



COMMUNITY ENGAGEMENT ON NUCLEAR POWER STATION PREPARATION

Case Study: Stake Holder Mapping in West Kalimantan -
Indonesia

2022 FNCA Study Panel

Overview

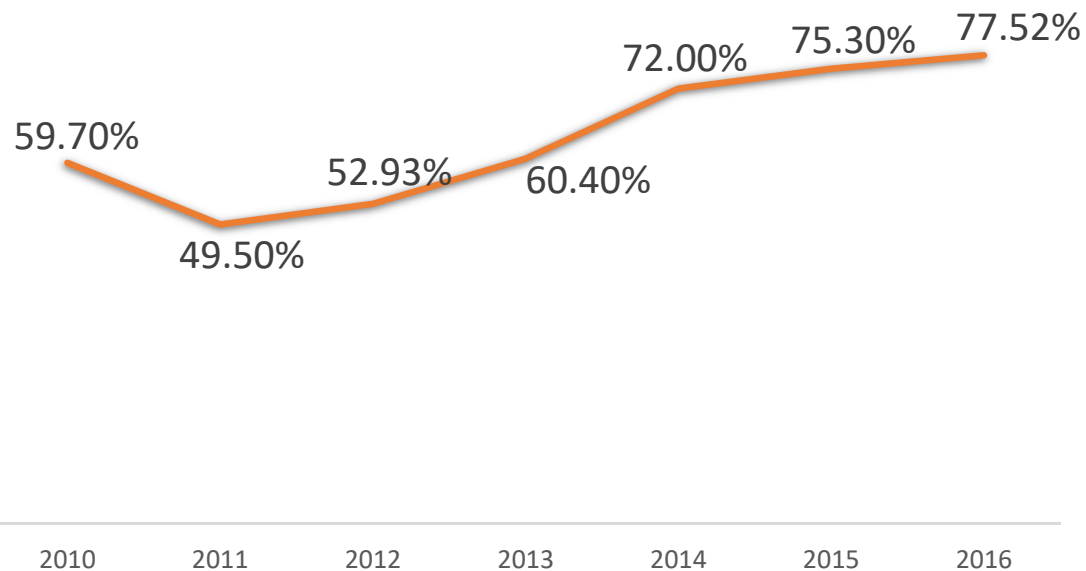
- Public acceptance through National-level poll (2010-2016)
- Public concern in local areas through stakeholder analysis
- Stakeholder mapping in local areas as the first communication step in first phase (NPS preparation)
- Stakeholder mapping goal: lead an effective strategy communication as basis plan for next phases



National-Level Poll for Nuclear Energy Acceptance (2010-2016)

Had been conducted in a regular basis to measure public understanding and to evaluate dissemination program. Conducted together with survey institution to guarantee the result

Percentage of Nuclear Power Acceptance



4.000
Respondents per year

34
Provinces per year

+ 450
Enumerators

300
Rural/urban per year

Genders | Rural-urban | Marriage
| Education background| Income range | Perception

Phase of Communication

Communication with stakeholders needs to be carried out in accordance with the NPS project phase timeline to ensure the quality of information and responsibilities of communicators

