Ia mengatakan, media sosial tak hanya sebagai wadah dalam mengampanye bisnis maupun kegiatan operasi, melainkan juga berguna untuk meningkatkan citra perusahaan. "Media sosial saat ini menjadi salah satu kebutuhan bagi kaum milenial. Karena itu, media sosial bisa kita manfaatkan untuk mendukung kinerja perusahaan dengan menjadi *troopers*," kata dia menjelaskan.

Pria yang akrab dipanggil dengan Bli Putu ini menilai bahwa *troopers* dapat membantu perusahaan untuk menyebarkan berita positif tentang perusahaan. Dengan demikian, tercipta *corporate branding* yang positif di mata kebanyakan orang melalui media sosial. ■

information about the company's performance from a humanist point of view. For this reason, she encouraged all Pertamina perwira to understand the purpose of establishing an SOE based on Law no. 19/2003 and the energy management objectives based on Energy Law no. 30/2007.

"Understanding these rules allow us to understand that working in this company means working for the nation," she said.

The same thing was conveyed by vlogger Putu Aditya. He said that social media could not only be used as a forum to campaign for business and operational activities, but could also be useful to improve the company's image. "Social media is currently a necessity for millennials. Therefore, we can use social media to support company performance by becoming the troopers," he explained.

The man who is better known as Bli Putu believes that troopers can help spread positive news about the company. Therefore, positive corporate branding is created in the eyes of many people through social media. ■



Putu Aditya
Vlogger



Media sosial saat ini menjadi salah satu kebutuhan bagi kaum milenial. Karena itu, media sosial bisa kita manfaatkan untuk mendukung kinerja perusahaan dengan menjadi troopers.

"Social media is currently a necessity for millennials. Therefore, we can use social media to support company performance by becoming the troopers."

TRANSPARANSI KINERJA MELALUI MEDIA SOSIAL

**PERFORMANCE
TRANSPARENCY
THROUGH
SOCIAL MEDIA**



Perusahaan yang sukses pasti memiliki *corporate image* (citra perusahaan) yang baik. Karena itu, citra baik tersebut harus dipertahankan atau bahkan ditingkatkan. Pasalnya, jika citra perusahaan merosot tajam, tidak menutup kemungkinan akan berujung pada kebangkrutan perusahaan.

Handi Irawan D, CEO Frontier Group mengatakan, membangun citra perusahaan tidak mudah dan membutuhkan waktu lama, bahkan bisa puluhan tahun. Menurutnya, membangun citra perusahaan juga lebih sulit dibandingkan dengan membangun merek, karena perusahaan harus memenuhi ekspektasi layanan dari beragam pemangku kepentingan.

Salah satu cara jitu membangun citra perusahaan yang sedang tren saat ini melalui media sosial. Karena media sosial bisa digunakan untuk menciptakan publisitas dalam membantu wartawan dalam mencari informasi perusahaan ketika mereka menemukan cerita menarik tentang perusahaan di dunia *online*. Para fans dari suatu perusahaan juga akan menawarkan layanan manajemen krisis gratis sebelum perusahaan membuat pernyataan resmi dengan menayangkan komentar positif di situs media sosial tentang perusahaan pada saat terjadi krisis.

Jaringan sosial juga bermanfaat dalam mengelola hubungan pelanggan. Perusahaan bisa mendapatkan *feedback* tepat waktu pada sentimen konsumen yang berkaitan dengan inisiatif kebijakan dan program kegiatan terbaru, sehingga dapat membuat penyesuaian yang diperlukan.

A successful company must have a good corporate image. Therefore, the good image must be maintained or even enhanced. The reason is, if the corporate image falls sharply, it is possible that it can lead to company bankruptcy.

Handi Irawan D, CEO of Frontier Group, said that building a corporate image is not easy and takes a long time, or even decades. According to him, building a corporate image is also more difficult than building a brand, because the company must meet service expectations of various stakeholders.

One surefire way to build a corporate image that is currently trending is through social media. Because social media can be used to create publicity in helping journalists search for information companies when they find interesting stories about the company online. Fans of the company will also offer free crisis management services before the company makes an official statement by posting positive comments about the company on social media sites in times of crisis.

Social networks are also useful in managing customer relationships. Companies can get timely feedback on consumer sentiment regarding the latest policy initiatives and activity programs, so that they can make the necessary adjustments.

Salah satu cara jitu membangun citra perusahaan yang sedang tren saat ini melalui media sosial. Karena media sosial bisa digunakan untuk menciptakan publisitas dalam membantu wartawan dalam mencari perusahaan ketika mereka menemukan cerita menarik tentang perusahaan di dunia online.

One surefire way to build a corporate image that is currently trending is through social media. Because social media can be used to create publicity in helping journalists search for companies when they find interesting stories about the company online.



Fajriyah Usman

Vice President
Corporate Communication
Pertamina



“Kami terus mengikuti tren, baik seputar perusahaan maupun tren di luar Pertamina. Karena era digital sangat dinamis, hal ini tentunya sangat diperlukan agar Pertamina bisa melakukan penyesuaian-penyesuaian yang membawa dampak positif bagi perusahaan.”

“We continue to follow trends, both the trends around the company and trends outside Pertamina. Because the digital era is very dynamic, this is of course very necessary so that Pertamina can make adjustments that have positive impacts on the company.”

Tak heran jika media sosial dipandang sebagai salah satu sarana komunikasi penting yang digunakan perusahaan di era digital ini, termasuk oleh Pertamina.

Menurut Senior Vice President Corporate Communications & Investor Relations (CCIR) Pertamina, Agus Suprijanto, BUMN ini menaruh perhatian lebih terhadap pemanfaatan media sosial sebagai salah satu cara meningkatkan citra perusahaan sekaligus menjalin hubungan baik dengan seluruh pemangku kepentingan. “Ini menjadi sangat penting, karena informasi dan komunikasi yang muncul di media sosial berpengaruh terhadap citra perusahaan,” jelas Agus.

Sementara itu, Vice President Corporate Communication Pertamina, Fajriyah Usman menjelaskan, melalui sarana tersebut, perusahaan berupaya menyajikan konten yang informatif dan edukatif, terkait dengan proses bisnis perusahaan maupun bidang terkait lainnya.

“Kami terus mengikuti tren, baik seputar perusahaan maupun tren di luar Pertamina. Karena era digital sangat dinamis, hal ini tentunya sangat diperlukan agar Pertamina bisa melakukan penyesuaian-penyesuaian yang membawa dampak positif bagi perusahaan,” katanya.

Dengan mengikuti tren, Pertamina berupaya

It is not surprising if social media is seen as one of the important means of communication used by companies in this digital era, including Pertamina.

According to Pertamina’s Senior Vice President for Corporate Communications & Investor Relations (CCIR), Agus Suprijanto, this SOE is paying more attention to the use of social media as a way to improve the corporate image while at the same time establishing good relations with all stakeholders. “This is very important, because information and communication that appears on social media affects the corporate image,” said Suprijanto.

Meanwhile, Pertamina’s Vice President for Corporate Communication, Fajriyah Usman, explained that through these means, the company strives to present informative and educational content related to the company’s business processes and other related fields.

“We continue to follow trends, both the trends around the company and trends outside Pertamina. Because the digital era is very dynamic, this is of course very necessary so that Pertamina can make adjustments that have positive impacts on the company,” she said.

By following the trends,



Pekerja menggunakan smart phone untuk melihat fasilitas podcast yang dimiliki oleh Pertamina.

Pertamina juga sudah memiliki siniar atau juga dikenal dengan podcast di platform musik digital Spotify. *Pertamina also has a podcast on the digital music platform Spotify.*

mengemas pesan ataupun nilai-nilai perusahaan dengan cara efektif sehingga dapat lebih dekat dengan masyarakat. “Untuk saat ini, Pertamina sudah masuk di enam *platform* media sosial. Diantaranya Twitter, YouTube, Facebook, Instagram, LinkedIn dan yang terbaru adalah TikTok,” imbuhnya. Pertamina juga sudah memiliki siniar atau juga dikenal dengan *podcast* di *platform* musik digital Spotify.

Fajriyah menambahkan, guna menambah daya tarik netizen, Pertamina juga mengemas konten yang disajikan semenarik mungkin, agar sesuai dengan karakteristik masing-masing media sosial. Baik dari fitur, maupun penggunaannya. Hal tersebut bertujuan agar upaya informasi tentang kegiatan bisnis operasi perusahaan, dapat tersampaikan dengan baik ke masing-masing pengguna dan tetap sejalan dengan visi dan misi perusahaan.

“Misalnya, seperti konten yang disampaikan di LinkedIn sebagai *platform* profesional, tentunya berbeda dengan di TikTok yang lebih banyak digunakan oleh milenial dan Gen Z. Masing-masing memiliki keunggulan,” jelasnya.

Pertamina is trying to deliver messages or company values in an effective way so that the company can be closer to the community. “For now, Pertamina is available on six social media platforms. Among them are Twitter, YouTube, Facebook, Instagram, LinkedIn and most recently TikTok,” she added. Pertamina also has a podcast on the digital music platform Spotify.

Usman added that in order to increase the interest of netizens, Pertamina also presented the content as interesting as possible to suit the characteristics of each social media, in terms of both its features and users. This is intended so that information about the company’s business operations can be conveyed properly to each user and remain in line with the company’s vision and mission.

“For example, the content delivered on LinkedIn as a professional platform is obviously different from that on TikTok which is mostly used by millennials and Gen Z. Each has its own advantages,” she explained.



Pertamina juga menampilkan konten-konten visual, yang menggambarkan proses bisnis operasi perusahaan kontribusi dari Pertamina Group di berbagai wilayah Tanah Air. Melalui upaya tersebut, masyarakat diharapkan lebih memahami proses bisnis operasi perusahaan, mulai dari hulu hingga hilir, di dalam maupun luar negeri.

“Dengan memberikan dan mengemas konten yang diinginkan, pengguna media sosial bisa lebih tertarik dan lebih paham apa yang dilakukan Pertamina. Baik untuk menjaga ketahanan energi negeri, maupun berbagai kontribusi Pertamina dalam upaya bersama untuk memajukan Indonesia,” ucap Fajriyah.

SUBHOLDING JUGA OPTIMALKAN MEDIA SOSIAL

Tak hanya di lingkup *holding*, Pertamina juga terus mendorong subholding untuk dapat memaksimalkan media sosial, sebagai corong informasi perusahaan dalam menjalankan

Pertamina also displays visual content, which describes the operational business processes of Pertamina Group's contributing companies in various regions of the country. Through these efforts, it is hoped that the public will have a better understanding of the company's business processes, from upstream to downstream, both inside and outside the country.

“By providing and packaging the desired content, social media users can show more interest and understand more about what Pertamina is doing, both in maintaining the country's energy security and Pertamina's various contributions in joint efforts to advance Indonesia,” said Usman.

SUBHOLDINGS TO ALSO OPTIMIZE SOCIAL MEDIA

Not only in the scope of holding, Pertamina also continues to encourage the subholdings to maximize the use of social media as a platform to deliver company information about

program-program, dalam rangka melayani dan berdedikasi untuk negeri.

“Dengan begitu, masyarakat Indonesia bisa mengakses langsung informasi terkait perusahaan melalui official media sosial Pertamina. Hal ini juga wujud transparansi perusahaan dalam menjalankan program kerja,” kata Fajriyah.

Hal senada juga disampaikan CEO Sub Holding Commercial and Trading (C&T) Pertamina, Mas’ud Khamid, salah satu unit bisnis Pertamina yang bersinggungan langsung dengan konsumen. Ia memandang penggunaan media sosial bagi sebuah perusahaan sangat efektif, apalagi sebagai salah satu kanal layanan pelanggan, hingga pemasaran produk-produk Pertamina.

“*Customer* kami sudah menggunakan media sosial. Bisnis itu harus *follow the customer*, bukan *customer follow* PT Patra Niaga (Sub Holding C&T). Yang benar itu adalah Patra Niaga *follow customer*. *Customer* kemana, ada dimana, *life style*-nya seperti apa. Patra Niaga sebagai Sub Holdingnya Pertamina harus bisa mengikuti,” tegasnya.

Bahkan dirinya menyebut perusahaan yang tidak mengikuti perkembangan tren digitalisasi, termasuk media sosial di dalamnya, maka bersiap ditinggalkan para pelanggannya. “Kalau hari ini ada perusahaan yang tidak menggunakan media sosial, tunggu saja mati. Karena semua orang hari ini sudah pegang *handphone*. Di dalam *handphone* itu aktivitas terbesarnya adalah media sosial,” tuturnya. ■

the programs they run, in order to serve and dedicate themselves to the country.

“That way, Indonesian people can directly access information related to the company through Pertamina’s official social media. This is also a form of company transparency in carrying out work programs,” said Usman.

A similar thing was also conveyed by the CEO Mas’ud Khamid of Pertamina’s Commercial and Trading (C&T) Sub Holding, one of Pertamina’s business units that has direct contact with consumers. He views the use of social media for a company to be very effective, especially as one of customer service and marketing channels of Pertamina’s products.

“Our customers are already using social media. It’s not the customers that have to follow PT Patra Niaga (C&T Sub Holding), but it’s the business that must follow the customers. The right thing to do is for Patra Niaga to follow the customers, from where they are going to, where they are, and what kind of life style they’re having. Patra Niaga as Pertamina’s Sub Holding must be able to follow them all,” he said.

In fact, he even said that companies which did not follow the development of digitalization trends, including social media, were prepared to be left behind by their customers. “If today there are companies that don’t use social media, just wait for them to die. Because now everyone has a mobile phone. On mobile phones, the biggest activity is in social media,” he said. ■





RESPONSIF DAN HARUS MENARIK

TO BE RESPONSIVE AND ATTRACTIVE IS A MUST

Fenomena penggunaan media sosial beberapa tahun terakhir ini sangat mengejutkan, apalagi setelah pandemi COVID-19 merebak. Semua lapisan masyarakat mulai beralih ke tren digital untuk mengekspresikan diri, membentuk opini, berbagi informasi, atau sekadar mencari kawan. Karena sifatnya interaktif dan horizontal, media baru ini membuat cara berkomunikasi berubah.

Pertamina pun memanfaatkan media sosial untuk membangun hubungan baik dengan para *stakeholder* melalui YouTube, Instagram, Facebook, Twitter, LinkedIn, dan TikTok. Hingga April 2021, media sosial Pertamina di berbagai kanal sudah memiliki 2,5 juta *followers*. Angka tersebut terus meningkat secara berkala.

Menurut pengamat komunikasi dan media sosial dari Universitas Pertamina, Ita Musfirowati Hanika, media sosial memang merupakan sarana yang ampuh untuk membangun komunikasi dengan masyarakat. Ita menyampaikan, melalui media sosial, organisasi atau perusahaan dapat meningkatkan brand *awareness*, membangun *branding*, hingga mengurangi biaya pemasaran.

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Pertamina also uses social media to build good relationships with stakeholders through YouTube, Instagram, Facebook, Twitter, LinkedIn and TikTok. Until April 2021, Pertamina's social media on various channels already has 2.5 million followers. This figure continues to increase periodically.

