



Loyalty and Synergy in Social Innovation: “Pasar Teras Bersama (Integrated Organic and Inorganic Waste Processing, Environmentally Friendly, a Solution for Economically Vulnerable Communities, Involving Academics and the Private Sector, and Supporting Food Self-Sufficiency Programs)” in an Effort to Achieve Sustainable Waste Management and Support Food Security Programs

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Abstract

The Pasar Teras Bersama program is a social innovation initiative developed by PT Pertamina Patra Niaga Integrated Terminal Banjarmasin that integrates organic and inorganic waste management, black soldier fly (BSF) maggot cultivation, fish farming, and the empowerment of food security groups and women farmers in Kuin Cerucuk Village. This study aims to analyze the implementation of the Corporate Social Responsibility (CSR) program as an integrated waste management solution and its contribution to food security. Using a descriptive qualitative approach with an exploratory case study design, data were collected through in-depth interviews, participatory observation, and document analysis of activity reports and program documents. The results indicate that the program achieved all assessed indicators (100%) and generated positive impacts across three dimensions. From an environmental perspective, the program successfully reduced waste volume through waste sorting and the utilization of organic waste as feed for BSF larvae and inorganic waste as planting media and materials for ecobricks. From an economic perspective, the program generated an increase in group income of IDR 4,000,000 among the five participating members, strengthened operational assets, and reduced dependence on donations. From a social perspective, the program strengthened community participation and multi-stakeholder collaboration among the company, local government, academics, and community members. This study concludes that the Pasar Teras Bersama program has proven to be an effective CSR-based social innovation model for strengthening community resilience, improving community welfare, and supporting sustainable development through circular economy practices and strategic partnerships. The program's success is closely linked to the synergy among stakeholders, indicating that this model has the potential to be replicated in other areas facing similar waste management, food security, and socioeconomic challenges.

INTRODUCTION

The City of Banjarmasin faces interrelated and multidimensional environmental challenges, including a high vulnerability to fire incidents, with more than 100 cases occurring annually, and

an acute waste management crisis, which culminated in the declaration of a waste emergency in February 2025. In this context, Kuin Cerucuk Village emerged as a strategic and representative location for implementing integrated solutions. In addition to being characterized by densely populated settlements that are vulnerable to fires, the area is surrounded by a significant concentration of companies and industrial estates. The presence of this industrial cluster creates unique dynamics: on the one hand, it increases the risk of fires and the volume of waste generated; on the other hand, it creates opportunities for partnerships and Corporate Social Responsibility (CSR) initiatives that have not yet been optimally utilized (Alkış et al., 2021; Ibrahim, 2020; Jakhar et al., 2023; Tan et al., 2017; Uliyani et al., 2024).

Table 1. Number of Fire Planning Incidents in Banjarmasin City in 2024 Fire and Rescue Service

No	District Region Code	District													Total
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
1	63.71.01	South Banjarmasin	3	1	0	1	1	1	2	5	0	2	0	2	18
2	63.71.02	East Banjarmasin	0	2	3	4	3	2	2	2	6	3	2	1	30
3	63.71.03	West Banjarmasin	1	3	5	2	1	2	4	3	4	2	1	8	36
4	63.71.04	North Banjarmasin	1	0	2	2	3	1	1	6	4	0	0	0	20
5	63.71.05	Central Banjarmasin	1	4	3	7	1	2	3	4	4	1	1	2	33
			6	10	13	16	9	8	12	20	18	8	4	13	137

Source: Banjarmasin City Fire and Rescue Service, 2024

Within the community resilience structure for addressing fire hazards, the Fire Brigade (Barisan Pemadam Kebakaran [BPK]) of the Disaster Preparedness Village (Kampung Siaga Bencana [KSB]) in Kuin Cerucuk serves as the frontline response unit. However, as in many other regions, its dedication is constrained by severe limitations in operational funding. This situation is further exacerbated by a crisis of trust resulting from several past incidents involving the misuse of donations by individuals, which have made the public and potential corporate donors hesitant and reluctant to contribute. Consequently, a negative cycle has emerged that weakens community resilience: a crisis of trust triggers a funding crisis, which subsequently leads to a decline in operational capacity (Fagbemi et al., 2025; Greve & Yue, 2017; Tsao & Ni, 2016; White et al., 2026).

