

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRAK

PENGARUH LABA TERHADAP *CORPORATE SOCIAL RESPONSIBILITY* DAN DAMPAK *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP KESEJAHTERAAN MASYARAKAT

Studi Kasus Pada PT. Telkom Kandatel Yogyakarta

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Tujuan Penelitian ini adalah untuk mengetahui: 1) pengaruh laba terhadap *corporate social responsibility*; 2) dampak *corporate social responsibility* terhadap kesejahteraan masyarakat.

Penelitian ini dilakukan dengan studi kasus pada PT. Telkom Kandatel Yogyakarta. Teknik pengumpulan data dilakukan dengan cara dokumentasi, kuesioner, dan wawancara. Metode wawancara dan dokumentasi digunakan untuk memperoleh data tentang gambaran umum perusahaan. Metode kuesioner digunakan untuk mengetahui tingkat kesejahteraan masyarakat Yogyakarta penerima bantuan program pembinaan kemitraan dari PT. Telkom Kandatel Yogyakarta.

Berdasarkan hasil analisis data dan pembahasan mengenai pengaruh laba terhadap *corporate social responsibility* dan dampak *corporate social responsibility* terhadap kesejahteraan masyarakat, penelitian ini mengambil kesimpulan bahwa bahwa tingkat laba berpengaruh signifikan terhadap program *Corporate Social Responsibility*. Sedangkan dampak program CSR yang dilakukan oleh PT. Telkom Kandatel Yogyakarta dapat dikatakan mampu meningkatkan kesejahteraan masyarakat secara langsung.

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ABSTRACT

THE INFLUENCE OF EARNINGS TOWARD CORPORATE SOCIAL RESPONSIBILITY AND THE EFFECT OF CORPORATE RESPONSIBILITY TOWARD SOCIETY'S WELFARE A Case Study at PT. Telkom Kandatel Yogyakarta

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The purposes of this study were to know: 1) the influence of earnings toward corporate social responsibility: 2) the effect of corporate social responsibility toward society's welfare.

This study was a case study at PT. Telkom Kandatel Yogyakarta. The Techniques in collecting data were done by using documentation, questionnaire, and interview. Documentation and interview methods were used to get data about general view of the firm. Questionnaire method was used to know the level of Yogyakarta society's welfare who receive partnership development programme from PT. Telkom Kandatel Yogyakarta.

Based on the data analysis and discussion about the influence of earnings toward corporate social responsibility and the effect of corporate social responsibility toward society's welfare, it could be concluded that the level of earnings had significant influence toward corporate social responsibility programme. While the effect of CSR programme in PT. Telkom Kandatel Yogyakarta was able to directly increase the society's welfare.