The phenomenon of using social media in recent years has been very surprising, especially after the COVID-19 pandemic broke out. All levels of society have begun to turn to digital trends to express themselves, form opinions, share information, or simply make friends. Due to its interactive and horizontal nature, this new type of media has changed the way of we communicate.

Pertamina also uses social media to build good relationships with stakeholders through YouTube, Instagram, Facebook, Twitter, LinkedIn and TikTok. Until April 2021, Pertamina's social media on various channels already has 2.5 million followers. This figure continues to increase periodically.

According to a communication and social media observer from Pertamina University, Ita Musfirowati Hanika, social media is indeed a powerful platform to build communication with the community. Hanika said that through social media, organizations or companies can increase brand awareness, build branding, and reduce marketing costs.

Di samping itu, perusahaan juga bisa memperoleh informasi terkait data pengguna media sosial, seperti profil segmentasi, psikografis, dan media habit. Bahkan, dalam beberapa kasus, media sosial dapat digunakan untuk menemukan keluhan atau isu yang berpotensi menjadi krisis bagi perusahaan.

“Media sosial dapat dijadikan sebagai sarana kampanye bagi organisasi atau perusahaan untuk menyosialisasikan nilai-nilai atau kebijakan perusahaan. Bahkan ketika terdapat pemberitaan dengan sentimen negatif atau terjadi krisis yang berpotensi merugikan perusahaan, media sosial dapat dijadikan alat untuk meredam isu dan membangun opini publik,” ujar Ita.

Terkait dengan media sosial Pertamina, Ita menilai pola komunikasi khususnya publisitas yang dilakukan di media sosial tersebut sudah sangat baik. Hal ini tercermin dari publikasi yang sesuai dengan visi misi Pertamina, yakni sebagai perusahaan energi nasional kelas dunia.

In addition, companies can also obtain information related to the data of social media user, such as segmentation and psychographics profiles and media habits. In fact, in some cases, social media can be used to find complaints or issues that have the potential to become a crisis for the company.

“Social media can be used as a campaign tool for organizations or companies to disseminate company values or policies. Even when there is news with negative sentiment or a crisis that has the potential to harm the company, social media can be used as a tool to reduce the issues and build public opinions,” said Hanika.

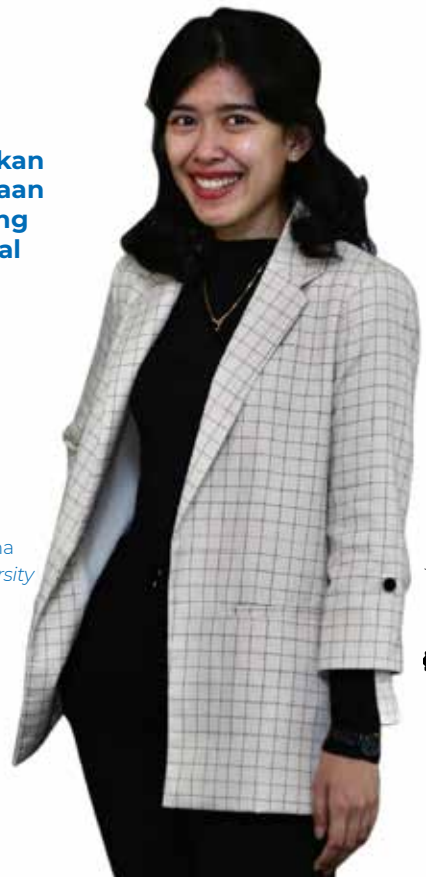
Regarding Pertamina’s social media, Hanika sees that the communication pattern, especially of the publicity carried out on social media, is very good. This is reflected in the publication that is in accordance with Pertamina’s vision and mission, namely as a world-class national energy company.

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Ita Musfirowati Hanika

Pengamat komunikasi dan media sosial dari Universitas Pertamina
Communication and social media observer from Pertamina University





Selain itu, konten-konten yang disajikan informatif, edukatif dan mempresentasikan nilai-nilai perusahaan. “Sebagai contoh, representasi foto atau tulisan yang sesuai dengan visi, misi, *values* Pertamina. Dari sisi konsistensi publisitas konten, *update* konten juga dilakukan secara rutin dan berkala,” ujarnya.

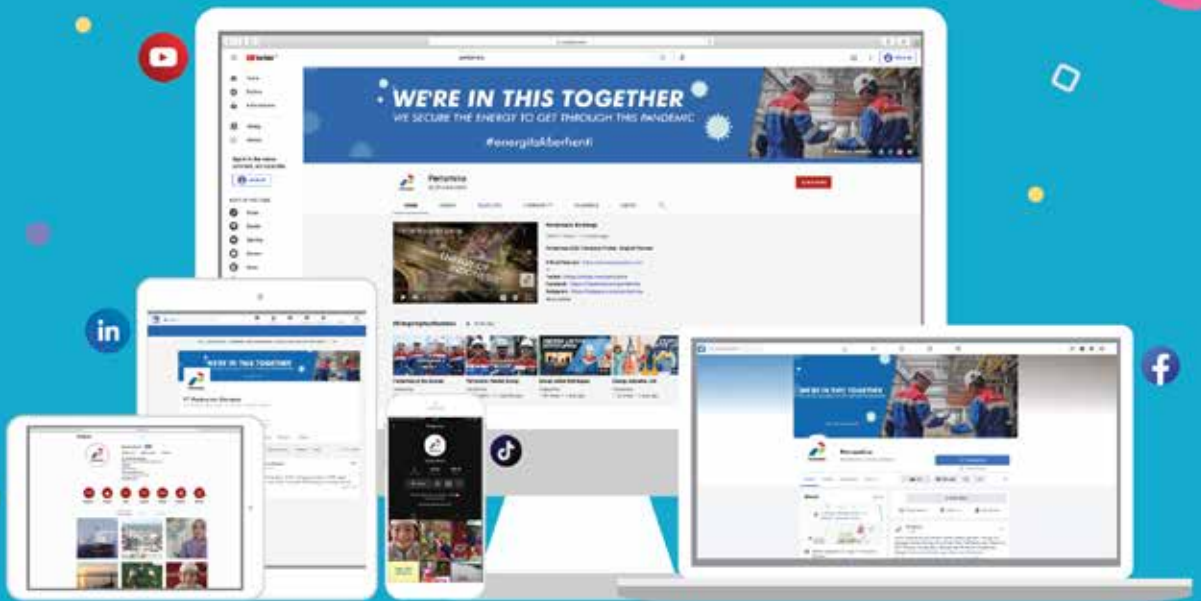
Ita juga mengapresiasi pola komunikasi yang dijalin antara pengelola media sosial Pertamina dengan para pengikutnya. Menurut Ita, jika sebuah perusahaan menutup kolom komentar di media sosialnya, hal itu menunjukkan perusahaan tidak responsif dengan isu dinamis.

“Untuk memaksimalkan penggunaan media sosial perusahaan, pengelola media sosial juga harus sering melakukan interaksi dengan *followers*, misalnya membalas komentar atau pesan yang masuk, serta terbuka terhadap kritik dan saran. Dari segi konten, social media officer dapat merancang program yang

In addition, the content presented is informative, educational and represents company values. “One of the examples is a visual or written representation that is in accordance with Pertamina’s vision, mission, and values. In terms of the consistency of content publicity, content updates are also carried out regularly and periodically,” she said.

Hanika also appreciates the communication pattern established between Pertamina’s social media managers and the followers. According to Hanika, if a company closes its comment section on social media, it shows that the company is not responsive to the dynamic issues.

“To maximize the use of corporate social media, social media managers must also frequently interact with followers, for example, by replying to incoming comments or messages, and being open to criticism and suggestions. In terms of content, social media officers can design attractive programs, such as giveaways, question



menarik, seperti *giveaway*, sesi tanya jawab dengan pimpinan, dan *update* isu terkini. Selain itu, konten yang sudah dirancang harus diunggah secara rutin dan konsisten untuk menjaga *engagement*. Visual yang menarik dan disesuaikan dengan identitas perusahaan, serta penggunaan bahasa yang mudah dipahami publik juga penting diperhatikan,” tuturnya.

Seperti diketahui, untuk mengukur efektivitas sebuah konten di media sosial bukan hanya dari jumlah pengikut, melainkan juga dari tingkat interaksi dengan pengguna lain. “Melalui pengamatan saya pribadi, ragam media sosial Pertamina sudah sangat baik. Pertamina memiliki akun di Instagram, Facebook, YouTube, Twitter, LinkedIn, bahkan TikTok dengan capaian *followers* yang banyak dan *engagement* yang cukup baik. Contohnya, *engagement rate* IG dari situs *phlanx.com*, rata-rata rate 1,09% dengan rata-rata *post* mendapatkan 7 ribu likes dan 432 komentar,” paparnya.

and answer sessions with leaders, and updates on the latest issues. In addition, content that has been designed must be uploaded regularly and consistently to maintain engagement. It is also important to pay attention to attractive visuals that are adjusted to the company’s identity, and the use of language that is easily understood by the public,” she said.

*As is well known, measuring the effectiveness of content on social media is not only based on the number of followers, but also from the level of interaction with other users. “Through my personal observation, I’ve seen that the variety of Pertamina’s social media is very good. Pertamina has accounts on Instagram, Facebook, YouTube, Twitter, LinkedIn, even TikTok with a large number of followers and quite good engagement. For example, according to *phlanx.com*, the Instagram engagement rate averages at 1.09% with an average post getting 7 thousand likes and 432 comments,” she explained.*

Ke depan, Tulus berharap media sosial Pertamina bisa lebih mengedukasi dan menampilkan konten-konten yang bisa menarik minat generasi milenial terhadap isu energi dan lebih memahami bisnis Pertamina secara menyeluruh.

In the future, Abadi hopes that Pertamina's social media can further educate and deliver content that can attract the interest of millennials toward energy issues and help them better understand Pertamina's business as a whole.

Hal senada juga diutarakan Ketua Pengurus Harian Yayasan Lembaga Konsumen Indonesia (YLKI), Tulus Abadi. "Kalau saya monitor lewat Instagram dan media sosial lain milik Pertamina, saya kira sudah cukup efektif untuk menyampaikan kegiatan perusahaan kepada masyarakat," katanya.

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"Misalnya, masyarakat kerap berasumsi mengapa isi BBM di SPBU kalau kemarin penuh, sekarang tidak penuh? Masyarakat belum menyadari, tangki bensin yang berada di dashboard itu bukan alat ukur BBM. Ini harus terus disampaikan ke publik, sehingga masyarakat mengerti," ujar Tulus.

A similar thing was also expressed by the Chairman of the Daily Executive of the Indonesian Consumers Foundation (YLKI), Tulus Abadi. "As monitored through Instagram and other Pertamina-owned social media, I think it has been quite effective in conveying company activities to the public," he said.

In the future, Abadi hopes that Pertamina's social media can further educate and deliver content that can attract the interest of millennials toward energy issues and help them better understand Pertamina's business as a whole.

"For example, people often wonder why the fuel content at the gas station, which used to be full, is now no longer full. The public is not aware that the gas tank on the dashboard is not a fuel gauge. This must continue to be conveyed to the public, so that people can understand," said Abadi.



<https://twitter.com/tulusabadi>

Tulus Abadi

Ketua Pengurus Harian YLKI
The Chairman of the Daily Executive of YLKI

"Kalau saya monitor lewat Instagram dan media sosial lain milik Pertamina, saya kira sudah cukup efektif untuk menyampaikan kegiatan perusahaan kepada masyarakat."

"As monitored through Instagram and other Pertamina-owned social media, I think it has been quite effective in conveying company activities to the public."



Salah satu mitra binaan Pertamina, Bambang Tri Mulyono mengakui media sosial Pertamina membuat usahanya di bidang makanan dalam kaleng dengan merk dagang Bakmi Jawa Mbah Hardjo semakin dikenal orang. Ia juga berterima kasih kepada Pertamina yang telah memberikan kesempatan bagi dirinya dan para pelaku UMKM lainnya untuk lebih 'melek' dunia digital, serta memasarkan produk UMKM melalui sarana media sosial.

One of Pertamina's fostered partners, Bambang Tri Mulyono, admitted that Pertamina's social media has made his business in the canned food sector with the brand Bakmi Jawa Mbah Hardjo more well known in public eye. He also thanked Pertamina for providing him and other MSME players with the opportunity to be more "literate" in the digital world, as well as to market MSME products through social media platforms.

Hal tersebut juga dirasakan Arni Pabunga (41). Menurutnya apa yang disampaikan Pertamina melalui media sosial, mudah dipahami. "Menurut saya media sosial Pertamina responsif dan efektif ketika berinteraksi dengan netizen di kolom komentar," ungkap pelaku UMKM dengan merk dagang Kandora Coffee yang juga sebagai mitra binaan Pertamina. ▀

It is also felt by Arni Pabunga (41). According to her, the social media content presented by Pertamina is easy to understand. "I think Pertamina's social media is responsive and effective when interacting with netizens in the comment section," said the MSME player behind the brand Kandora Coffee which is also Pertamina's fostered partner. ▀



PUSAT LAYANAN PRODUK PERTAMINA

PERTAMINA
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INFO KETERSEDIAAN BBM



INFO KETERSEDIAAN LPG



UNTUK TOILET SPBU LEBIH NYAMAN



UNTUK LAYANAN LEBIH BAIK



INFO KETERSEDIAAN PELUMAS

Community Development



Hari Maulana & Rina Purwanti



BAYAR SEKOLAH PAKAI SAMPAH

Banyak program dapat dikolaborasikan dengan pendidikan di Indonesia, seperti Program Pendidikan Lingkungan untuk Anak (PELITA) yang digulirkan oleh PT Pertamina EP Subang Field (PEP Subang). Program Corporate Social Responsibility (CSR) di bidang pendidikan berbasis lingkungan ini untuk anak-anak usia dini (3-5 tahun).

USING GARBAGE TO PAY FOR SCHOOL FEES

A lot of programs can be collaborated with education in Indonesia, such as the Environmental Education Program for Children (PELITA) launched by PT Pertamina EP Subang Field (PEP Subang). This Corporate Social Responsibility (CSR) program in the field of environment-based education is designed for young children (3-5 years).

Salah satu orang tua siswa PAUD Program Pendidikan Lingkungan Untuk Anak (PELITA) Program Binaan PT Pertamina EP Subang Field sedang menimbang sampah yang nanti menjadi tabungan untuk sekolah di Desa Muktijaya, Cilamaya Kulon, Karawang, Jawa Barat.

Menurut Subang Field Manager PEP, Djudjuwanto, PELITA menggabungkan aspek pendidikan dan pendayagunaan sampah dan menjadi program unggulan yang memberikan manfaat baik bagi kehidupan masyarakat Desa Muktijaya, Cilamaya Kulon, Karawang, Jawa Barat.

“Awalnya, kami melakukan social mapping di desa tersebut. Hasilnya, kami menggulirkan program PELITA pada 2017 yang diterapkan di PAUD (Pendidikan Anak Usia Dini) Al-Firdaus. Orang tua murid dapat membayar sekolah dengan menggunakan sampah sekaligus mengajarkan untuk tidak membuang sampah sembarangan,” ujar Djudjuwanto.

