

ABSTRAK

IMPLEMENTASI *CORPORATE SOCIAL RESPONSIBILITY* (CSR) PT. TWC BOROBUDUR, PRAMBANAN DAN RATU BOKO TERHADAP PENINGKATAN KESEJAHTERAAN MASYARAKAT (Studi Kasus di Kecamatan Borobudur, Magelang, Jawa Tengah)

Yulia Ratna Wulandari
NIM : 142114078
Universitas Sanata Dharma
Yogyakarta
2018

Penelitian ini bertujuan untuk mengetahui implementasi program *Corporate Social Responsibility* (CSR) melalui Program Kemitraan dan Bina Lingkungan PT. TWC Borobudur, Prambanan dan Ratu Boko terhadap peningkatan kesejahteraan masyarakat penerima CSR. Hasil penelitian ini penting bagi PT. TWC Borobudur, Prambanan dan Ratu Boko untuk mengevaluasi program CSR.

Jenis penelitian ini merupakan studi kasus. Data diperoleh melalui wawancara, kuesioner dan dokumentasi. Teknik analisis yang digunakan merupakan studi deskriptif dengan pendekatan kualitatif.

Hasil penelitian menunjukkan bahwa sebesar 90% masyarakat di Kecamatan Borobudur, Magelang, Jawa Tengah mengalami peningkatan kesejahteraan hidup melalui pemberian pinjaman lunak.

Kata kunci: *corporate social responsibility*, pengembangan masyarakat, kesejahteraan masyarakat

ABSTRACT

IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PT TWC BOROBUDUR, PRAMBANAN DAN RATU BOKO TOWARD THE IMPROVEMENT SOCIETY WELFARE

(Case Study in Borobudur District, Magelang, Central Java)

Yulia Ratna Wulandari
NIM: 142114078
Santa Dharma University
Yogyakarta
2018

This study aims to determine the implementation of Corporate Social Responsibility (CSR) of PT TWC Borobudur, Prambanan dan Ratu Boko through Partnership and Community Development Program toward improving the society welfare. The research is important for PT TWC Borobudur, Prambanan dan Ratu Boko to evaluate their CSR program.

This type of research is a case study. Data obtained through interviews, questionnaires and documentation. The analysis technique used is descriptive qualitative approach.

The results showed that 90% of respondents in the distric of Borobudur, Magelang, Central Java experienced an increase their welfare due to granting of low interest lending by PT TWC Borobudur, Prambanan dan Ratu Boko.

Keywords: corporate social responsibility, community development, social welfare