



## **Empowerment of Former Indonesian Migrant Workers (PMI) Through the Purnama Subang Program by PT Pertamina EP Subang Field**

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### **Abstract**

*Indonesian Post-Migrant Workers faces numerous challenges in the process of social and economic reintegration upon their return to their homeland. These challenges include low levels of education, financial difficulties, and limited access to business opportunities. In response to these issues, PT Pertamina EP Subang Field has initiated the Purnama Subang Program as a community-based empowerment initiative aimed at supporting returnee PMI. This program encompasses skills development, social entrepreneurship enhancement, waste management, and micro-business assistance. This study employs the Community-Based Participatory Research (CBPR) method to assess the effectiveness of the Purnama Subang Program in enhancing the well-being of returnee PMI. The findings indicate that the program has successfully improved participants' skills, financial literacy, and access to business opportunities, while also generating a significant positive impact on the local economy. An evaluation conducted through the Community Satisfaction Index (IKM) reveals a high satisfaction level of 88.50%, whereas the Social Return on Investment (SROI) assessment yields a value of 2.07, demonstrating that the program delivers social and economic benefits that exceed its costs. Accordingly, the Purnama Subang Program has the potential to serve as a sustainable empowerment model for returnee PMI in other regions.*

### **Keywords:**

Community  
Empowerment;  
Former  
Indonesian  
Migrant  
Workers;  
Subang.

### **Abstrak**

Pekerja Migran Indonesia (PMI) menghadapi berbagai tantangan dalam proses reintegrasi sosial dan ekonomi kembalinya mereka ke tanah air. Tantangan-tantangan ini meliputi rendahnya tingkat pendidikan, kesulitan keuangan, dan terbatasnya akses terhadap peluang usaha. Menanggapi permasalahan ini, PT. Pertamina EP Subang Field telah menginisiasi Program Purnama Subang sebagai inisiatif pemberdayaan berbasis masyarakat yang bertujuan untuk mendukung PMI yang kembali. Program ini mencakup pengembangan keterampilan, peningkatan kewirausahaan sosial, pengelolaan sampah, dan pendampingan usaha mikro. Penelitian ini menggunakan metode Penelitian Partisipatif Berbasis Masyarakat (RPBM) untuk mengkaji efektivitas Program Purnama Subang dalam meningkatkan kesejahteraan PMI yang kembali. Temuan penelitian menunjukkan bahwa program ini telah berhasil meningkatkan keterampilan, literasi keuangan, dan akses terhadap peluang usaha peserta, sekaligus memberikan dampak positif yang signifikan terhadap perekonomian lokal. Evaluasi yang dilakukan melalui Indeks Kepuasan Masyarakat (IKM) menunjukkan tingkat kepuasan yang tinggi, yakni sebesar 88,50%, sedangkan penilaian Pengembalian Investasi Sosial (Social Return on Investment/SROI) menghasilkan nilai sebesar 2,07. Hal ini menunjukkan bahwa program ini memberikan manfaat sosial dan ekonomi yang melebihi biayanya. Dengan demikian, Program Purnama Subang berpotensi menjadi model pemberdayaan berkelanjutan bagi PMI yang kembali ke daerah lain.

### **Kata Kunci:**

Pemberdayaan  
Masyarakat;  
Pekerja Migran  
Indonesia;  
Subang.

## Introduction

Migrant work has become one of the employment options in Indonesia. This profession influences the economic and social dynamics in the country and contributes significantly to national foreign exchange through remittances. According to Statistics Indonesia (BPS) in 2024, remittances from migrant workers contributed 1.07% to national development (Erisanna et al., 2025). Despite this, migrant workers often face various issues such as violence, exploitative working conditions, and health and safety problems (Sjafirah et al., 2021).

These problems occur not only while they are abroad but also upon their return to Indonesia, including challenges with social and economic reintegration. Common issues faced by returning migrant workers include, first, the generally low education level of former migrant workers, which affects their employment opportunities after returning to their hometowns. Second, many returning migrant workers are no longer productive (due to old age), making it difficult for them to find new employment (Maksum, 2021). Third, a considerable number of former migrant workers experience financial mismanagement, resulting in financial instability after their return. Fourth, they face difficulties in accessing micro, small, and medium enterprises (MSMEs) due to market and capital constraints (Saleh et al., 2023).

