

Proses pelaksanaan program kemitraan sebagai tanggung jawab sosial perusahaan pt adhi karya persero tbk studi deskriptif program kampung adhi di Desa Kota Batu Ciomas Bogor = Process of implementation of partnership program as a corporate social responsibility pt adhi karya persero tbk descriptive studies Kampung Adhi program in Desa Kota Batu Ciomas Bogor

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Abstrak

Skripsi ini bertujuan untuk menggambarkan proses pelaksanaan program kemitraan PT.Adhi Karya (Persero).Tbk secara klaster yang bernama Kampung Adhi yang berlokasi di Ciomas,Bogor khususnya di Desa Kota Batu serta kendala yang dihadapi dalam pelaksanaan program.

Hasil penelitian menunjukkan pelaksanaan program belum dijalankan secara maksimal seperti kegiatan monitoring yang belum dijalankan secara berkala dan mitra binaan tidak mengikuti pembinaan. Selain itu dalam pelaksanaannya juga menghadapi berbagai kendala yang menghambat perkembangan program dan kegiatan usaha.

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This thesis aims to describe the process of implementation of the partnership program PT.Adhi Karya (Persero).Tbk in a cluster named village of Adhi located in Ciomas, Bogor especially in Desa Kota Batu and obstacles faced in the implementation of the program.

The results show the program has not run optimally such as monitoring activities that has not been executed periodically and mitra binaan not follow the guidance. In Addition, implementation are also also face many obstacles that hindering development programs and business activities.