

Kontribusi kemitraan rantai pasokan terhadap program corporate social responsibility (CSR) : studi deskriptif CSR PT Unilever Indonesia, TBK- program pengembangan petani kedelai hitam di Desa Pringkuku Kabupaten Pacitan = Supply chain partnership contribution to corporate social responsibility CSR programme a descriptive : studies in CSR PT Unilever Indonesia TBK, black soybean farmer development programme in the Pringkuku Village Pacitan District East Java

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Abstrak

Penelitian ini membahas implementasi, tahapan kemitraan dan manfaat kemitraan rantai pasokan Program Pengembangan Petani Kedelai Hitam (P3KH) terhadap program Corporate Social Responsibility (CSR) PT. Unilever Indonesia, Tbk. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Hasil penelitian menunjukkan, pertama dalam melakukan implementasi kemitraan rantai pasokan sebagai program CSR tahapan need assesment pemetaan sosial penerima manfaat dan potensi wilayah menentukan keberhasilan dan keberlanjutan program. Kedua, terjadinya pergeseran paradigma CSR ke Creating Share Value. Ketiga, kehadiran P3KH di Pringkuku dirasakan manfaatnya bagi sebagian besar petani kedelai hitam, meskipun belum signifikan pada peningkatan pendapatan para petani tetapi tetap dapat menjadi penghasilan tambahan selain pendapatan utamanya. Manfaat bagi Unilever adalah terjaminannya ketersediaan rantai pasokan.

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This study discusses the implementation stages of partnership and the benefits of supply chain partnerships Black Soybean Farmers Development Program (P3KH) on Corporate Social Responsibility (CSR) PT Unilever Indonesia, Tbk. This study used descriptive qualitative approach. The results showed, first in implementing supply chain partnerships as CSR program needs assessment stage of social mapping areas of potential beneficiaries and determine the success and sustainability of the program. Second, a paradigm shift CSR to Creating Share Value. Third, the presence P3KH in Pringkuku perceived benefits for the majority of black soybean farmers, although not significant in increasing farmers' income, but still can be an extra income in addition to its main income. Benefits for Unilever is availability guaranteed of the supply chain.