

ABSTRAK

Sri Dela Agistin: Implementasi CSR (*Corporate Social Responsibility*) PT. Astra International Tbk Melalui Program Desa Sejahtera Astra (Studi Deskriptif pada Desa Cigugurgirang, Kecamatan Parongpong, Kabupaten Bandung Barat)

PT. Astra International Tbk merupakan salah satu perusahaan multinasional yang ada di Indonesia yang konsisten dalam menjalankan tanggung jawab perusahaannya. Salah satu program CSR PT. Astra International Tbk yang konsisten dijalankan yaitu Program DSA (Desa Sejahtera Astra). Program DSA merupakan program pengembangan ekonomi desa yang berfokus pada pengembangan produk unggulan desa dan sejalan dengan SDGs (*Sustainable Development Goals*) poin 3, 4, 8, dan 13 yang merupakan tujuan pembangunan berkelanjutan. Program DSA ini telah tersebar di 930 desa, 34 provinsi dan 142 kabupaten se-Indonesia. Desa Cigugurgirang dengan potensi desa yaitu pertanian buah jeruk frimont atau jeruk Lembang, dimana implementasi program DSA yang ada di sana akan berbeda dengan desa DSA lainnya.

Tujuan penelitian ini adalah untuk mengetahui bagaimana tahapan perencanaan, tahapan pelaksanaan, dan tahapan evaluasi kegiatan CSR PT. Astra International Tbk melalui program DSA di Desa Cigugurgirang, Kecamatan Prongpong, Kabupaten Bandung Barat.

Penelitian ini menggunakan konsep *Four Step Public Relations* dengan paradigma konstruktivisme dan pendekatan kualitatif. Metode penelitian deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi partisipatif pasif dan dokumentasi.

Hasil penelitian menunjukkan bahwa: (1) Tahapan perencanaan program terdiri dari pelaksanaan sayembara proposal DSA untuk mencari mitra pendamping atau fasilitator DSA, melaksanakan Bimtek (Bimbingan Teknis) Sosialisasi Awal, Rembuk Desa dan Refleksi Sosial, Pemetaan Sosial dan Organisasi Masyarakat. (2) Tahapan pelaksanaan program meliputi bantuan dana pendampingan DSA, pengadaan alat-alat produktifitas yang dibutuhkan desa, pelatihan dan pendampingan untuk organisasi masyarakat desa, serta penyaluran paket sembako Semangat Saling Bantu. (3) Tahapan evaluasi terdiri dari laporan per bulan dengan *tools Assessment* DSA dan laporan per termin dengan menggunakan *tools* SROI (*Social Return on Investment*).

Kata Kunci: Implementasi, CSR (*Corporate Social Responsibility*), Desa Sejahtera Astra

ABSTRACT

Sri Dela Agistin: Implementation of CSR (Corporate Social Responsibility) PT. Astra International Tbk Through the Astra Welfare Village Program (Descriptive Study in Cigugurgirang Village, Parongpong District, West Bandung Regency) PT.

Astra International Tbk is one of the multinational companies in Indonesia that is consistent in carrying out its corporate responsibilities. One of the CSR programs of PT. Astra International Tbk that is consistently implemented is the DSA Program (Desa Sejahtera Astra. The DSA Program is a village economic development program that focuses on developing superior village products and is in line with SDGs (Sustainable Development Goals) points 3, 4, 8, and 13 which are development goals This DSA program has spread to 930 villages, 34 provinces and 142 regencies throughout Indonesia. Cigugurgirang village with village potential is farming of frimont oranges or Lembang oranges, where the implementation of the existing DSA program will be different from other DSA villages.

The purpose of this research is to find out how the planning stages, implementation stages, and evaluation stages of CSR activities of PT. Astra International Tbk through the DSA program in Cigugurgirang Village, Prongpong District, West Bandung Regency.

This research uses the concept of Four Step Public Relations with constructivism paradigm and qualitative approach. Descriptive research method with data collection techniques through in-depth interviews, passive participatory observation and documentation. The results showed that: (1) The planning stages of the program consisted of implementing a DSA proposal competition to find a partner or DSA facilitator, implementing Bimtek (Technical Guidance) Initial Socialization, Village Consultation and Social Reflection, Social Mapping and Community Organizations. (2) The stages of program implementation include DSA assistance funds, procurement of productivity tools needed by the village, training and assistance for village community organizations, and distribution of basic food packages with the Spirit of Mutual Assistance. (3) The evaluation stage consists of a monthly report using the DSA Assessment tools and a term report using the SROI (Social Return on Investment) tools.

Keywords: Implementation, CSR (Corporate Social Responsibility), Astra Prosperous Village