Public awareness and national regulation -

Before NEPIO is established in Indonesia -

Nuclear agency based on government's mandate -

Engage stakeholder in advance communication, active collaboration -

Public acceptance -

NPS owner or mandated organization -

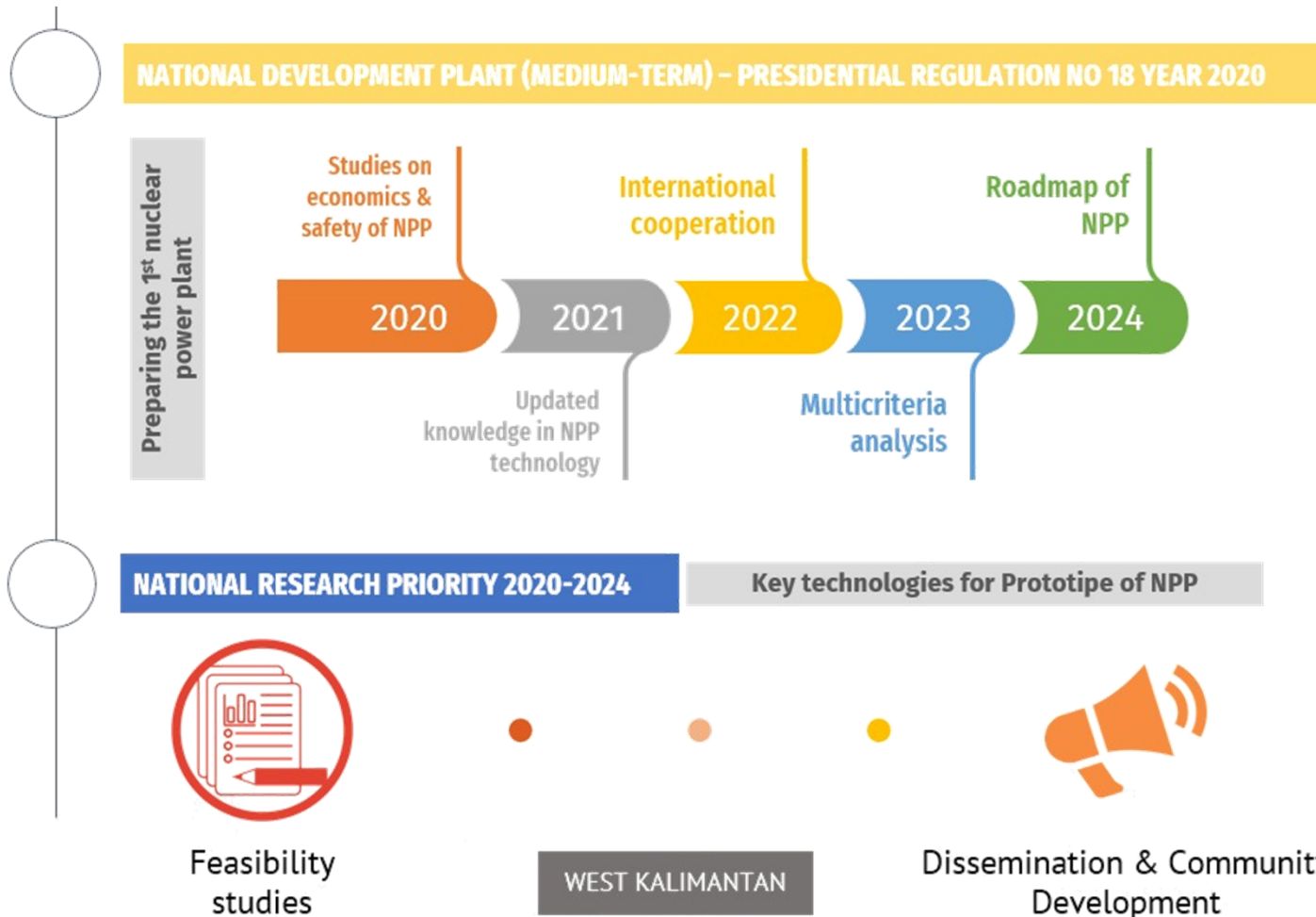
Phase 1

Phase 2, 3

This presentation will explain stake holder mapping activities in Indonesia, on the first phase of NPS communication strategy.

Stake Holder Mapping in West Kalimantan

Background



Stake Holder Mapping in West Kalimantan

Method

Timeline

March – December 2020.

Team

Communication experts and social lectures from
University of Tanjungpura (West Kalimantan)
Center for Dissemination – BATAN (Nuclear Agency)

Social Research

Field observation, In depth interview, Media/opinion tracking, in 6 areas as potential location for NPP FS: Bengkayang, Singkawang, Mempawah, Sambas, Kubu Raya, Pontianak.



Stake Holder Mapping in West Kalimantan

Results

Social demographic

- Cultural approach. In general, culture elders are more influential than government/institution,
- Language characteristic. Diverse local language to build better communication (Melayu, Dayak, Chinese),
- Society trust. Academician or educator are considered more “trust worthy”,
- Mostly prefer conventional communication than digital tools

Stake Holder Mapping in West Kalimantan

Results

Stake Holders Data and Preferences

- Potential SH name are collected by informants and verified through their social impacts,
- Each person of SH interviewed in face to face “unique way” (casual talk/meeting/visit/etc),
- Social experts and local persons are significantly needed in the team.