Therefore, special attention is needed in the form of assistance and counseling for job access after returning to Indonesia, skills training and development, as well as institutional support and empowerment from various stakeholders, including the government, private sector, and non-governmental organizations, to prevent the emergence of new social problems. This aligns with government regulations aimed at protecting and empowering former migrant workers, as stipulated in Government Regulation No. 59 of 2021 concerning the Implementation of Protection for Indonesian Migrant Workers. Additionally, Minister of Manpower Regulation No. 9 of 2024 regulates the empowerment of migrant workers and their families, including strengthening the roles of employment facilitators and the development of institutions related to the placement and protection of migrant workers. Furthermore, the Indonesian Migrant Workers Protection Agency (BP2MI) has issued Regulation No. 5 of 2024 concerning the Social and Economic Empowerment of Former Indonesian Migrant Workers and Their Families, which aims to provide a legal foundation for their social and economic empowerment (Arham & Kusuma, 2022).

PT Pertamina EP Subang Field, as one of Indonesia's oil and gas companies, views this phenomenon as an opportunity for empowerment. Empowerment is a social process that gives individuals and groups greater control over their lives by enhancing skills, knowledge, and critical awareness of their social environment (Perkins, D. D., & Zimmerman, 1995). In line with this definition, Suharto (2009) explains in his book that community empowerment is a process aimed at increasing the capacity of individuals or groups to participate in decision-making and to access the resources they need.

PT Pertamina EP Subang Field contributes to improving the welfare of migrant workers, particularly former migrant workers, through its CSR program by establishing the *Purnama Subang* group, which focuses on economic and social empowerment. The *Purnama Subang* Program, an acronym for *Empowered Former Indonesian Migrant Workers Caring for the Environment Together*, is located in Comprang Village, Comprang Subdistrict, Subang Regency. This location was chosen because Comprang Village is within the company's Ring 1 area. Moreover, Subang Regency has a high number of migrant workers and consistently ranks among the top three regencies in West Java in terms of migrant worker numbers (BP2MI, 2023).

**Table 1.** Number of Indonesian Migrant Workers (PMI) in Subang Regency

No.	Year	Number of PMI
1.	2020	2,883 individuals
2.	2021	1,558 individuals
3.	2022	3,891 individuals
4.	2023	6,740 individuals
5.	2024	5,942 individuals

Based on the data, the overall number of Indonesian Migrant Worker (PMI) departures from Subang has shown an increasing trend following the pandemic, peaking in 2023. The lowest number was recorded in 2021, most likely due to restrictions caused by the pandemic. Although there was a slight decline in 2024 compared to the previous year, the number of departing PMIs remained high relative to the pre-pandemic period. The percentage increase or decrease is driven by several factors, one of which is the need to meet economic demands in relation to the availability of job opportunities in their home regions (Zid et al., 2020).

The urgency of empowering PMIs must be taken into account because the reliance on labor migration as a primary source of livelihood reflects limited access to decent employment within the country. Without effective empowerment strategies, many former PMIs are at risk of facing economic hardship, poor financial management, and challenges in utilizing the skills they acquired while working abroad (Maksum, 2021). Therefore, there is a need for programs focused on skill development, entrepreneurship, and access to business capital so that former PMIs can adapt to the domestic labor market and create sustainable economic opportunities.

In this context, a key question arises: how is the *Purnama Subang* program, initiated by PT Pertamina EP Subang Field, designed to address the challenges faced by former PMIs? Additionally, how is the empowerment program implemented in the field? The purpose of this study is to describe the implementation of the empowerment program for former PMIs, both in terms of its design and its execution. Furthermore, this research seeks to identify the opportunities and challenges involved in implementing the *Purnama Subang* Program. The opportunities in question include the potential of this program to serve as a model for empowering former PMIs in other regions. By analyzing these aspects, this study aims to provide valuable insights for the development of similar empowerment programs in the future.

## Methods

This study uses a Community-Based Participatory Research (CBPR) approach to examine the effectiveness of the *Purnama Subang* program by PT Pertamina EP Subang Field in empowering former Indonesian Migrant Workers (PMI). CBPR was chosen because this approach positions the community as an active partner throughout the entire research process—from planning and data collection to decision-making based on findings (Greenwood et al., 2023).

