

MAKNA KESEJAHTERAAN DAN CITRA POSITIF
PADA MASYARAKAT DESA SUNGAI AUR PASAMAN BARAT
YANG MEMPEROLEH *CORPORATE SOCIAL RESPONSIBILITY* (CSR)
PT BAKRIE PASAMAN PLANTATIONS

ABSTRAK

Oleh

Tio Ananta Ferdiansyah

Penelitian ini bertujuan untuk mengetahui bagaimana makna kesejahteraan masyarakat desa Sungai Aur Pasaman Barat setelah diberlakukannya *corporate social responsibility* (CSR) oleh PT Bakrie Pasaman Plantations dan untuk mengetahui bagaimana penilaian masyarakat desa Sungai Aur Pasaman Barat setelah diberlakukannya *corporate social responsibility* (CSR) oleh PT Bakrie Pasaman Plantations. Penelitian ini menggunakan penelitian kualitatif. Teknik pengumpulan data dilakukan dengan observasi dan wawancara. Peneliti melakukan uji keabsahan data dengan teknik triangulasi berupa membandingkan data hasil wawancara dengan data sekunder penelitian. Analisis data menggunakan analisis deskriptif evaluatif dengan empat langkah berupa reduksi data, *coding qualitative* data, penyajian data dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa program *corporate social responsibility* (CSR) yang telah dilaksanakan oleh PT Bakrie Pasaman Plantations mempunyai makna bagi kesejahteraan masyarakat desa Sungai Aur Pasaman Barat. Masyarakat desa Sungai Aur Pasaman Barat menilai program *corporate social responsibility* (CSR) yang telah dilaksanakan oleh PT Bakrie Pasaman Plantations sudah tepat sasaran dan juga bermanfaat bagi masyarakat.

Kata Kunci: Kesejahteraan, Citra Positif, Corporate Social Responsibility (CSR)

***MEANING OF WELFARE AND POSITIVE IMAGE
IN SUNGAI AUR PASAMAN BARAT SOCIETY
OBTAINING CORPORATE SOCIAL RESPONSIBILITY (CSR)
PT BAKRIE PASAMAN PLANTATIONS***

ABSTRACT

By

Tio Ananta Ferdiansyah

This research aims to know how the welfare of the people of Sungai Aur West Pasaman after the enactment of corporate social responsibility (CSR) by PT Bakrie Pasaman Plantations and to know how the community assessment of Sungai Aur West Pasaman after the enactment of corporate social responsibility (CSR) by PT Bakrie Pasaman Plantations. This research uses qualitative research. Data collection techniques are conducted with observations and interviews. Researchers conducted the validity test of data with triangulation techniques comparing the data of interviews with secondary data research. Data analysis uses evaluative descriptive analysis with four steps in the form of data reduction, coding qualitative data, data presentation and withdrawal of conclusions. The results of this research show that the corporate social responsibility (CSR) program that has been implemented by PT Bakrie Pasaman Plantations has significance for the wellbeing of Sungai Aur West Pasaman people. Sungai Aur West Pasaman people assess the corporate social responsibility (CSR) program that has been implemented by PT Bakrie Pasaman Plantations has been on target and also beneficial for the community.

Keywords: Welfare, Positive Imagery, Corporate Social Responsibility (CSR).