

Efektivitas program CSR corporate social responsibility dalam implikasinya terhadap community development dan community relation : studi kasus efektivitas program CSR PT. PLN P3B Jawa-Bali dalam implikasinya terhadap community development dan community relation di wilayah Krukut, Limo, Depok = The effectiveness of CSR program in implication to community development and community relation : case of study CSR program of PT. PLN P3B in region Krukut, Limo, Depok

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Abstrak

Skripsi ini membahas tentang efektivitas program CSR dalam implikasinya terhadap community development dan community relation. Efektivitas program CSR yang berbasis pada community development dilihat dari keberhasilannya meningkatkan kondisi sosial ekonomi masyarakat Krukut. Sementara, efektivitas program CSR yang berbasis pada community relation dilihat dari keberhasilannya membangun dan mempertahankan relasi baik antara PT. PLN P3B dengan masyarakat Krukut. Studi ini menggunakan pendekatan kualitatif dengan melakukan observasi, wawancara mendalam, dan data sekunder. Hasil studi ini menunjukkan bahwa program CSR PT. PLN P3B efektif dalam implikasinya terhadap community development, karena telah berhasil meningkatkan kondisi sosial ekonomi masyarakat Krukut. Program CSR PT. PLN P3B juga efektif dalam implikasinya terhadap community relation, karena telah berhasil membangun dan mempertahankan relasi baik dengan masyarakat Krukut.

*This study discusses the effectiveness of CSR programs in their implications for community development and community relations. The effectiveness of CSR programs based on community development seen from the success in improving socio-economics conditions of Krukut Society. Meanwhile, the effectiveness of CSR programs based on community relations seen from the success in building and maintaining good relationships between PT. PLN P3B with Krukut community. This study used a qualitative approach by observation, depth interview, and secondary data. These studies shows that the CSR program of PT. PLN P3B are effective in its implications for community development, because it has succeeded in improving socio-economics conditions of Krukut society. CSR program of PT. PLN P3B also effective in its implications for community relations, because it has managed to build and maintain good relations with the Krukut society.*