

## ABSTRAK

### **EVALUASI IMPLEMENTASI PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR) PENGELOLAAN PANTAI (Studi Kasus di Pantai Somandeng, Kabupaten Gunungkidul, DIY)**

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Penelitian ini bertujuan untuk mengetahui implementasi program *Corporate Social Responsibility* (CSR) yang telah dibuat oleh Pokdarwis Sedyo Rukun dalam pengelolaan Pantai Somandeng, Kabupaten Gunungkidul, DIY. Penelitian ini penting bagi Pokdarwis untuk mengevaluasi program CSR yang telah dibuat.

Jenis penelitian ini adalah studi kasus. Teknik pengumpulan data menggunakan *checklist*, wawancara dan kuesioner. Teknik analisis yang digunakan merupakan studi deskriptif dengan pendekatan kualitatif.

Hasil penelitian ini menunjukkan, mengacu pada tiga kondisi implementasi program CSR menurut Solihin (2009), 1) program indikator *effluent* dan limbah berkaitan dengan program penyediaan tong sampah dinilai kurang baik karena belum memenuhi kondisi ke tiga, 2) program indikator *effluent* dan limbah berkaitan dengan program kerja bakti dinilai baik karena telah mencakup 3 kondisi, 3) program indikator keanekaragaman hayati berkaitan dengan pembuatan peraturan mengenai penangkapan ikan dan menjaga keanekaragaman hayati dinilai cukup baik karena sudah mencakup tiga kondisi namun masih ada masalah yang dapat ditanggulangi, 4) program indikator kesehatan dan keselamatan pelanggan berkaitan dengan menjamin keselamatan, dan menjamin keamanan pengunjung dinilai cukup baik karena sudah mencakup tiga kondisi namun masih ada masalah yang dapat ditanggulangi.

Kata kunci: *Corporate Social Responsibility*, implementasi Program CSR, pembangunan berkelanjutan.

**ABSTRACT**

**EVALUATION CORPORATE SOCIAL RESPONSIBILITY (CSR)  
IMPLEMENTATION AT BEACH MANAGEMENT  
(Case Study at Somandeng Beach, Gunungkidul Regency, Special Region of  
Yogyakarta)**

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*This study aims to determine the Corporate Sosial Responsibility (CSR) implementation that has been proposed by Pokdarwis Sedyo Rukun at Somandeng Beach, Gunung Kidul Regency, Special Region of Yogyakarta. This research is important for Pokdarwis to evaluate their CSR programs.*

*The type of this research is a case study. Data collection techniques used are checklist, interviews, and questionnaires. The analysis technique used is descriptive study with qualitative approach.*

*The results showed that referring to the three conditions of CSR implementation according to Solihin (2009), 1) effluent and waste indicator program that related to garbage cans was considered not good enough because it was not fulfill the third condition, 2) effluent and waste indicator that related to mutual cooperation was considered good because it fulfilled the three condition, 3) biodiversity indicator program that related to making the regulation on fishing and preserving biodiversity was considered quite good because it has fulfilled the three conditions although there was still problem that should be solved, 4) customers health and safety indicators related to ensuring safety, and ensuring visitor safety were considered quite good because they already fulfilled the three conditions although there was still problem that should be solved.*

*Keyword: corporate sosial responsibility, implementation of csr programs, sustainable development*