

EMPOWERMENT OF ECOREGIONS AS THE MANAGEMENT CULTURE OF THE ORGANIZATION

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Abstract: *Community economy activities that depend on natural resources but without damaging the natural resources named Green Economics, where the economy activities may take the form of mining activities, land use and other forest areas. It is also governed by Law no. 40/2007 on limited liability Company in sections 74 subsection (1) requires that any company which is engaged in businesses that rely on the natural resources it required to carry out the social and environmental responsibility. It thereby apply not only to companies rely on natural resources but also that business activities impact on the environment company. In this case cultural organization could help solve the problems of external adaptation and integration an organization. All economic activities of organizations if relying on natural resources then should be based on ecoregions where every natural resource exploration activities must go through the stages of AMDAL. Through empowerment culture good organization and right, then can avoid abuse sense of basic constitution of the Republic of Indonesia the 1945 constitution, article 33 paragraph (3), pertaining to concept state right of control and for optimal public welfare.*

Keywords: Green economics, ecosystem, bioregion, ecoregions, AMDAL, organization culture

Abstrak: Kegiatan ekonomi masyarakat yang bergantung pada sumber daya alam tetapi tanpa merusak sumber daya alam bernama Green Economics, kegiatan ekonomi dapat berupa kegiatan pertambangan, penggunaan lahan dan kawasan hutan lainnya. Hal ini juga diatur oleh UU No. 40/2007 tentang tentang perusahaan terbatas pada bagian 74 ayat (1) mensyaratkan bahwa setiap perusahaan yang bergerak dalam bisnis yang mengandalkan sumber daya alam yang dibutuhkan untuk melaksanakan tanggung jawab sosial dan lingkungan. Hal demikian berlaku tidak hanya untuk perusahaan mengandalkan sumber daya alam, tetapi juga bahwa kegiatan usaha berdampak pada lingkungan perusahaan. Dalam hal ini budaya organisasi dapat membantu memecahkan masalah adaptasi eksternal dan integrasi organisasi. Semua kegiatan ekonomi organisasi jika mengandalkan sumber daya alam maka harus didasarkan pada ekoregion setiap kegiatan eksplorasi sumber daya alam harus melalui tahapan AMDAL. Melalui budaya pemberdayaan organisasi yang baik dan benar, maka dapat menghindari penyalahgunaan rasa konstitusi dasar Republik Indonesia UUD 1945, pasal 33 ayat (3), berkaitan dengan konsep negara hak kontrol dan untuk kesejahteraan masyarakat yang optimal.

Kata kunci: Green economics, ekosistem, bioregion, ecoregions, AMDAL, budaya organisasi

INTRODUCTION

According to article 1 of law no. 19/2003 on BUMN, BUMN that is divided into two, namely: (1) public company, hereinafter called the Persero, is the BUMN in the form of a limited liability company whose capital is divided into shares which are entirely or at least 51% (fifty one percent) owned by the Government of Indonesia that the main objective pursued profits, (2) a public company is BUMN, state-owned the entire capital is not divided into shares, which aims to benefit the public in the form of the supply of goods and/or services that are of high quality and at the same time pursuing profits based on the principle of management of the company. Badan Usaha Milik Negara (BUMN) as the organization certainly has a long history which was originally a Netherlands Government nationalization of the company results (regulated in law no. 86/1958 about the Nationalization of companies Netherlands-owned company) and there are a number of BUMN was established by the Government of Indonesia to improve the welfare of Indonesia society (Cahyono dan Judisiawan 2011). Because BUMN as an organization that also take the form of a limited liability company, the BUMN are also subject to the law No. 40/2007 on limited liability companies article 72, paragraph (1) requires that any company that specializes in business sectors that rely on natural resources then obliged to implement social and environmental responsibility. and according to the explanation to article 74, paragraph (1) that the purpose of the implementation of social and environmental responsibility is in order to create a harmonious, balanced relationship and in accordance with environment, culture, norms and values of local communities. This applies not only to the companies that rely on natural resources but also that its business activities have an impact on the environment surrounding the company. *Green economics* is part of economic activity societal rely on natural resources but without damaging natural

resources and appropriate for state companies as a company belonging to the government and as pioneer for private companies in Indonesia.

