

## ABSTRAK

### **PROGRAM CORPORATE SOCIAL RESPONSIBILITY SEBAGAI UPAYA PENYELESAIAN KONFLIK**

*(Studi Deskriptif Kualitatif Program CSR PT Cita Mineral Investindo Tbk. dalam Menyelesaikan Konflik Terkait Protes Kegiatan Pertambangan Bauksit dengan Masyarakat desa Matan Jaya, Kec Simpang Hilir, Kab Kayong Utara)*

Setia, Wahyu Atmaja. (2021), Program Corporate Social Responsibility Sebagai Upaya Penyelesaian Konflik *(Studi Deskriptif Kualitatif Program Csr Pt Cita Mineral Investindo Tbk. Dalam Menyelesaikan Konflik Terkait Protes Kegiatan Pertambangan Bauksit Dengan Masyarakat Desa Matan Jaya, Kec Simpang Hilir, Kab Kayong Utara)*. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Komunikasi dan Multimedia, Universitas Mercu Buana Yogyakarta. Pembimbing: Kristina Andryani, M.I.Kom.

Penelitian ini bertujuan untuk mengetahui pengaruh program CSR dalam upaya menyelesaikan konflik pada PT Cita Mineral Investindo Tbk atas protes kegiatan Pertambangan Bauksit dengan masyarakat Desa Matan Jaya, Kec Simpang Hilir, Kab. Kayong Utara. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui dengan metode survey (wawancara, observasi serta dokumentasi) dan membaca sumber literasi yang mencakup buku teks, laporan pemerintah data perusahaan, artikel dll. Berdasarkan hasil analisis diperoleh pada kasus PT CMI Tbk, program CSR adalah salah satu strategi yang paling tepat dan efektif dalam membangun *trust*/kepercayaan masyarakat terhadap perusahaan. Program CSR PT CMI Tbk dalam menyelesaikan konflik terkait protes kegiatan pertambangan bauksit dengan masyarakat desa Matan Jaya, Kec. Simpang Hilir, Kab. Kayong Utara melalui serangkaian kegiatan. Dalam hal ini, PT CMI Tbk mengambil Program Pengembangan dan Pernerdayaan Masyarakat (PPM) sebagai upaya menyelesaikan konflik terkait protes pertambangan bauksit dengan masyarakat, kegiatan tersebut diantaranya; kesehatan, pendidikan, ekonomi, infrastruktur, sosial budaya, dan pelestarian lingkungan.

**Kata Kunci:** CSR, Konflik, Pertambangan

## ABSTRACT

### **CORPORATE SOCIAL RESPONSIBILITY PROGRAM AS A CONFLICT RESOLUTION EFFORT**

**(Qualitative Descriptive Study of PT Cita Mineral Investindo Tbk. CSR Program in Resolving Conflicts Related to Bauxite Mining Protests with the Community of Matan Jaya Village, Simpang Hilir District, North Kayong Regency)**

Setia, Wahyu Atmaja. (2021), Corporate Social Responsibility program as a conflict resolution effort (Qualitative Descriptive Study oof the CSR Program of PT Cita Mineral Investindo TBK. In resolving conflicts related to Bauxite mining protests with the community of Matan Jaya Village, Simpang Hilir district, North Kayong Regency). Research, communication an Multimedia, Mercu Buana University Yogyakarta. Supervisor: Kristina Andryani, M.I.Kom.

This study aims to determine the effect of CSR programs in an effort to resolve conflicts at PT Cita Mineral Investindo Tbk over the protest of Bauxite Mining activites with the people of Matan Jaya Village, Simpang Hilir District, North Kayong Regency. This study uses a qualitative research method with a descriptive approach. Data was collected through survey methods (interviews, observations and documentation) and reading literacy sources which included text books, governments reports on company data, articles etc. based on the

analysis results obtained in the case of PT CMI Tbk, the CSR program is one of the most appropriate and effective strategies in building public trust in the company. PT CMI Tbk's CSR program in resolving conflicts related to bauxite mining protests with the community of Matan Jaya village, Simpang Hilir district, North Kayong Regency through a series of activities. In this case, PT CMI Tbk took the Community Development and Empowerment Program (PPM) as an effort to resolve conflicts related to bauxite mining protests with the community, these activities include: health, education, economic, infrastructure, socio-culture, and environmental conservation.

***Keywords: CSR, Conflict, Mining***