The CBPR approach enables close collaboration between researchers, former PMIs, and PT Pertamina EP Subang Field as the program implementer. This process ensures that the

research not only produces data but also delivers tangible benefits to the community. In the context of the *Purnama Subang* Program, former PMIs are involved in providing input on the challenges they face upon returning home, the skills they need, and direct evaluations of the programs that have been implemented.

Data collection was carried out through in-depth interviews, focus group discussions (FGDs), and participatory observation. In-depth interviews were conducted with former PMIs to understand their experiences before and after participating in the program. FGDs involved former PMIs, community leaders, and program implementers to explore their perceptions of the program's success and suggestions for improvement. Participatory observation was conducted by observing the implementation of training sessions and other empowerment activities, allowing the researchers to capture real-time dynamics in the field.

The CBPR approach adds value by ensuring that the research is aligned with local needs and strengthens the relationship between program implementers and the community. This model is expected to serve as a reference for similar studies in the context of empowering other vulnerable groups (Greenwood et al., 2023).

## Result and Discussion

### Program Initiation and Group Formation

Each village in Subang Regency currently lacks services for prospective Indonesian Migrant Workers (PMI), active PMIs, their families, and returned (former) PMIs. In fact, village governments should be at the forefront of early detection, placement, and protection of prospective PMIs as stated in Articles 41–42 of Law No. 18 of 2017. The absence of such services is further complicated by the negative stigma surrounding former PMIs, who are often perceived as powerless, and the lack of integrated data regarding the number of returned migrants in each village. Former migrants require better social and economic reintegration and skill development (Rosadi et al., 2024). Vulnerable groups also need empowerment. However, there are currently no economic activities based on local potential that could support such empowerment.

Thus, the *Purnama Subang* Program emerged as a solution to address these challenges, focusing on empowering returned PMIs and other vulnerable groups through a holistic, locally grounded approach. The program was initiated in 2022 by optimizing local potential. *Purnama Subang* aims to create new economic opportunities accessible to former PMIs and vulnerable groups. Therefore, the program serves not only as a solution to existing problems but also as a foundation for sustainable and inclusive development and empowerment.

The first step in building an empowerment program is mapping the potential and problems in the targeted location. This mapping process combines analysis from interviews with local residents, secondary data from local government, and observations by the company's community relations function (Suharto, 2009). This ensures that the program is sustainable and brings a positive impact to the surrounding community. After approximately three months of mapping, several potentials in Comprang Village were identified:

1. High social capital and community cohesion – a crucial asset in forming programs, as strong community unity is essential.
2. Presence of several potential local heroes skilled in utilizing local resources such as mangoes – local heroes are individuals who have a significant positive impact in their communities.
3. Underutilized local potentials in agriculture, livestock, and product processing.

Following the identification of these potentials, a group was formed consisting of community members with former migrant worker status. Group formation among former PMIs in Subang Regency was seen as a strategic step for launching an empowerment program. The aim of this group is to organize prospective PMIs, active PMIs and their families, and former PMIs so they can support one another, share experiences, and collaborate in social and economic activities (Kharis & Mutrofin, 2019). Through this group, they gain access not only to skills training and financial literacy but are also encouraged to develop joint ventures to improve their welfare. The group also serves to strengthen social networks, which enhances their reintegration into local communities and allows them to contribute more significantly to community development. A total of 28 participants joined the group.

### **Setting Program Targets and Objectives**

PT Pertamina EP Subang Field's community empowerment program through Purnama Subang was developed in alignment with the company's Strategic Plan (Renstra) and Work Plan (Renja). These plans address local needs, challenges, and potentials, based on recommendations from social mapping and monitoring and evaluation. In general, the program's objectives are:

1. To educate individuals of productive working age, including youth, on how to optimally utilize local potential.
2. To enhance job skills among vulnerable groups, including former PMIs and their families.
3. To equip these groups with entrepreneurial skills and provide capital support to start and develop small and medium enterprises (SMEs).
4. To improve financial literacy so vulnerable groups, including former PMIs and their families, can manage their finances effectively.
5. To support former PMIs in reintegrating into their local communities through both social and economic activities.

