

ABSTRAK

ANALISIS EFEKTIVITAS *CORPORATE SOCIAL RESPONSIBILITY* (CSR) MENURUT PERSEPSI MASYARAKAT

(Studi Kasus pada CSR PT Sinergi Gula Nusantara PG Pesantren Baru terhadap Masyarakat Lingkungan Dander Kelurahan Ketami Kecamatan Pesantren Kota Kediri)

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Penelitian ini bertujuan untuk mengetahui efektivitas program *Corporate Social Responsibility* (CSR) yang dilaksanakan oleh PT Sinergi Gula Nusantara PG Pesantren Baru terhadap masyarakat di Lingkungan Dander Kelurahan Ketami Kecamatan Pesantren Kota Kediri. Penelitian ini penting untuk mengetahui sejauh mana program CSR yang dijalankan perusahaan dapat memberikan manfaat nyata dan diterima secara positif oleh masyarakat yang berada di sekitar wilayah operasional perusahaan.

Jenis penelitian ini adalah studi kasus dengan pendekatan deskriptif kualitatif. Penelitian ini dilaksanakan di Lingkungan Dander Kelurahan Ketami Kecamatan Pesantren Kota Kediri. Subjek dalam penelitian ini adalah masyarakat Lingkungan Dander Kelurahan Ketami Kecamatan Pesantren Kota Kediri sebagai penerima manfaat program CSR. Teknik pengumpulan data yang digunakan adalah wawancara, dokumentasi. Teknik analisis data yang digunakan yaitu model analisis Miles dan Huberman dengan tahapan pengumpulan data, mereduksi data, menyajikan data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa efektivitas program CSR PG Pesantren Baru dapat dinilai dari empat indikator. Ketepatan sasaran dikategorikan cukup efektif karena bantuan telah merata dan berhasil menjangkau masyarakat terdampak di lingkungan ring satu. Sosialisasi dinilai kurang efektif karena komunikasi antar perusahaan dan masyarakat terkait CSR terbatas dan perangkat desa belum terlibat penuh. Tujuan dikategorikan cukup efektif dalam membangun hubungan harmonis, didukung oleh upaya perusahaan dalam aspek ekonomi dan lingkungan meskipun belum optimal. Pemantauan dikategorikan kurang efektif karena belum terdapat evaluasi formal yang melibatkan masyarakat serta pengawasan terhadap beberapa program CSR yang masih berjalan belum optimal.

Kata Kunci: *Corporate Social Responsibility* (CSR), Efektivitas, Persepsi masyarakat.

ABSTRACT

ANALYSIS OF THE EFFECTIVENESS OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ACCORDING TO PUBLIC PERCEPTION

(Case Study on CSR of PT Sinergi Gula Nusantara PG Pesantren Baru towards the Community of Dander Environment Ketami Subdistrict Pesantren District Kediri City)

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This study aims to determine the effectiveness of the Corporate Social Responsibility (CSR) program implemented by PT Sinergi Gula Nusantara PG Pesantren Baru towards the community in the Dander Environment Ketami Village Pesantren District Kediri City. This study is important to determine the extent to which the CSR program run by the company can provide real benefits and be positively received by the community around the company's operational area.

This type of research is a case study with a qualitative descriptive approach. This research was conducted in the Dander Community Ketami Village Pesantren District Kediri City. The subjects in this study were the Dander Community Ketami Village Pesantren District Kediri City as beneficiaries of the CSR program. The data collection techniques used were interviews, documentation. The data analysis technique used is the Miles and Huberman analysis model with the stages of data collection, data reduction, data presentation, and drawing conclusions.

The results of the study indicate that the effectiveness of the PG Pesantren Baru CSR program can be assessed from four indicators. Target accuracy is categorized as quite effective because assistance has been evenly distributed and has succeeded in reaching the affected community in the ring one environment. Socialization is considered less effective because communication between the company and the community regarding CSR is limited and village officials have not been fully involved. The objectives are categorized as quite effective in building harmonious relationships, supported by the company's efforts in economic and environmental aspects although not yet optimal. Monitoring is categorized as less effective because there has been no formal evaluation involving the community and supervision of several CSR programs that are still running is not optimal.

Keywords: Corporate Social Responsibility (CSR), Effectiveness, Public Perception.