

“DAMPAK PELAKSANAAN *CORPORATE SOCIAL RESPONSIBILITY* (CSR) BANYAN TREE RESORT DALAM MENDUKUNG KONSEP *SUSTAINABLE TOURISM DEVELOPMENT* DI DESA UNGASAN BALI”

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ABSTRAK

Peningkatan kunjungan wisatawan ke pulau Bali di khawatirkan akan membawa dampak buruk seperti kerusakan lingkungan, sehingga sebagian dari masyarakat masih ada yang memiliki pemikiran negatif terhadap pembangunan pariwisata saat ini. Mereka beranggapan bahwa pariwisata akan merusak lingkungan dan membawa dampak buruk bagi kebudayaan yang sudah mereka pegang selama ini. Dampak tersebut juga di khawatirkan akan merusak keberlangsungan masa yang akan datang. Dalam mengatasi hal-hal negatif seperti disebutkan di atas maka saat ini beberapa perusahaan memiliki departemen yang bertanggung jawab dalam melaksanakan kegiatan atau kewajiban sosial perusahaan yang kita kenal sebagai program *Corporate Social Responsibility* (CSR). Penelitian ini akan meneliti dampak pelaksanaan CSR terhadap *sustainability* di Desa Ungasan Bali. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif. Terdapat dua variabel dalam penelitian yaitu CSR dan *Sustainable Tourism Development*. Analisis yang digunakan dalam penelitian ini yaitu analisis t-test dengan *metode paired sample test*. Responden dalam penelitian ini yaitu masyarakat Banjar Kelod Desa Ungasan Bali sebanyak 90 responden. Berdasarkan hasil penelitian, tanggapan masyarakat terhadap program CSR yang dilaksanakan oleh *Banyan Tree Ungasan Resort* di desa Ungasan Bali adalah sangat baik dan sangat dirasakan manfaatnya oleh masyarakat. *Sustainable Tourism Development* di Desa Ungasan, Bali sebelum dan sesudah dilaksanakannya program *corporate social responsibility Banyan Tree Ungasan Resort* menurut tanggapan masyarakat mengalami peningkatan. Penelitian ini menunjukkan bahwa terdapat perbedaan atau perubahan secara signifikan atau nyata sebelum dan sesudah pelaksanaan program *corporate social responsibility Banyan Tree Ungasan Resort*.

Kata Kunci: *Corporate Social Responsibility, Sustainable Tourism Development, Banyan Tree Ungasan Bali.*

**“THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) OF
BANYAN TREE RESORT IN SUPPORTING THE CONCEPT OF
SUSTAINABLE TOURISM DEVELOPMENT IN DESA UNGASAN BALI”**

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ABSTRACT

The increase in tourist visits to the island of Bali in fear will bring adverse effects such as damage to the environment, so most of the people are still there who have negative thoughts towards the development of tourism today. They thought that would damage the environment and tourism bring harm to their culture that they have been held so far. The impact would also tend to undermine the sustainability of the future. In overcoming such negative things mentioned above, today some companies have a department that is responsible for carrying out an activity or social obligations that we know as the company's Corporate Social Responsibility (CSR). This study will examine the impact of CSR on the village sustainability Ungasan Bali. The method used in this research is descriptive quantitative method. There are two variables in the study of CSR and Sustainable Tourism Development. The analysis used in this study is the analysis of t-test with paired sample method. Respondents in this study are the communities Kelod Banjar Bali Ungasan village 90 respondents. Based on the research results, the public response to the corporate social responsibility program that is implemented by Banyan Tree Ungasan Ungasan Village Resort in Bali is very good and gave benefit to society. Sustainable Tourism Development in the village of Ungasan, Bali prior to the implementation of corporate social responsibility program Banyan Tree Ungasan Resort or before 2010 according to public response and after 2010 until now has increase. This study shows that there are significant differences or changes or real before and after the implementation of corporate social responsibility program Banyan Tree Ungasan Resort.

Keywords: Corporate Social Responsibility, Sustainable Tourism Development, Banyan Tree Ungasan Bali.