

Implementasi Tanggung Jawab Sosial Perusahaan Melalui Community Development (Studi Evaluasi : Program Sunter Nusa Dua (SNDP) PT Astra International Tbk) = Implementation of Corporate Social Responsibility Through Community Development (Evaluation Study : Sunter Nusa Dua Project (SNDP) PT Astra International Tbk)

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Abstrak

Tesis ini bertujuan untuk mengevaluasi program CSR (Corporate Social Responsibility) yang sedang dilakukan oleh PT Astra International Tbk. (Astra), terutama dalam mewujudkan program-program pemberdayaan masyarakat lokal di sekitar lingkungan Astra. Penelitian ini menggunakan pendekatan kualitatif dan kuantitatif. Pendekatan kualitatif dengan cara melakukan wawancara mendalam dengan key informan dan untuk pendekatan kuantitatif menggunakan metode survei. Pada penelitian ini menggunakan metode evaluasi CIPP (Context, Input, Process, Product) yang bertujuan untuk menilai program comdev yang dilakukan Astra secara komprehensif, mulai dari strategi program, input program, proses program sampai kepada produk program (output). Hasil penelitian ini adalah berupa rekomendasi untuk program SNDP, dan diharapkan dapat meningkatkan efektifitas serta penerimaan program bagi penerima program (beneficiaries).

.....This thesis aims to evaluate the CSR (Corporate Social Responsibility) is being conducted by PT Astra International Tbk. (Astra), especially in realizing the programs of local community empowerment programs around the neighborhood Astra. This study used qualitative and quantitative approaches, qualitative approach by conducting in-depth interviews with key informants and quantitative approaches to using the survey method. In this study, evaluation using CIPP (Context, Input, Process, Product) which aims to assess the program Comdev Astra which was done in a comprehensive, ranging from program strategy (context), program input, process the program until the product (output). The results of this study is a recommendation to Sunter Nusa Dua Project (SNDP), and is expected to improve the effectiveness and acceptance programs for beneficiaries.