

Urbanomics: Exploring the Role of Integrated Urban Agriculture in Addressing Socio-Economic Challenges of the Urban Community in Cilegon

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ABSTRACT : Food security constitutes a critical issue for cities whose economies are predominantly driven by industrialization, such as Cilegon City. Rapid urbanization, land-use conversion, and limited agricultural capacity are among the primary factors contributing to the fragility of local food systems, resulting in a high dependency on external food supplies. Consequently, strategic interventions are essential to mitigate these challenges. One such strategy is the development of integrated urban agriculture, as initiated by Pertamina Patra Niaga Fuel Terminal (FT) Tanjung Gerem. This paper aims to examine how the Corporate Social Responsibility (CSR) program implemented by PT Pertamina Patra Niaga FT Tanjung Gerem addresses the socio-economic challenges faced by the urban community of Cilegon, particularly in the domain of food security. The findings indicate that through the Urbanomics program, activities in agriculture, fisheries, and livestock have been carried out to enhance the availability, accessibility, and utilization of local resources for food production. Furthermore, the success of Urbanomics is reflected in its application of inclusive community empowerment principles, such as the active involvement of women and youth groups, cross-sectoral collaboration, and participatory governance among corporate entities, local government, and civil society. These elements collectively contribute to the program's effectiveness in fostering a resilient and equitable urban food system at the local area.

KEYWORD: *Community Development, Urban Farming, Food Security*

I. INTRODUCTION

Cilegon, a city as the center for the petrochemical and manufacturing industry in Banten Province, faces complex social and economic challenges. Although the industrial sector's contribution to the Gross Regional Domestic Product (GRDP) is quite significant, its social impact does not always align with the improvement of community welfare. One of the main challenges is the high unemployment rate, especially among the youth. Data from the Central Bureau of Statistics (BPS) indicates that the open unemployment rate in Cilegon tends to be higher than the national average, primarily due to the mismatch between industrial needs and the skills of the local workforce. Based on data from the Cilegon City Central Bureau of Statistics (BPS), the number of poor residents in Cilegon City in 2023 increased by 0.23% compared to 2022, reaching 3.75% (BPS, 2024). Furthermore, urban poverty is an inseparable issue from the dynamics of an industrial city. Although Cilegon has a relatively high per capita income, the inequality of economic distribution causes a segment of the community to remain in vulnerable conditions. This is influenced by the fact that poverty alleviation programs in urban areas often face structural challenges, such as limited access to education, business capital, and economic participation (Ruja, Sumarmi, & Idris, 2024). Moreover, when considering poverty, especially in industrial cities, it encompasses not only income aspects but also limitations concerning food, clean water, and decent living spaces (D'Attoma & Matteucci, 2024).

Another crucial challenge is the limited availability of productive land. Urbanization and industrial expansion have reduced green open spaces and agricultural land in Cilegon. This directly impacts the food security of the urban population, who increasingly rely on external supplies. Industrial growth in Cilegon City has been a marker of regional economic progress, yet behind the dynamic development lies a serious challenge in the form of agricultural land shrinkage. As national and international investment increases, the conversion of land into industrial areas becomes increasingly massive. Land previously used for agriculture is now shifting to

factories, warehouses, and other supporting industrial facilities. This phenomenon indicates that industrial expansion often sacrifices the agrarian living spaces that are sources of livelihood for the local community.

The phenomenon of land conversion, the change of function from agriculture to industrial, residential, and commercial areas, has been occurring massively. According to the Cilegon City Food Security and Agriculture Office (DKPP), the agricultural land area decreased from approximately $1,300 \text{ m}^2$ in 2023 to only $1,100 \text{ m}^2$ in 2024. Furthermore, nearly 50 hectares of agricultural land have been converted into residential and other business areas. The main causes of this shrinkage are the expansion of industrial zones and the rampant development of residential properties across various sub-districts (kelurahan). The impact of this conversion is felt not only by farmers but also by the wider urban community. Dependency on food supply from outside the region is increasing, while the local potential for food production is becoming marginalized. The 2023 Agricultural Census publication by the Cilegon City Central Bureau of Statistics (BPS) recorded that the number of agricultural business households continues to decline, and most farmers are categorized as smallholder farmers (petani gurem) with limited access to land and technology.

