

Analisis implementasi corporate social responsibility di bidang pendidikan pada PT Elnusa, Tbk = Analisis of corporate social responsibility implementation in education at PT Elnusa, Tbk

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Abstrak

ABSTRAK

Penelitian ini dilakukan untuk menguji pemahaman PT Elnusa, Tbk terhadap Corporate Social Responsibility, mengkaji implementasi program Corporate Social Responsibility PT Elnusa, Tbk di bidang pendidikan dan menganalisis manfaat-manfaat yang ada dari Corporate Social Responsibility yang telah dilakukan perusahaan.

Hasil penelitian menunjukkan bahwa perusahaan memiliki pemahaman yang baik mengenai hakekat Corporate Social Responsibility, tetapi masih memasukan program pelatihan internal sebagai bagian dari program Corporate Social Responsibility perusahaan. Penerapan Corporate Social Responsibility dilakukan di bawah koordinasi dua divisi serta bekerjasama dengan yayasan yang di bentuk untuk itu dan sudah sesuai dengan siklus Plan, Do, Check and Improve (PDCI), serta terdapat manfaat bagi perusahaan, dan lingkungan terkait.

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ABSTRACT

This study was conducted to test the understanding of PT Elnusa, Tbk towards Corporate Social Responsibility, reviewing the implementation of PT Elnusa, Tbk Corporate Social Responsibility programs in education and analyze the existence of the benefit of Corporate Social Responsibility held by the company.

The results showed that the company has a good understanding of the nature of Corporate Social Responsibility, however in practice still in corporate the internal training programs as part of the company's Corporate Social Responsibility programs. Corporate Social Responsibility implementation is done under coordination of two divisions, trough partnership with a foundation which was formed, and in accordance with Plan, Do, Check, Improve cycle and give benefits to corporate, stakeholders and the related environment.