### **Establishing Social Innovation for Empowerment through the Purnama Subang Program**

The Purnama Subang Program incorporates ongoing innovation aligned with PT Pertamina EP Subang Field's social innovation strategy. This program was developed as a solution to the economic instability faced by many former migrants upon returning home and to increase the economic value of communities around the company's operational areas.

Social innovations within Purnama Subang include: Warjos Purnama, Swarna Integrated Farming, Waste Processing Initiatives, Sapa Migran App, Purnama Goes to Community, and Purnama Goes to School. These initiatives are implemented concurrently as an integrated community empowerment program in Subang Regency. This effort reflects the company's commitment to improving local living standards.

PT Pertamina EP Subang Field's community development initiatives exceed regulatory requirements outlined in Law No. 40 of 2007 concerning Corporate Social Responsibility (CSR). The development strategy also adheres to the ISO 26000:2010 guidelines for implementing socially responsible programs. According to Anderson et al. (2014), social innovation refers to solutions that address community problems in a more effective, efficient, sustainable, or equitable manner than existing alternatives. The Purnama Subang social innovation consists of four components: (1) Organizational management model (2) Social entrepreneurship (3) Program/product development (4) Empowerment model and capability building. This aligns with Nicholls & Table (2016:4), who argue that social innovation should incorporate four dimensions: individual, organization, system, and movement (Alex Nicholls & Table, 2016:4).



One of the key processes in discovering innovation is creating a strategy to solve existing social problems. The following are the strategies used by PT Pertamina EP Subang Field in implementing social innovation through the Purnama Subang Program:

**Organizational Management (Year 2022).** The Purnama Subang program was initiated in 2022 in Comprang Village, Comprang Subdistrict, Subang Regency. It began with mapping and planning based on the needs of former PMIs in the village. In 2022, PT Pertamina EP Subang Field initiated the program by first forming a group of assisted partners and strengthening organizational management. The company also initiated entrepreneurship activities, the establishment of a cooperative, the development of the Purnama Nursery, and started organic and diaper waste processing initiatives. These activities served as the foundation for all future program development. In that year, the company successfully formed 1 group of former PMIs in Comprang Village (43 members), 1 entrepreneurship group (19 members), 1 producer cooperative called Purnama Mandiri Berdaya. Additionally, the Purnama Subang program involved local self-help groups. PT Pertamina EP Subang Field provided ongoing guidance and mentoring to the target community groups, which helped strengthen their organizations and allowed the program to run sustainably.

**Social Entrepreneurship and Capacity Building (Year 2023).** The synergy between PT Pertamina EP Subang Field and the community through Purnama Subang has led to the development of social entrepreneurship. The program not only addresses environmental issues but also strengthens social cohesion and improves the local economy. Entrepreneurial activities in the program include: (1) Swarna Integrated Farming, which covers mango cultivation, catfish farming, and muscovy duck farming. (2) Warjos Purnama, where community members process local products into marketable items, such as mango chips, tempeh crisps, peanut crackers, and nasi timbel. (3) Diaper waste recycling, where used diapers are turned into plant pots and the gel is repurposed as fertilizer for mango seedlings. These activities not only help reduce environmental impact but also provide additional income to the community. An indirect impact of the program has been the creation of regular monthly meetings among residents, fostering stronger social interactions and social capital.

**New Product Development and Program Strengthening (Year 2024).** From 2024 to 2025, the program entered a phase of strengthening community groups and consolidating the program. In 2024, the company launched the Sapa Migran App, a digital platform providing easier access to information, services, and support for individuals involved in labor migration—whether preparing to leave, currently working abroad, or returning home. As of now, the app has been accessed by over 200 users.

Other ongoing training and innovation activities include; Business and entrepreneurship training, Establishment of Warjos Purnama (an education and consultation kiosk), Mango seedling development and diaper pot-making, Biodigester production, Sprinkler system innovation for Ultra High Density Plantation (UHDP) mango farming. Planned 2025 developments include: Creating “Sahabat Purnama” networks at the subdistrict level, Expanding business units and networks, Enhancing digital marketing and apps, Developing Desa Swadaya P4S (Self-Reliant Village), Initiating an Urban Forest Connection.

