

Program pemberian pinjaman modal kerja usaha kecil menengah sebagai wujud corporate social responsibility (CSR) : studi deskriptif mitra binaan PT. Semen Tonasa Kab. Pangkep, Sulawesi Selatan = The capital lending program SMEs as a form of corporate social responsibility : descriptive study partners PT. Semen Tonasa Kab. Pangkep South Sulawesi

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Abstrak

[ABSTRAK

Tesis ini membahas tentang program pemberian pinjaman modal kerja UKM PT. Semen Tonasa yang telah diatur dalam ketentuan pelaksanaan Program Kemitraan BUMN sebagai bentuk tanggung jawab sosial perusahaan. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Berdasarkan temuan lapangan program pemberian pinjaman modal kerja UKM merupakan program Corporate Social Responsibility, dari Hasil penelitian menyarankan perbaikan dalam pelaksanaan program pemberian pinjaman modal kerja UKM khususnya dalam hal penyeleksian calon mitra binaan, agar program tersebut tepat sasaran dan berkelanjutan.

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ABSTRACT

This thesis discusses the capital loan program providing SMEs PT . Semen Tonasa set out in the provisions of the implementation of the Partnership Program BUMN as a form of corporate social responsibility . This study is a qualitative study with a descriptive design . Based on the findings in the field of working capital loan program providing SMEs is a Corporate Social Responsibility program , from the results suggest an improvement in the implementation of the program of the working capital loans of SMEs in particular in terms of selecting candidates for the partners , so that the program targeted and sustainable.;This thesis discusses the capital loan program providing SMEs PT . Semen Tonasa set out in the provisions of the implementation of the Partnership Program BUMN as a form of corporate social responsibility . This study is a qualitative study with a descriptive design . Based on the findings in the field of working capital loan program providing SMEs is a Corporate Social Responsibility program , from the results suggest an improvement in the implementation of the program of the working capital loans of SMEs in particular in terms of selecting candidates for the partners , so that the program targeted and sustainable ., This thesis discusses the capital loan program providing SMEs PT . Semen Tonasa set out in the provisions of the implementation of the Partnership Program BUMN as a form of corporate social responsibility . This study is a qualitative study with a descriptive design . Based on the findings in the field of working capital loan program providing SMEs is a Corporate Social Responsibility program , from the results suggest an improvement in the implementation of the program of the working capital loans of SMEs in particular in terms of selecting candidates for the partners , so that the program targeted and sustainable .]