

Perbandingan creating shared value dengan corporate social responsibility: studi pada dairy development program oleh PT. Frisian Flag Indonesia = Comparison between creating shared value and corporate social responsibility: a study of dairy development program by PT. Frisian Flag Indonesia

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Abstrak

Penelitian ini merupakan bentuk penelitian untuk melihat implementasi program CSR PT. Frisian Flag Indonesia, serta untuk melihat persamaan dan perbedaan antara Corporate Social Responsibility dengan Creating Shared Value. Persamaan dan perbedaan antara CSR dan CSV dilihat melalui implementasi program CSR PT. FFI, yaitu Dairy Development Program. Penelitian ini dilaksanakan di Desa Margamukti Kecamatan Pangalengan sebagai cakupan wilayah penelitian dengan populasi sampel peternak sapi perah yang terdaftar sebagai anggota Koperasi Peternak Bandung Selatan Pangalengan. Metode penelitian yang digunakan adalah metode penelitian kuantitatif dengan teknik pengumpulan data menggunakan survey melalui kuesioner. Selain itu, dilakukan pula wawancara mendalam kepada pihak-pihak terkait, observasi, serta studi pusaka sebagai upaya memperkaya data temuan penelitian. Berdasarkan data temuan, program CSR PT. FFI telah memenuhi kelima dimensi CSR, yaitu Legal Administratif, Citra Bisnis, Pengembangan Kapasitas, Kesejahteraan, dan Integrasi. Program CSR PT. FFI juga telah memenuhi dimensi Ekonomi dan Sosial dari CSV, sehingga dapat dikatakan bahwa PT. FFI telah menerapkan CSV pada program tanggung jawab sosialnya.

.....This research is a form of research to look at the implementation of CSR programs of PT. Frisian Flag Indonesia, as well as to see the similarities and differences between Corporate Social Responsibility and Creating Shared Value. Similarities and differences between CSR and CSV is seen through the implementation of CSR programs PT. FFI, namely Dairy Development Program. This research was carried out in the Desa Margamukti sub-district of Pangalengan as coverage area of research with a sample population of dairy farmers who are registered as members of a Koperasi Peternak Bandung Selatan Pangalengan. The research method used is the method of quantitative research data collection technique using a survey through questionnaires. In addition, it conducted in-depth interviews also to related parties, observation, as well as the study of inheritance in an effort to enrich the data research findings. Based on the findings, the CSR program PT. FFI has met the five dimensions of CSR, namely Administrative, Legal, Business Image, capacity development, welfare, and integration. CSR program PT. FFI also has economic and social dimensions meet from CSV, so it can be said that PT FFI has implemented the CSV on its social responsibility program.