Amid the complexity of these challenges, opportunities exist for innovation that can be synergized with local potential. As part of Banjarmasin, Kuin Cerucuk has access to abundant water resources. In addition, the city's waste emergency status creates opportunities for circular economy-based solutions that can involve the business sector. Most strategically, the presence of numerous companies in the surrounding area offers considerable potential for partnerships that extend beyond philanthropy toward mutually beneficial strategic collaboration (Bharti & Kumari, 2024; Chaziza, 2020; Chen & Miller, 2015; Gibbons, 2015; Hjalager, 2017).

Therefore, an integrated social innovation initiative is needed to transform these challenges into opportunities by harnessing the unique potential of Kuin Cerucuk. The Pasar Teras Bersama program is designed using an empowerment-based approach that shifts the paradigm from dependency toward self-reliance based on circular economy principles and strategic corporate partnerships. The program integrates three core activities to establish a sustainable circular economy. The first is community-based fish farming, which utilizes local water resources through cage or tarpaulin pond systems, creating a sustainable source of income aligned with local characteristics. The second is Black Soldier Fly (BSF) (*Hermetia illucens*) cultivation, which provides an innovative solution for reducing the volume of organic waste generated by households and potentially by companies operating in the surrounding area. The resulting BSF larvae have considerable economic value as a source of animal and fish feed, while the residual substrate from the cultivation process, commonly known as kasgot (maggot residue), can be processed and utilized as an organic soil amendment or fertilizer. The third activity involves food security groups that sort and process suitable organic waste into organic fertilizer, thereby providing these groups with more affordable and accessible nutrients for plant cultivation. Meanwhile, inorganic waste, including used water gallons and 1.5-liter plastic bottles, is repurposed as containers or planting media for urban agriculture.

Together, these three activities form an integrated circular ecosystem: organic waste from the community and potentially from nearby companies is utilized as feed substrate for BSF larvae, the harvested larvae are used as fish feed, and proceeds from fish sales contribute to financing the operational activities of the Kuin Cerucuk Disaster Preparedness Village (Kampung Siaga Bencana [KSB]). Strategic partnerships with companies serve as a primary catalyst for this system in two key ways. First, through Corporate Social Responsibility (CSR) support, companies can serve as social investors and offtakers, or committed purchasers, of fish and BSF cultivation products, thereby providing greater market certainty. Second, through capacity-building initiatives, corporate involvement can facilitate access to training, technical assistance, mentoring, and professional management systems.

By centralizing the program in Kuin Cerucuk, the initiative addresses not only the underlying challenges associated with fire hazards and waste management but also generates broader impacts in three areas. First, it strengthens partnership networks by establishing a concrete model of collaboration among communities, local government, and businesses. Second, it promotes financial sustainability by creating a stable and transparent source of funding derived from productive economic activities, which can, in turn, help restore community trust and strengthen self-reliance. Finally, it enhances the image and dignity of the Fire Brigade by transforming its position from being perceived as a “recipient of donations” into that of a self-sustaining “strategic partner” that contributes to the circular economy and supports the safety and resilience of surrounding industrial areas.

Studies on CSR programs based on community empowerment and waste management have been conducted by various researchers using diverse focuses and approaches. Mulgan (2006) examined the process of social innovation in various community contexts but did not specifically

address the integration of waste management and food security in disaster-prone communities. Scheyvens, Banks, and Hughes (2016) analyzed the role of the private sector in achieving the Sustainable Development Goals (SDGs) but focused primarily on macro-level policy aspects rather than implementation within densely populated urban communities. Gunawan (2021) and Mulyani and Susanto (2020) examined strategies for implementing the 3R (Reduce, Reuse, Recycle) principle in urban household waste management but did not explicitly connect these practices with integrated disaster risk reduction and food security initiatives. Chambers (1997, 2015) emphasized the importance of participatory approaches to development; however, densely populated, disaster-prone urban contexts such as Kuin Cerucuk have received comparatively limited attention. Porter and Kramer's (2011) research on Creating Shared Value (CSV) provides a strong theoretical framework for integrating corporate competitiveness with social value creation, but its application within multi-stakeholder partnerships simultaneously involving companies, government, academia, and communities remains relatively underexplored in this specific context. Meanwhile, Suharto's (2013) research on community empowerment focuses primarily on social and welfare dimensions without comprehensively integrating environmental sustainability and circular economy principles.