Analytical Instruments

SH Background

Level of knowledge

Level of support

Interest

Preferred approach

Stake Holder Mapping in West Kalimantan

Results

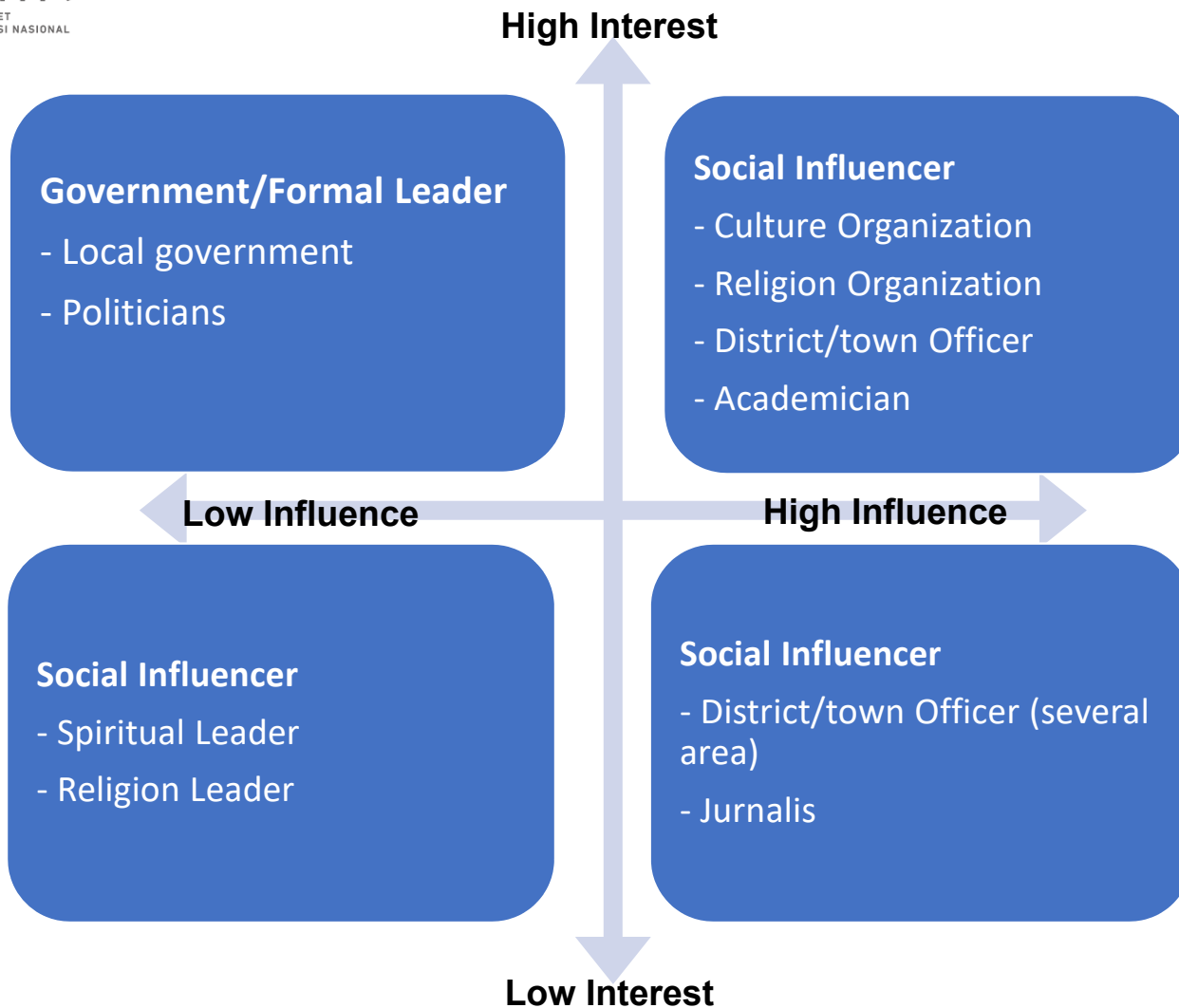
Stake Holder	Level of knowledge	Level of support	Interest	Preferred approach
Xxx (Act. City Major)	Proper knowledge about NPS benefit	Supportive	Increase his power and show his concern for modernity	Socialization through cultural activities
Yyy (Culture Leader)	Less knowledge	Will support IF the FS is proper	Take part in social position	Clear information from government immediately
.....