The population of Cilegon City was recorded at 476.87 thousand people as of 2024. This figure represents an increase compared to 2023 and is higher than the data recorded in December 2021. Over the last five years, the Compound Annual Growth Rate (CAGR) of the population in this area has been 2.03%. This growth is higher compared to the growth recorded in the preceding five-year period, which was 1.31% (Darmawan, 2024).

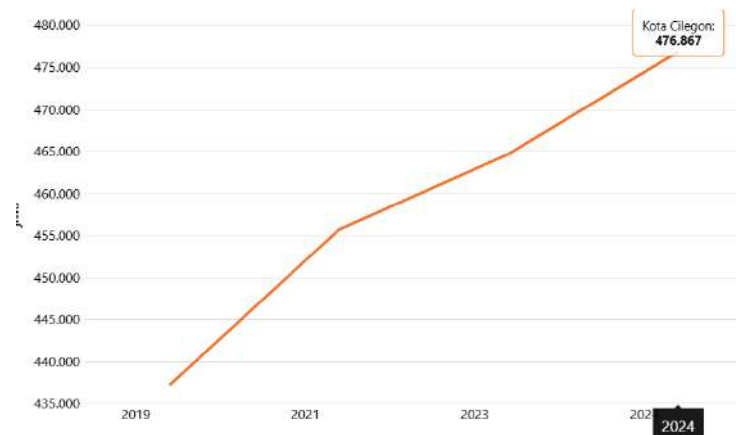


Figure 1 The population of Cilegon City from 2019 to 2024. Souce: Darmawan (2024)

Rapid urbanization in industrial cities like Cilegon has brought significant social and economic consequences. Population growth that is not balanced with the availability of job opportunities and productive land has triggered an increase in poverty and unemployment rates, particularly among women and youth. Furthermore, the limited green spaces and agricultural land in urban areas also weaken community food security. Migration and city expansion often worsen the socio-economic conditions of the urban poor, especially when not balanced by inclusive development policies (Tacoli, McGranahan, & Satterthwaite, 2015).

Private Contribution Through CSR

The aforementioned issues in industrial cities like Cilegon require synchronized, multi-stakeholder efforts for resolution. One party that can participate is the corporation through the Corporate Social Responsibility (CSR) program scheme. This aligns with the evolving paradigm that CSR programs have progressed from a philanthropic, charitable approach towards a more structured and sustainable social development strategy. One effective approach for creating sustainable CSR programs is community empowerment using the Community Driven Development (CDD) paradigm. CDD emphasizes community empowerment by granting greater control to local communities throughout the entire empowerment process. In CDD, communities are not only involved in consultations but possess greater control over decision-making, planning, management, and resource allocation. CDD enables communities to lead and manage their own empowerment projects, with the role of external institutions (be it government or NGOs) being more supportive and facilitative rather than that of primary decision-makers. This aims to ensure that projects better correspond to the community's existing needs and priorities (Mansuri & Rao, 2004).

In industrial cities like Cilegon, which face challenges such as unemployment, poverty, and land limitations, CSR can become a vital instrument for driving social transformation for the community and its residents.

Through a CSR program implementation scheme that focuses on community empowerment and is based on local needs, companies can contribute directly to improving community welfare. Furthermore, companies that can integrate their business strategies with local communities are able to create shared value, which strengthens the relationship between the company and the community (Lee, 2007). It is further argued that empowerment based on community participation can enhance a sense of ownership, social capacity, and program sustainability. Thus, CSR not only addresses economic aspects but also strengthens the social structure and the self-reliance of the community (Dudgeon, Scrine, Cox, & Walker, 2017).