Konsep pendidikan berbasis lingkungan ini dikembangkan melalui inisiasi dan inovasi penyusunan kurikulum tematik pengelolaan sampah untuk siswa PAUD. Kurikulum tematik pengelolaan sampah membuahkan hasil, hingga kini siap diterapkan dan dijadikan bahan ajar di seluruh Karawang.

“Melalui penerapan berbayar sampah, anak-anak dapat bersekolah di PAUD dengan gratis. Di sisi lain, anak-anak diajarkan mencintai lingkungan sejak dini. Sehingga harapannya adalah generasi bangsa di masa berikutnya, lebih aware terhadap lingkungan dan pada akhirnya alam nusantara menjadi lestari,” tutur Djudjuwanto.

According to PEP's Subang Field Manager, Djudjuwanto, PELITA combines the aspects of education and waste utilization and becomes the main program that provides good benefits for the lives of the people of Muktijaya Village, Cilamaya Kulon, Karawang, West Java.

“Initially, we did social mapping in the village. As a result, we launched the PELITA program in 2017 which was implemented at the Al-Firdaus PAUD (Early Childhood Education). Parents of the students can pay for school fees using garbage, which also teaches them not to litter,” said Djudjuwanto.

This environmental-based education concept was developed with the initiation and innovation of the preparation of a thematic curriculum for waste management for early childhood education students. The thematic curriculum for waste management has borne its fruits, and until now it is ready to be implemented and used as teaching material throughout Karawang.

“Through the application of garbage as payment for school fees, children can attend PAUD for free. On the other hand, children are taught to preserve the environment from an early age. So it is hoped that the next generation of the nation will be more aware of the environment and in the end the archipelago can be more sustainable.” said Djudjuwanto.

“Awalnya, kami melakukan social mapping di desa tersebut. Hasilnya, kami menggulirkan program PELITA pada 2017 yang diterapkan di PAUD (Pendidikan Anak Usia Dini) Al-Firdaus. Orang tua murid dapat membayar sekolah dengan menggunakan sampah sekaligus mengajarkan untuk tidak membuang sampah sembarangan.

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Djudjuwanto

Field Manager PT Pertamina EP Subang Field



Kegiatan menabung sampah di PAUD Al-Firdaus, awalnya diikuti 63 orang tua murid.

The activity of collecting garbage at Al-Firdaus PAUD was initially attended by 63 parents.



TERUS BERKEMBANG

Program ini memiliki efek positif bagi masyarakat. Meski secara fondasi program ini berawal dari PAUD, namun banyak kegiatan lingkungan yang terdapat dalam program PELITA.

Kegiatan menabung sampah di PAUD Al-Firdaus, awalnya diikuti 63 orang tua murid. Lambat laun, masyarakat sekitar turut menabung sampah. Hingga saat ini, nasabah bank sampah yang dikelola PAUD AL-Firdaus mencapai 180 orang dengan tabungan sampah yang terkumpul mencapai 1.323 kilogram. "Total nasabah ini juga terus tumbuh setiap tahunnya," ucap Djudjuwanto.

CONTINUES TO GROW

This program has positive impacts on society. Although the program fundamentally originated from PAUD, there are also many environmental activities that are included in the PELITA program.

The activity of collecting garbage at Al-Firdaus PAUD was initially attended by 63 parents. Gradually, the surrounding community joined force to also save their waste. Until now, the number of customers of the waste bank managed by AL-Firdaus PAUD has reached 180 people with the total waste collection reaching 1,323 kilograms. "The total number of customers also continues to grow every year," said Djudjuwanto.



Siti Marini yang akrab dipanggil Rini, Kepala Sekolah PAUD AL-Firdaus, sangat mengapresiasi program PELITA. Menurutnya program itu seperti mata air di tengah gurun. "Program ini membantu menyadarkan masyarakat bahwa pendidikan itu penting, sampah ternyata bisa memberikan nilai ekonomi," ujarnya.

Rini yang turut menyusun modul "Contoh Baik Pembelajaran Pengelolaan Sampah Untuk PAUD" menjelaskan, penanaman karakter peduli lingkungan diajarkan melalui berbagai strategi dan cara, meliputi pengelolaan sampah, sedekah sampah, menabung sampah, pengurangan sampah plastik, serta pemanfaatan sampah organik dan anorganik.

PAUD Alam Al-Firdaus tidak hanya mengajarkan anak-anak perilaku cinta lingkungan dan menerapkan sekolah berbayar

Siti Marini, who is better known as Rini, the Principal of AL-Firdaus PAUD, really appreciates the PELITA program. According to her, the program is like a spring in the desert. "This program helps people realize that education is important, waste can actually provide economic value," she said.

According to Rini, who participated in organizing the module of "Good Examples of Learning Waste Management for Early Childhood Education", growing environmental awareness can be taught through various strategies and methods, including waste management, garbage almsgiving, collecting waste, reducing plastic waste, and utilizing organic and inorganic waste."

Alam Al-Firdaus PAUD not only teaches children to preserve the environment and implements the payment of garbage for



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Siti Marini (Rini)

The Principal of AL-Firdaus PAUD



PAUD Alam Al-Firdaus tidak hanya mengajarkan anak-anak perilaku cinta lingkungan dan menerapkan sekolah berbayar sampah, namun telah berkembang menjadi *agent of change* dengan turut mengubah perilaku orang tua murid dan masyarakat sekitar untuk merawat dan melestarikan lingkungan.

Alam Al-Firdaus PAUD not only teaches children to preserve the environment and implements the payment of garbage for school fees, but also has developed into an agent of change by helping to change the behavior of parents and the surrounding community so that they can care for and preserve the environment.

sampah, namun telah berkembang menjadi *agent of change* dengan turut mengubah perilaku orang tua murid dan masyarakat sekitar untuk merawat dan melestarikan lingkungan.

"Menyadarkan masyarakat itu sangat sulit, proses panjang harus kami lewati sebelum akhirnya masyarakat tergugah dengan sendirinya karena manfaat yang mereka rasakan secara langsung. Ayo bersekolah, ayo kumpulkan sampah, jangan dibuang sembarangan," tutur Rini.

Hal senada juga diungkapkan oleh salah satu orang tua murid, Wastiah. Pada awalnya, ia tak menyadari sepenuhnya bahwa sampah memiliki nilai guna. Namun lama kelamaan kesadaran itu tumbuh dengan sendirinya.

"Anak saya semangat sekali ke sekolah, bahkan sudah bisa memilah sampah kemudian dikumpulkan. Saya sebagai orang tua juga ikut bersemangat," ucap Wastiah.

school fees, but also has developed into an agent of change by helping to change the behavior of parents and the surrounding community so that they can care for and preserve the environment.

"Building awareness in the community is very difficult, we have to go through a long process before the people can finally have their own initiative after experiencing the benefits directly. Let's go to school, let's collect garbage, don't throw it away," said Rini.

The same thing was also expressed by one of the students' parents, Wastiah. At first, she did not fully realize that waste had use value. But over time the awareness grew by itself. "My child is very excited about going to school, he can even sort the garbage and collect it. As a parent, I am also excited," said Wastiah.



PERTAMINA EP



PERTAMINA EP

Walaupun saat ini masih pandemi, Program PELITA tetap berjalan dan PAUD Al-Firdaus tetap beraktivitas meski secara daring. Menurut salah satu pengajar, Romlah mengatakan, selama pembelajaran daring, ia dan rekan pengajar lainnya mendatangi ke rumah masing-masing murid. Namun terkadang ada murid yang datang ke sekolah karena tidak memiliki gadget tapi jumlahnya dibatasi dan tetap melakukan physical distancing.

Usaha tak mengkhianati hasil, Program

Despite the current situation of the pandemic, the PELITA Program is still running and Al-Firdaus PAUD is still holding its activities even though it is online. According to one of the teachers, Romlah, during online learning, she and her fellow teachers came to the house of each student. However, sometimes there are students who still come to school because they do not have gadgets, but the number is limited and they continue to do physical distancing.

Efforts do not betray results, the PELITA



PELITA mampu memberikan dampak positif terhadap perkembangan masyarakat dan dunia pendidikan. Selain menjadi yang pertama di Karawang, PAUD AI-Firdaus telah memiliki jangkauan yang luas dan menjadi role model inovasi pendidikan berbasis lingkungan.

Bahkan pada 2019, program ini bekerja sama dengan The Southeast Asian Ministers of Education Organization Center for Early Childhood Care Education and Parenting (SEAMEO CECCEP) membuat best practice pengelolaan sampah. Di tahun yang sama, best practice ini diterapkan di 1.593 PAUD sebagai muatan lokal di Kabupaten Karawang.

Apa yang dilakukan PEP Subang dalam Program PELITA telah membuahkan hasil berupa apresiasi, baik dari dalam dan luar negeri, seperti penghargaan dari Bupati Karawang, Indonesia Green Awards, hingga The PEER Awards kategori pendidikan lingkungan. ▀

Program is able to have a positive impact on the development of society and the world of education. Apart from being the first in Karawang, AI-Firdaus PAUD has had a wide reach and has become a role model for environmental-based educational innovation.

Even in 2019, this program collaborates with The Southeast Asian Ministers of Education Organization Center for Early Childhood Care Education and Parenting (SEAMEO CECCEP) to create waste management best practices. In the same year, this best practice was implemented in 1,593 PAUD as local content in Karawang Regency.

What PEP Subang has done in the PELITA Program has borne fruits in the form of appreciation, both from within and outside the country, such as the awards from the Regent of Karawang, Indonesia Green Awards, to The PEER Awards in the environmental education category. ▀

MELAWAN KETERBATASAN *FACING LIMITATIONS*



Disabilitas bukan sebuah keterbatasan bagi Angkie Yudistia untuk mewujudkan mimpi besarnya.

Berbagai prestasi ia raih, salah satunya menjadi anak muda penyandang disabilitas tunarungu pertama yang menjadi staf khusus Presiden Joko Widodo sekaligus sebagai Juru Bicara Presiden Bidang Sosial.

Perempuan yang aktif bergerak di sociopreneur ini lahir pada 5 Mei 1987 dengan kondisi normal. Pendengarannya mulai menghilang saat menginjak usia 10 tahun dan diduga karena "kesalahan" penggunaan obat-obatan saat ia terserang beberapa penyakit, termasuk malaria.

Angkie harus menerima kenyataan menjadi tunarungu. Kejadian tersebut tentunya membuat Angkie terpukul dan tidak percaya diri. Dukungan dari keluarga terutama sang ibu membangkitkan semangat dirinya. Ia mulai menerima keadaan dan mencintai diri sendiri.

Angkie tumbuh menjadi perempuan cerdas. Setelah menyelesaikan sekolah di SMA Negeri 2 Bogor, ia melanjutkan pendidikan sarjana dan magister jurusan Komunikasi di London School of Public Relations, Jakarta. Ia lulus sarjana pada 2009 dengan predikat cum laude serta mengikuti program akselerasi pendidikan master dan lulus pada 2010.

Berbagai penghargaan pun diraihnya. Pada 2008, ia mengikuti ajang Abang None Jakarta dengan menggunakan alat bantu dengar dan berhasil terpilih menjadi salah satu finalis dari Jakarta Barat. Ia juga pernah dinobatkan sebagai The Most Fearless Female Cosmopolitan

Disability does not stop Angkie Yudistia from realizing her big dream. She has achieved various achievements, one of which is being the first deaf young person to become a special staff to President Joko Widodo as well as the Presidential Spokesperson for Social Affairs.

The woman who is actively engaged in sociopreneurship was born on 5 May 1987 with normal conditions. Her hearing began to disappear when she was 10 years old and it was suspected that the condition was caused by the "wrong" use of drugs when she contracted several illnesses, including malaria.

Yudistia must accept the fate of being deaf. The incident certainly made Yudistia devastated and not confident. Support from the family, especially her mother, lifted her spirits. She began to accept the circumstances and love herself.

Yudistia grew up to be a smart woman. After completing school at SMA Negeri 2 Bogor, she continued her undergraduate and master's degree in Communication at the London School of Public Relations, Jakarta. She graduated cum laude with a bachelor's degree in 2009, and later joined the accelerated master's education program and graduated in 2010.

There are various awards that she has achieved. In 2008, she participated in the Abang None Jakarta event using a hearing aid and was successfully selected as one



“Menurut aku, relawan itu harus mampu mendedikasikan waktu, pikiran, berkontribusi untuk lingkungan di sekitar.

In my opinion, volunteers must be able to dedicate their time, thoughts, and contributions to their surroundings.”



ENERGIA/ADITYO PRATOMO

2008 dan Miss Congenially dari Natur-e pada 2009. Bahkan pada 2019, Angkie berhasil memperoleh penghargaan Asia's Top Outstanding Women Marketeer of The Year dari Asia Marketing Federation, di Taipei, Taiwan dan menjadi Ikon Prestasi Pancasila.

Angkie juga sangat aktif dalam kegiatan sosial. Dalam *Talkshow Voluntary Days* yang dilaksanakan Pertamina beberapa waktu lalu, Angkie sebagai pegiat sosial memberikan dukungan penuh kepada perwira BUMN ini untuk giat melakukan beragam aksi sosial. Angkie menilai, relawan merupakan aksi yang mulia dan penuh pengorbanan.

“Menurut aku, relawan itu harus mampu mendedikasikan waktu, pikiran, berkontribusi untuk lingkungan di sekitar,” katanya.

Sejak 2009, ia aktif berkegiatan di Yayasan Tunarungu Sehjira. Ia juga menjadi anggota Asia-Pacific Federation of the Hard of Hearing and Deafened serta International Federation of Hard of Hearing Young People.

of the finalists from West Jakarta. She has also been named The Most Fearless Female Cosmopolitan 2008 and Miss Congenially by Natur-e in 2009. Even in 2019, Yudistia managed to get the Asia's Top Outstanding Women Marketeer of The Year award from Asia Marketing Federation, in Taipei, Taiwan and became an Icon of Pancasila Achievement.

Yudistia is also very active in social activities. During the Voluntary Days Talkshow held by Pertamina some time ago, Yudistia as a social activist encouraged and fully supported the perwira of this SOE to actively carry out various social activities. For Yudistia, volunteering is a noble and sacrificial action.

“In my opinion, volunteers must be able to dedicate their time, thoughts, and contributions to their surroundings,” she said.

Since 2009, she has been active in the Sehjira Deaf Foundation. She is also a member of the Asia-Pacific Federation of

Pada 2011, ia mendirikan asosiasi sumber daya manusia untuk penyandang disabilitas dan nondisabilitas bernama Thisable Enterprise. Social enterprise tersebut memberdayakan kelompok disabilitas untuk memiliki kapabilitas serta menyalurkannya ke dunia kerja. Tersedia berbagai pelatihan bagi SDM disabilitas agar dapat bekerja secara vokasional dan profesional.

In 2011, she founded a human resources association for people with disabilities and non-disabilities called Thisable Enterprise. The social enterprise empowers people with disabilities to have capabilities and channel them to the world of work. There are various trainings for human resources with disabilities so they can work vocally and professionally.



Angkie pun pernah menjadi karyawan di IBM Indonesia dan PT Geo Link Nusantara. Ia mengaku pernah merasakan berbagai pengalaman pahit di dunia kerja, mulai dari lamaran yang ditolak puluhan perusahaan sampai pengalaman diberhentikan secara sepihak oleh perusahaan.

