

**MODEL KOMUNIKASI TANGGUNG JAWAB SOSIAL PERUSAHAAN
DALAM MENGEMBANGKAN WIRAUSAHA SOSIAL
(Studi Kasus di PT. Indonesia Power UPJP Kamojang)**

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ABSTRAK

Penelitian ini mengkaji model komunikasi tanggung jawab sosial perusahaan (CSR) wirausaha di PT. Indonesia Power UPJP Kamojang. Peneliti memfokuskan pada sejumlah aspek; kepemimpinan dan komitmen, keterlibatan pemangku kepentingan, kebijakan dan struktur organisasi, serta pelaksanaan, pemantauan, tindakan korektif. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Wawancara mendalam dilakukan terhadap empat anggota perusahaan yaitu General Manager, Manajer Administrasi, Supervisor, dan Staf Humas, serta tiga pemangku kepentingan, Ketua UKM Kamojang, Kepala Dusun, dan Staf Disperindag. Hasil penelitian menunjukkan empat karakteristik CSR wirausaha. Pertama, kebijakan CSR wirausaha didasari faktor manfaat sosial dan ekonomi dibandingkan aspek legal dan kepemimpinan. Kedua, perusahaan melibatkan sejumlah pemangku kepentingan meliputi UKM, tokoh masyarakat, Dinas Perindustrian dan Perdagangan, instansi keamanan, dan Pemda Kab. Garut serta Kab. Bandung. Ketiga, perusahaan membatasi jumlah dana bantuan terhadap 30 kelompok UKM wirausaha saja, karena keterbatasan anggaran. Keempat, perusahaan melakukan evaluasi secara mandiri, tanpa melibatkan pihak ketiga.

Kata kunci: Model Komunikasi CSR, Wirausaha Sosial, CSR Wirausaha, PT. Indonesia Power

**CORPORATE SOCIAL RESPONSIBILITY (CSR) COMMUNICATION
MODEL IN DEVELOPING SOCIAL ENTREPRENEUR
(Case Study at PT. Indonesia Power UPJP Kamojang)**

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ABSTRACT

This study examines the entrepreneurial CSR communication model at PT. Indonesia Power UPJP Kamojang. The researcher focused on various aspects such as leadership and commitment, stakeholders involvement, policy and organizational structure, as well as implementation, monitoring, and corrective actions. The research method used is qualitative with a case study approach. In-depth interview were carried out to four members of company, which are The General Manager, The Administration Manager, The Supervisor, and Public Relations Staff, as well as three stakeholders consisted of The Head of SME Kamojang, The Village Chief, and Staff of Disperindag (Department of Industry and Commerce). The results of the study showed four characteristics of entrepreneurial CSR. Firstly, the entrepreneurial CSR policies are based on social and economic benefit rather than the legal and leadership aspects. Secondly, the company involves various shareholders including SME, community leaders, Department of Industry and Commerce, security agencies, and the Government of The Garut Regency and Bandung Regency. Thirdly, the company limits the amount of aid funds to only 30 entrepreneurial SME groups due to budget constraints. Lastly, the company evaluates independently, without the support of any third parties.

Keywords: CSR Communication Model, Social Entrepreneurship, CSR Entrepreneur, PT. Indonesia Power