110 stake holder persons with background and position in society

- Local Governments and Legislatives/Politicians
- Religion Organizations
- Social and Cultural Organizations
- Youth Organizations
- Journalists
- Academicians
- Opinion Leaders

Stake Holder Mapping in West Kalimantan

Results



Stake Holder Map (In General)

- Different map for each districts (6)
- Detailed by name for specific strategy
- Based on analytical instrument and social influence

Stake Holder Mapping in West Kalimantan

Results

Tabel 3.6

MATRIK EMPAT KELOMPOK BESAR PEMANGKU KEPENTINGAN DI KABUPATEN KUBU RAYA

	Pengaruh Kecil	Pengaruh Besar
Kepentingan Besar	Unsur Pemerintah/Pemimpin Forman Muda Mahendrawan, SH (Bupati) Agus Sudarmansyah (Ketua DPRD Kubu Raya) Yusran Anizam (Sekda, Ketua KORPRI, Ketua Forum Komunikasi Pemuda Melayu Suharso (Wakil Ketua DPRD dan Tim Pemekaran Kubu Raya)	Tokoh Masyarakat KH. Zamroni Hasan (Pimpinan Pondok Pesantren) Sujiwo, SE, M.Si (Wakil Bupati) Dr. KH. A. Zainuddin Ashari, M.Pd.I (Pimpinan Pondok Pesantren) Umar Bani (Ketua IKBM) KH. Abdul Hamid (Pimpinan Pondok Pesantren) KH. Nasiruddin, M.Si (Pimpinan Pondok Pesantren) KH. Muhammad Amin, S.Pd.I (Pimpinan Pondok Pesantren) Ust. Farikun, S.Pd.I (Pimpinan Pondok Pesantren)
Kepentingan Kecil	Tokoh Masyarakat Suharto (Camat) Lasem, S.Pd (Ketua DAD) Hamdan (Ketua Majelis Adat Budaya Tionghoa)	Tokoh Masyarakat Musa Abdul Hamid (Ketua APDESI dan Kades) Frans Randus (Pengurus PGRI) Robi (Ketua Ikatan Jurnalis)

