

ABSTRAK

Aditya Achmad Nugraha, (1402696), “Implementasi Program *Corporate Social Responsibility* (CSR) sebagai Wujud Tanggung Jawab Kewarganegaraan (*Civic Responsibility*). (Studi Kasus di PT Indocement Tunggal Prakarsa Kabupaten Cirebon)”.

Corporate Social Responsibility (CSR) sebagai bentuk tanggung jawab kewarganegaraan (*Civic Responsibility*) dari sisi korporasi memiliki peran besar dalam pembangunan berkelanjutan sebagai akibat dari tuntutan masyarakat industri saat ini. Perlunya memahami konteks CSR dalam upaya korporasi melaksanakan tanggung jawabnya guna menghadapi tantangan global, sehingga tujuan korporasi tercapai secara simultan dengan kebutuhan masyarakat. Secara umum, penelitian ini bertujuan untuk menggali dan menganalisis mengenai tanggung jawab kewarganegaraan yang dilakukan oleh perusahaan terhadap lingkungannya melalui program CSR. Penelitian ini didasarkan pada empat permasalahan, yaitu: (1) Bagaimana konseptual *civic responsibility* dalam pelaksanaan program CSR yang dilakukan oleh PT Indocement di Kabupaten Cirebon, (2) Bagaimana mekanisme program CSR yang diterapkan oleh PT Indocement di Kabupaten Cirebon sebagai bentuk *civic responsibility* kepada masyarakat, (3) Apa saja kendala yang dihadapi dalam pelaksanaan program CSR serta solusi pemecahan yang dilakukan PT Indocement, (4) Bagaimana peran program CSR dari PT Indocement terhadap kesejahteraan masyarakat. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kualitatif. Adapun metode yang digunakan dalam penelitian ini adalah metode studi kasus. Subjek penelitian terdiri dari tiga pihak yakni karyawan perusahaan, aparat pemerintahan desa, dan masyarakat. Hasil penelitian menunjukkan bahwa CSR perusahaan sejatinya merujuk pada aspek pendidikan, kesehatan, ekonomi, sosbudagor (sosial, budaya, agama dan olahraga), dan keamanan yang direpresentasikan melalui program unggulan baik yang bersifat fisik maupun non-fisik dimana menghasilkan output berupa penyediaan fasilitas kebutuhan hidup bagi masyarakat yang pada akhirnya berdampak pada peningkatan kesejahteraan masyarakat. Peneliti menyimpulkan bahwa dalam dunia industrialisasi, CSR merupakan langkah tepat bagi korporasi dalam melaksanakan tanggung jawabnya mengingat adanya regulasi yang mengaturnya.

Keywords : Tanggung Jawab, Corporate Social Responsibility, Masyarakat

ABSTRACT

Aditya Achmad Nugraha, (1402696), “Implementation of Corporate Social Responsibility (CSR) Program as a form of Civic Responsibility. (Case Study in PT Indocement Tunggal Perkasa, Cirebon District)”.

Corporate Social Responsibility (CSR) as a form of civic responsibility on the corporate side that has a major role in sustainable development as a result of the demands of industrial society currently. The need to understand the context of CSR in corporate efforts to perform its responsibilities in order to face global challenges, so that the corporate objectives achieved simultaneously with the needs of the community. In general, this study aims to explore and analyze the civic responsibility made by the company to its environment through its CSR program. The research is based on four issues; (1) How conceptual civic responsibility in the implementation of CSR program conducted by PT Indocement in Cirebon District, (2) How is the mechanism of CSR program implemented by PT Indocement Cirebon District as a form of civic responsibility to the community, (3) What are the obstacles encountered in the implementation of CSR program as well as solving solutions conducted by PT Indocement, (4) How does the role of the CSR program of PT Indocement on the welfare of society. The approach used in this study is a qualitative approach. The method used in this study is the case study method. Subject of the study consisted of three parties are the company's employees, apparatus of the village administration, and the community. The results showed that CSR actually refers to the aspect of education, health, economic, sosbudagor (social, cultural, religious and sports), and security that are represented through the flagship program of both physical and non-physical which produces an output in the form of provision of facilities for the necessities of life for the people that ultimately have an impact on improving people's welfare. The researcher concluded that in the industrialized world, CSR is an appropriate step for the corporation in carrying out its responsibilities and this is in accordance with the regulations that govern it.

Keywords : Responsibility, Corporate Social Responsibility, Community