

Local Entrepreneurs Create a Bright Future (Wiraloka Cemerlang) in Slarang Village, Kesugihan District, a Foster Village of Pt. Pertamina Patra Niaga Integrated Terminal Cilacap, Indonesia

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ABSTRACT: The Local Entrepreneurship Program Creates a Bright Future (WIRALOKA CEMERLANG) is an MSME empowerment initiative in Slarang Village, Kesugihan District, Cilacap. This village is located on a strategic inter-provincial route so that it has long been a transit location for large vehicles. This condition also underlies the establishment of the Slarang localization in 1976 as a place for sex workers who were previously spread across Cilacap City. However, the practice of prostitution that has been going on for decades has had negative impacts, such as crime, the spread of infectious diseases, the circulation of alcohol and drugs, and social unrest in the community. The purpose of this activity is to increase the development of local food processing businesses, especially cassava and banana chips, which are managed by the SELARAS Group (Sentra Ekonomi Lokal Andalan Masyarakat Slarang) and marketed through Buthok Market, to improve the management of cassava peel waste SIPONIK (Cassava Organic Fertilizer). The method used in this study is descriptive comparative with survey techniques. The location of this research is in Slarang Village, Kesugihan District, Cilacap Regency. The results of this research are in the welfare sector, increasing the number of group members to 29 people, 5 IBM volunteers getting alternative side jobs to manage quail egg farming, 9 MSME actors have a joint production house for cassava processing production. The economic sector increases the income of local MSMEs through butok market activities and quail egg farming. In the social sector, 5 young drug survivors became active in positive quail egg farming activities, 2 former pimps were actively involved in the social activities of MSME groups and increased community mutual cooperation through donating 2.5% of MSME income to the Al Munawaroh mosque. In the environmental sector, waste reduction in the butok market amounted to 4.32 tons per year, cassava peel waste amounting to 1.2 tons per year can be processed into environmentally friendly fertilizer and quail egg shell waste amounting to 480 kg was processed into environmentally friendly fire extinguishers.

KEYWORDS: Wiraloka Cemerlang, Selaras Group, Slarang Village, Pertamina Patra Niaga ITC

I. INTRODUCTION

The Local Entrepreneurship Program Creates a Bright Future (WIRALOKA CEMERLANG) is an MSME empowerment initiative in Slarang Village, Kesugihan District, Cilacap. This village is located on a strategic inter-provincial route, making it a long-standing transit point for large vehicles. This condition also underpinned the establishment of the Slarang red-light district in 1976 as a place for sex workers previously spread throughout Cilacap City. However, decades of prostitution have had negative impacts, such as crime, the spread of infectious diseases, the circulation of alcohol and drugs, and social unrest. In response, the Cilacap Regency Government permanently closed the red-light district on May 20, 2025, through a Regent's Regulation and Decree. This closure impacted approximately 77 prostitutes, several pimps, and 16 businesses that depended on the red-light district. Many lost their jobs and income, while social stigma made it difficult to find alternative employment. Drug users are not limited to urban communities, but also extend to rural communities and do not only target certain social classes, but already encompass all layers of society [1].

To address these challenges, PT Pertamina Patra Niaga Integrated Terminal Cilacap, in collaboration with the Social Services Agency, launched the WIRALOKA CEMERLANG Program and supported the Buthok Market activities. This program focuses on

developing local food processing businesses, particularly cassava and banana chips, managed by the SELARAS Group (Sentra Ekonomi Lokal Andalan Masyarakat Slarang). Cassava was selected based on land availability and its potential as a local raw material. The group's products are marketed through the Buthok Market, a unique weekly market with a transaction system using coconut shell chips instead of cash. This market also collaborates with the Al-Munawaroh Mosque, where a portion of the profits are channeled to social activities. Currently, several former prostitutes, pimps, and housewives are actively managing chip businesses and marketing them at the market. The activity is expected to become one of the initiatives that can boost the local community's economy [2].

