

ABSTRAK

Nova Damayanti: Implementasi *Corporate Social Responsibility* penyaluran air bersih (Studi Deskriptif pada PT. Indocement Tunggul Prakarsa Tbk Citeureup Bogor)

Corporate Social Responsibility (CSR) menjadi hal penting untuk dilaksanakan oleh suatu perusahaan perseroan yang dalam aktivitas operasinya dapat bersinggung langsung dengan lingkungan hidup dan masyarakat. Program CSR dalam suatu perusahaan dilaksanakan untuk membangun hubungan harmonis antara perusahaan dengan masyarakat, meningkatkan kualitas kehidupan dan lingkungan yang bermanfaat, serta mengembangkan pembangunan ekonomi berkelanjutan. CSR PT. Indocement Tunggul Prakarsa Tbk turut berkontribusi dalam menjalankan amanat Undang-Undang No.40 Tahun 2007 pasal 74 tentang perseroan terbatas (UU PT) yang bertujuan agar CSR PT. Indocement Tunggul Prakarsa Tbk menjalin hubungan baik dengan lingkungan dan masyarakat sekitar melalui program CSR. Perseroan juga berkomitmen untuk mendukung terwujudnya tujuan pembangunan berkelanjutan.

Penelitian ini bertujuan untuk mengetahui proses Implementasi *Corporate Social Responsibility* PT. Indocement program penyaluran air bersih melalui 1) merumuskan masalah, 2) proses perencanaan, 3) proses pelaksanaan, serta 4) tahap evaluasi.

Penelitian ini menggunakan konsep teori *Four Step Public Relations* dengan paradigma konstruktivisme dan pendekatan kualitatif. Metode penelitian deskriptif dengan teknik pengumpulan data yang digunakan Penelitian ini menggunakan paradigma konstruktivisme dan menggunakan sumber data primer dan data sekunder, serta teknik pengumpulan data yang digunakan ialah melalui observasi dan wawancara mendalam.

Hasil penelitian dapat disimpulkan bahwa CSR PT. Indocement Tunggul Prakarsa Tbk sudah melakukan implementasi CSR, melalui: (1) tahap merumuskan masalah dengan melakukan analisa keadaan lingkungan serta perilaku masyarakat, (2) proses perencanaan melalui strategi perencanaan dalam implementasi, serta pentingnya implementasi CSR, (3) proses pelaksanaan dengan pelaksanaan sosial, serta langkah-langkah pelaksanaan, (4) evaluasi melalui hasil pelaksanaan, serta penilaian pelaksanaan program penyaluran air bersih.

Kata Kunci: Implementasi, *Corporate Social Responsibility*, Penyaluran Air Bersih.

ABSTRACT

Nova Damayanti: Implementation *Corporate Social Responsibility* distribution of clean water (Descriptive Study at PT. Indocement Tunggul Prakarsa Tbk Citeureup Bogor)

Corporate Social Responsibility (CSR) is an important thing to be carried out by a limited liability company which in its operational activities can be in direct contact with the environment and society. CSR programs within a company are implemented to build harmonious relations between the company and the community, improve the quality of life and a beneficial environment, and develop sustainable economic development. CSR PT. Indocement Tunggul Prakarsa Tbk contributes to carrying out the mandate of Law No. 40 of 2007 article 74 concerning Limited Liability Companies (UU PT) which aims to make CSR PT. Indocement Tunggul Prakarsa Tbk maintains good relations with the environment and surrounding communities through its CSR Program. The Company is also committed to supporting the realization of the Sustainable Development Goals.

This study aims to determine the process of implementing *Corporate Social Responsibility* PT. Indocement's clean water distribution program goes through 1) problem formulation, 2) planning process, 3) implementation process, and 4) evaluation stage.

This study uses the concept of theory *Four Step Public Relations* with constructivism paradigm and qualitative approach. Descriptive research method with data collection techniques used This study uses a constructivism paradigm and uses primary data sources and secondary data, as well as data collection techniques used are through observation and in-depth interviews.

The results of the study can be concluded that CSR PT. Indocement Tunggul Prakarsa Tbk has carried out CSR implementation, through: (1) the stage of formulating a problem by analyzing environmental conditions and community behavior, (2) the planning process through strategic planning in implementation, and the importance of CSR implementation, (3) the implementation process with social implementation , as well as implementation steps, (4) evaluation through implementation results, as well as evaluation of the implementation of the clean water distribution program.

Keywords: Implementation, *Corporate Social Responsibility*, Distribution of Clean Water.