Tabel 3.18

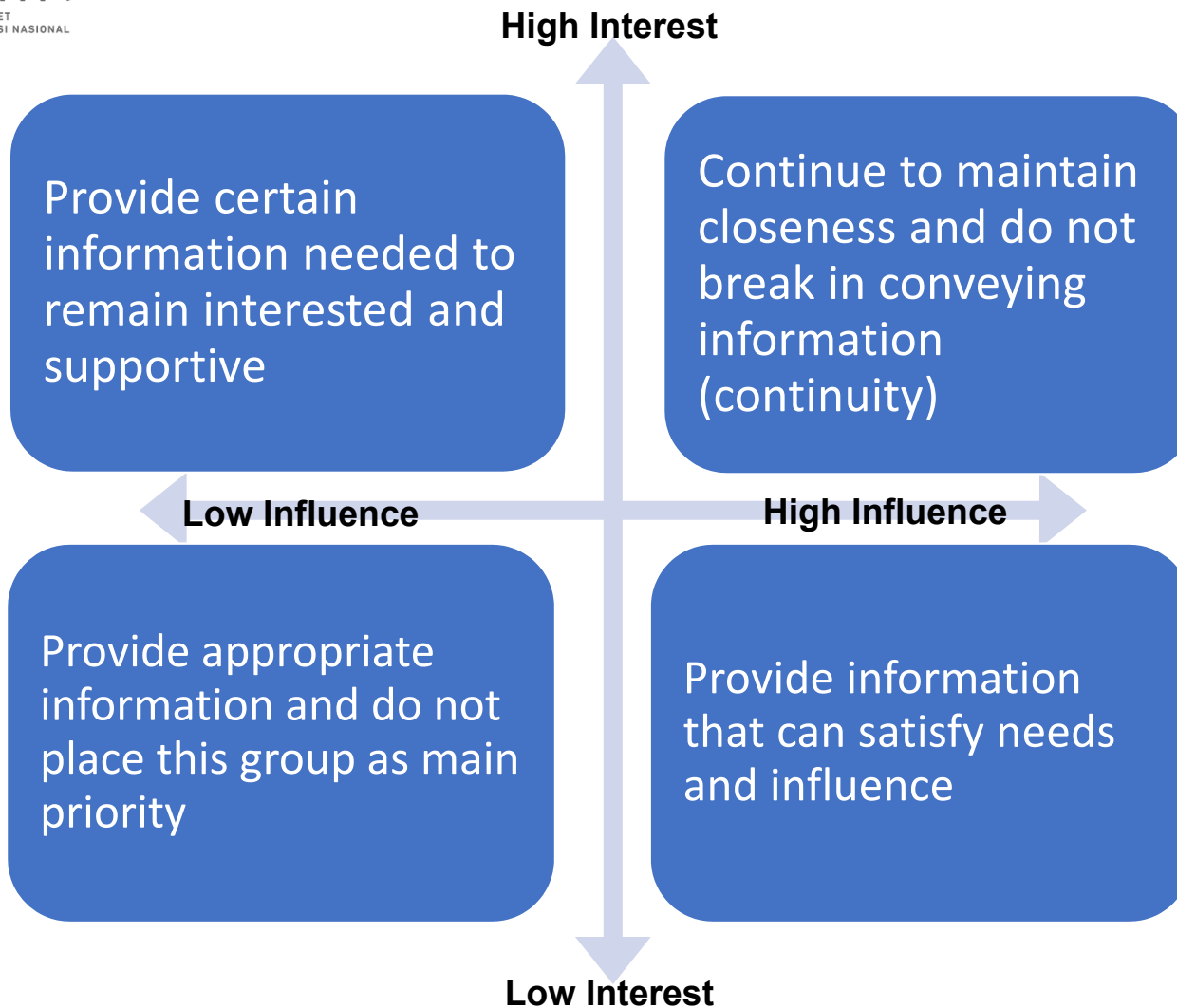
MATRIK EMPAT KELOMPOK BESAR PEMANGKU KEPENTINGAN DI KABUPATEN SAMBAS

	Pengaruh Kecil	Pengaruh Besar
Kepentingan Besar	Unsur Pemerintahan/ Pemimpin Formal Dr. Syarif Komaruzaman, M.Si (PJS Bupati) H. Abu Bakar (Ketua DPRD) Ir. Sabtuni (BAPEDDA) Muriadi, Ph.D (PSIW III BAPEDDA) Dr.Supriarjo, M.Si (Litbang) Aspan Iskandar (Staf Bapedda)	Tokoh Masyarakat Hamizal (Kepala Desa) Herlin (Kepala Desa) Darus Salam (Kepala Desa) DR. Sumar'in (MUI) H. Subhan Nur (Ketua MABM) Mujahidin, S.Ag, M.Si (Ketua NU) Minhani (Ketua Muhammadiyah) HM Razia Afrianto (FKPM)
Kepentingan Kecil	Tokoh Masyarakat Tjong Tji Hok / Bruno (MABT) Toto SE (Tokoh Agama Budha) D Tjie Phin (Tokoh Agama Kong Hu Chu) Damainius New (Tokoh Agama Hindu) Ayo Sumardi (Tokoh Agama Kristen)	Tokoh Masyarakat Ir. Hasanusi ((LPTQ dan Ketua Dewan Masjid) Ansori (Kepala Desa) Ari KM (Kepala Desa) Dr. BONI (DAD) Drs. Tofitri (Ketua FKUB)