**Empowerment Model Involving Stakeholders (2022–2024).** PT Pertamina EP Subang Field developed a stakeholder engagement strategy to shape the empowerment and capacity-building model. The company partnered with several stakeholders, including: Former PMIs, Mango farmers, Catfish and muscovy duck farmers, Schools, Local authorities (village heads, subdistrict leaders, etc.). These partnerships aimed to build a circular economy system as part

of the community empowerment effort. The involvement of multiple stakeholders has expanded the program's impact and ensured broader community engagement.

### **Activities in the Purnama Subang Program**

Over three years (2022–2024), PT Pertamina EP Subang Field has continued to support the Purnama Subang program. By 2024, the company successfully: Established 1 group of 43 former PMIs, Formed 1 entrepreneurship group of 19 members, Supported 1 producer cooperative (Purnama Mandiri Berdaya). PT Pertamina EP Subang Field continues to innovate in delivering sustainable community empowerment activities, aiming to foster independence and improve the welfare of the community. The long-term goal is to ensure that once the company steps back from direct involvement, the beneficiaries can continue running the program independently. The program consists of the following six key activities (to be listed in the next section if available).

**SAPA Migrant App (An Online Service Application for Advocacy, Education, and Labor Information).** This application aims to facilitate access to information, services, and support for individuals involved in the labor migration process—whether they are in preparation, currently working abroad, or have returned to Indonesia. The SAPA Migrant App was developed starting in February and launched in May. Prospective Indonesian Migrant Workers (CPMI), active PMIs, returned PMIs, and their families often face numerous challenges—from pre-departure, placement, to reintegration into society. This application serves as an innovative digital solution that provides integrated and comprehensive services for these groups.

Using a user-centered approach, the app is designed to offer easy access to relevant information, services, and support, thereby improving their quality of life. As a service platform for CPMIs, PMIs and their families, and former PMIs, the application addresses the urgent needs of Indonesia's migrant worker community. With its comprehensive features, advanced technology, and inclusive approach, the app not only helps users navigate everyday challenges but also empowers them toward greater well-being. It represents a significant step forward in supporting PMIs and enhancing their role in national and global development.

In addition to the digital platform, PT Pertamina EP Subang Field has also developed a printed Migrant Service Module. This innovation is designed to provide comprehensive support for both overseas and returned migrant workers. The publication and printing of these modules began in April 2024 as an initiative to offer educational materials for Indonesian Migrant Workers and their families. These modules contain practical and relevant information on various aspects of migrant life and work, including their rights, available support systems, and essential skills for improving quality of life. Through these modules, it is hoped that CPMIs, PMIs, their families, and returned PMIs can access the resources they need to overcome daily challenges and seize new opportunities.

**Warjos Purnama (Purnama Friends Corner Store) (Center for Advocacy, Education, and Information on Migrant and Post-Migrant Labor Issues).** Warjos Purnama, or Warung Pojok Sahabat Purnama, is a community hub that facilitates social interaction and collective activities. It also serves as a marketing point for local MSME (UMKM) products developed by former PMIs. To support these businesses, PT Pertamina EP Subang Field has carried out various capacity-building initiatives such as: (1) Cooperative financial management training (2) Product development and marketing through online marketplaces (3) Business and entrepreneurship training for product development. With Warjos Purnama as a platform, the visibility and reach of MSME products made by former PMIs have significantly increased. Some

of the featured products include: Mango sticks (sistik mangga), Bitter melon chips, Banana chips, Mango cookies, Sambal (spicy condiment), Tempeh chips, Processed ready-to-eat foods. This initiative not only provides income opportunities but also strengthens community ties and supports sustainable entrepreneurship among former migrant workers.



Figure 1. Warjos Purnama

In addition to offering food and beverages, Warjos Purnama also serves as a gathering space where migrant workers can relax, share their stories, and receive psychosocial support. This “community corner” functions as an informal meeting point that strengthens social bonds among community members through various activities held at Warjos, such as movie nights, games, and musical events.

Moreover, Warjos Purnama includes a children’s reading corner, making it a hub for promoting literacy. Migrant workers and the local community can interact in a welcoming and relaxed environment, fostering a strong sense of togetherness and harmony. Warjos is also often used as a venue for community discussions and meetings, where relevant issues can be addressed collectively—nurturing shared responsibility and active participation in community life.