BERDAYAKAN DISABILITAS

Pengalaman pahit tersebut memotivasi Angkie untuk membuktikan bahwa penyandang disabilitas juga memiliki kelebihan. Pada 2011, ia mendirikan asosiasi sumber daya manusia untuk penyandang disabilitas dan nondisabilitas bernama Thisable Enterprise. Social enterprise tersebut memberdayakan kelompok disabilitas untuk memiliki kapabilitas serta menyalurkannya ke dunia kerja. Tersedia berbagai pelatihan bagi SDM disabilitas agar dapat bekerja secara vokasional dan profesional.

“10 tahun terakhir, aku fokus berkontribusi untuk mendukung dan memberikan impact kepada teman-teman disabilitas agar mereka bisa diterima di lingkungan kerja dan setara dengan yang lain,” tutur perempuan kelahiran Medan tersebut.

Di samping kesibukannya menjadi istri dan ibu dari dua putri, Angkie pun aktif menekuni salah satu hobinya, yaitu menulis. Hingga saat

the Hard of Hearing and Deafened and the International Federation of Hard of Hearing Young People.

Yudistia was also once an employee at IBM Indonesia and PT Geo Link Nusantara. She admitted that she had had various bitter experiences in the world of work, from applications that got rejected by dozens of companies to experiences of being unilaterally dismissed by companies.

EMPOWERING PEOPLE WITH DISABILITIES

Those bitter experiences motivated Yudistia to prove that people with disabilities also have their own strengths. In 2011, she founded a human resources association for people with disabilities and non-disabilities called Thisable Enterprise. The social enterprise empowers people with disabilities to have capabilities and channel them to the world of work. There are various trainings for human resources with disabilities so they can work vocally and professionally.

“In the last 10 years, I have put my focus on contributing my supports and impacts on friends with disabilities so that they can be accepted in the work environment and earn equality,” said the Medan-born woman.

ini, ia sudah menerbitkan beberapa judul buku, di antaranya Perempuan Tunarungu Menembus Batas, Setinggi Langit, dan Become Rich as Sociopreneur.

Angkie mengaku terinspirasi oleh Hallen Keller, seorang penyandang multidisabilitas, tidak bisa mendengar dan melihat. Namun keterbatasan Hallen tidak menghambat kreativitasnya sehingga bisa menerbitkan berbagai judul buku yang laku di pasaran.

Menurut Angkie, penyandang disabilitas bukan untuk dikasihani melainkan diterima keberadaannya. "Kami penyandang disabilitas ingin diterima sebagai teman. Kehadiran Thisable Enterprise diharapkan dapat membuka mata masyarakat akan keberadaan kami dan membakar semangat kami untuk terus berkarya di balik keterbatasan yang ada," imbuh perempuan menikah dengan Budi Prasetyo pada 2014 tersebut.

Menjadi Staf Khusus Presiden juga memberikan kesempatan kepada Angkie untuk memperluas *circle of influence*-nya sehingga berdampak bagi banyak orang, terutama bagi perempuan dan penyandang disabilitas. ▀

Apart from being a wife and a mother of two daughters, Yudistia is also actively pursuing one of her hobbies, which is writing. Until now, she has published several book titles, including Deaf Women Breaking the Limits, As High as The Sky, and Become Rich as a Sociopreneur.

Yudistia admitted that she was inspired by Hellen Keller, a person with multi-disabilities who could not hear and see. However, Keller's limitations did not hinder her creativity, so she could publish various book titles that were selling well in the market.

According to Yudistia, people with disabilities are not to be pitied but to be accepted by their existence. "We people with disabilities want to be accepted as friends. The presence of Thisable Enterprise is hoped to be able to open people's eyes and let them know about our existence and ignite our enthusiasm to continue working despite our existing limitations," added the woman who married Budi Prasetyo in 2014.

Being the Presidential Special Staff also provides Yudistia with an opportunity to expand her circle of influence so that she can create impacts on many people, especially women and people with disabilities. ▀

HTTPS://WWW.INSTAGRAM.COM/ANGKIEYUDISTIA/



Meet Up

 Indah Dwi Kartika

 Dokumentasi Istimewa

Di tengah kesibukannya menjadi seorang istri dan ibu, salah satu selebriti yang dulu dikenal sebagai penyanyi cilik, Tasya Kamila, masih menyempatkan diri untuk menjadi promotor produk Usaha Mikro Kecil dan Menengah (UMKM) binaan Pertamina. Wanita berusia 28 tahun ini mengusung dua UMKM binaan Pertamina sebagai jagoannya dalam ajang Festival Jagoan Lokal belum lama ini.

Tasya memilih UMKM Hitara Black Garlic sebagai representasi UMKM yang berdiri cukup lama dan UMKM rintisan Cooklab. Walau berbeda jenis usaha, keduanya memiliki keunggulan masing-masing.

“Track record kedua UMKM binaan Pertamina ini tidak perlu diragukan lagi. Pemasaran Hitara sudah sampai luar negeri dan diikuti UMKM Academy supaya naik kelas. Sedangkan Cooklab merupakan salah satu pemenang program Pertamina Youthpreneur 2020. Mereka adalah calon wirausahawan sukses dari generasi milenial,” jelas Tasya. ▀

In the midst of her busy life as a wife and mother, one of the celebrities who was better known as a child singer, Tasya Kamila, still makes time to promote the products of Pertamina’s fostered Micro, Small and Medium Enterprises (MSMEs). The 28-year-old featured two of Pertamina’s fostered MSMEs as her favorites in the recent event of Local Champion Festival.

Kamila chose MSME Hitara Black Garlic as a representation of the MSMEs that have been around for a long time and a start-up MSME Cooklab. Even though they have different types of business, both have their respective strengths.

“There is no need to doubt the track records of these two fostered MSMEs of Pertamina. Hitara has marketed their products overseas and joined the MSMEs Academy as an effort to move forward. Meanwhile, Cooklab is one of the winners of the Pertamina Youthpreneur 2020 program. They will become some of the successful millennial entrepreneurs,” explained Kamila. ▀

KAGUM DENGAN HITARA DAN COOKLAB

AMAZED BY HITARA AND COOKLAB



NONTON PERTASHOW LEBIH JERNIH DARI MYPERTAMINA

CLEARER VIEW OF PERTASHOW ON MYPERTAMINA

Deddy Mahendra Desta atau yang lebih akrab disapa Desta tak menyangka jika menonton Pertashow lebih jernih dari aplikasi MyPertamina. Hal tersebut diungkapkannya ketika menjadi presenter dalam acara Pertashow bersama Gading Marten dan Angie Ang.

“Nonton Pertashow di MyPertamina ternyata jernih. Kadang kalau di Youtube suka kurang jernih. Jadi kalau mau nonton Pertashow, langsung saja download aplikasi MyPertamina,” ujar pria kelahiran 15 Maret 1977 tersebut.

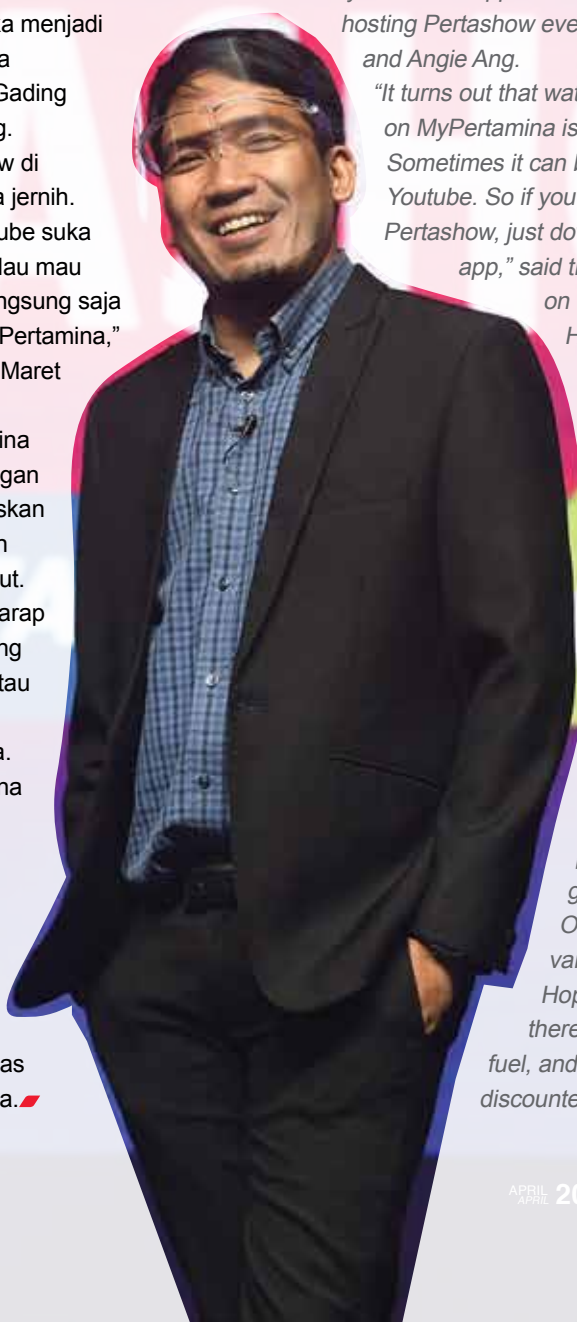
Ia senang Pertamina mengikuti perkembangan zaman untuk memuaskan pelanggannya dengan platform digital tersebut. Tak lupa, ia juga berharap Pertamina makin sering memberikan promo atau diskon menarik untuk masyarakat Indonesia.

“Semoga Pertamina terus maju dan memberikan energi kebaikan untuk kita semua. Salah satunya, kita butuh promo-promo. Semoga terus ada BBM diskon, Bright Gas juga diskon,” guraunya. ▀

Deddy Mahendra Desta, who is better known as Desta, did not expect that it would be clearer to watch Pertashow on MyPertamina application. He expressed it while hosting Pertashow event with Gading Marten and Angie Ang.

“It turns out that watching Pertashow on MyPertamina is so much clearer. Sometimes it can be less clear on Youtube. So if you want to watch Pertashow, just download MyPertamina app,” said the man who was born on 15 March 1977.

He was happy that Pertamina was following the current development to satisfy their customers with this digital platform. Not to forget, he also hoped that Pertamina would provide attractive promos or discounts more regularly for the Indonesian people. “Hopefully Pertamina will continue to progress and provide good energy for all of us. One of them is through various promotions. Hopefully going forward there will be discounted fuel, and Bright Gas can also be discounted,” he joked. ▀



PIROLISATOR SIMBAH, INOVASI PENGELOLAAN LIMBAH B3 PADA PIG BEKAS WASTE PYROLYZER, AN INNOVATION OF HAZARDOUS AND TOXIC WASTE MANAGEMENT FOR USED PIGS

Tak dapat dipungkiri, industri migas menjadi salah satu kontributor penghasil limbah Bahan Berbahaya dan Beracun (B3). Karena itu, pemerintah memiliki aturan yang ketat untuk meminimalkan produksi limbah yang berasal dari produksi migas yang didukung penuh oleh entitas bisnis migas, termasuk PT Pertamina EP (PEP).

Selain menaati peraturan pengelolaan limbah yang ditetapkan pemerintah, PEP juga berupaya melakukan beragam terobosan. Salah satunya seperti yang dilakukan beberapa perwira PEP Asset 3 dari fungsi Oil and Gas Transportation yang membentuk tim bernama PC-Prove Simbah Bang Bos.

Tim yang digawangi oleh Bibit Raharjo, Wisnu Raharja, Mahendra Prayogi, Muhammad Fajar Rahmannudin, Haryanto, Teguh Santoso, dan M. Wawan dengan dua fasilitator Wangsit Sinung Kristianto dan Adhy Rahutomo Saptandro ini berhasil melakukan terobosan pengelolaan limbah B3. Caranya, mereka meningkatkan efisiensi pengelolaan Pipeline Inspection Gauge (PIG) bekas dengan invensi Continuous Distillation Pirolisator di Stasiun Booster Cemara Selatan PT Pertamina EP Asset 3.

It is undeniable that the oil and gas industry is one of the contributors to the generation of Hazardous and Toxic (B3) Waste. Therefore, the government implements strict regulations to minimize the production of waste originating from oil and gas production, which are fully supported by oil and gas business entities, including PT Pertamina EP (PEP).

In addition to complying with the waste management regulations set by the government, PEP also tries to make various breakthroughs. One of them was done by several PEP Asset 3 perwira from the Oil and Gas Transportation department, who formed a team called PC-Prove Simbah Bang Bos.

The team, which is led by Bibit Raharjo, Wisnu Raharja, Mahendra Prayogi, Muhammad Fajar Rahmannudin, Haryanto, Teguh Santoso, and M. Wawan with two facilitators Wangsit Sinung Kristianto and Adhy Rahutomo Saptandro, has successfully made a breakthrough in B3 waste management. This is



Arang PIG bekas sebagai media tanam



Oil Synthetic

PC-Prove Simbah Bang Bos menghadirkan Continuous Distillation Pirolisator sebagai solusi. Pirolisator karya PC-Prove Simbah Bang Bos ini dapat me-recovery limbah PIG bekas menjadi oil synthetic dan arang yang ramah lingkungan.

PC-Prove Simbah Bang Bos presented a Continuous Distillation Pyrolyzer as a solution. This PC-Prove Simbah Bang Bos-made pyrolyzer can recover used PIG waste into synthetic oil and charcoal which are environmentally friendly.

karya PC-Prove Simbah Bang Bos ini dapat me-recovery limbah PIG bekas menjadi *oil synthetic* dan arang yang ramah lingkungan.

“Kami melakukan studi dengan referensi ilmiah yang cukup lengkap dan dampak positif yang didapat, maka alternatif solusi untuk pengelolaan PIG bekas hasil proses kegiatan pigging adalah menggunakan metode pirolisis,” ujar Bibit Raharjo, Ketua Tim PC-Prove Simbah Bang Bos.

Keunggulan Pirolisator Simbah (Solusi Limbah) dibandingkan pirolisator lainnya adalah biaya pembuatannya relatif lebih murah dengan kualitas bagus. Selain itu, alat ini mudah direplikasi dan diterapkan oleh unit bisnis lainnya. Proses destilasi pun dapat dilakukan lebih cepat, hanya memerlukan waktu 90 menit.

“Dari Health, Safety, Secure & Environment (HSSE), proses pigging menggunakan Pirolisator Simbah tidak mengeluarkan asap pembakaran dan temperatur kondensor lebih stabil karena ada media pendingin air yang disirkulasikan. Dengan demikian proses destilasi lebih optimal. Tak hanya itu, Pirolisator Simbah dilengkapi *wire-mesh*, sehingga mudah untuk dilakukan pembersihan. Yang lebih pentingnya dari segi moralitas pekerja, inovasi tersebut tidak ada risiko terpapar emisi pembakaran,” tutur Bibit.