Urban Farming Program

Most of the food needs of the Cilegon City community, especially rice, vegetables, and fruits, are supplied from other regions such as Serang, Pandeglang, and even from outside Banten Province. The lack of agricultural land, land conversion, and the low interest of the younger generation in agriculture exacerbate this condition. This makes the city highly vulnerable to price fluctuations and food availability issues. Furthermore, poverty also leads to low consumption of nutritious food, resulting in problems like stunting, anemia, and malnutrition, especially among children and pregnant women. This demonstrates that food security is not just about availability but also about the quality and adequate access to food. Urban farming emerges as a solution that can be implemented to address these various problems. Urban farming, or city agriculture, has developed as a response to the pressures of urbanization, climate change, and global food crises, capable of making a significant contribution to food resilience by utilizing limited urban spaces for local food production (IERE, 2025). This becomes increasingly relevant when considering the fact that approximately 55% of the world's population currently resides in urban areas, and the number of urban residents is projected to continue increasing in the future.

Data from the Central Bureau of Statistics (BPS) in 2020 shows that 56.7% of Indonesia's population lives in urban areas, and this proportion is predicted to reach 70% by 2035. The large proportion of the urban population will drive increased demand for food in urban areas, while the land available for agricultural production is highly limited. Urban land is often used for industry, offices, and settlements, making the land available for agriculture insufficient to meet the food needs of urban residents. Consequently, the urban food supply is largely supported by surrounding rural areas. Food and Agriculture Organization (FAO) data proves that 70% of all globally produced food is intended for urban consumption (Rusdayanti, 2023). Due to these factors, urban farming can become a key strategy that can be implemented to overcome social and economic problems in urban areas, especially through corporate social responsibility (CSR) interventions. Urban farming offers numerous benefits from social, economic, and ecological perspectives. From a social standpoint, this is evident in the household participation rate in conducting urban farming. Household participation in urban farming reaches 30% in developing countries. This positively affects income generation, reduced unemployment, and decreased social conflict (Digitani IPB, 2022).

This paper aims to deeply examine how the Corporate Social Responsibility (CSR) program, named Urbanomics, implemented by PT Pertamina Patra Niaga Fuel Terminal Tanjung Gerem, integrates the urban agriculture approach as an innovative strategy to address the social and economic challenges faced by the community of Cilegon City. The program is designed as a response to complex urban issues such as poverty, unemployment, limited land, and threats to food security. The main focus of the intervention is directed at three strategic sectors: agriculture, fisheries, and livestock, which are implemented through activities such as developing integrated farming systems, waste processing, and the sale and diversification of processed products. Through this approach, the journal analyzes the program's impact on the empowerment of women and youth groups, the enhancement of local food security, and its contribution to the sustainability of the urban community. This study is expected to provide a new perspective on the effectiveness of urban agriculture-based CSR in building the socio-economic resilience of the urban population.

II. LITERATUR REVIEW

Community Development Concept

Community development is a holistic approach grounded in principles of empowerment, human rights, inclusion, social justice, self-determination and collective action. There are potential outcomes at both individual and community levels. Children and families directly involved in community development initiatives may benefit from an increase in skills, knowledge, empowerment and self-efficacy and experience enhanced social inclusion and community connectedness (Kenny & Connors, 2017). Community development is a process where community members take collective action on issues that are important to them. This might be done with or without the support of a community development professional or agency. Community development is intended to empower community members and create stronger and more connected communities. Important to understand that community development is not one-off events, consultation to inform goals or strategies, community advisory groups or committees, or leadership training. All these things could be part of a community

development strategy but, by themselves, they are not community development (Australian Institute of Family Studies, 2023). At least four (4) priority focuses characterize community empowerment, as explained by Great Spearton (2010):

- a. People: Community strengthening and support
- b. Place: Local area development
- c. Participation: Community involvement and civic participation
- d. Partnerships: Building strong and authentic relationships

Meanwhile, there are at least three key main keys in empowerment: Community, Consultation, and Participation (Australian Institute of Family Studies, 2023). Community participation is the most crucial element in the empowerment process. Therefore, the most common paradigms, and perhaps the most familiar to us, in community empowerment are Community Based Development (CBD) and Community Driven Development (CDD). Both are development paradigms that involve the community as the subject, not merely the object (Strand, Hatlebakk, Wimpelmann, & Wardak, 2022) (Mansuri & Rao, 2004). Furthermore, this participation can be explained in detail using The Wheel of Participation.

