

ABSTRAK

ANALISIS KEBERHASILAN PRAKTIK *CORPORATE SOCIAL RESPONSIBILITY* (CSR) SERTA KETERKAITANNYA DENGAN PERKEMBANGAN *CSR INDEX* DAN KINERJA LINGKUNGAN

(Studi Kasus Pada PT. INDOCEMENT TUNGGAL PRAKARSA Tbk., Kompleks Pabrik Palimanan, Kabupaten Cirebon)

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Penelitian ini bertujuan untuk menganalisis penerapan program *Corporate Social Responsibility* (CSR) yang dilakukan oleh PT. Indocement Tunggul Prakarsa Tbk., Kompleks Pabrik Palimanan, Kabupaten Cirebon menurut pendapat masyarakat desa binaan dan pendapat pihak internal pelaksana program CSR. Penelitian ini juga menganalisis hubungan keberhasilan penerapan program CSR dengan perkembangan *CSR index* dan kinerja lingkungan.

Jenis penelitian ini adalah studi kasus dengan menggunakan pendekatan penelitian kombinasi (*mixed methods*). Data diperoleh melalui dokumentasi, wawancara, dan kuesioner. Teknik analisis data adalah desain *sequential explanatory*/urutan pembuktian.

Hasil penelitian ini menunjukkan PT. Indocement Tunggul Prakarsa Tbk., Kompleks Pabrik Palimanan, Kabupaten Cirebon berhasil menerapkan program CSR. Hal ini ditandai dengan kesesuaian antara program CSR yang dijalankan oleh perusahaan dengan kebutuhan yang diharapkan oleh masyarakat desa binaan. Penerapan program CSR dengan perkembangan *CSR index* mengalami peningkatan tren, sedangkan penerapan program CSR dengan *proper* (kinerja lingkungan) mengalami penurunan tren.

Kata kunci: program CSR, masyarakat desa binaan, pihak internal pelaksana, perkembangan *CSR index*, *proper*, kinerja lingkungan.

ABSTRACT

THE ANALYSIS BETWEEN THE SUCCESS OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM AND ITS RELATIONSHIP WITH CSR INDEX'S GROWTH AND ENVIRONMENTAL PERFORMANCE

(Case Study in PT. Indocement Tunggal Prakarsa Tbk., Palimanan Factory, Cirebon District)

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This research aims to analyze the implementation of Corporate Social Responsibility (CSR) conducted by PT. Indocement Tunggal Prakarsa Tbk., Palimanan Factory, Cirebon District according to the community and employees' opinion. This research also analyze the relationship between the success of Corporate Social Responsibility (CSR) program with CSR index's growth and environmental performance.

This is a case study research using combination of research approaches (mixed methods). Data was obtained through documentation, interview, and questionnaire. The data was analyzed by sequential explanatory design/verification sequence.

The result showed that PT. Indocement Tunggal Prakarsa Tbk., Palimanan Factory, Cirebon District implement CSR program successfully. This was indicated by the conformity between CSR program run by the company with the expected needs of the community. The implementation of CSR program through CSR Index's growth showed an increased trend, while the implementation of CSR Program by proper (environmental performance) indicated a decreased trend.

Keywords: CSR program, community, internal employee, CSR index's growth, proper, environmental performance