ANALYSIS

Suryawan (2012) argues that the environment itself has a sense of oneness with all things space, power, and the circumstances of living creatures, including humans and behavior that affect the sustainability of livelihoods and wellbeing of humans and other living beings. Semendawai (2005) in Suryawan (2012) say news coverage in various media, who viewed about corporations that committed a crime nowadays is not a rare thing, so Bethan (1998) states of the theory of corporate criminal liability was born in order to stop or punish corporations that do a criminal act, such as the theory of the identification doctrine, a doctrine much aggregation was born at the beginning of the 20th century then to eliminate the pollution, then the Central Government through the local government requires that every corporation is doing the mining should create a document about the AMDAL which must be carried out in full, meaning that each stage in the AMDAL must be prepared carefully in accordance with the situation and the actual conditions in the field. Therefore, Tjahyanti (2011) argue that in principle culture organization can be help solve the problems adaption external and integration an organization. It corresponds to opinion Schermehorn and Hunt (1993) that the culture of an organization can help it deal with problem of both external adaptation and internal integration. Further Suryawan (2012) said only through empowerment of the organizational culture that good and right, then can prevent abuse the meaning of article 33 paragraph (3) the 1945 constitution pertaining to the concept of "state right of control" and "for the optimal welfare of the people" manifested in various the law of UUPA, such as: the law of forestry, the law of mining, and others, with the state, grouped

under the ground forested country and forth directly or indirectly reduce the right indigenous/local to benefit from natural resources concerned.

In fact the understanding related to company's habit of conducting AMDAL before embarking on the process of production, then by external adaptations can be done through the development of the strategy and mission of the cooperative, the main purpose of the organization and performance measurement can be achieved. Only through the formation of organizational culture is strong, adaptive and dynamic and are believed to have Kotter and Heskett (1992) can be a positive influence on performance improvement and organizational excellence in the long term.

To build a strong organizational culture and adaptive in terms of implementing the AMDAL, especially BUMN as state companies, then according to Tjahyanti (2011) it takes a strategy needs to be applied. First, recruiting and developing pattern of transformational leadership (transformational leadership) is a leadership that has vision of fore and be able to identify changes in environment and able to transform those changes into the Organization, spearheaded the changes and provide the motivation and inspiration to employees to be more innovative and creative, as well as build a solid teamwork, bringing innovations in work ethic and performance management, courageous and responsible to lead and control of the organization (Bass 1985). Second, the design of human resource management strategy based on organizational culture. Develop and empower human resource competency as an asset by providing specific rewards. Third, the design strategy and business system back competing companies on organizational environment as well as adapt and adopt global cultural values that are considered to be share values to construct the core competence of the company. Fourth, to design the organizational structure back to separate the duties and responsibilities of structural or functional in a clear and unequivocal.

Fifth, redesigning the system management and control based on shares values company culture. Sixth, companies need to build a system that is flexible and adaptive to anticipate on the issues of diversity and multiculturalism, such as gender, age, race, marital status, physical ability, income level, and lifestyle (Daft 2008) which can be influential on the success of the organization's performance. Indeed AMDAL is so important to the survival of the environment, thus Hardja-soemantri (2009:252) argued that AMDAL is a study of the impact of planned activities carried out against the environment needed for decision making. Gunawan (2007) states that human beings according to his nature given an excess of science that can naturally presented it self depends on sensitivity in responding to or reads natural phenomena and then translate into the real world as a real action man, so that man always tested sensitivity in response to signs that natural sign so humans always improve their culture, ranging from the culture merely to maintain cultural lives up to make engineering creates a comfortable living environment, prosperous, and sustainable. More Totok sees that human beings in any exploit the natural resources which is essentially the ability of technology lands in the implementation, more concerned with the economic aspect (looking for a profit of-magnitude) than the ecological interests (principle of sustainability) where economic activity becomes a reference for each natural resource management to fit the time investment as well as being implanted and space is limited.