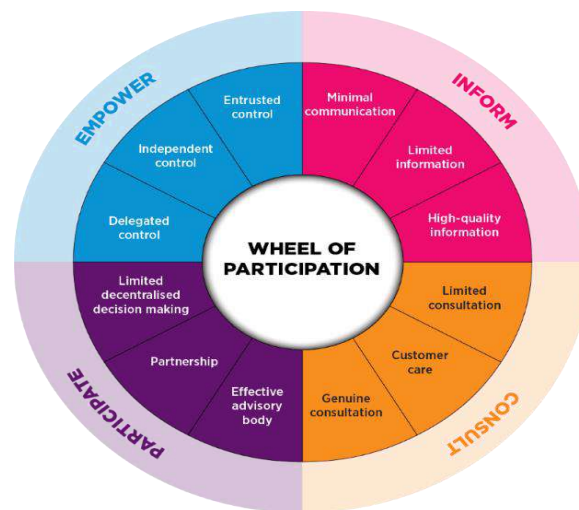


Figure 2 The Wheel of Participation. Source: (Australian Institute of Family Studies, 2023) adapted from Dooris & Heritage (2013)

Food security plays a crucial role in the sustainability of a region or country because it provides essential needs for the community. Fulfilling food needs is highly vital to maintaining the balance between health and the economy. Therefore, the development of urban agriculture can help meet household food needs, such as vegetables, fruits, and meat, and potentially serve as a source of additional income (Rumawas, Nayoan, & Kumayas, 2021). Urban agriculture is capable of producing food efficiently and in an environmentally friendly manner, offering great opportunities for development in Indonesia to support urban food security. Moreover, urban agriculture has the potential to make a positive contribution to food security and sustainable economic development. The integration of Internet of Things (IoT) technology further optimizes urban agriculture, making it a practical and sustainable aspect of urban life (AR & Permatahati, 2025).

Urban agriculture is also capable of enhancing sustainability. This is demonstrated by the facts that the diversity of urban agriculture production can meet the food needs of community members, some of whom have become independent farmers; it facilitates changes in community attitudes through urban agriculture; and it can be a source of income for urban communities (Giyarsih, et al., 2024). According to Law Number 18 of 2012, food security is the condition of fulfilling food needs at the national to the individual level, reflected in the availability of food that is sufficient, safe, diverse, nutritious, equitable, and affordable, and does not conflict with religious beliefs, values, or cultural norms, thereby enabling the community to live a healthy, active, and productive life sustainably. This concept is based on four main pillars: availability, accessibility, utilization, and stability of food. This food security framework will attempt to explain how Urbanomics integrates agriculture, fisheries, and livestock to enhance food availability and stability in Cilegon City. Meanwhile, FAO (2024) elaborates on the six (6) dimensions of the Urban and Peri-Urban Food Systems Framework as defined by HLPE-FSN (2024):

Dimension	Description
Availability	Local food production through urban farming, aquaculture, and livestock
Accessibility	Physical and economic access to food via community distribution and local market

Utilization	Safe and nutritious food use, including food processing and nutrition education
Stability	Continuous food supply and resilience to crises and climate change
Governance	Inclusive and participatory food system governance involving communities and institutions
Equity	Fair access and distribution of food, especially for vulnerable groups like women and youth

Table 1 The six key dimensions of the Urban and Peri-Urban Food Systems Framework (FAO, 2024).