II. RESEARCH METHODS

A. Location

Peta Administrasi Kecamatan Kabupaten Banyuwangi

Legenda

1. Kecamatan	17. Kecamatan
2. Kecamatan	18. Kecamatan
3. Kecamatan	19. Kecamatan
4. Kecamatan	20. Kecamatan
5. Kecamatan	21. Kecamatan
6. Kecamatan	22. Kecamatan
7. Kecamatan	23. Kecamatan
8. Kecamatan	24. Kecamatan
9. Kecamatan	25. Kecamatan
10. Kecamatan	26. Kecamatan
11. Kecamatan	27. Kecamatan
12. Kecamatan	28. Kecamatan
13. Kecamatan	29. Kecamatan
14. Kecamatan	30. Kecamatan
15. Kecamatan	31. Kecamatan
16. Kecamatan	32. Kecamatan

2021

B. Innovation Scheme Provided

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Local Entrepreneurs Create a Bright Future (Wiraloka Cemerlang) in Slarang Village, Kesugihan District, a Foster Village of Pt. Pertamina Patra Niaga Integrated Terminal Cilacap, Indonesia

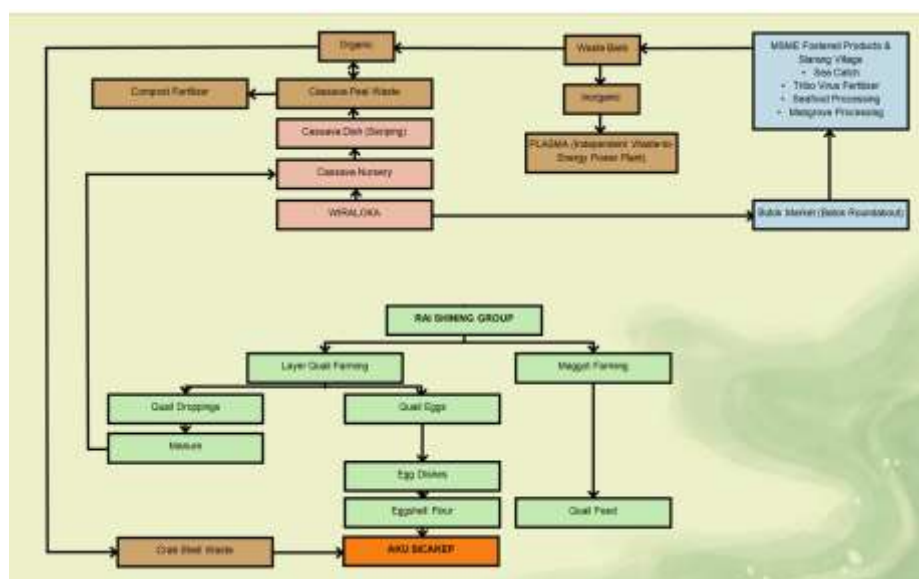


Figure 2. innovation scheme

C. In Depth Interview

This activity was carried out by several parties who had special roles in implementing the activity. The list of respondents who were interviewed is in table 1 as follows.

Table 1. Identification of Stakeholders in Wiraloka Cemerlang program

No	Stakeholders	Role in the Program	Impact
1	PT. Pertamina Patra Niaga Integrated Terminal Cilacap	Provider of financial needs in the implementation of the program	Fulfillment of obligations Improvement of good name reputation
2	Selaras Group	Beneficiaries of the implementation of the program	Increase in group income Group capacity building Improving the quality of human resources

III. RESULT AND DISCUSSION

PT Pertamina Patra Niaga Integrated Terminal Cilacap has contributed to community empowerment around its operational area through its social and environmental responsibility (TJSL) program. By 2025, the company had implemented four community empowerment TJSL programs, one of which was: The implementation of the Local Entrepreneurship Program Creating a Bright Future (WIRALOKA CEMERLANG) is in Slarang Village, Kesugihan District, Cilacap Regency. The implementation of program activities in 2025 has been 100% implemented, but the results of the program implementation still do not guarantee that the program has been successful and provided benefits that can be felt by the community, therefore, various program improvement activities are needed so that the programs that have been implemented get improvements in the current year, some improvements in these activities will be described in several activities below.

Monitoring and evaluation of the Wiraloka Cemerlang Program is carried out once a month. With this monitoring, several results can be seen which can be used as program evaluations and considerations for improving activities that are currently running or have been running in the previous year.

