

ABSTRAK

Implementasi Corporate Social Responsibility (CSR) berbasis Community Relations pada CV. Rezki Abadi-Kota Balikpapan

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Corporate Social Responsibility (CSR) merupakan kegiatan yang muncul dengan tujuan mewujudkan kesejahteraan lingkungan dan sosial. Kegiatan ini digolongkan dalam sebuah program yang dilaksanakan oleh perusahaan atau organisasi dalam memenuhi tanggung jawab terhadap kesejahteraan lingkungan dan sosial. Perubahan zaman menjadikan implementasi dari Corporate Social Responsibility (CSR) akhirnya perlu memperhatikan kesejahteraan masyarakat secara lebih lanjut dengan menempatkan masyarakat sebagai bagian dari perusahaan tersebut, diartikan sebagai Community Relations. Penelitian ini bertujuan untuk membahas dan menganalisis implementasi dari penerapan Corporate Social Responsibility (CSR) berbasis Community Relations di CV. Rezki Abadi kemudian dilihat aspek CSR dalam dimensi hubungan organisasi dengan komunitas yaitu Community Involvement, Community Investment, Community. Penelitian ini dilakukan dengan menggunakan metode kualitatif dengan jenis data primer dan skunder melalui proses wawancara dan observasi. Hasil dari penelitian ini adalah perusahaan berhasil mengintegrasikan CSR ke dalam strategi bisnis mereka dan memperhatikan kebutuhan dan harapan masyarakat sekitar dengan melakukan program kerja berupa kegiatan amal, kontribusi pendanaan pembangunan fasilitas umum, pemberdayaan karyawan, membuka lapangan pekerjaan, dan supplier program. Dimana dalam setiap program kerja, mengindikasikan adanya bentuk implementasi Corporate Social Responsibility (CSR) berbasis Community Involvement, Community Investment, dan Community Commitment, terkecuali pada program yang sarannya adalah internal perusahaan dan tidak melibatkan komunitas luas (masyarakat).

Kata Kunci: Corporate Social Responsibility (CSR), Community Relations, CV. Rezki Abadi Kota Balikpapan

ABSTRACT

Implementation of Community Relations-based Corporate Social Responsibility (CSR) Programs at CV. Rezki Abadi-Balikpapan City

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Corporate Social Responsibility (CSR) is an activity that appears with the aim of realizing environmental and social welfare. These activities are included in programs implemented by companies or organizations to fulfill their responsibilities towards environmental and social welfare. Changing times make the implementation of Corporate Social Responsibility (CSR) finally need to pay more attention to the welfare of the community by placing the community as part of the company, interpreted as Community Relations. This study aims to discuss and analyze the implementation of Community Relations-based Corporate Social Responsibility (CSR) in CV. Rezki Abadi then looks at CSR aspects in the dimensions of organizational relations with the community, namely Community Involvement, Community Investment, and community. This research was conducted using qualitative methods with primary and secondary data types through interviews and observations. The results of this study show that companies have succeeded in integrating CSR into their business strategy and paying attention to the needs and expectations of the surrounding community by carrying out work programs in the form of charity activities, contributing to financing the construction of public facilities, empowering employees, creating jobs, and implementing supplier programs. In each work program, there is a form of implementation of Corporate Social Responsibility (CSR) based on Community Involvement, Community Investment, and Community Commitment, except for programs whose targets are internal companies and do not involve the wider community.

Keyword: Corporate Social Responsibility (CSR), Community Relations, CV. Rezki Abadi Kota Balikpapan