III. METHODOLOGY

This research employs a descriptive research method utilizing qualitative data. The qualitative descriptive research method is used because it can generate data and provide an explanation regarding the who, what, and where of events or experiences from a subjective point of view (Kim, Sefcik, & Bradway, 2016). Qualitative research aims to develop reality in the field, to comprehend its meaning, and to treat the subject of study as a creative process for understanding social life. This method provides clarity regarding the phenomenon under investigation and the methods used by the researcher, as the collected data remains close to the phenomenon throughout the study (Doyle, McCabe, Keogh, & Brady, 2020). Data collection was carried out using a literature review, observation, and interviews to analyze findings and references relevant to the research topic. The data used consists of primary data obtained from interviews with beneficiaries and facilitators of the Urbanomics program and observation of the site area, and secondary data obtained from literature sources such as scientific journals, research reports, official websites, and other supporting documents related to urban farming in supporting food security and a sustainable economy.

IV. RESULTS AND DISCUSSION

As one of the development actors, PT Pertamina Patra Niaga Fuel Terminal Tanjung Gerem is involved in tackling food issues within the local scope, specifically in Gerem Sub-district (*Kelurahan*), Grogol District, Cilegon City, Banten. Gerem Sub-district is considered a Ring 1 area of PT Pertamina Patra Niaga Fuel Terminal Tanjung Gerem due to its close proximity to the company. Urban communities, especially in urban poor areas like Gerem Sub-district—still face difficulties accessing sufficient and nutritious food. This situation is worsened by the city's dependence on food supply from other regions, making food prices highly vulnerable to inflation, supply chain disruptions, or climate crises affecting national food production.

Gerem Sub-district is an industrial coastal area. Based on data from the Central Bureau of Statistics (BPS), Gerem Sub-district covers an area of 14,59 km², within which exist issues that potentially affect food security. The majority of the Gerem community works as daily laborers, resulting in inconsistent income. This leads to the community's inability to meet daily needs, including food provision. Gerem Sub-district is located in Grogol District, Cilegon City, Banten. Geographically, this sub-district is a lowland area, approximately 500 meters above sea level, with some parts of the village being steep hilly regions. From a social perspective, Gerem Sub-district is categorized as an industrial sub-district due to the presence of many heavy industries and large companies, such as PT Lotte Chemical Indonesia, PT MCCI, PT Pertamina Patra Niaga Tanjung Gerem, PT Vopak Terminal Merak, PT Polytek, and other major corporations. The existence of these labor-intensive industries creates dynamics within the Gerem community and accelerates changes in social phenomena.

PT Pertamina Patra Niaga Fuel Terminal Tanjung Gerem, as part of the industrial ecosystem in Cilegon, is taking progressive steps to address these challenges through a community empowerment program. Adopting the Collaborative Inclusive Empowerment approach, the company empowers vulnerable groups in its Ring 1 area (Gerem Sub-district) with a Corporate Social Responsibility (CSR) initiative called Urbanomics. Urbanomics is not just a mere program but a system that combines agriculture, livestock, and fisheries activities in one area to serve as an alternative for increasing land productivity, improving community welfare, integrated village development, and providing a sustainable food solution. Urbanomics is an integrated urban farming innovation that addresses community problems using the potential existing within the community itself. At least three challenges are sought to be solved: 1) urban poverty and unemployment, 2) limited land, and 3) food security. The main sectors targeted by the program intervention are 1) agriculture, 2) fisheries, and 3) livestock, carried out through three main activities: the development of integrated farming systems, waste processing, and product sales and diversification of processed products. The intervention methods implemented by Pertamina Patra Niaga FT Tanjung Gerem in Urbanomics are as follows:

1. Integrated Urban Farming

Urban farming, or city agriculture, serves as an alternative solution amidst land limitations. Through approaches such as vertical farming, hydroponics, or polybags, the community is encouraged to cultivate vegetables, fruits, and other food crops in home yards or vacant lots.

2. Domestic Waste Management and Composting

The problem of poorly managed household waste often contaminates the environment. This program teaches the community how to sort organic waste and process it into compost that can be reused for agricultural activities.