One of the key features of Warjos Purnama is the Sahabat Purnama initiative. It provides personalized support services, such as: Psychological counseling, Legal assistance, Conflict mediation. Sahabat Purnama acts as a companion who offers both emotional and practical support, helping migrant workers and their families deal with challenges they may face. In addition, these services adopt a waste-for-service system, where support can be accessed in exchange for recyclable waste such as used diapers, plastic bottles, or used cooking oil. This innovative model not only assists individuals in solving personal issues but also contributes to the stability and peace of the community as a whole. By resolving potential conflicts effectively, social cohesion and community harmony can be maintained.

**Swarna Integrated Farming and the Sprinkler System Innovation.** Swarna Integrated Farming is a local economic empowerment initiative led by a group of returned PMIs and local youth. The Swarna group consists of 19 members, each engaged in different types of local agricultural businesses. Their activities are focused on developing agribusiness, such as: Mango plantations, Muscovy duck and duck farming, Catfish farming, Other local agricultural commodities. One notable initiative is a 1,500 m<sup>2</sup> mango plantation, capitalizing on one of Subang Regency’s most abundant local products. Mangoes from Subang—available in various varieties—have successfully entered both local and inter-city markets, leading to competitive dynamics among mango farmers.



The Swarna group specifically focuses on cultivating high-value super mango varieties, such as Garifta Merah and other premium types that are rare in local markets and offer significantly higher selling prices. For instance: Local mangoes usually sell for IDR 3,000/kg. Garifta Merah mangoes can reach IDR 25,000/kg. To improve quality and productivity, the plantation uses Ultra High Density Plantation (UHDP) methods—planting with closer spacing to maximize yield. The mango orchard also incorporates a solar-powered sprinkler system, demonstrating a commitment to sustainable and efficient agricultural practices.



**Figure 2.** Solar Powered Sprinkler System

As an illustration, in conventional mango farming, the planting distance is typically around 10 meters by 10 meters per tree, which results in approximately 100 trees per hectare. However, using the Ultra High Density Plantation (UHDP) system, mango trees are planted at a spacing of 2.5 meters by 2.5 meters per tree, allowing for approximately 1,600 trees per hectare. As a result, the productivity of mango fruit increases significantly compared to traditional planting methods.

**Organic and Inorganic Waste Management.** Waste is one of the critical issues that must be addressed by every element of society. As human beings continuously engage in consumption activities, it is inevitable that waste is generated. Various types of waste from daily human activities can lead to harmful effects on health and the environment. For instance, organic waste, if left unmanaged, can produce foul odors and pose health risks. Meanwhile, inorganic waste, when accumulated over time, can pollute the environment (Ratnawati et al., 2021). As a response to the waste generated from daily consumption, the Purnama Group has introduced innovative approaches to waste management, focusing on both organic and inorganic waste.

For organic waste, such as animal manure, leftover fruits, and used cooking oil, the Purnama Group processes the waste into: biogas; fertilizer made from diaper gel and biogas leachate; eco-enzyme; and soap. The biogas generated from livestock manure is then used by Warjos Purnama to support its activities, such as boiling water or cooking food. Leftover fruits that are no longer fit for consumption are converted into eco-enzymes, which are then used as natural fertilizers to nourish mango seedlings. Used cooking oil is repurposed as an ingredient in soap production (Prabasari & Rineksane, 2023).

The Purnama Group not only transforms organic waste into reusable products, but it also tackles inorganic waste, which is difficult for soil to decompose. One such initiative is the

processing of used diapers into plant pots. Disposable diapers are among the most prevalent waste types due to their widespread use for infants and toddlers. The high household consumption of diapers in Comprong Village has led to significant diaper waste being found both in waste bins and river streams, contributing to clogged waterways and increasing the risk of flooding.

To address this, the Purnama Group recycles used diapers into plant pots, and the gel material inside the diapers is processed into fertilizer for mango trees. This diaper waste processing initiative not only generates high economic value but also reduces the need for chemical fertilizers, thereby lowering production costs for mango farming.



