

Model pernyataan kebutuhan peran fungsi program tanggung jawab sosial perusahaan

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Abstrak

Tesis ini membahas tentang model pernyataan kebutuhan, peran dan fungsi program tanggung jawab sosial perusahaan dengan studi kasus tanggung jawab sosial PT Pembangunan Jaya Ancol (PJA) pada masyarakat sekitar. Dengan fokus pada tiga program tanggung jawab sosial PT PJA, penelitian ini mengamati pelaksanaan tanggung jawab sosial perusahaan serta peran dan fungsinya dalam mengembangkan masyarakat melalui pendekatan kualitatif dengan desain deskriptif. Hasil penelitian ini menemukan bahwa dalam pelaksanaan tanggung jawab sosial PT PJA, model pernyataan kebutuhan masih kuat sekali pengaruh pemberi layanan dan sebagian kelompok masyarakat sehingga berdampak pada kondisi partisipasi, kesadaran, peningkatan kapasitas dan perubahan yang diusung dalam program tanggung jawab sosial perusahaan. Peran dan fungsi tanggung jawab sosial PT PJA juga masih belum optimal dalam mengembangkan masyarakat terutama dalam dimensi sosial, ekonomi dan lingkungan pada masyarakat sekitar. Sebagai kontribusi penelitian ini juga menyumbangkan rencana perbaikan dan pengembangan program tanggung jawab sosial PT PJA agar pemberdayaan pada masyarakat sekitar perusahaan lebih optimal.

<hr>This thesis focusses on community development as part of Corporate Social Responsibility (CSR) activities, with a case study approach at PT Pembangunan Jaya Ancol's CSR program to the neighborhood community. In focus to three selected PT PJA's CSR programs, this research try to observe the purpose statement model, its fuction and role to the community development with descriptive qualitative research design. The results found that the implementation of PT PJA's CSR has been designed based on program implemntor and certain group of community member purpose statement. Set of designed purpose statement in income generation, education and environmental awareness rising for young people program (teens go green) have various effect in implementation of PT PJA's CSR activities. In income generation program has excluded the lower income community member because the income generation program type is not appropriate to them. In education program has create depedency in community level because of the program has employ a part of social development namely social service, without encourage people in the neighborhood to be involved since the begining of the program. On the evironmental awareness raising for young people program has not clear effect to the neighborhood community because it is not based on community. It is also affected to the CSR's fuction and role in community development, where PT PJA's CSR activities have not developed the community optimally. The education program as part of PT PJA's CSR activities has developed only single dimension of community development, namely provides social sevice to community. The diffrent condition happen on an income generation activity as economic dimension of community development, it has created local small industry with using local resources and developed the community in a sub village area (Rukun Warga). On teens go green program, it is difficult to be said has developed the community in corporate's neighborhood because its target group is not the community in the neighborhood but focus on student in the school. As a response to the above findings and

contribution to the community development, this research also provide development plan in order to give better service to empower neighborhood community.