Baiquni and Susilawardani (2002) think that the reality of economic growth can indeed expand the gap and develop not as expected by many people, especially in poor countries and is growing. So the pride of developed countries in exploiting natural resources and global trading monopolies, has led to a number of economic crisis and ecological crisis, and even give rise to a range of humanitarian crises, such as poverty, hunger and conflict of

war. While global warming and ozone damage (global warming) is one example of a pattern of conflict that is global. Global environmental damage is contributed by all parties, especially the developed countries and the rich people that consume energy and get rid of waste are larger, compared to the developing countries and the poor. Global environmental impacts most heavily suffered by poor people in developing countries even though they do not have the ability to overcome it. Instead the rich people in developed countries can overcome their impact to save themselves by various means and technologies that are all they paid for. [13] Therefore, Sudrajat (2010) posited the concept of community empowerment that is poured into law of mining, minerals and coal is the merger efforts business activities result of natural resources with the creation of the people an area duties and functions state, where the country through state companies having authority over the result of natural resources which can be used to of immensity welfare of the people, so that through a process amdal is true then environment to preserve, where regulation the laws that call referring to the constitution countries: article 33 paragraph 3 of the 1945 constitution pertaining to concept "state right of control" and "for optimal public welfare".

BUMN enterprises based on Ecoregions

Efendi (2011) points out that Rudolf Diesel (1895) from Germany were the first to introduce the use of vegetable oil fuel that was exhibited at the World Exhibition in Paris in 1900, and then Henry Ford designed the ethanol-fueled cars.

To understand the culture of the organization according to its context, Tjahyanti (2011) was quoting name and several findings from researchers have successfully developed various models of organizational culture either qualitatively or quantitatively, including Hofstede (1980) about the 5 characteristics of the culture of the organization, namely (1) *Power of*

Distance, i.e., the degree to which the expectations for obtaining different degrees of power, (2) *Uncertainty avoidance*, is a reflection of the extent of acceptance of uncertainty and risks of member organizations, (3) Individualism vs collectivism, a description of the Organization's members hope to stand on his own beliefs or alternative measures required as a member of a group or organization, (4) Masculinity vs femininity, is a reflection of the values that are traditionally believed by men or women, (5) Long vs short term orientation, depicting the values in the future compared with the current value and the value of the past. The theory of Organizational Culture Profile (OCP) from O'Reilly et al. (1991) states that the organizational culture has 7 (seven) the characteristics, namely (1) innovation & risk taking, (2) attention to detail, (3) outcome orientation, (4) people orientation, (5) team orientation, (6) aggressiveness, (7) stability, and by Nagel (2006) adds a characteristic to-8 i.e., (8) agility. Cameron and Quinn (1991) based on the survey of organizational culture through OCAI (Organizational Culture Assessment Instrument). There are 4 models of organizational culture, namely: (1) Clan, (2) Adhocracy, (3) Market, (4) Hierarchy. Schein (2004), organizational culture consists of three stages, namely (1) Artifacts (2) Espoused Values (3) Basic Underlying. Schein (1985) suggested that the organizational culture can be divided into two dimensions (1) external dimensions of environments; which consisted of 5 essential matters, namely (a) mission and strategy, (b) goals, (c) means to achieve goals, (d) measurement and (e) the correction; (2) internal dimensions of integration in which there were six main aspects, namely (a) common language, (b) group boundaries for inclusion and exclusion, (c) distributing power and status, (d) developing norms of intimacy, friendship and love, (e) reward and punishment; (f) explaining and explainable: ideology and religion. Luthan (1998) provides six (6) model of organizational culture, namely: (1) observed behavioral regularities,

(2) norms, (3) dominant values, (4) philosophy, (5) rules, (6) organization climate. Kinicki and Kreitner (2001), there are three cultural perspective that is both improving the performance of the Organization, namely First, Strength Perspective and Strong Culture, Second, Fit Perspective, Third, Adaptive Perspective. Tan (2002) says that there are 10 characteristics of the culture of the Organization, namely: individual Initiative, tolerance to risky action, Direction, integration, support from management, control, identity, reward system, tolerance towards conflict and communication patterns.

