

ABSTRAK

Arsyi Khaerunnas : Aktivitas *Corporate Social Responsibility* (CSR) PT. Indocement Tungal Prakarsa Tbk Plant Cirebon Melalui program Desa Binaan.

Latar belakang pada penelitian ini yaitu membahas pentingnya pelaksanaan program *Corporate Social Responsibility* (CSR) sebagai wujud tanggung jawab sosial perusahaan terhadap masyarakat dan lingkungan. PT Indocement Tungal Prakarsa Tbk, sebagai perusahaan besar di sektor industri semen, menjalankan program desa binaan sebagai bentuk kontribusi nyata dalam meningkatkan kesejahteraan masyarakat dan menciptakan hubungan harmonis dengan lingkungan sekitar.

Adapun tujuan dari penelitian ini adalah untuk mengetahui aktivitas CSR PT. Indocement Tungal Prakarsa Tbk yang dilakukan, proses pelaksanaannya, serta mengetahui hasil yang dirasakan oleh masyarakat desa binaan.

Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi, melibatkan informan dari pihak perusahaan dan warga penerima manfaat.

Metode penelitian yang digunakan dalam penelitian ini adalah penelitian kualitatif deskriptif dengan menggambarkan fenomena yang diteliti. Maka dari itu, sumber data dari penelitian ini adalah Staff dan warga binaan. Sedangkan dalam teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi.

Berdasarkan hasil penelitian, aktivitas CSR PT Indocement Tungal Prakarsa Tbk melalui program desa binaan memberikan dampak positif terhadap peningkatan kualitas hidup masyarakat. Program-program yang dilaksanakan dalam bidang pendidikan, kesehatan, ekonomi, dan lingkungan memperlihatkan adanya upaya perusahaan dalam menjaga hubungan sosial yang baik dengan masyarakat, sekaligus memperkuat legitimasi sosialnya sebagai bagian dari keberlanjutan Perusahaan, dibuktikan dengan adanya program bantuan pendidikan berupa beasiswa, P4M (pusat pelatihan pengembangan masyarakat), dilibatkan dalam program Bilikom, dan pelatihan UMKM. Hal tersebut memberikan nilai positif untuk masyarakat dalam meningkatkan skill keterampilan dan keahlian masing-masing individu.

Penelitian ini menyimpulkan bahwa pelaksanaan program *Corporate Social Responsibility* (CSR) oleh PT Indocement Tungal Prakarsa Tbk melalui program desa binaan telah memberikan dampak positif bagi masyarakat sekitar perusahaan. Program CSR yang mencakup bidang pendidikan, kesehatan, ekonomi, dan lingkungan berhasil meningkatkan kualitas hidup, keterampilan, serta kemandirian masyarakat.

Kata Kunci : Aktivitas *Corporate Social Responsibility*, Desa Binaan,

ABSTRACT

Arsyi Khaerunnas: Corporate Social Responsibility (CSR) Activities of PT Indocement Tungal Prakarsa Tbk, Cirebon Plant through the Fostered Village Program.

The background of this research discusses the importance of implementing Corporate Social Responsibility (CSR) programs as a form of corporate social responsibility towards the community and the environment. PT Indocement Tungal Prakarsa Tbk, as a major company in the cement industry sector, carries out a fostered village program as a tangible contribution to improving community welfare and fostering a harmonious relationship with the surrounding environment. The aim of this study is to explore the CSR activities conducted by PT Indocement Tungal Prakarsa Tbk, the implementation process, and the impact felt by the residents of the fostered village.

This research adopts a descriptive qualitative approach, using data collection techniques such as observation, interviews, and documentation, involving informants from both the company and the beneficiaries within the community.

The research method used in this study is a descriptive qualitative approach that illustrates the phenomena being investigated. Therefore, the primary data source in this research is the staff of the Corporate Social Responsibility Department. The data collection techniques employed include observation, interviews, and documentation.

The findings of this research indicate that the CSR activities of PT Indocement Tungal Prakarsa Tbk through the fostered village program have had a positive impact on improving the quality of life within the community. Programs implemented in the fields of education, health, economy, and environment demonstrate the company's efforts to maintain good social relations with the community while strengthening its social legitimacy as part of corporate sustainability. This is evident through educational assistance programs such as scholarships, the P4M (Community Development Training Center), participation in the Bilikom program, and MSME training. These initiatives have provided added value to the community by enhancing individual skills and competencies.

The conclusion of this study indicates that the implementation of the Corporate Social Responsibility (CSR) program by PT Indocement Tungal Prakarsa Tbk through the foster village program has had a positive impact on the surrounding community. The CSR programs, which cover the fields of education, health, economy, and environment, have successfully improved the quality of life, skills, and self-reliance of the local residents.

Keywords: Corporate Social Responsibility Activities, Fostered Village Program