Menurut Bibit, Pirolisator Simbah mampu menghasilkan minyak sintesis yang memiliki

handling used PIGs, PC-Prove Simbah Bang Bos presented a Continuous Distillation Pyrolyzer as a solution. This PC-Prove Simbah Bang Bos-made pyrolyzer can recover used PIG waste into synthetic oil and charcoal which are environmentally friendly.

“We conducted a research with comprehensive scientific references and positive impacts, so the use of pyrolysis method has become the alternative solution for the management of used PIGs from the pigging process,” said Bibit Raharjo, the team leader of PC-Prove Simbah Bang Bos.

Compared to other pyrolyzers, the advantage of Waste Pyrolyzer (Waste Solution) is that the manufacturing cost is relatively cheaper with good quality. In addition, these tools can be easily replicated and implemented by other business units. The distillation process can be done faster, which only takes 90 minutes.

“From the Health, Safety, Secure & Environment (HSSE) aspect, the pigging process using the Waste Pyrolyzer does not emit combustion smoke and the condenser temperature is more stable because there is a circulating water cooling medium. Therefore, the distillation process can be more optimal. Not only that, the Waste Pyrolyzer is also equipped with wire-mesh, making it easy to clean. What is more important, in terms of morality in the workplace, is the fact that the innovation does not create the risk of being exposed to burning emissions for the workers,” said Raharjo.

According to Raharjo, the Waste Pyrolyzer is

kualitas yang sama dengan minyak ringan struktur Subang dan Tambun, yakni Density 0,8403 BS&W 0,05% dan Salt Content 4 Ptb. Selain itu, menghasilkan *side product* berupa arang atau karbon yang ramah lingkungan.

“Minyak yang dihasilkan bisa langsung kami distribusikan ke MGS Balongan agar dapat dikembangkan lebih lanjut. Sedangkan arangnya bisa digunakan sebagai media tanam,” ucapnya.

Tentu inovasi yang dilakukan oleh PC-Prove Simbah Bang Bos memiliki *value creation* bagi perusahaan. Keuntungan riil pada Mei 2020--Februari 2021 sebesar Rp89.544.960, sedangkan proyeksi keuntungan dari Maret–Desember 2021 sebesar Rp106.069.400. Ke depannya, potensi keuntungan mencapai sebesar Rp127.283.280 untuk periode Januari – Desember 2022.

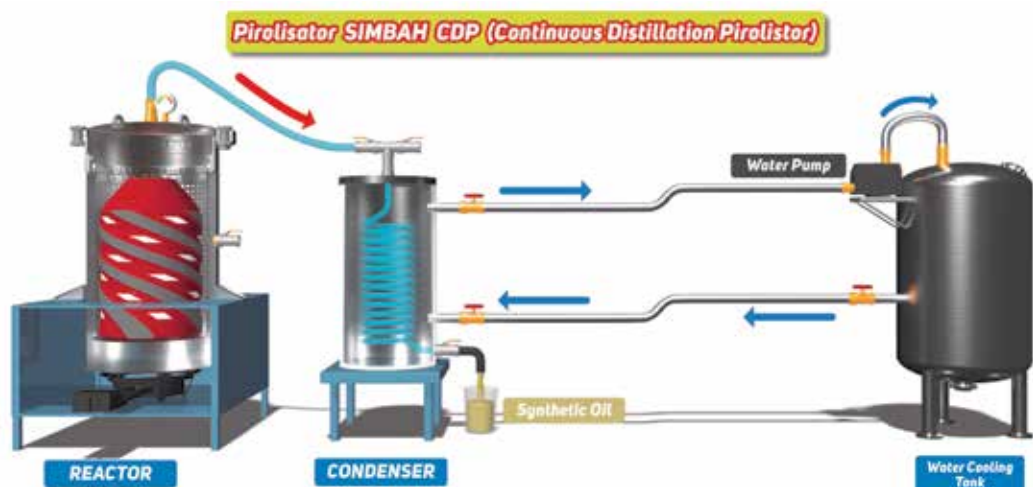
Bibit berharap, pirolisator karya PC-Prove Simbah Bang Bos ini dapat direplikasi dan diterapkan di fasilitas Pertamina lainnya. “Walau dikenal sebagai kontributor limbah, kita dapat meminimalkan dampaknya sehingga perusahaan tetap tumbuh dan berkembang bersama lingkungan,” kata Bibit. ▀

capable of producing synthetic oil which has the same quality as the light oil of the Subang and Tambun structures, namely Density 0.8403 BS&W 0.05% and Salt Content 4 Ptb. In addition, it produces a side product in the form of charcoal or carbon that is environmentally friendly.

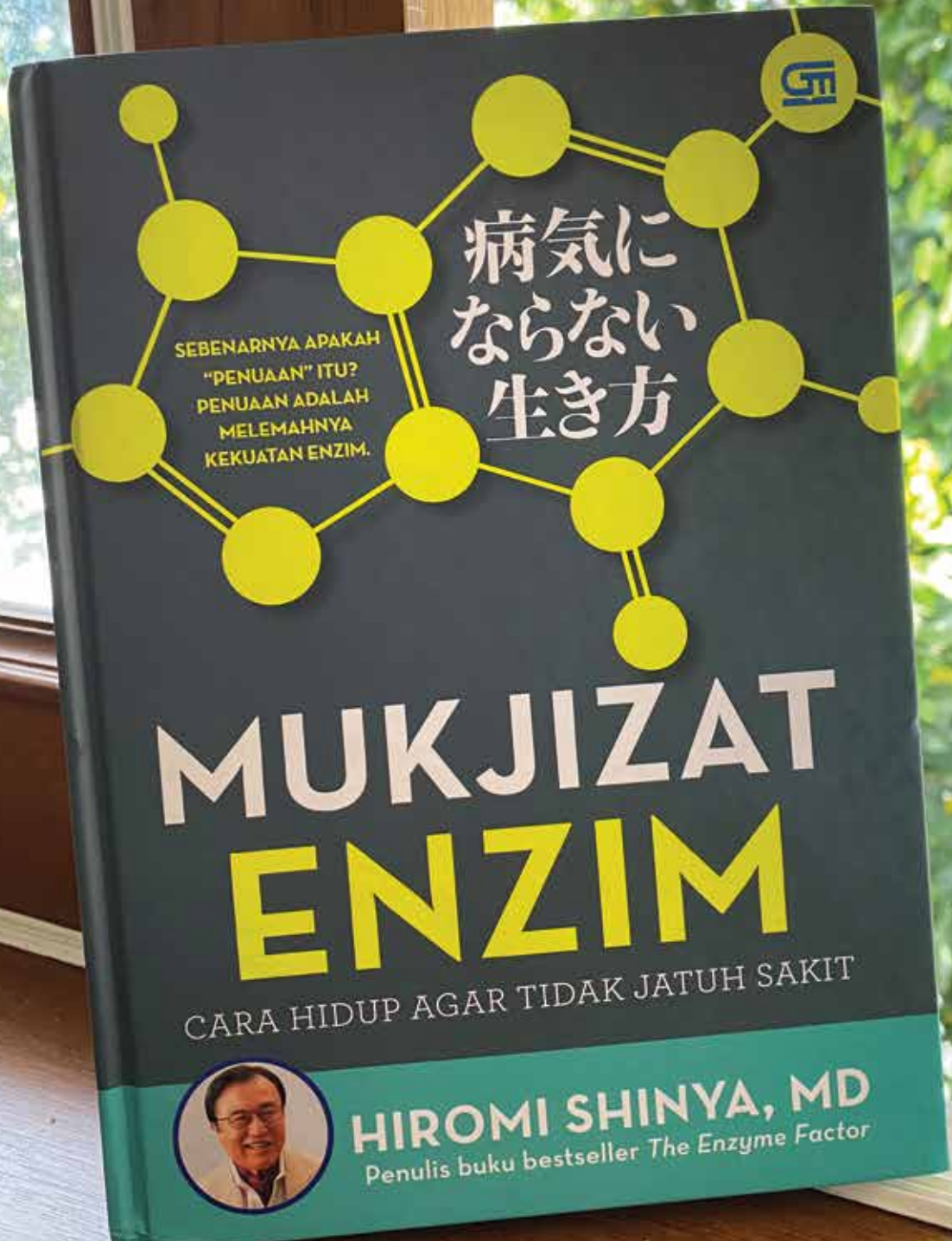
“The oil produced can be distributed directly to MGS Balongan so that it can be further developed. Meanwhile, the charcoal can be used as a planting medium,” he said.

Of course, the innovations made by PC-Prove Simbah Bang Bos provides value creation for the company. The real profit in May 2020-February 2021 was Rp89,544,960 (US\$6,162.08), while the projected profit for March-December 2021 is Rp106,069,400 (US\$7,299.22). Going forward, the potential profit will reach Rp127,283,280 (US\$8,759.06) for the period of January-December 2022.

Raharjo hopes that the pyrolyzer made by PC-Prove Simbah Bang Bos can be replicated and implemented in other Pertamina facilities. “Even though we are known as a waste contributor, we can minimize the impact so that the company continues to grow and develop together with the environment,” said Raharjo. ▀



Pirolisator Simbah mampu menghasilkan minyak sintesis yang memiliki kualitas yang sama dengan minyak ringan struktur Subang dan Tambun, yakni Density 0,8403 BS&W 0,05% dan Salt Content 4 Ptb. Selain itu, menghasilkan *side product* berupa arang atau karbon yang ramah lingkungan.



MENGULIK MUKJIZAT ENZIM

EXPLORING THE MIRACLE OF ENZYME

Memiliki tubuh yang sehat dan awet muda adalah impian semua orang. Berbagai cara dilakukan demi mewujudkan hal tersebut, mulai dari perawatan, operasi plastik, obat-obatan, hingga menggunakan alat-alat kecantikan. Ternyata ada cara jitu untuk mendapatkannya. Dokter Hiromi Shinya membeberkannya dalam buku Mukjizat Enzim Cara Hidup Agar Tidak Jatuh Sakit.

Menurut perintis pembedahan kolonoskopis tanpa insisi perut tersebut, ada sebuah cara yang paling aman dan efektif untuk dapat sehat dan awet muda. Cara ini harus diterapkan pada tubuh dan jiwa (hati) secara bersamaan.

Dokter Shinya meyakini tubuh manusia mempunyai kemampuan yang sangat menakjubkan untuk menyembuhkan dirinya sendiri. Kunci dari semua itu karena adanya enzim. Ia berpendapat, penuaan yang terjadi pada tubuh karena melemahnya kekuatan enzim.

Seperti diketahui, enzim merupakan senyawa protein yang membantu proses metabolisme dalam tubuh. Dengan adanya enzim, metabolisme akan berlangsung dengan cepat karena menurunkan energi (aktivasi) yang diperlukan untuk berlangsungnya reaksi tersebut. Tanpa adanya enzim dalam tubuh, reaksi metabolisme dalam tubuh akan berlangsung sangat lama.

Having a healthy and youthful body is everybody's dream. Various ways are done to make it happen, ranging from treatments, plastic surgery, medicines, to the use of beauty tools. Apparently, there is an effective way to achieve that dream. Doctor Hiromi Shinya explains it in the book *The Miracle of Enzyme: How to Live Long and Never be Sick*.

According to the pioneer of colonoscopic surgery without abdominal incision, there exists the safest and most effective way to be healthy and youthful. This method must be applied to the body and soul (heart) at the same time.

Doctor Shinya believes that the human body has the amazing ability to heal itself. The key lies in the presence of enzymes. He argues, aging that occurs in the body is due to the weakening strength of the enzymes.

As is known, enzymes are protein compounds that support the metabolic processes in the body. The existence of enzymes will boost metabolism because they reduce the (activation) energy needed for the reaction to take place. Without the enzymes in the body, the metabolic reactions in the body will take a very long time.



Secara medis, umur tubuh kita tergantung dari pola makan kita, apa yang kita makan dan pola istirahat kita. Kondisi tubuh di masa yang akan datang sangat tergantung dari apa yang kita makan di masa sekarang. Beragam macam penyakit yang datang adalah akumulasi dari berbagai makanan buruk yang kita konsumsi saat ini.

That medically, the age of our bodies depends on our diet and sleeping patterns. The condition of the body in the future depends on what we eat in the present. The various kinds of diseases that we have in the future are the accumulation of various bad foods that we consume today.

Agar enzim dapat berperan optimal dalam mencegah penuaan, Dokter Shinya menjelaskan, kita harus menjaga pola makan agar tubuh tidak mengalami proses oksidasi yang menguras kekuatan enzim, baik dari segi kualitas maupun kuantitasnya.

In order for enzymes to play an optimal role in preventing aging, Doctor Shinya explains that we must maintain a diet so that the body does not undergo an oxidation process that depletes the strength of the enzymes, both in terms of quality and quantity.

Ia menegaskan, secara medis umur tubuh kita tergantung dari pola makan dan pola istirahat. Kondisi tubuh di masa yang akan datang sangat tergantung dari apa yang kita makan di masa sekarang. Beragam macam penyakit yang datang adalah akumulasi dari berbagai makanan buruk yang kita konsumsi saat ini.

He emphasizes that medically, the age of our bodies depends on our diet and sleeping patterns. The condition of the body in the future depends on what we eat in the present. The various kinds of diseases that we have in the future are the accumulation of various bad foods that we consume today.

Guru Besar Kedokteran Albert Einstein College of Medicine ini juga memaparkan tentang tugas usus untuk menyerap makanan. Tugas tersebut tidak akan berjalan mulus apabila makanan yang masuk ke dalam usus tidak memenuhi syarat. Dampaknya usus akan kelelahan, sari makanan yang diserap pun tidak banyak sehingga pertumbuhan sel-sel tubuh kurang baik, daya imun tubuh buruk, sel radikal bebas bermunculan, penyakit timbul, dan kulit pun cepat menjadi tua.

The Professor of Medicine at the Albert Einstein College of Medicine also explains about the function of intestine to absorb food. It cannot function properly if the food that enters the intestine does not meet the requirements. As a result, the intestine will experience fatigue and cannot absorb much food's nutritive essence, resulting in poor growth of body cells, weak immune system, appearance of free radical cells, emergence of diseases, and aging skin.

Ia juga tidak merekomendasikan daging sebagai makanan utama karena akan menyisakan kotoran yang menempel di dinding usus. Menurutnya, makan daging cukup 15


He also does not recommend meat as the main food because it can leave dirt that is stuck to the intestinal wall. According to him, the recommended amount of meat to be consumed is around 15 percent of all foods that go into the stomach.

persen dari seluruh makanan yang masuk ke perut.

Cara makan pun menjadi penting bagi kesehatan usus. Makanan wajib dikunyah minimal 30 kali, bahkan untuk makanan keras sampai 70 kali sebelum masuk ke perut. Makanan yang dikunyah sampai lembut akan bercampur dengan enzim secara sempurna.

Kebiasaan lainnya yang harus dihindari ialah kebiasaan minum setelah makan. Minum sebaiknya dilakukan setengah jam sebelum makan, agar air sudah diserap usus terlebih dahulu. Asupan air harus cukup bagi tubuh kita. Shinya menggarisbawahi, yang diperlukan tubuh bukan asupan "cairan", melainkan asupan "air putih".