Based on this literature, several research gaps can be identified. First, most previous studies have examined waste management, food security, and disaster risk reduction separately, whereas these three issues are interconnected in practice and therefore require an integrated approach. Second, previous research has focused primarily on policy or technical-operational aspects without adequately analyzing stakeholder synergies within a multi-stakeholder collaborative ecosystem. Third, research examining circular economy-based CSR programs in densely populated, disaster-prone urban communities located near industrial areas remains limited. Therefore, this study offers novelty by analyzing the CSR program Pasar Teras Bersama as an integrated social innovation initiative that combines organic and inorganic waste management, BSF cultivation, fisheries, urban agriculture, and disaster risk reduction within a collaborative ecosystem involving companies, local government, academia, and communities in Kuin Cerucuk Village, Banjarmasin.

Based on an analysis of the conditions in Kuin Cerucuk Village, several forms of local potential were identified as a foundation for program implementation. These include the presence of eight Fire Brigades (Barisan Pemadam Kebakaran [BPK]) in Kuin Cerucuk Village that are included in the Banjarmasin Integrated Terminal (IT) CSR program through the Kuin Cerucuk Disaster Preparedness Village (Kampung Siaga Bencana [KSB]), according to data from the Banjarmasin City Government (<https://satudata.banjarماسinkota.go.id/data-statistik/ee197dd1-6a10-44e7-82d2-67601edee3a1>). In addition to leveraging the existing potential of the BPK, this program collaborates and creates synergies with other CSR initiatives that can serve as offtakers or beneficiaries of outputs from the primary BSF cultivation activities, particularly the residual organic material that can be utilized as compost and BSF feed substrate. These collaborative initiatives include the Kuin Asri Sustainable Feed Agriculture activity and the Orchid Farmer Women's Group, which utilizes recycled inorganic waste.

This study aims to analyze the implementation of the CSR program Pasar Teras Bersama as a form of social innovation in integrated waste management and as a means of supporting food security programs, as well as to examine its impact on community economic empowerment and environmental resilience in Kuin Cerucuk Village, Banjarmasin City. This study is expected to contribute to the advancement of knowledge, particularly in the fields of community empowerment, circular economy, and social innovation, by enriching the literature on the implementation of multi-stakeholder collaboration-based CSR programs that integrate waste management, food security, and disaster risk reduction at the community level. This study also contributes to the analysis of the effectiveness of partnership models among the private sector, government, academia, and communities in developing sustainable solutions to complex urban challenges. The findings are expected to serve as a reference for future research examining circular economy-based community empowerment programs in urban areas. From a practical perspective, this study provides policy recommendations for municipal governments in developing community-based waste management programs and strengthening food security; offers insights for companies seeking to design more effective and sustainable CSR programs; provides guidance for communities in managing local resources independently, productively, and sustainably; and serves as a learning model for other urban villages seeking to develop integrated and sustainable community resilience initiatives.

METHOD

This study employed a descriptive qualitative approach to examine the implementation of the CSR program Pasar Teras Bersama and its contribution to sustainable waste management, food security, and community empowerment in Kuin Cerucuk Village. The study adopted an exploratory case study design to investigate the program within its specific social and environmental context (Yin, 2018).

The research focused on activities conducted under the Disaster Preparedness Village (Kampung Siaga Bencana [KSB]) program, particularly integrated waste management, fish farming, food crop cultivation, and disaster preparedness training. Supporting activities included the Sustainable Food Agriculture Program and the Orchid Farmer Women's Group (Kelompok Wanita Tani [KWT]), which participated in vegetable cultivation and related food security activities.

The study was conducted in Kuin Cerucuk Village, West Banjarmasin District, Banjarmasin City, Indonesia, as the primary location of the Pasar Teras Bersama program. The research participants included program implementers, members of KSB Kuin Cerucuk from the Azkiya and Cipta Karya subgroups, the CSR team of PT Pertamina Patra Niaga Integrated Terminal Banjarmasin, representatives of the Banjarmasin City Government and Kuin Cerucuk Village administration, community leaders, and direct program beneficiaries.

Data were collected through in-depth interviews, participatory observation, and document analysis. In-depth interviews were conducted with program participants and implementers to obtain information regarding program implementation, challenges, and perceived impacts.

Participatory observations were conducted during program activities, including training, cultivation practices, and community outreach activities. Document analysis included activity accountability reports (Laporan Pertanggungjawaban [LPJ]), the Pasar Teras Bersama program roadmap, and environmental and social impact assessment documents prepared by the company's CSR team.

The collected data were analyzed using thematic analysis based on Braun and Clarke (2014). The analysis involved familiarization with the data, initial coding, theme identification and review, theme refinement, and interpretation of the findings. The analytical process was conducted iteratively to identify recurring patterns and relationships among findings concerning waste management, food security, community empowerment, and program sustainability.

