

Proses pemberdayaan masyarakat melalui program bank sampah studi deskripsi csr yayasan komatsu Indonesia dalam bank sampah giatt 03 Kelurahan Sukapura = The process of community development through waste bank case study csr model of ykip in community waste bank giatt 03

Sidi Rana Menggala, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20423399&lokasi=lokal>

Abstrak

ABSTRAK

Tesis ini membahas mengenai keterlibatan Yayasan Komatsu Indonesia Peduli (YKIP) melalui program surrounding community development sebagai bentuk pertanggung jawaban sosial / CSR daripada PT. Komatsu Indonesia dalam keterlibatan langsung di masyarakat sekitar perusahaan untuk penguatan ekonominya melalui pembentukan bank sampah di RW. 03, Kelurahan Sukapura. Penelitian ini adalah Studi Deskriptif melalui pendekatan kualitatif.

Hasil penelitian menyarankan bahwa YKIP tetap dilibatkan dalam pembentukan kemandirian ekonomi masyarakat di wilayah sasaran program. Bank sampah GIATT yang pada semulanya dirintis untuk mendukung penguatan ekonomi masyarakat akhirnya membuahkan hasil penguatan ekonomi yang hasil daripada identifikasi proses pemberdayaan masyarakat.

ABSTRACT

This thesis discusses the involvement of Komatsu Indonesia Care Foundation (YKIP) through the surrounding community development program as a form corporate social responsibility of PT. Komatsu Indonesia which in direct involve with communities surrounding the company. The program aims to strengthen the community through its economy by the creating a waste bank in RW. 03, Sukapura district. This research is in the type of Descriptive study with qualitative design.

The results of the study suggest that YKIP remain involved in the formation of community economic independence in the targeted area. Waste bank GIATT was established that on its initiative initiated to support the local sustainable economy independency further on but further on in the research, with the concern of community development.