

ABSTRAK

EVALUASI IMPLEMENTASI KONSEP *SUSTAINABLE DEVELOPMENT* DALAM PROGRAM *Corporate Social Responsibility* (CSR) PERUSAHAAN TEKSTIL

(Studi Kasus Pada PT. SRITEX Sukoharjo)

Reza Bambang Hermanto

NIM : 082114091

Universitas Sanata Dharma

Yogyakarta

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Tujuan penelitian ini adalah untuk mengevaluasi apakah implementasi program *Corporate Social Responsibility* (CSR) di PT. Sritex sudah sesuai dengan konsep *sustainable devevelopment*. Latar belakang penelitian ini adalah pentingnya perusahaan melaksanakan program CSR yang berkelanjutan.

Jenis penelitian ini adalah studi kasus pada PT. Sritex Sukoharjo. Data diperoleh melalui dokumentasi, wawancara dan kuesioner. Wawancara digunakan untuk memperoleh gambaran umum CSR perusahaan dan jawaban responden mengenai implementasi CSR secara lebih mendalam. Sedangkan kuesioner digunakan untuk mengetahui persepsi penerima program CSR . Teknik analisis data yang digunakan adalah deskriptif kualitatif.

Hasil penelitian ini menunjukkan indeks CSR PT. Sritex sebesar 0,88. Menurut indeks Hackston dan Milne hasil tersebut adalah tinggi. Secara umum program CSR yang dilaksanakan perusahaan sudah sesuai dengan konsep *sustainable development*.

Kata kunci: *CSR, sustainable development*

ABSTRACT

**EVALUATION OF SUSTAINABLE DEVELOPMENT CONCEPT IN THE
CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM
IMPLEMENTED IN A TEXTILE COMPANY**
(A Case Study on PT. SRITEX Sukoharjo)

Reza Bambang Hermanto
NIM : 082114091
Sanata Dharma University
Yogyakarta
2013

The aim of this research is to evaluate whether the Corporate Social Responsibility (CSR) program implemented in PT. Sritex in accordance with sustainable development concept. The background of this research is the importance of companies implementing sustainable CSR program.

Type of this research is a case study on PT. Sritex Sukoharjo. The data were collected by documentation, interview, and questionnaire. Overview of the company's CSR programs and respondents' comments regarding implementation of CSR were collected through interview. The questionnaire was employed to obtain respondents' perception of the CSR program. The data analysis technique was qualitative descriptive method.

The result showed that CSR's Index at PT. Sritex was 0.88. It means that the index is high. In general, CSR program implemented in this company was in accordance with sustainable development concept.

Keywords: *CSR, sustainable development*