In addition, the study assessed the program's contribution to the Sustainable Development Goals (SDGs), drawing on the framework proposed by Scheyvens, Banks, and Hughes (2016). Program activities were examined in relation to relevant SDGs, particularly SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-Being), and SDG 8 (Decent Work and Economic Growth). This assessment was used to examine the alignment between program outcomes and broader sustainable development objectives.

Through the integration of case study research, interviews, participatory observations, document analysis, and thematic analysis, this study evaluated the implementation, effectiveness, and sustainability of the Pasar Teras Bersama CSR program as an integrated social innovation addressing sustainable waste management, food security, community empowerment, and community resilience.

RESULTS AND DISCUSSION

The "PASAR TERAS BERSAMA" (Integrated, Environmentally Friendly, Solutions for Vulnerable Economies) program (Integrated Organic-Inorganic Waste Processor, which involves Academics and the Private Sector and supports food independence programs). is a form of social innovation developed by PT Pertamina Patra Niaga IT Banjarmasin in response to the problem of scarcity in the Kuin Cerucuk Village area. This program targets interventions for groups to develop waste management solutions that are acceptable and run in the community through KSB Kuin Pilucuk activities, counseling and socialization of household waste management, as well as the development of household-based food security from waste processing.

For the achievement of the implementation of the PASAR TERAS BERSAMA Program, the results of the program implementation show that most of the implementation indicators have been successfully achieved. The following table summarizes the program's achievements based on the key indicators set out in the planning:

Table 2. Achievements of the PASAR TERAS BERSAMA Program in Kuin Cerucuk Village (2024–2025)

Purpose	Outcome	Reach
The creation of a group that focuses on the field of Waste Management, especially its sorting and utilization in Kuin Cerucuk Village, West Banjarmasin District, Banjarmasin City	The formation of an active and sustainable KSB Kuin Pile group with a clear organizational structure and work program.	100%
Supporting the Banjarmasin City Government program	The implementation of continuous collaboration between the private sector, the government, and the community in waste management.	100%
Supporting the achievement of the Proper check in the field of Community Empowerment	The program is recognized as part of successful community empowerment efforts, with indicators in the form of documentation of the implementation of activities, community involvement, and capacity building of participants according to the Proper criteria.	100%
Increasing the capacity of KSB Kuin Pirucuk members in terms of waste sorting and utilization	At least members are able to apply waste sorting and utilization	100%
Preventing the expansion of garbage piling up at one point in Kuin Pilucuk Village	The creation of a location that supports waste management in the concept of SWS (sustainable waste solution).	100%
Providing a forum for community development in efforts to use waste in Kuin Cerucuk Village.	The formation of an empowered community, with 70% of group members routinely carrying out development activities such as catfish cultivation, vegetables, and waste sorting counseling.	100%
Overall Program Access		100%

Source: LPJ Report of KSB Kuin Pile CSR Program PT. Pertamina Patra Niaga IT Banjarmasin, 2025

This empowerment program presents a social breakthrough by integrating disaster preparedness and community-based circular economy, starting from the volunteer community of the Fire Brigade (BPK) in the Kuin Cerucuk Disaster Preparedness Village program. Initially, this volunteer group moved independently with self-help funds from contributions and voluntary donations, with no fixed source of funding. To create financial sustainability while strengthening community capacity, interconnected productive activities are developed:

Circular Economy from Garbage to Maggot & Fish

1. Organic waste from the PASAR TERAS BERSAMA program is processed into maggot feed.
2. The maggot results are used as catfish feed in cultivation that has been replicated from other disaster preparedness groups.
3. The organic waste of maggot feed residue is converted into compost, closing the waste cycle to zero.
4. Maggot are also sold as bird feed and fishing bait, adding to the source of income.

Multi-Party Collaboration for Sustainability

1. Supported by three companies (Pertamina, PLN, Elnusa) in the Sustainable Waste Solution Project for the construction of an integrated maggot cultivation center.
2. The Banjarmasin City Government contributes through land loans, area leveling, CCTV, and technical assistance.
3. Academics (Islamic University of Kalimantan) are involved in science-based promotion, counseling, and mentoring, bridging theory with practice.

Utilization of Inorganic Waste for Urban Agriculture

1. The Kuin Lestari P2L group uses used gallons as an agricultural planting medium.
2. The Women Farmers Group (KWT Orchid) uses 1.5-liter plastic bottles for gardening with limited land.
3. Used bottles are also converted into recycled bins that are distributed to the community.
4. The ecobrick campaign is encouraged to process used plastic into raw materials for goods with useful value.