According to Suryawan (2012) that started the activities of natural resource exploration many corporations do not do the AMDAL because of the already high costs of doing so with exploration although not feasible and is vulnerable to environmental damage, exploration continues. At a later stage is the sum of the exploration of natural resources continues to grow in volume, so that the corporation started to gain significant but more environmental damage. One example is in the area of protected forests which case Yeh Embang continues to evolve toward negative. Mawardi (2010) said that development that aims to improve the welfare of the community is not able to avoid the use of natural resources, but exploitation of natural resources which are not heeding the ability and the carrying capacity of the environment would result in a deterioration of quality of the environment. Site <http://hmit.wordpress.com> site reveals an increasingly severe natural damage in various parts of the world may be able to inspire us to go back on the management of natural resources in the early days of human civilization, but in the process, human needs are clearly does not support the imposition of this kind of management as a whole, it is necessary to do some repairs on the system. The conservation-oriented management, namely, the ecoregions of utilization of natural resources based maintenance environment.

The research of Kotter and Heskett (1992) in Tjahyanti (2011:7) against more than 200 companies in the United States shows that the culture of the organization have power and can improve the performance of the organization. In this case, the BUMN companies should have the ability to always perform production activities are oriented to the AMDAL. The study concluded there are at least four important role of organizational culture, namely (1) has a significant impact on organizational performance (2) become a more important factor in determining the success of failure of the Organization on the next decade (3) to increase the performance of the organization in the long run, and can be grown easily in your organization has an intelligent human resources and (4) organizational culture can be set up to improve the performance of the organization.

Bappenas launched RAN GRK according to the command of President, namely "Work plan document for the implementation of activities to reduce greenhouse gas emissions in accordance with the national target". This plan is targeting six sectors: agriculture, forestry and peat land, energy and transport, industry, waste management and other associated activities. These plans identify the emission reduction targets for each sector, activities and objectives within each of these sectors and related ministries to identify who is responsible for each activity.

Law Enforcement

The latest analysis of the Financial Inspection Agency (BPK) indicated that after 40 years the enactment of the first forestry law, less than 5% of existing forests in Indonesia's main province REDD+ has been carried out in accordance with the laws and administrative boundaries. The draft national strategy for REDD+ noted that an uncertain land tenurial has contributed to the problem of spatial planning are ineffective and the use and development of land is unsustainable and uncoordinated. In this

regard, the Government is quite successful in preventing damage to the environment. Further, it is said that law enforcement capacity needed to mend the gap between policy and implementation because existing law enforcement now has still not been able to catch the perpetrators and/or intellectual perpetrators of the snapper class have abused power, the Government of Indonesia has issued a timber legality verification system (SVLK) in 2009 as well as to ensure the credibility, through the implementation of SVLK conducted by third-party auditors and monitored by non-governmental organizations (NGOs) based on an independent monitoring mechanism financed aid donors, The Government of Indonesia is currently in the process of training of Auditors, auditors and certification bodies to build capacity for stakeholders, also Central Forestry Ministry also is preparing a relevant application of Transparency of public information are issued in 2008.

Logging concession system Indonesia has made in the area of production forest area of degraded commercially, but often leaves the environment merits worth and potential for renewal of timber production in the future, then in 2007, a Government Regulation gives the possibility to allocate production forests as a concession business permit utilization of the results of forest-ecosystem restoration/ERC, to Permit the Restoration of ecosystems can be used to manage the production forest area for a variety of benefits including NTFP carbon, water, and other environmental services, without making timber harvesting, to provide an opportunity for the recovery of ecosystems and restoration of productive uses in about 20 years. As mentioned in the Strategic Programs, 3 of the draft national strategy for REDD+, concession ecosystem restoration (ERC) has great potential as a REDD+ project in Indonesia. It is estimated that more than 6.5 million hectares could be available for rehabiliasi activities. The carbon benefit of participating in it is estimated to be approximately 2.8 GtCO₂e.

CONCLUSION

Semendawai (2005) say news coverage in various media, who viewed about corporations that committed a crime nowadays is not a rare thing. Bethan (1998) states of the theory of corporate criminal liability was born in order to stop or punish corporations that do a criminal act, such as the theory of the identification doctrine, a doctrine much aggregation was born at the beginning of the 20th century then to eliminate the pollution, then the Central Government through the local government requires that every corporation is doing the mining should create a document about the AMDAL which must be carried out in full, meaning that each stage in the AMDAL must be prepared carefully in accordance with the situation and the actual conditions in the field.

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