Table 2. Wiraloka Excellence Program

Group	Selaras Group
Evaluation Findings	The development of MSMEs in Slarang Village tends to be slow because MSME actors run their businesses individually and do not network with other MSME actors.
Proposed Improvements	It is necessary to establish an MSME group in Slarang Village that can serve as a forum for MSME actors so they can network and develop joint products through ownership of a production house.
Follow-up	The Selaras Group, comprised of MSMEs in Slarang Village and some pimps, has been formed.

Local Entrepreneurs Create a Bright Future (Wiraloka Cemerlang) in Slarang Village, Kesugihan District, a Foster Village of Pt. Pertamina Patra Niaga Integrated Terminal Cilacap, Indonesia

	Furthermore, a group production house has been established to develop processed cassava-based food products.
Post-Follow-Up Condition	The MSMEs in Slarang Village now have a joint production house, providing a platform for networking and collaborative product development. Furthermore, the group is partnering with former pimps in Slarang Village to mitigate social issues following the permanent closure of the red-light district.
Documentation Before Program Repair	There is potential for a Buthok Market activity initiated by the Al-Munawaroh Mosque management. This event takes place every Sunday and involves local MSMEs. This activity serves as a promotional tool for MSMEs. However, MSMEs in Slarang Village tend to grow slowly due to a lack of networking and product marketing.  Image: MSMEs in Slarang Village at Buthok Market
Documentation After Program Repair	The company has supported the establishment of a joint production house, the Selaras Group, comprised of MSMEs in Slarang Village. This allows them to network and develop products together.  Image: Selaras Group Production House

A. IKM

The Wiraloka Cemerlang program has had a positive impact on beneficiaries in Slarang Village. This is evidenced by the results of a community satisfaction index (IKM) study of three groups assisted by PT Pertamina Patra Niaga Integrated Terminal Cilacap in Slarang Village. All of them demonstrated an A-grade service quality, indicating that the company's service units under the program are performing very well.

Local Entrepreneurs Create a Bright Future (Wiraloka Cemerlang) in Slarang Village, Kesugihan District, a Foster Village of Pt. Pertamina Patra Niaga Integrated Terminal Cilacap, Indonesia

Unsur Pelaksanaan Program	Nilai Kepuasan Masyarakat (NKM)	Indeks Kepuasan Masyarakat (IKM) Per-Unsur*
Sosialisasi Program	3.63	90.63
Perencanaan Program	3.55	88.75
Proses Pelaksanaan Program	3.67	91.67
Ketepatan Waktu Program	3.58	89.58
Kewajaran Biaya Program	3.62	90.42
Kualitas Sarana dan Prasarana Program	3.42	85.42
Kompetensi Pendamping Program	3.47	86.67
Perilaku Pendamping Program	3.62	90.42
Penanganan Pengaduan dan Saran	3.53	88.33
Manfaat Program	3.65	91.25
Nilai Interval Indeks Keseluruhan		3.57

* IKM per-unsur = NKM x NRR Tertimbang

Sumber Data: Hasil Survei, 2025

Figure 3. IKM Score

The overall IKM value of the collaborative program in Slarang Village is 3.57, which when converted is 89.25. This indicates that the community as beneficiaries are very satisfied with the program's performance. Activities will have an impact if there is a difference from the initial conditions by comparing the final conditions in the short and long term [5]. The existence of this program contributes to increasing community income through the development of quail egg cultivation and local potential MSMEs in Slarang Village. For example, the Rai Bersinar Group, which manages quail egg cultivation, is able to increase its average income by Rp425,000. In addition, the tangible benefits obtained by group members are able to prevent group members who are former drug survivors from returning to drug abuse. So in addition to providing economic benefits, this program also provides social benefits for the Slarang Village community.