**Figure 3.** Pot Making from Diaper Waste

**Purnama Goes to Community and Purnama Goes to School.** Purnama Goes to Community is a program that emphasizes community education to support Prospective Indonesian Migrant Workers (CPMI), Indonesian Migrant Workers (PMI), their families, and returned migrant workers (Purna PMI), while also promoting sustainable and environmentally friendly skills training. Through this program, the community is provided with a deeper understanding of the challenges faced by CPIMs, PMIs, their families, and Purna PMIs, with the aim of reducing stigma and increasing community support for them. A key component of the program is skills training, such as making plant pots from used diapers and producing soap from eco-enzymes and used cooking oil. By learning how to recycle disposable diapers into plant pots, the program not only helps reduce non-biodegradable waste but also creates new economic opportunities. In addition, training on how to make soap from eco-enzymes and used cooking oil provides an innovative way to turn waste into valuable products, which can be a source of income for Purna PMIs and local residents.

Through this educational initiative, Purnama Goes to Community promotes both economic and environmental sustainability, while empowering Purna PMIs to take a more active role in the development of their communities. The program has been implemented in several locations, including: Department of Manpower and Transmigration Office, Comprong Village Office; Comprong Subdistrict, Bojongjaya Village, and Pusakajaya Subdistrict. The total number of participants has reached 120 people.

Not only focusing on the community level, PT Pertamina EP Subang Field also implements environmental waste management education in schools across Subang Regency. Purnama Goes to School is a social and educational program designed to raise awareness on issues related to CPIMs, PMIs, their families, and Purna PMIs, and promote eco-friendly waste

management practices, such as: making plant pots from diaper waste, using eco-enzymes, and turning used cooking oil into eco-friendly soap

This program aims to educate students and school communities about the importance of Diversity, Migrant workers' rights, Environmental sustainability. Purnama Goes to School was conducted from February to August, reaching 10 schools with a total of 3,521 students who have been educated through this initiative. By designing activities that increase social awareness and practical skills, this program contributes to building a generation that is more socially and environmentally conscious and encourages positive action within school communities and beyond.

Purnama Goes to School was implemented from February to August in collaboration with 10 schools, reaching a total of 3,521 students who have received socialization and education through the program. Designed to enhance social awareness and practical skills, the program contributes to shaping a generation that is more conscious and concerned about social and environmental challenges, while encouraging positive action within the school community and its surroundings. Purnama Goes to Community is a community education initiative aimed at supporting Prospective Indonesian Migrant Workers (CPMI), Indonesian Migrant Workers (PMI), their families, and returned migrant workers (Purna PMI), while also teaching sustainable and eco-friendly skills.



**Figure 4.** Purnama Goes to School

Through this program, the community is given a deeper understanding of the challenges faced by Prospective Indonesian Migrant Workers (CPMI), Indonesian Migrant Workers (PMI), their families, and returned migrant workers (Purna PMI), with the aim of reducing negative stigma. Purnama Goes to School facilitates a deeper understanding of the conditions and rights of migrant workers and helps students develop empathy and greater support toward CPMI, PMI, their families, and returned migrant workers. Through interactive sessions and experienced speakers, students gain direct insights into the struggles and contributions of migrant workers, as well as the importance of community support.

On the other hand, training on environmentally friendly waste management also provides students with practical skills that they can apply in their daily lives. By learning how to make pots from used diapers, use eco-enzymes, and process used cooking oil into eco-friendly soap, students not only contribute to waste reduction but also engage in creative solutions to environmental challenges.



### **Measuring the Positive Impacts of the Purnama Subang Program**

To measure the impacts produced by the Purnama Subang Program, PT Pertamina EP Subang Field uses the Community Satisfaction Index (IKM) measurement method through Community Satisfaction Surveys (SKM). Considering that the community plays a significant role and actively participates in the Purnama Subang Program, it is important to evaluate whether the community feels satisfied with the services and benefits they receive. Evaluating the performance of the Purnama Subang Program is also essential to develop better planning for the future.

