

Community Perspective on the Implementation of Corporate Social Responsibility Programs (Case Study of PT. Semen Indonesia in Gresik City)

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ABSTRACT

Companies and the community certainly have different perspectives on CSR programs, so this study aims to explore information related to the perspective of the Gresik city community regarding the accuracy of a CSR program and how PT Semen Indonesia (Persero) Tbk's CSR program is implemented in Gresik City. PT. Semen Indonesia (Persero) Tbk. Is one of the companies that was once located in the city of Gresik and has been running CSR programs for years. This study aims to determine how the community acceptance of the CSR program of PT. Semen Indonesia and how the application of CSR program of PT. Semen Indonesia in the city of Gresik.

This study uses a descriptive qualitative approach. Data collection was obtained through in-depth interviews, observation, and documentation. The data for this research were obtained from three key informants and supporting informants who are village communities in Gresik City who have received PT. Semen Indonesia (Persero) Tbk.

This research found that the community has expectations of the CSR program so that the program can contribute to improving the community's economy. PT Semen Indonesia (Persero) Tbk provides CSR programs in the form of regular training and basic food assistance. The program is considered appropriate and in accordance with community expectations. However, the program has yet to be identified regarding the application of the CSV concept.

Key words: CSR; CSV

Perspektif Masyarakat Terhadap Penerapan Program Corporate Social Responsibility (Studi Kasus PT. Semen Indonesia di Kota Gresik)

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ABSTRAK

Perusahaan dan Masyarakat tentunya berkemungkinan memiliki perspektif yang berbeda terhadap program CSR, sehingga penelitian ini bertujuan untuk menggali informasi terkait bagaimana perspektif masyarakat kota Gresik terhadap ketepatan suatu program CSR dan bagaimana pelaksanaan program CSR PT Semen Indonesia (Persero) Tbk di Kota Gresik.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Pengambilan data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi. Data Penelitian ini diperoleh dari tiga informan kunci dan informan pendukung yang merupakan masyarakat desa di Kota Gresik yang menerima program CSR PT. Semen Indonesia (Persero) Tbk.

Penelitian ini menemukan bahwa masyarakat memiliki ekspektasi terhadap program CSR agar program tersebut dapat berkontribusi terhadap peningkatan ekonomi masyarakat. PT Semen Indonesia (Persero) Tbk memberikan program CSR berupa pelatihan dan bantuan sembako secara rutin. Program tersebut dirasa sudah tepat dan sesuai dengan ekspektasi masyarakat. Namun, program tersebut belum dapat diidentifikasi mengenai penerapan konsep CSV nya.

Kata kunci : CSR; CSV