

ABSTRAK

PERAN PERUSAHAAN KELAPA SAWIT PT PARNA AGROMAS TERHADAP KESEJAHTERAAN EKONOMI MASYARAKAT YANG TIDAK BEKERJA PADA PERUSAHAAN DI DESA SEMADU KABUPATEN SEKADAU KALIMANTAN BARAT

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Penelitian ini bertujuan untuk mengetahui peran perusahaan kelapa sawit terhadap kesejahteraan ekonomi masyarakat yang tidak bekerja pada perusahaan dilihat dari: (1) pembelian Tandan Buah Segar (TBS) milik petani mandiri, (2) perbaikan jalan dan jembatan, (3) bantuan sosial. Sumber data primer dan sekunder. Data diperoleh dengan wawancara kepada perusahaan bagian *Corporate Social Responsibility* (CSR), Kepala Desa serta empat orang masyarakat di desa Semadu, dokumentasi serta observasi dilapangan secara langsung. Analisis data menggunakan teknik analisis data model Miles dan Huberman. Hasil penelitian menunjukkan bahwa: (1) perusahaan berperan dalam meningkatkan ekonomi masyarakat melalui pembelian Tandan Buah Segar (TBS), (2) perusahaan berperan dalam meningkatkan ekonomi masyarakat dengan jalan dan jembatan yang bagus sehingga akses menjadi lancar, (3) perusahaan berperan dalam meningkatkan ekonomi masyarakat melalui bantuan sosial yang diberikan kepada masyarakat.

Kata kunci: peran perusahaan kelapa sawit, kesejahteraan ekonomi, tidak bekerja di perusahaan, pembelian Tandan Buah Segar (TBS), perbaikan jalan dan jembatan, bantuan sosial.

ABSTRACT

THE ROLE OF PALM OIL COMPANY PT PARNA AGROMAS ON THE ECONOMIC WELFARE OF THE COMMUNITY THAT DOESN'T WORK AT THE COMPANY IN SEMADU VILLAGE, SEKADAU REGENCY, WEST KALIMANTAN

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This study aims to determine the role of oil palm companies on the economic welfare of the people who do not work for the company seen from: (1) purchasing fresh fruit bunches owned by independent farmers, (2) repairing roads and bridges, (3) social assistance. Primary and secondary data sources. The data was obtained by interviewing the Corporate Social Responsibility (CSR) division of the company, the village chief, and four citizens in the Semadu village, documentation, and direct field observations. The data analysed by using data analyzed techniques Miles and Huberman models. The results of the study indicate that: (1) the company plays a role in improving the community's economy through the purchase of Fresh Fruit Bunches (FFB), (2) the company plays a role in improving the community's economy with good roads and bridges in order to provide access to the village, (3) the company plays a role in improving the community's economy through social assistance to the community.

Keywords: the role of oil palm companies, economic prosperity, not working in the company, purchasing Fresh Fruit Bunches (FFB), repairing roads and bridges, social assistance.