The results achieved are categorized in 4 aspects;

First, the Natural aspect, through the strategy of changing the mindset from "throwing" to "managing" with an integrated circular approach resulting in the reduction of waste piles through a structured organic & inorganic sorting system, the production of maggot as a solution for recycling organic waste, the utilization of 100% organic waste converted into maggot feed, compost, and fermentation, the recycling of inorganic waste of used bottles & gallons into planting media and ecobricks, Indirect impacts in the form of flood risk reduction & environment-based sewerage.

The second aspect of the Economy, through the strategy of building financial independence through the creation of added value from existing resources (waste) is able to generate an increase in group income of IDR 4,000,000 from 5 members involved, ownership of operational assets: 1 unit of self-funded 3-wheeled vehicle,

Income from the sale of maggots as fish, bird, and fishing bait, reduction of dependence on donations: from previously 100% voluntary contributions, circular economic value: waste becomes maggot food, then manggot is used as fish feed/compost which will later generate income.

The third social aspect, through the strategy of building a collaboration ecosystem involving all stakeholders (multi-stakeholder partnership) was able to activate 72 members (combined Sub

Azkiya & Sub Cipta Karya), women involved: 10 KWT members + 75 trained Posyandu cadres, multi-stakeholder collaboration: 3 companies (Pertamina Patra Niaga Integrated Terminal Banjarmasin, PLN UPDK Barito, PT Elnusa Petrofin), 4 local government agencies (Environment Agency, Public Works Office, Transportation Office, South Kalimantan Provincial Environment Office) and 1 university (Islamic University of Kalimantan Muhammad Arsyad Al Banjari Banjarmasin)

The four aspects of Wellbeing, through a holistic approach that attacks the root of welfare problems from various sides simultaneously result in an increase in household income: an average of Rp 800,000/person from 5 members, safety supporting assets: fulfillment of PPE, fire extinguishers, helmets, boots for disaster preparedness, increased knowledge: 85 people trained in fire management, Waste sorting education in schools and communities, Healthier environment: Reduced piles of garbage and the risk of disease, increased sense of security: the existence of self-managed disaster preparedness infrastructure.

Through this program, some waste in the company is also managed and used for community empowerment activities, namely by reusing the former tank car seal which is then processed and made into paving blocks, the target is to reduce the generation of plastic waste ex-seals and improve the quality of waste management in IT Banjarmasin and the condition after this program is to improve the management of plastic waste ex-seal tank cars that are managed 100% with materials that can be recycled. It has succeeded in reducing waste generation by 0.222 tons or equivalent to reducing GHG emissions by 0.777 tons of CO₂eq by 2024.

CONCLUSION

The Pasar Teras Bersama Corporate Social Responsibility (CSR) program, implemented by PT Pertamina Patra Niaga Integrated Terminal Banjarmasin, demonstrates that a social innovation approach based on multi-stakeholder collaboration can provide a sustainable solution to waste management challenges while strengthening food security and community economic self-reliance. Through the integration of organic and inorganic waste management, Black Soldier Fly (BSF) (*Hermetia illucens*) larvae cultivation, fish farming, the reuse of waste materials as planting containers and media, and the empowerment of community groups such as Kuin Cerucuk Disaster Preparedness Village (Kampung Siaga Bencana [KSB]), Kuin Asri Sustainable Food Yard (Pekarangan Pangan Lestari [P2L]), and the Anggrek Farmer Women's Group (Kelompok Wanita Tani Anggrek [KWT Anggrek]), the program successfully established a circular economy ecosystem that transformed waste into valuable resources. The program achieved 100% of the assessed indicators related to the establishment of waste management groups, cross-sector collaboration, community capacity building, and the development of a sustainable waste management system. From an environmental perspective, the program contributed to reducing waste generation and promoting waste reuse. Economically, the program increased group income, strengthened operational assets, and reduced dependence on donations. Socially, the program strengthened community participation through the involvement of multiple stakeholders, including the company, local government, academia, and local communities. Thus, the Pasar Teras Bersama

program represents a CSR-based social innovation model that not only addresses environmental challenges but also strengthens community resilience, improves community welfare, and supports sustainable development through circular economy practices and strategic partnerships. This study recommends expanding the Pasar Teras Bersama program to other urban villages, strengthening government policies and regulatory frameworks that support multi-stakeholder partnerships, and conducting further research on the long-term sustainability of circular economy initiatives and the key factors influencing the success of multi-stakeholder collaboration in urban community empowerment.

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