3. Diversification of Processed Products and Marketing

Through training in processing agricultural and fishery products, the community is taught how to create value-added products such as vegetable chips, fish floss (*abon ikan*), and others.

4. Provision of Clean Water through the Deep Well Program (*Sumur Bor*)

As a coastal and industrial area, Gerem Sub-district faces serious challenges related to the availability of clean water for household and agricultural needs. Some residents still rely on water sources from shallow wells that are vulnerable to contamination, especially during long dry seasons or when environmental pollution occurs from nearby industrial activities.

To address this issue, a community-based clean water supply program was launched through the construction of deep bore wells (*sumur bor*) at strategic points within the Gerem environment. This program is supported by PT Pertamina Patra Niaga Fuel Terminal Tanjung Gerem as part of its commitment to corporate social and environmental responsibility (CSR) such as: 1) providing citizens with access to proper and sustainable clean water; 2) supporting urban agriculture, livestock, and local food production activities, 3) Reducing dependence on bottled water or water tank distribution, 4) improving the quality of life for the community and environmental health, 5) becoming part of the risk mitigation for drought and water crisis due to climate change.

4 Development priority focus

As explained by Great Spearton (2010), community empowerment has four priority focuses: People, Place, Participation, and Partnership. Within the context of Urbanomics, these focuses can be described as follows:

Priority Focus	Description
People	More than 50 peoples Involved (housewives, farmers, and youth generation)
Place	Gerem Sub-district (<i>Kelurahan</i>), Grogol District, Cilegon City, Banten. Gerem Sub-district (included in the Ring 1 area operations of PT Pertamina Patra Niaga Fuel Terminal Tanjung Gerem).
Participation	Involving four groups: KWT Cahaya Mandiri (Women Farmers Group), KT Sumur Wuluh, Kelompok Bank Sampah Citra Cikuasa Mandiri (Waste Bank Group), and Persatuan Pemuda (Youth Association).
Partnership	The parties involved in the program: PT Pertamina Patra Niaga FT Tanjung Gerem, Cilegon City Government and Cikuasa Sub-district, Academics, Agricultural practitioners, and civil society organizations who collaborate in the planning, implementation, monitoring, evaluation, and calculation of program impact.

Table 2 Development Priority Focus in the Urbanomics Program

Impact Analysis

Urbanomics attempts to serve as a medium for addressing the existing social and economic challenges within the community, with a primary focus on food security. The program's achievements in realizing this food security, when contextualized using the *Urban and Peri-Urban Food Systems Framework* as put forth by the FAO (2024), will result in an explanation as presented in the following table.

Dimension	Urbanomics Contextualization
Availability	Urbanomics develops an integrated farming system encompassing group-scale cultivation of vegetables, fisheries, and livestock. This increases the availability of local food in the Cikuasa area, which previously relied on external supplies.
Accessibility	Agricultural products are sold directly to the surrounding community through community markets and local distribution systems. This ensures price affordability and physical access to food, especially for group members and low-income residents.
Utilization	Urbanomics encourages the utilization of narrow land in yards to be used as a local food barn. Land that was previously unproductive can be utilized for integrated farming activities and enhances social cohesion.
Stability	The integrated agriculture and livestock scheme increases self-reliance and ensures the activities operate circularly. Seedling, rearing/fattening, waste utilization, post-harvest handling, marketing, and value-addition of products can now be carried out by the beneficiaries.

Governance	Urbanomics involves collaboration among the company (PT Pertamina), local government, and the community in program planning and implementation. This participatory governance strengthens the program's accountability and sustainability.
Equity	The primary focus of Urbanomics is the empowerment of women and youth as groups often marginalized in economic development. They are provided with access to training, capital, and markets to fairly improve their welfare.

Table 3 Impact Analysis of the Urbanomics Program

Based on this analysis, the value chain of the Urbanomics program in addressing the existing challenges in the community can be derived. The intervention focuses on three main sectors: 1) agriculture, 2) fisheries, and 3) livestock, implemented through three core activities: the development of integrated farming systems, waste processing, and product sales and diversification of processed products.