Selain itu, jangan tidur setelah makan. Sebaiknya tidur saat keadaan perut kosong sekitar empat atau lima jam setelah makan. Jika manusia melakukan kebiasaan-kebiasaan tersebut dengan baik, bukan hanya sehat yang didapatkan melainkan awet muda.

Walaupun terjemahan, buku ini memiliki bahasa yang mudah dimengerti dan mengalir ketika membacanya. Banyak sekali materi bermanfaat yang bisa diterapkan dalam kehidupan sehari-hari. Kesimpulannya, untuk awet muda yang dibutuhkan adalah menjaga kesehatan, bersyukur, bergembira, mencintai, serta menikmati hidup agar kekuatan enzim dapat bekerja dengan maksimal. 

How you eat is also important for your intestinal health. Food must be chewed at least 30 times, or even up to 70 times for solid foods before entering the stomach. Food that is chewed until soft will mix with the enzymes perfectly.

Another habit that must be avoided is the habit of drinking after eating. Drinking should be done half an hour before meals, so that the water has been absorbed by the intestines first. Water intake must be sufficient for our bodies. Shinya emphasizes that what the body needs is not "fluid" intake, but "water" intake.

Also, don't sleep after eating. It's best to sleep on an empty stomach about four or five hours after eating. If people carry out these habits well, they will not only get healthier but also stay young.

Even though it is a translated version, this book uses a language style that is easy to understand with a great flow of writing. There are lots of useful materials that can be applied in everyday life. In conclusion, to stay young, it is needed to maintain health, be grateful, have fun, love, and enjoy life so that the power of the enzymes can work optimally. 

IDENTITAS BUKU

Judul Buku :
Mukjizat Enzim Cara Hidup
Agar Tidak Jatuh Sakit

Penulis : Hiromi Shinya
Tahun Terbit : 2014
Penerbit : PT Gramedia
Pustaka Utama





TIPS MENJAGA KESEHATAN GIGI DAN MULUT

Banyak orang yang menganggap merawat gigi dan mulut cukup dengan menyikat gigi. Padahal, menjaga kesehatan gigi dan mulut yang tidak kalah pentingnya dengan merawat kesehatan organ tubuh lainnya. Mengapa? Karena gangguan pada mulut dan gigi bisa menimbulkan rasa sakit yang mengganggu aktivitas keseharian bahkan bisa menurunkan rasa percaya diri.

TIPS FOR MAINTAINING DENTAL AND ORAL HEALTH

Many people think that taking care of their teeth and mouth can be done by simply brushing their teeth. In reality, maintaining dental and oral health is no less important than maintaining the health of other organs. Why? Because dental and oral problems can cause pain that interferes with our daily activities and can even reduce self-confidence.

Mnurut Dokter Gigi Oktarina Anggeriani, menjaga kesehatan gigi dan gusi sangatlah penting karena semua penyakit itu berasal dari mulut. “Ada sekitar 500 bakteri baik maupun tidak baik yang berasal dari mulut kita,” ujar Oktarina.

Dokter yang bertugas di Rumah Sakit Pusat Pertamina ini mencontohkan, plak pada gigi akan muncul ketika gigi tidak dibersihkan dengan baik dan teratur. Munculnya plak membuat gigi menjadi kuning. Plak pada gigi bisa mengeras menjadi karang gigi yang akan menjaral dan menyebabkan radang pada gusi.

“Sebenarnya karang gigi bukan suatu penyakit melainkan deposit atau penumpukan lunak yang mengeras pada gigi. Kalau ini dibiarkan, akan muncul penyakit seperti gingivitis (peradangan pada gusi), periodontitis (peradangan pada jaringan tulang sekitar gusi), dan pulpitis (peradangan pada gigi),” tuturnya.

“Sebenarnya karang gigi bukan suatu penyakit melainkan deposit atau penumpukan lunak yang mengeras pada gigi. Kalau ini dibiarkan, akan muncul penyakit seperti gingivitis (peradangan pada gusi), periodontitis (peradangan pada jaringan tulang sekitar gusi), dan pulpitis (peradangan pada gigi).”

Actually, tartar is not a disease but a deposit or soft buildup that hardens on the teeth. If this is not taken care of, it will cause diseases such as gingivitis (inflammation of the gums), periodontitis (inflammation of the bone tissue around the gums), and pulpitis (inflammation of the teeth).

drg. Oktarina Anggeriani

According to Dentist Oktarina Anggeriani, maintaining healthy teeth and gums is very important because all diseases originate from the mouth. “There are about 500 good and bad bacteria that come from our mouth,” said Anggeriani.

For an example, the dentist who served at Pertamina Central Hospital said that plaque on the teeth would appear when the teeth were not cleaned properly and regularly. The appearance of plaque turns teeth yellow. Plaque on the teeth can harden and turn into tartar, which will spread and cause inflammation of the gums.

“Actually, tartar is not a disease but a deposit or soft buildup that hardens on the teeth. If this is not taken care of, it will cause diseases such as gingivitis (inflammation of the gums), periodontitis (inflammation of the bone tissue around the gums), and pulpitis (inflammation of the teeth),” she said.



RSPP





Untuk mencegah hal itu, Oktarina memberikan tips perawatan gigi dari yang paling sederhana secara rutin, mulai dari menyikat gigi minimal dua kali sehari, pagi setelah sarapan dan malam sebelum tidur, membersihkan gigi dengan dental floss atau benang gigi, berkumur dengan obat kumur yang tak mengandung alkohol, serta melakukan pemeriksaan ke dokter gigi minimal 6 bulan sekali.

“Jangan lupa, selesai mengonsumsi kopi, teh, atau makanan yang banyak mengandung gula, harus berkumur dengan air putih agar tidak ada sisa-sisa yang menempel karena menyebabkan bercak pada gigi,” ujarnya. Ia juga mengingatkan agar segera ke dokter gigi apabila ada sedikit pendarahan di mulut ketika sikat gigi ataupun ketika tidak sikat gigi.

Lalu bagaimana cara merawat gigi dan mulut ketika berpuasa? Menurut Oktarina, caranya sama dengan ketika hari biasa. Yang terpenting, jangan mengonsumsi makanan dan minuman yang banyak mengandung gula serta hindari berkumur dengan obat kumur yang mengandung alkohol karena akan membuat mulut kering. ■

To prevent this, Anggeriani provides dental care tips from the simplest routine, starting from brushing your teeth at least twice a day, in the morning after breakfast and at night before going to bed, cleaning your teeth with dental floss, rinsing your mouth with mouthwash that does not contain alcohol, as well as getting dental exam at the dentist at least once in 6 months.

“Don't forget, after consuming coffee, tea, or foods that contain lots of sugar, you have to rinse your mouth with mineral water so that there will be no residue left as it can cause spots on your teeth,” she said.

She also gave a reminder to visit the dentist immediately if there is a little bleeding in the mouth when you are brushing your teeth, as well as when you're not brushing your teeth.

Then how do we maintain our dental and oral hygiene while fasting? According to Anggeriani, it is the same as any other normal day. Most importantly, don't consume foods and drinks that contain lots of sugar and avoid gargling with mouthwash that contains alcohol because it will dry out your mouth. ■



HOW TO MAINTAIN DENTAL AND ORAL HYGIENE

Normal Days



1. Brush your teeth twice a day (in the morning after breakfast and at night before bed)



2. Use mouthwash and do flossing (cleaning between teeth with special floss) after brushing your teeth.



3. Make sure you drink a minimum of 8 glasses (2 liters) of water a day because it affects the overall health of the body, including the oral health.



4. Immediately rinse your mouth with mineral water after consuming coffee, tea, or foods that contain sugar so as not to cause spots on your teeth.



5. Do routine dental exam at the dentist at least once in 6 months.

1. Brush your teeth twice a day (before dawn after suhoor and at night before bed)



2. Use non-alcoholic mouthwash and do flossing (cleaning between teeth with special floss) after brushing your teeth. Mouthwash should be non-alcoholic to prevent dry mouth.



3. To avoid dehydration, consume at least two liters of water during suhoor and when breaking the fast.



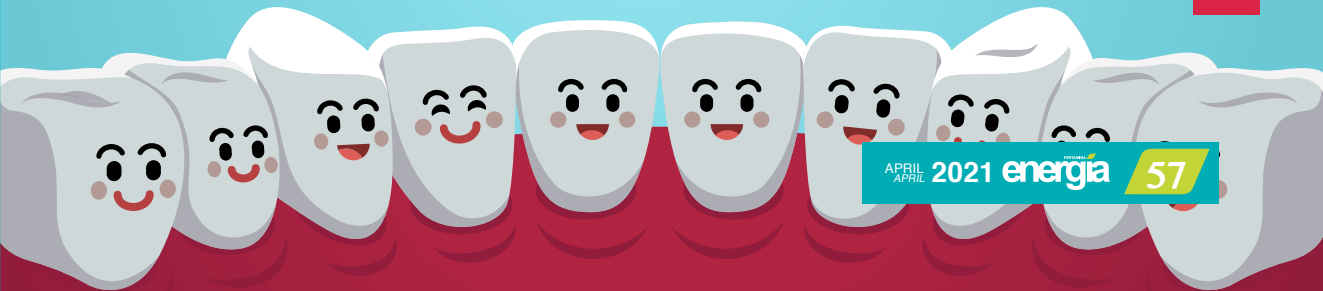
4. Limit consumption of foods and drinks that contain sugar because it can damage teeth and interfere with oral health.



5. Do routine dental exam at the dentist at least once in 6 months.



While Fasting





DARI SAMPAH JADI BAHAN BANGUNAN

FROM WASTE TO BUILDING MATERIALS

Sampah plastik masih menjadi polemik. Penggunaannya semakin banyak, namun tidak disertai dengan edukasi pengelolaannya. Padahal, bank sampah bisa dijadikan salah satu wadah agar sampah plastik bisa didaur ulang. Sayangnya, bank sampah tidak menerima semua jenis plastik. Mereka hanya menerima beberapa barang plastik tertentu yang memiliki nilai jual, seperti botol dan gelas air mineral, serta botol *shampoo*, *body lotion*, pembersih lantai dan sejenisnya. Bagaimana dengan jenis sampah plastik lainnya? Biasanya hanya berakhir di Tempat Pembuangan Akhir (TPA).

Kondisi ini menjadi perhatian serius Ovy Sabrina dan Novita Tan yang gerah dengan menumpuknya sampah plastik di Indonesia. Mereka mulai berpikir cara mendaur ulang bungkus kemasan atau yang mereka sebut dengan sampah plastik tertolak.

“Awalnya kita berdua sudah mulai mengurangi konsumsi plastik. Beberapa jenis sampah plastik yang tidak diterima oleh bank sampah, pengepul atau pemulung kami daur ulang. Jenis sampah tertolak tersebut, seperti sampah multilayer atau *sachet*, sampah kemasan plastik lunak rumah tangga, dan kresek,” ujar Ovy saat diwawancarai secara virtual.

Plastic waste still remains a controversy. The use of plastic is increasing, but it is not accompanied with education on its management. In fact, a waste bank can be used as a vehicle to recycle plastic waste. Unfortunately, waste banks do not accept all types of plastic. They only accept certain plastic items that are valuable to be sold, such as bottles and glasses of mineral water, as well as bottles of shampoo, body lotions, floor cleaners and the like. What about other types of plastic waste? Usually it only ends up at the Final Disposal Site (TPA).

This condition becomes a serious concern for Ovy Sabrina and Novita Tan, who are uncomfortable with the pile of plastic waste in Indonesia. They began to think about ways to recycle the used packaging or what they call rejected plastic waste.

“Initially, we both have started to reduce plastic consumption. We recycled some plastic waste that were not accepted by the waste banks, collectors or scavengers. These types of rejected waste were multilayer or sachet waste, household soft plastic packaging waste, and plastic bags,” said Sabrina when interviewed virtually.



Ovy dan Novita pun tergerak untuk mendirikan Rebricks Indonesia, yaitu perusahaan yang bergerak di bidang bahan baku bangunan dengan konsep yang ramah lingkungan pada 2018.

Sabrina and Tan were then moved to establish Rebricks Indonesia, a company engaged in raw building materials with an environmentally friendly concept in 2018.

Ovy dan Novita pun tergerak untuk mendirikan Rebricks Indonesia, yaitu perusahaan yang bergerak di bidang bahan baku bangunan dengan konsep yang ramah lingkungan pada 2018. Setelah 1,5 tahun riset, Rebricks meluncurkan produk daur ulang pertama pada November 2019 dengan membuat paving block beragam bentuk.

Ovy menjelaskan, cara pembuatan paving block cukup sederhana. Sampah plastik dicacah, dicampur dengan bahan baku pembuat paving block lalu dicetak dan tunggu kering.

Sabrina and Tan were then moved to establish Rebricks Indonesia, a company engaged in raw building materials with an environmentally friendly concept in 2018. After 1.5 years of research, Rebricks launched its first recycled product in November 2019 by making various forms of paving blocks.

Sabrina explained that the method of making paving blocks was quite simple. Plastic waste is chopped, mixed with raw materials for the making of paving blocks, then poured into the mold and let sit until dry.



Cara pembuatan paving block cukup sederhana. Sampah plastik dicacah, dicampur dengan bahan baku pembuat paving block lalu dicetak dan tunggu kering.

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Ovy menjelaskan, Rebrick memiliki tiga *drop box/drop point* sampah. Sampah tersebut diperoleh dari masyarakat yang secara sukarela telah memilah sampah rumah tangganya.

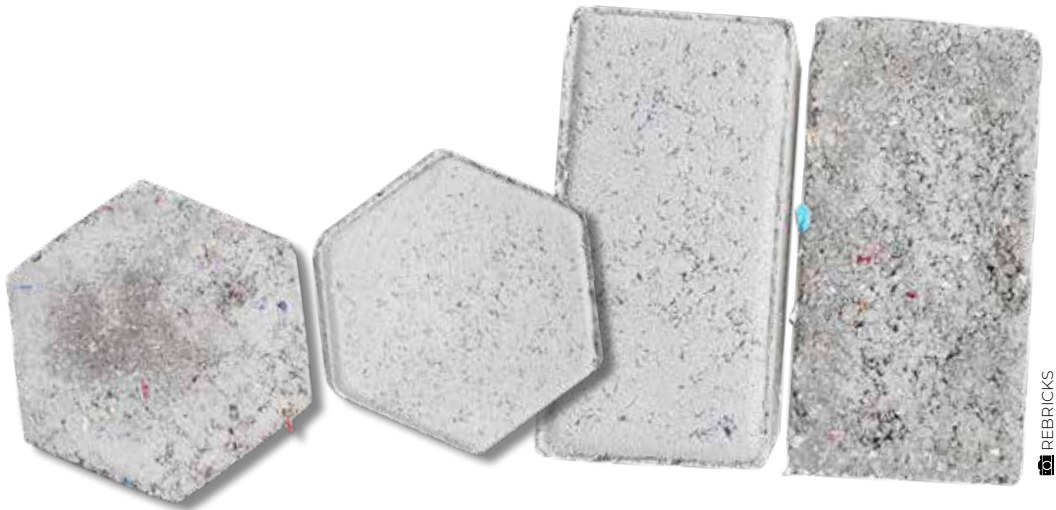
“Setelah launching, kami mulai melakukan kampanye di media sosial dengan tagline ‘Mulai yuk kirim sampah tertolak kalian ke Rebricks’. Ternyata kami dapat banyak sekali kiriman dari masyarakat. Sampai saat ini kami bisa mendapatkan sampah plastik tertolak sebanyak 50 kg per harinya,” tambahnya.

