

ABSTRAK

Salma Aura Dewi: Manajemen *Corporate Social Responsibility* (CSR) PT. Kereta Api Indonesia (Persero) Melalui Program *Marching Band Locomotive*.

Penelitian ini mengenai Manajemen *Corporate Social Responsibility* (CSR) PT. Kereta Api Indonesia (Persero) melalui Program *Marching Band Locomotive*. CSR didefinisikan sebagai bentuk komitmen bisnis antar *stakeholder* internal dan eksternal perusahaan untuk bersinergi dengan tujuan memberi kebermanfaatn bagi sesama. Program *Marching Band Locomotive* adalah salah satu program unggulan dalam bidang kesenian yang dikembangkan oleh unit *Corporate Social Responsibility* (CSR) PT. Kereta Api Indonesia (Persero) dan melibatkan karyawan, keluarga karyawan, dan pelajar di Kota Bandung.

Tujuan penelitian ialah untuk memahami proses manajemen CSR pada program *Marching Band Locomotive*, dengan mengacu pada konsep manajemen CSR yang dikemukakan oleh Jackie Ambadar. Konsep tersebut mencakup tiga tahap: menentukan kebutuhan, merencanakan aksi pelaksanaan, dan melakukan monitoring, evaluasi, serta audit sosial.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif. Metode yang digunakan yaitu deskriptif kualitatif dengan teknik mengumpulkan data melalui wawancara dan observasi digital.

Hasil penelitian menunjukkan bahwa manajemen *Corporate Social Responsibility* (CSR) PT. Kereta Api Indonesia (Persero) melalui Program *Marching Band Locomotive* telah sejalan dengan konsep manajemen CSR yang dikemukakan oleh Jackie Ambadar. Tahap menentukan kebutuhan mencakup upaya mewedahi keterampilan masyarakat dalam bidang kesenian. Tahap perencanaan program mencakup pembentukan unit *Marching Band Locomotive* dan pelaksanaan program sesuai dengan rencana. Tahap *monitoring* berfokus pada pengawasan jalannya program sesuai dengan rencana yang telah ditetapkan. Terakhir, tahap evaluasi dan audit sosial menunjukkan bahwa program berjalan dengan baik dan memberikan manfaat bagi para pemangku kepentingan.

Kata Kunci: CSR, Manajemen, Seni, Musik, *Marching Band*.

ABSTRACT

Salma Aura Dewi: *Corporate Social Responsibility (CSR) Management of PT. Kereta Api Indonesia (Persero) in the Marching Band Locomotive Program.*

This research concerns the Management of Corporate Social Responsibility (CSR) of PT. Kereta Api Indonesia (Persero) in the Locomotive Marching Band Program. CSR is defined as a form of business commitment between internal and external company stakeholders to synergize with the aim of providing benefits to others. The Locomotive Marching Band Program is one of the leading programs in the field of arts developed by the Corporate Social Responsibility (CSR) unit of PT. Kereta Api Indonesia (Persero) and involve employees, employees' families, and students in the city of Bandung. The research objective is to understand the CSR management process in the Locomotive Marching Band program, with reference to the CSR management concept put forward by Jackie Ambadar. The concept includes three stages: determining needs, planning implementation actions, and conducting monitoring, evaluation, and social audits.

Constructivism paradigm with a qualitative approach is used in this study. The method used is descriptive qualitative with data collection techniques through interviews and digital observation.

The results showed that the management of Corporate Social Responsibility (CSR) PT. Kereta Api Indonesia (Persero) in the Locomotive Marching Band Program is in line with the CSR management concept put forward by Jackie Ambadar. The stage of determining needs includes efforts to accommodate community skills in the arts. The program planning stage includes the formation of the Locomotive Marching Band unit and the implementation of the program according to plan. The monitoring phase focuses on supervising the running of the program in accordance with a predetermined plan. Finally, the evaluation and social audit stages show that the program is running well and providing benefits to stakeholders.

Keywords: *CSR, Management, Art, Music, Marching Band*