The Community Satisfaction Index (IKM) measurement is based on the Regulation of the Minister of Administrative and Bureaucratic Reform No. 14 of 2017 concerning the Guidelines for Preparing the Community Satisfaction Index (IKM) for Public Service Units. The regulation outlines ten (10) elements used to measure the IKM:

1. Program socialization
2. Program requirements
3. Program implementation process
4. Timeliness of the program
5. Reasonableness of program costs
6. Quality of facilities and infrastructure
7. Competence of program facilitators
8. Behavior of program implementers
9. Handling of complaints, suggestions, and feedback
10. Program benefits

Meanwhile, the output of the index measurement is in numerical form. The rating scale for the Community Satisfaction Survey (SKM) for the Purnama program ranges from 1 (one) to 4 (four). This IKM measurement is carried out by a third party, in this case, the Olahkarsa Foundation, to ensure results that are more objective, neutral, and credible for the advancement of the program. Based on data analysis and calculation results, the Community Satisfaction Index (IKM) for the Purnama Subang Program in 2024 reached a score of 88.50, placing it in the "Very Satisfied" category (Inside, 2024).

The results of the Community Satisfaction Index (IKM) calculation for the Purnama Subang Program show a score of 88.50%, placing it in the "Very Satisfied" category with a quality grade of A. This result was derived from the beneficiaries' assessments of the Purnama Subang Program implementation. Most indicators used in the IKM calculation received a "Very Satisfied" rating, although a few indicators—such as the program implementation process—scored 80.00%, which is slightly lower than the others. On the other hand, the highest scoring indicator was program requirements, which scored 95.83%.

The IKM for the Purnama Subang Program was measured using ten indicators, covering aspects such as program outreach to program benefits. The calculation also considered the importance and performance level of each indicator. In addition to IKM, the program's impact was also measured using the Social Return on Investment (SROI) method. SROI is a method used to measure the social benefit of investments from a financial achievement perspective. In this calculation, program costs and inputs are compared to the total value generated, which is then monetized to determine the return on the empowerment program investment. The SROI approach is also complemented by qualitative assessments to capture intangible benefits of the program—enriching the evaluation by providing a more holistic picture (Inside, 2024).

To ensure objectivity, neutrality, and credibility, the SROI assessment was conducted by a third party, namely the Inspirasi Ide Berdaya Foundation. The SROI value for the Purnama

Subang Program from 2022 to 2024 was calculated to be 2.07, which means that the program has generated more than twice the value of its initial investment. This score can certainly be interpreted as a clear indication of the program's success, as it has delivered significant and optimal benefits for stakeholders and, in particular, the targeted program beneficiaries.

The SROI value of the Purnama Subang Program is 2.07, meaning that for every 1 rupiah invested, the program generates 2.07 rupiah in benefits for its beneficiaries. This SROI value indicates that the Purnama Subang Program has been well-managed and has established strong institutional foundations. Challenges such as difficulties in marketing MSME products have driven program innovation and adaptation, including the development of processed food products, soap made from recycled used cooking oil and eco-enzymes, and plant pots made from diaper waste.

Furthermore, the mango planting activity using the UHDP system has increased harvest efficiency and quantity, enabling better sales outcomes. The harvested mangoes are also used as raw materials for processed products. This, in turn, creates a positive impact for "Sahabat Purnama", the main actors responsible for implementing the program.

## Conclusion

The Purnama Subang Program, initiated by PT Pertamina EP Subang Field, has proven to be an effective empowerment model for Returned Indonesian Migrant Workers (PMI) in facing the challenges of social and economic reintegration. The program adopts a community-based approach with various initiatives, including skills training, strengthening social entrepreneurship, waste management, and micro-business mentoring.

Findings indicate that the program has successfully improved job skills, financial literacy, and access to business opportunities for returned PMIs, while also contributing positively to the local economy. Evaluation through the Community Satisfaction Index (IKM) shows a very high satisfaction rate of 88.50%, and the Social Return on Investment (SROI) stands at 2.07, indicating that the social and economic benefits outweigh the costs incurred.

This program demonstrates that community-based empowerment can serve as a sustainable solution for improving the well-being of returned PMIs and the surrounding communities. Additionally, innovations such as the SAPA Migrant app, Warjos Purnama, Swarna Integrated Farming, and the conversion of inorganic waste into economically valuable products have added significant value to the program's development. Therefore, the Purnama Subang Program holds strong potential for replication in other regions with similar contexts, serving as a sustainable empowerment model for returned migrant workers.

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