Paving block buatan Rebricks memiliki ukuran 10.5cm x 21cm x 6cm, berat 2 kg, dan kekuatan 250 kg/cm yang sudah teruji oleh Balai Besar Bahan dan Barang Teknik (B4T) Kementerian Perindustrian. Kualitas Rebricks Paving sama dengan paving block lainnya. Selain serba guna, Rebrick Paving tahan lama, memungkinkan penyerapan air dan mudah diperbaiki. Produk ini juga memiliki keuntungan untuk lingkungan, yaitu satu paving block mengandung hingga 20 kemasan sachet. Satu meter persegi bisa mengandung hingga 880 lembar sampah kemasan.

Sabrina explained that Rebrick has three waste drop boxes or points. The waste is obtained from people who voluntarily sort their household waste.

“After launching, we started campaigning on social media with the tagline ‘Let’s start sending your rejected waste to Rebricks’. It turns out that we got a lot of shipment from the public. Until now, we can get 50 kg of rejected plastic waste per day,” she added.

Rebricks’ paving blocks have a size of 10.5cm x 21cm x 6cm, a weight of 2 kg, and a strength capacity of 250 kg/cm that has been tested by the Center for Material and Technical Product (B4T) of the Ministry of Industry. Rebricks Paving quality is the same as other paving blocks. Apart from being versatile, Rebricks Paving is also durable, allows for water absorption and is easy to repair. This product also has its advantages for the environment, because one paving block contains up to 20 sachets. One square meter can contain up to 880 pieces of packaging waste.



“Berdasarkan SNI, kualitasnya masuk kategori B yang sudah cukup untuk lantai taman, lahan parkir hingga lapangan. Karena mengandung plastik, kami memiliki trik untuk mencegah kebocoran mikroplastik. Caranya, kami buat dua layer, permukaan paving tidak mengandung plastik tapi bagian dalam dan bawahnya mengandung plastik. Kalau permintaan paving block untuk lahan parkir seluas 100 meter persegi, berarti mereka telah menghentikan 88.000 lembar sampah plastik tertolak yang berakhir di TPA,” jelasnya.

Produk kedua yang sedang dikembangkan adalah batako dinding. Berdasarkan kriteria SNI, batako Rebricks ditargetkan masuk dalam kualitas kekuatan satu atau dua. Satu batako Rebricks mengandung kurang lebih 80 sampah sachet. Untuk membangun satu meter persegi dinding, dibutuhkan 12 batako. Ini berarti hingga 960 plastik *sachet* terdaur ulang per satu meter persegi dinding.

“Untuk batako semoga pertengahan tahun ini bisa *launching*. Konsepnya sama seperti paving block yang menggunakan sampah plastik. Kita juga coba buat *roster* atau lubang angin namun baru tahap awal. Rebricks terus mengembangkan produk baru sehingga bisa meningkatkan jumlah sampah plastik yang didaur ulang,” kata Ovy.


“Based on SNI, the quality is in category B which is sufficient for garden floors, parking lots, and fields. Because they contain plastic, we have a trick to prevent microplastic leakage. To do this, we made two layers. The paving surface does not contain plastic but the inside and bottom contain plastic. If there is a demand for paving blocks for a parking lot of 100 square meters, it means that they have stopped 88,000 pieces of rejected plastic waste that could have ended up in the Final Disposal Site,” she explained.


The second product that is being developed is brick walls. Based on SNI criteria, Rebricks bricks are targeted to be of one or two strength quality. One Rebricks brick contains approximately 80 sachets waste. To build one square meter of walls, it takes 12 bricks. This means up to 960 plastic sachets are recycled per one square meter of wall.

“Hopefully, by the middle of this year, the bricks can be launched. The concept is the same as paving blocks that use plastic waste. We also try to make a roster or vent, but we are still on the initial stage. Rebricks continues to develop new products so that we can increase the amount of plastic waste being recycled,” said Sabrina.

Di tahun pertama Rebricks sudah berhasil mendaur ulang 1.300 kg sampah plastik tertolak. Ovy serta tim optimis prospek bisnisnya akan berkembang lebih baik. Saat ini Rebricks sedang membangun komunikasi dengan *developer*, perusahaan serta arsitek- arsitek untuk *green building*. Harapannya, ke depan semakin banyak masyarakat yang sadar untuk menggunakan barang daur ulang.

In the first year, Rebricks managed to recycle 1,300 kg of rejected plastic waste. Sabrina and the team are optimistic that their business prospects will develop better. Currently, Rebricks is building relations with developers, companies and architects for green building. The hope is that in the future more and more people will be aware of using recycled goods.

“Marketnya mulai terbuka, dukungan dari semua pihak termasuk pemerintah sangat penting bagi kami. Kalau pemerintah setuju dengan *green building* ini, masyarakat pasti akan mudah mengikutinya. Semakin banyak barang daur ulang yang terjual, semakin banyak juga sampah yang terdaur ulang,” ujarnya. 

“The market is starting to open, support from all parties including the government is very important to us. If the government agrees with this green building concept, people will easily follow through. The more recycled items that are sold, the more waste is recycled,” she said. 

Quotes: “Awareness to reduce waste is the best way, recycling is the last step.” – Ovy Sabrina 2021

How to send plastic waste to Rebricks Indonesia

- 1.** Collect the plastic waste needed by Rebricks such as *sachets/refill packs, plastic bags, online shop packaging & bubble wrap (without the paper patch), and labels on bottled beverages (LABEL ONLY)*.


- 2.** Requirements: *Plastic must be in dry condition, and plastic filled with liquid should be cleaned first.*


- 3.** Send your plastic waste to the Drop Boxes:

 -  **PD SERBA GUNA/Rebricks**
(Jl. Ciputat Raya No. 79 Pondok Pinang Jak-Sel 12310)
 -  **Novi (Jl. Karet Pedurenan No.73 Tujutiga Suite - behind Mall Ambassador)**

Untuk informasi lebih lanjut
Anda bisa menghubungi
Contact Person Rebricks:

 08990750022  Rebricks.id



MENIKMATI
KULINER KEKINIAN
DI TIKUNGAN SAGU
*VISITING HIP CULINARY
SPOTS AT TIKUNGAN SAGU*



Zaman semakin canggih. Di era digital saat ini, hampir semua hal bisa diperoleh dengan cepat. Contohnya, jika ingin menikmati kuliner khas negara lain yang sedang viral di media sosial, kita tak perlu bersusah payah terbang ke negara tersebut. Cukup mengunjungi kedai makanan dan minuman kekinian yang menjamur di berbagai kota besar di Indonesia.

Salah satu kedai makanan tersebut adalah Eatako Octopus. Salah satu menu andalan kedai yang berlokasi di Kawasan Food Court Tikungan Sagu, Jagakarsa, Jakarta Selatan ini adalah takoyaki, camilan khas daerah Kansai, Jepang. Takoyaki berbentuk bola-bola kecil dengan diameter 3-5 cm. Biasanya terbuat dari adonan tepung terigu diisi potongan gurita di dalamnya.

Di Eatako Octopus, pencinta kuliner tidak hanya dapat mencicipi takoyaki isi gurita karena ada varian lain yang disajikan, seperti takoyaki isi sosis, bakso dan keju. Rasa manis dari saus teriyaki ditambah sedikit asam dari mayones membuat rasanya pas berpadu di lidah. Takoyaknya pun lembut karena dimasak dengan pas. Rasa gurita serta cuminya pun lembut dan tidak amis karena diolah dari bahan-bahan segar.

Things are getting more sophisticated these days. In today's digital era, almost anything can be obtained quickly. For example, if you want to enjoy the food from other countries that are viral on social media, you don't have to fly all the way to that country. Simply visit the hip food and beverage stalls that you can find everywhere in big cities in Indonesia.

One of those food stalls is Eatako Octopus. One of the signature dishes of the stall, which is located at the Tikungan Sagu Food Court Area, Jagakarsa, South Jakarta is takoyaki, a Japanese snack from Kansai region. Takoyaki is shaped as small balls with a diameter of 3-5 cm each. It is typically made of flour batter that is filled with minced octopus.

At Eatako Octopus, octopus-filled takoyaki is not the only thing that foodies can try, because the stall also serves other variants of takoyaki that are filled with sausage, meatballs and cheese. The sweetness of the teriyaki sauce mixes perfectly with a little sourness from the mayonnaise. The texture of the takoyaki is soft because it is cooked just right. The octopus and squid are also soft and do not smell fishy because they are made from fresh ingredients.



📍 KAWASAN FOODCOURT TIKUNGAN SAGU

Jalan Sagu, No. 81, RT 11 / RW 7, Jagakarsa, Kec. Jagakarsa, Kota Jakarta Selatan

Salah satu pecinta takoyaki, Antonius, mengakui hal itu. Menurutnya, rasa takoyaki ala Eatako Octopus sangat berbeda dibanding takoyaki pada umumnya.

“Rasanya enak sekali, pelayanannya pun cepat tidak perlu menunggu lama. Adonan takoyaknya lembut dan gurih. Sausnya juga lezat, jadi kalau makan banyak tidak enek. Harganya pun sangat terjangkau,” ujarnya.

Selain takoyaki, menu lain di kedai ini ada sate gurita, sate cumi, okonomiyaki, dan sosis bakar. Eatako juga menyediakan paket nasi dengan cumi atau gurita bakar. Untuk kalangan milenial, harga yang ditawarkan cukup terjangkau, mulai dari Rp10.000 hingga Rp30.000. Eatako juga menyediakan varian topping takoyaki, seperti keju mozzarella, saus keju, saus mentai, dan keju.

Menurut pemilik kedai, Ino, tempat makan ini baru buka saat pandemi COVID-19 tahun lalu. “Alhamdulillah, peminat takoyaki lumayan banyak, apalagi di akhir pekan,” ujarnya.

One of the takoyaki lovers, Antonius, also agreed. According to him, the taste of Eatako Octopus' takoyaki is very different from other takoyaki in general.

“It tastes very good, the service is fast, we don't have to wait for too long. The takoyaki batter is soft and tasty. The sauce is also delicious, so you won't feel bloated even when you eat a lot of them. The price is very affordable,” he said.

Apart from takoyaki, other dishes that you can order at the stall include octopus satay, squid satay, okonomiyaki, and grilled sausage. Eatako also serves a package of rice and grilled squid or octopus. For millennials, the prices are quite affordable, starting from Rp10,000 (US\$0.68) to Rp30,000 (US\$2.05). Eatako also provides a variety of takoyaki toppings, such as mozzarella cheese, cheese sauce, mentai sauce, and cheese.

According to the shop owner, Ino, this restaurant first opened during the COVID-19 pandemic last year. “Alhamdulillah, there are quite a lot of people who like takoyaki, especially on the weekends,” he said.



INO
Owner of Eatako





TERITORI KOPI

Jalan Sagu, No. 81, RT 11 / RW 7, Jagakarsa, Kec. Jagakarsa, Kota Jakarta Selatan

Ino menjelaskan, Food Court Tikungan Sagu juga menerapkan protokol kesehatan sesuai anjuran pemerintah agar pengunjung nyaman menikmati kuliner di pujasera tersebut. “Contohnya ya Eatako Octopus. Kedai ini didesain di ruang terbuka sehingga konsumen nyaman untuk makan di tempat dan tetap menjaga jarak. Namun kami juga menyiapkan layanan pesan antar melalui *gofood* dan *grabfood*,” tutur Ino sembari menjelaskan Eatako Octopus buka setiap Selasa – Minggu, pukul 13.00 - 21.00.

Di Tikungan Sagu, ada juga kedai kopi kekinian bernama Teritori Kopi. Uniknya, kopi yang disajikan di kedai ini diolah secara manual, tanpa mesin pembuat kopi. Walau demikian, cita rasa kopi yang disajikan tidak kalah bersaing dengan kopi yang dibuat menggunakan mesin kopi.

Sama seperti Eatako Octopus, harga minuman yang dibanderol Teritori Kopi juga sangat bersahabat bagi kaum milenial, yaitu mulai dari Rp5.000–Rp 22.000. Menu yang disajikan pun

According to Ino, Tikungan Sagu Food Court also applies health protocols according to government recommendations so that the visitors can enjoy the culinary delights at the food court comfortably. “Take Eatako Octopus for example. The stall is designed in an open space so that customers can dine in comfortably while keeping their distance. In addition, we also provide delivery services via gofood and grabfood,” said Ino while explaining that Eatako Octopus is open every Tuesday – Sunday, 13.00 - 21.00 WIB (UTC +7).

At Tikungan Sagu, there is also a hip coffee shop called Teritori Kopi. The unique thing is, the coffee served at this shop is processed manually, without a coffee maker. However, the taste of the coffee is not less than machine-made coffee.

Just like Eatako Octopus, the prices of the drinks at Teritori Kopi are also pocket friendly for millennials, starting from Rp5,000 (US\$0.34) to Rp22,000 (US\$1.51). The menu also serves a variety of items. The signature drinks at Teritori



Bowo
Owner of Teritori Kopi

beragam. Andalan Teritori Kopi adalah kopi susu teritori, kopi teritori pajajaran, mango suya, mango thamarind, hingga sukoco (susu yang dicampur kopi dan cokelat).

Salah satu pengunjung, Putra mengatakan minuman di Teritori Kopi ini memiliki cita rasa yang khas sehingga nikmat saat disruput. “Kopi di sini manisnya pas dan gak bikin enek jadi nyaman sekali di lambung,” katanya.

Teritori Kopi juga memiliki snack untuk pelengkap minum kopi Anda, ada kentang goreng, cireng, *fishroll*, dan sosis goreng yang dibanderol mulai Rp13.000–Rp15.000.

Penasaran dengan rasa takoyaki Eatako Octopus dan kopi olahan Teritori Kopi? Silakan datang ke pujasera yang terdapat di Jalan Sagu, No.81, RT.11/RW.7, Jagakarsa, Jakarta Selatan ini. Pecinta kuliner pasti akan nyaman karena di sana tersedia fasilitas umum yang memadai, seperti tempat

Kopi are teritori milk coffee, teritori pajajaran coffee, mango suya, mango thamarind, and sukoco (milk mixed with coffee and chocolate).

One of the visitors, Putra said that the drinks at Teritori Kopi are delicious and have distinctive taste. “The sweetness of the coffee here is just right, so it doesn’t make you feel bloated and doesn’t hurt your stomach,” he said.

Teritori Kopi also serves snacks to complement your coffee, such as french fries, cireng, fishroll, and fried sausages which are priced from Rp13,000 (US\$0.89) – Rp15,000 (US\$1.03).

Curious to try the taste of Eatako Octopus’ takoyaki and the coffee drinks at Territory Coffee? Visit the food court at Jalan Sagu, No.81, RT.11 / RW.7, Jagakarsa, South Jakarta. Culinary enthusiasts will definitely feel comfortable here because the place offers adequate public facilities, such as a large parking lot, public toilets, and prayer rooms

Bright Gas **5,5** Kg

Ceritakan Kehangatan Keluarga

Teknologi Double Spindle Valve System (DSVS) untuk menjaga tabung LPG tetap aman dari kebocoran.