B. Institutions from Program Result

One indicator of the program's success is the emergence of new social and economic institutions as a result of the implementation of the planned community empowerment program. The emergence of institutions both socially and economically indicates that the community as program implementers is increasingly confident in institutionalizing their activities into an institution. During the 2024-2025 period, along with the development of program activities carried out by PT Pertamina Patra Niaga Integrated Terminal Cilacap, the Company has succeeded in encouraging the birth of new institutions in the form of the formation of new fostered community groups. The group that is the new institution in question is the Selaras MSME Group which carries out its activities in Slarang Village, Kesugihan District, Cilacap Regency. The Selaras Group is a replication of the Seriping Perdanasari MSME Group which operates in Tritih Kulon Village, North Cilacap District, Cilacap Regency. In addition, there is also the Rai Bersinar Group which also carries out its activities in Slarang Village. The Rai Bersinar group is a replication of the Mekar Berseri KWT, which operates in Kutawaru Village, Central Cilacap District, Cilacap Regency. Several programs implemented by PT Pertamina Patra Niaga Integrated Terminal Cilacap have proven successful in fostering the emergence of new social and economic institutions in the community [6].

Table 3. Selaras Group

Activity	Wiraloka Cemerlang MSME Upskilling Training through Cassava Chips Processing Training and MSME Product Marketing Training	
Place and Date	Slarang Village, September 29, 2025 and September 30, 2025	
		
Number of Training Participants	23 People	
Mentored Partners Implementing	Partners Training	The Selaras MSME group has received training on cassava chip processing and marketing, delivered by the Cilacap Regency Social Service and the Integrated Business Service Center

Local Entrepreneurs Create a Bright Future (Wiraloka Cemerlang) in Slarang Village, Kesugihan District, a Foster Village of Pt. Pertamina Patra Niaga Integrated Terminal Cilacap, Indonesia

Knowledge	(PLUT) of the DPKUKM. Through the training, the group gained knowledge on how to process cassava into MSME products and how to market the products both directly and online. In this case, cassava is one of the local potentials of Slarang Village, so it is necessary to utilize cassava to improve the community's economy. MSME processed cassava products are also an effort by the community to maintain income stability by avoiding the direct impact of fluctuations in raw cassava selling prices.
Implementation	The Selaras MSME Group has applied the knowledge gained from product manufacturing and marketing training. In this regard, the Selaras MSME Group has routinely carried out independent production and sold products to the community in Slarang Village. Most of the group's sales are conducted directly to consumers and promoted through WhatsApp. The group's current production capacity is still limited to meeting marketing needs in the Slarang Village area and meeting customer orders. 

C. Aksara Madya (Collaborative Action for Independent and Empowered Students) Program Integration with Wiraloka Cemerlang.

No	Program	Indicator	Indicator Description	Unit	2021	2022	2023	2024	2025
1	Aksara Madya (Collaborative Action for Independent and Empowered Students) Program Integration with Wiraloka Cemerlang Program Description: The program focuses on empowering former drug survivors and MSME groups in Slarang Village. In 2025, the activities carried out are: a. Development of egg laying quail farming b. Development of cassava-processing MSMEs based on local potential c. Development of the local economy through Buthok Market d. SIPONIK (Cassava Organic Fertilizer) 2025 program budget: Rp541,000,000 (5 year budget)	Environmental problems that are solved	Waste successfully reduced through AKSARA MADYA	Ton	0	0	2.6	3.1	4.3
			Reduction of cassava peel and quail eggshell waste	Ton	0	0	0.8(Cassava 0.6 + Shell 0.2)	1.26 (singkong 0.9 + Cangkang 0.36)	1.68 (Singkong 1,2 + Cangkang 0,48)
		Social problems that are solved	The availability of alternative job opportunities as a source of income for the group. Some members of the community development group in Slarang Village are poor.	Number of people	0	0	6(Poor residents of Perdana Sari)	17 (6 Perdana Sari + 11 Rai Bersinar)	21 (6 Perdana Sari + 11 Rai Bersinar + 4 Wiraloka Cemerlang)
		Number of beneficiaries	The number of group members as beneficiaries increases every year	Number of people	0	0	17 (17 Perdana Sari)	28 (17 Perdana Sari + 11 Rai Bersinar)	60 (17 Perdana sari + 12 Bu Ratna + 20 Pasar Butok + 11 Rai)
		Amount of revenue increase	Beneficiaries experienced an increase in income and savings from layer quail farming, the development of MSME products made from cassava and quail, and the Buthok Market activities.	Average income increase in Rp per month	0	0	344.800 (Perdana Sari & Selaras: 344.800)	943.200 (Rai Bersinar: 61.200 + Perdana Sari: 882.000)	1.114.000 (Rai Bersinar: 425.000 + Selaras & Perdana Sari: 689.000)
		The number of new institutions formed	The number of new groups that have emerged as a development and replication of the AKSARA MADYA program	Community group	0	0	1 (Kelompok Selaras)	2 (Kelompok Selaras + Rai Bersinar)	3 (Bu Ratna + Rai Bersinar + Pasar Butok)