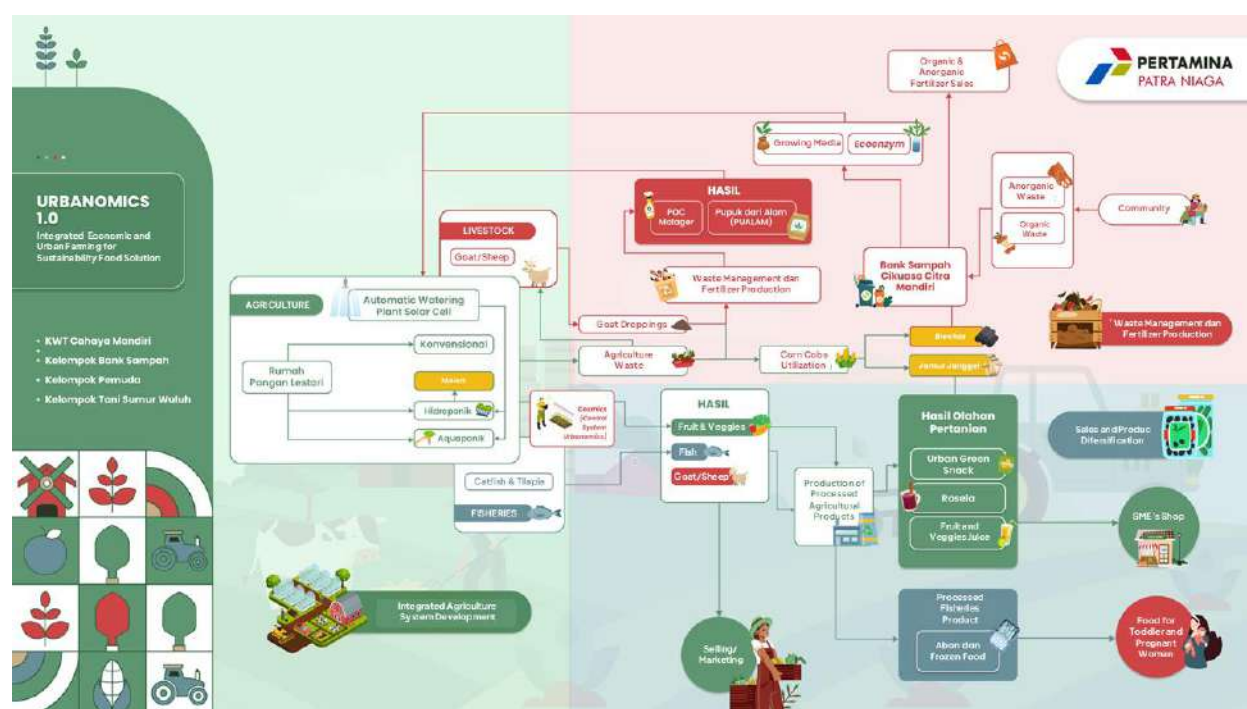


Figure 3 Urbanomics Value Chain

V. CONCLUSION

The Urbanomics program initiated by PT Pertamina Patra Niaga Fuel Terminal Tanjung Gerem represents a strategic approach to addressing food security challenges in Gerem Sub-district, Cilegon. By integrating agriculture, fisheries, and livestock sectors with domestic waste management and clean water provision, the program has successfully enhanced the availability, accessibility, and utilization of local food resources. The program's success is also evident in its inclusive community empowerment framework, emphasizing active participation from women and youth, cross-sector collaboration, and participatory governance involving the company, local government, and civil society. Aligned with the FAO's Urban and Peri-Urban Food Systems Framework, Urbanomics has cultivated a more equitable and robust food ecosystem. It stands as a model of Corporate Social Responsibility (CSR) that goes beyond social impact, driving structural transformation and sustainable development in urban industrial areas.

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