Sticker petunjuk penggunaan tabung LPG yang aman.

Kualitas LPG sesuai dengan Standar dan Mutu (Spesifikasi) Bahan Bakar Gas di dalam negeri.

Seal Cap Hologram & feature Optical Color Switch (OCS) dan Laser Marking Code Pertamina yang tidak dapat dipalsukan sehingga ketepatan isi LPG lebih terjamin.

Kemasan yang lebih ringan dan praktis dengan berat isi 5,5 Kg dan berat tabung kosong 7,1 Kg. Sesuai untuk dapur Apartemen dan Rumah minimalis.



WISATA PANTAI PASIR PUTIH DI UTARA JAKARTA

Belakangan ini postingan di media sosial, seperti Instagram dan TikTok dipenuhi dengan potret atau video wisatawan yang berkunjung ke Pantai Indah Kapuk (PIK). Ternyata, di sana terdapat pantai pasir putih (*white sand beach*) yang bisa Anda kunjungi di akhir pekan bersama keluarga.



A WHITE SAND BEACH IN NORTH JAKARTA

Recently, social media platforms like Instagram and TikTok are filled with photographs or videos of tourists visiting Pantai Indah Kapuk (PIK). It turns out that there is a white sand beach that you can visit on the weekends with your family.



White Sand Beach

ENERGIA/TRISNO ARDI



ENERGIA/TRISNO ARDI



Pantai pasir putih tersebut berada di PIK 2 yang secara administrasi masuk wilayah Kabupaten Tangerang, Provinsi Banten. Tapi untuk menjangkaunya, Anda bisa melalui jalan utama PIK 1 yang berada di wilayah Kapuk, Jakarta Utara.

Menuju ke sana, Anda dapat berkendara dari PIK 1 melalui tiga jembatan, yaitu Jembatan Golf Island, Jembatan River Walk Island, dan Jembatan PIK 2. Anda akan melewati pos penjagaan di jembatan kedua. Jarak pantai dari pos penjagaan kedua sekitar 3 km. Di sebelah kanan, Anda akan langsung menemukan arah ke pantai pasir putih tersebut.

Pantai pasir putih PIK 2 merupakan pantai buatan satu-satunya di Jakarta yang memiliki panjang hingga kurang lebih 4 km. Tempat wisata tersebut juga dilengkapi dengan area pedestrian yang luas dan jalur sepeda yang cukup nyaman. Ada juga *spot* foto yang *instagramable* mulai dari jembatan penghubung antara PIK 1 dan Golf Island PIK 2, Chinatown,

The white sand beach is located in PIK 2, which is administratively part of the Tangerang Regency, Banten Province. But to reach the area, you need to go through the main road of PIK 1 in the Kapuk area, North Jakarta.

To get there, you can drive from PIK 1 and go through three bridges, namely Golf Island Bridge, River Walk Island Bridge, and PIK 2 Bridge. You will pass a security checkpoint on the second bridge. The distance from the second security checkpoint to the beach is about 3 km. On the right, you will immediately find the direction to the white sand beach.

PIK 2 white sand beach is the only artificial beach in Jakarta which has a length of up to 4 km approximately. This tourist spot is also equipped with a wide pedestrian area and comfortable bicycle paths. There are also some *Instagramable* photo spots, starting from the connecting bridge between PIK 1 and Golf Island PIK 2, Chinatown, to the white sand



dan pantai pasir putih. Di sana, Anda dapat menikmati keindahan laut yang tenang dengan pasir putih yang lembut.

Banyak wisatawan yang menghabiskan waktu dengan berfoto, bermain pasir dengan anak-anak dan keluarga, mengajak binatang peliharaan untuk berjalan-jalan, atau sekadar duduk-duduk sembari mengamati hilir mudik pesawat di langit mengingat lokasinya dekat dengan Bandara Soekarno Hatta. Di sana juga tersedia fasilitas umum, seperti toilet dan tempat parkir yang cukup luas bagi kendaraan roda empat.

Sayangnya, di Pantai Pasir Putih PIK 2, Anda tidak diperbolehkan berenang karena pantai tersebut dibatasi batu karang. So, Anda hanya dapat bermain pasir putih dan menikmati keindahan pantai buatan tersebut dan menikmati matahari tenggelam.

Anda tak perlu khawatir jika lapar menyerang karena tepat di pinggir pantai terdapat sentra wisata kuliner yang dapat dinikmati. Ada es

beach. There, you can enjoy the beauty of the calm sea and the soft white sand.


Many tourists spend their time at the beach taking pictures, playing with sand with children and families, taking pets for a walk, or just sitting around watching the planes that can be seen going back and forth in the sky, considering the location is close to Soekarno Hatta Airport. There are also some public facilities, such as toilets and a large parking area for four-wheeled vehicles.

Unfortunately, at PIK 2 White Sand Beach, you are not allowed to swim because the beach is bordered by rocks. So, you can only play with white sand and enjoy the beauty of the artificial beach and enjoy the sunset.

You don't have to worry if hunger strikes because there is a culinary center right by the beach that you can go to. There is old school es potong that you can try while enjoying the atmosphere of the beach. You can also visit the Food Street on Golf Island.


potong jadul yang bisa Anda coba sembari menikmati suasana pantai. Anda juga dapat berkunjung ke Food Street yang ada di Golf Island. Ada tiga tempat di lokasi tersebut, yaitu Pantjoran PIK, Urban Farm, dan San Antonio yang menyediakan berbagai macam kuliner, mulai dari kuliner khas nusantara, western, Korea, Chinese sampai Afrika. Di sana juga terdapat live music yang dapat menambah keseruan jika Anda ingin hang out bersama keluarga atau sahabat.

Wisata PIK 2 memang cocok bagi Anda yang ingin berlibur tanpa harus ke luar kota. Selain menikmati pantai dengan pasir putihnya secara gratis, Anda juga dapat berwisata kuliner dengan pemandangan laut yang tenang.

Namun yang perlu Anda ingat, pantai tersebut hanya dibuka pada 15.00 sampai 21.00 WIB. Sebelum pukul 15.00 WIB, jembatan hanya dibuka untuk penghuni PIK 2. Untuk yang hobi olahraga, pengelola pantai mengizinkan Anda bersepeda atau jogging di sekitar pantai pada Sabtu dan Minggu, pukul 06.00 – 09.00 WIB. Penasaran? Datang saja langsung ke sana. 

There are three places in the location, namely Pantjoran PIK, Urban Farm, and San Antonio, which provide various kinds of culinary delights, ranging from Indonesian to western, Korean, Chinese, and even African food. There is also live music for your entertainment if you want to hang out with family or friends.

PIK 2 is indeed suitable for those of you who want to go on a vacation without having to leave the city. Besides enjoying the white sand beach for free, you can also go on a culinary experience with a calm sea view.

But you need to remember, the beach is only open from 15.00 to 21.00 WIB (UTC +7). Prior to 15.00 WIB (UTC +7), the bridge is only open for residents of PIK 2. For those who like sports, the management of the beach allows you to cycle or jog around the beach on Saturdays and Sundays, 06.00 – 09.00 WIB (UTC +7). Curious? Go there and see it for yourself! 



BERGERAK SERENTAK MEMBANTU SESAMA

***MOVING TOGETHER
TO HELP OTHERS***

 ENERGI/ADITYO PRATOMO

1.



Berbagai peristiwa duka membuka tahun 2021. Di tengah wabah COVID-19 yang masih merebak di Indonesia, sejumlah bencana alam yang merenggut korban jiwa terjadi di sejumlah daerah.

Diawali bencana tanah longsor pada 9 Januari 2021 di Kecamatan Cimanggung, Kabupaten Sumedang, Jawa Barat. Disusul banjir besar di Kabupaten Balangan, Kalimantan Selatan, yang mengakibatkan 3.571 keluarga harus mengungsi. Beberapa hari kemudian, gempa mengguncang Kabupaten Majene, Sulawesi Barat. Tak cukup sekali, sehari kemudian gempa dengan kekuatan lebih besar berulang.

Perwira Pertamina pun bergerak cepat. Serentak memberikan bantuan ke tiga wilayah tersebut melalui Program Pertamina Peduli.

Mereka menyalurkan bantuan berupa sembako, obat-obatan, perlengkapan tidur, dan pakaian. Mereka juga mendirikan posko untuk keperluan logistik, LPG Bright Gas, dan Pertashop *Portable* yang memberikan BBM gratis untuk mobil operasional penanggulangan bencana alam. Bahkan tim medis Pertamina juga terjun langsung untuk memeriksa kesehatan masyarakat terdampak bencana.

Perwira Pertamina memang selalu cepat tanggap. ■

A series of terrible events opened the year of 2021. In the midst of the COVID-19 outbreak that is still happening in Indonesia, a number of natural disasters that took lives have occurred in a number of areas.

It started with a landslide on 9 January 2021 in Cimanggung District, Sumedang Regency, West Java. This was followed by terrible floods in Balangan Regency, South Kalimantan, which required 3,571 families to evacuate. A few days later, an earthquake rocked Majene Regency, West Sulawesi. As if once was not enough, a day later there came an earthquake with an even greater strength.

In response to the disasters, Pertamina perwira took immediate actions. They worked simultaneously to provide assistance to the three regions through the Pertamina Peduli (Pertamina Cares) Program.

They distributed aid in the form of basic necessities, medicines, sleeping equipment and clothes. They also built a command post for logistics, LPG Bright Gas, and Portable Pertashop which provided free fuel for natural disaster management operational vehicles. Even the Pertamina medical team also went to the field to examine the health of the people affected by the disasters.

Pertamina perwira are indeed always responsive. ■

- 1.** MAMUJU-Upaya pembersihan puing-puing Kantor Gubernur Provinsi Sulawesi Barat oleh sejumlah alat berat, Senin (18/1).
MAMUJU-Clearing debris from the West Sulawesi Governor's Office with a number of heavy equipment, Monday (1/18).
- 2.** SUMEDANG-Situasi Pasca Longsor di Desa Cihanjuang, Kecamatan Cimanggung, Sumedang, Jawa Barat, Rabu, (21/1).
SUMEDANG-Post-landslide Situation in Cihanjuang Village, Cimanggung District, Sumedang, West Java, Wednesday (1/21).
- 3.** MAMUJU-Mall Maleo Town Square mengalami rusak berat akibat gempa Majene, Senin (18/1).
MAMUJU-Maleo Town Square Mall was heavily damaged by the Majene earthquake, Monday (1/18).





ENERGIA/ANDRIANTO ABDURRAHMAN



ENERGIA/ADITYO PRATOMO



ENERGIA/ANDRIANTO ABDURRAHMAN



ENERGIA/ADITYO PRATOMO

- 4.** SUMEDANG-Situasi pascalongsor di Desa Cihanjuang, Kecamatan Cimanggung, Sumedang, Jawa Barat, Rabu, (20/1).
SUMEDANG-Post-landslide situation in Cihanjuang Village, Cimanggung District, Sumedang, West Java, Wednesday (1/20).
- 5.** MAMUJU-Dokter relawan Pertamina Peduli memeriksa kesehatan seorang anak kecil di salah satu rumah warga, Selasa (19/1).
MAMUJU-Pertamina Cares medical volunteer was examining the health of a small child at a resident's house, Tuesday (19/1).



6.



7.



8.

- 6.** SUMEDANG-Relawan Pertamina menyerahkan bantuan untuk masyarakat terdampak longsor di Sumedang, Jawa Barat, Rabu (20/1). Bantuan berupa ratusan paket sembako, makanan cepat saji. Sebelumnya Pertamina menyalurkan kemasam Dextrite kemasam untuk kebutuhan bahan bakar kendaraan operasional tim relawan yang mengevakuasi korban. *SUMEDANG-Pertamina volunteers were handing over aid to communities affected by the landslides in Sumedang, West Java, Wednesday (1/20). Aid was in the form of hundreds of basic food packages and fast food. Previously, Pertamina had also distributed packaged Dextrite to meet the fuel needs of operational vehicles for the team of volunteers who were evacuating the victims.*
- 7.** MAMUJU-Tim Pertamina Peduli sedang melaksanakan cek kesehatan kepada pengungsi dari satu tenda ke tenda yang lain di Posko Jalur II, Mamuju, Selasa (19/1). *MAMUJU-The team of Pertamina Cares was carrying out health examinations to refugees from one tent to another at the Command Post Line II, Mamuju, Tuesday (1/19).*
- 8.** MAMUJU-Dokter relawan Pertamina Peduli sedang mengobati salah satu pengungsi lanjut usia di Posko Jalur II Mamuju, Selasa (19/1). *MAMUJU - Pertamina Peduli volunteer doctors are treating one of them elderly refugees at the Command Post Path II Mamuju, Tuesday (1/19).*



9. ENERGI/ANDRIANTO - ABDURRAHMAN



10. ENERGI/ADITYO - PRATOMO

- 9.** SUMEDANG-Sebuah truk yang mengangkut LPG bersubsidi melewati salah satu lokasi bencana longsor di Sumedang, Jawa Barat, Rabu (20/1). Pertamina terus berupaya memenuhi kebutuhan energi masyarakat meskipun kondisi jalan penuh rintangan.
SUMEDANG-A truck carrying subsidized LPG was passing through one of the landslide locations in Sumedang, West Java, Wednesday (1/20). Pertamina continued to strive to meet people's energy needs despite the road conditions that were full of obstacles.
- 10.** MAMUJU – Pertamina mendirikan Pertashop di Kantor Gubernur Sulawesi Barat. Keberadaan Pertashop sangat membantu para relawan dari berbagai institusi yang bertugas membawa bantuan ke berbagai daerah terdampak gempa. Tampak kendataan operasional BNPB (Badan Nasional Penanggulangan Bencana) melakukan pengisian BBM di Pertashop tersebut, Kamis (21/1).
MAMUJU-Pertamina established Pertashop at the West Sulawesi Governor's Office. The existence of Pertashop was very helpful for volunteers from various institutions who were in charge of delivering aid to various areas affected by the earthquake. The operational vehicles of BNPB (National Disaster Management Agency) was seen filling fuel at the Pertashop, Thursday (1/21).

MUSICOOOL

Hematnya Energi, Hijaunya Bumi



HEMAT ENERGI



HEMAT BIAYA
LISTRIK



RAMAH LINGKUNGAN



PERTAMAX TURBO ***PERFECTION IN PERFORMANCE***



EURO 4

ECO-FRIENDLY

Pertamax Turbo has reached the EURO 4 standard with lower sulfur content (Max 50ppm). This specification can reduce particles causing health risks such as heart disease, lung disease, impotence, and autism.



IGNITION BOOST FORMULA (IBF)

Pertamax Turbo with Ignition Boost Formula is more responsive to combustion needs, therefore maximizing engine performance.



RON 98

Pertamax Turbo is suitable for engine compression 12:1 and the latest technology vehicle



EXCELLENT PERFORMANCE

Pertamax Turbo increases the vehicle's maximum speed and produces perfect engine acceleration.