Figure 4. Aksara Madya Program Integration with Wiraloka Cemerlang

Local Entrepreneurs Create a Bright Future (Wiraloka Cemerlang) in Slarang Village, Kesugihan District, a Foster Village of Pt. Pertamina Patra Niaga Integrated Terminal Cilacap, Indonesia

Social innovation addresses the needs of vulnerable groups:

- ✓ Housewives in Slarang Village have the skills to run a food product MSME, but do not have the access and capital to start a business (condition before)
- ✓ An MSME group has been formed, the majority of whose members are housewives, so that they now have a forum to work and manage MSMEs, thus having the opportunity to become MSME activists (condition after).

Impact of changes in ownership and capital accessibility:

- ✓ Individual capital: training for 25 members of the Rai Bersinar group regarding processing quail eggs into ready-to-eat products
- ✓ Social capital: social activities in the form of mutual cooperation in building cages for quail farming
- ✓ Natural capital: processing 4.32 tons of inorganic waste into renewable energy (plasma), 1.2 tons of cassava peel waste into organic fertilizer and processing 0.648 quail egg shells into fire extinguisher powder.
- ✓ Infrastructure capital: production kitchen facilities as product processing facilities by the Rai Bersinar Group
- ✓ Cultural capital: implementation of the sea alms culture and garbage clean-up activities in the coastal area of Slarang village
- ✓ Political capital: the Rai Shining group advocated to the Slarang village government to issue a decree for the Rai Bersinar group.

Organizational capacity building :

- ✓ Legal: after receiving assistance from PT Pertamina Integrated Terminal Cilacap, the Rai Bersinar group already has a decree from Slarang village
- ✓ Number of members: there was an increase in group members from 19 people to 49 group members
- ✓ Variation & number of activities: group activities which were initially only quail farming have now developed after the product processing activities
- ✓ Group cash: the Rai Bersinar group has the ability to record cash digitally via an application and manually so that the flow of money in and out is organized
- ✓ Sharing ability: the Rai Bersinar group is able to set aside 5% of the group's income for donations to orphanages

Contribution in creating social cohesion :

- ✓ Reducing Inequality: This program has proven effective in reducing socio-economic inequality through empowering mothers in the WIRALOKA group, so that those who previously had no income can now earn additional income
- ✓ Avoiding Marginalization: 5 drug survivors found employment
- ✓ Avoiding Conflict Due to Differences: After the Group Secretariat was established, the group often held discussions so as to minimize conflict between groups
- ✓ Reconciliation / Joint Action: The RAI BERSINAR group worked together to build quail cages and jointly carried out maintenance and cleaning of the cages.

CONCLUSIONS

In the welfare sector, the number of group members increased to 29 people, 5 IBM volunteers received alternative side jobs to manage egg-laying quail farming, 9 MSME actors have a joint production house for cassava processing production. In the economic sector, the income of local MSMEs increased through butok market activities and egg-laying quail farming. In the social sector, 5 young drug survivors became active in positive quail egg farming activities, 2 former pimps were actively involved in the social activities of MSME groups and increased community mutual cooperation through a donation of 2.5% of MSME income to the Al Munawaroh mosque. In the environmental sector, waste reduction in the butok market amounted to 4.32 tons per year, cassava peel waste amounting to 1.2 tons per year was processed into environmentally friendly fertilizer and 480 kg of quail egg shell waste was processed into environmentally friendly fire extinguishers.

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Local Entrepreneurs Create a Bright Future (Wiraloka Cemerlang) in Slarang Village, Kesugihan District, a Foster Village of Pt. Pertamina Patra Niaga Integrated Terminal Cilacap, Indonesia

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