Examples of mapping results

Stake Holder Mapping in West Kalimantan

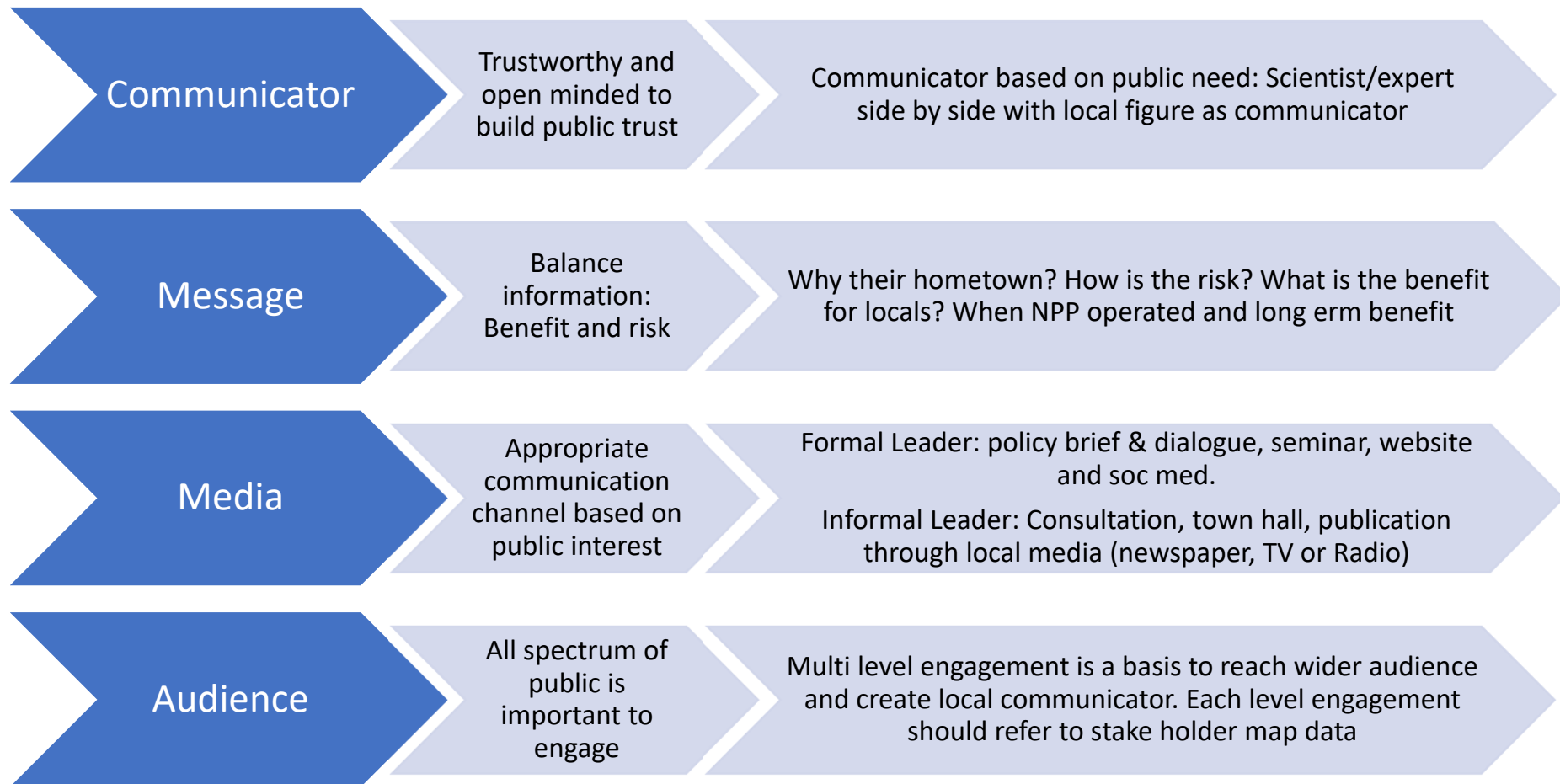
Results



Stake Holder Map Treatment Plan

- Effective plan
- Efficient resources
- Right information for right person

Stake Holder Mapping in West Kalimantan **Communication Strategy**



Stake Holder Mapping in West Kalimantan

Collaboration Team

Nuclear Agency: Center for Dissemination - BATAN

- Project design and initiator
- Content creator
- Provide scientific information
- Analysis

University/professional: Research and Community Development Institute – Univ. Tanjungpura

- Social experts
- Local networking
- Social tools
- Social analysis and recommendation



Stake Holder Mapping in West Kalimantan

Implementation

7 – 10 June 2021

Public discussion : NPP FS program, Introducing NPP and risk-benefit

Audience : Religion and culture organization, youth communities, district/town officer

Result : Audiences were still hesitated, no clear respond

19 – 23 October 2021

Public discussion : NPP FS program, Introducing NPP and risk-benefit

Audience : Educators, youth communities, district/town officer (mostly different audience with previous)

Result : Participants from previous discussion was involving in identified potential audience, set the agenda, and invited media. Audience showed more enthusiasm and positive response

Stake Holder Mapping in West Kalimantan Implementation



Stake Holder Mapping in West Kalimantan

Lesson Learned

Lesson Learned from Past Communication Activities in Jepara and Bangka Belitung (2010-2015)

- Promotion as soon as possible, tend to premature strategy,
- Took so many resources (and time used),
- Public called BATAN as NPS operator with many consequences (misleading, public trust, etc).

Key Points Public Engagement in West Kalimantan

- Communication strategy based on data and stake holder preferences,
- Promoting appropriate information (NPS FS program, government mandate, promotor-operator-regulator roles)
- Producing information guide, book or FAQ, for field technical officers/researchers, to build a synchronic public information (prepare if they have to communicate with public).

Stake Holder Mapping in West Kalimantan

Way Forward

National Position

1. Establishment of NEPIO is being prepared,
2. The Preparation Team of NEPIO officially approved by ministerial decree (ESDM) in 2021.

The establishment of NEPIO will take stake holder program to the next level

1. Community Development,
2. Dissemination through appropriate channel and media,
3. Public survey.

Thank you

2022 FNCA Study Panel



BRIN

BADAN RISET
DAN INOVASI NASIONAL

Adipurwa Muslich

Public Communication Bureau

*National Research and Innovation Agency
(BRIN)*

adi_p@batan.go.id

adip004@brin.go.id