

Analisis penerapan konsep csr dalam program kemitraan dan bina lingkungan di BUMN: studi pada PTPN VII distrik Bengkulu =  
Analysis of implementation csr concept in partnership and community development program (PKBL) at SOE studies PTPN VII Bengkulu district

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Abstrak

Penelitian ini melakukan analisis penerapan salah satu konsep CSR, yaitu Creating Shared Value (CSV), serta kinerja dan prosedur dalam pelaksanaan Program Kemitraan dan Bina Lingkungan (PKBL) di PTPN VII Distrik Bengkulu. Metode penelitian ini menggunakan analisis data kualitatif, di mana data primer dan sekunder dianalisis berdasarkan teori, fakta, dan standar yang diakui. Kesimpulan yang didapat dari penelitian ini adalah PKBL di PTPN VII Distrik Bengkulu belum melaksanakan konsep CSV namun program tersebut telah memenuhi konsep dasar CSR. Selain itu, kinerja pelaksanaan PKBL sudah mematuhi peraturan yang berlaku serta pelaksanaannya cukup efektif. Walaupun demikian, masih ada hal-hal yang bisa diperbaiki dalam program tersebut sehingga dampak yang dirasakan masyarakat di sekitar perusahaan bisa menjadi lebih besar.

*This study aims to analyze the application of the CSR concept called Creating Shared Value (CSV) and to analyze the performance and procedures in the implementation of Partnership and Community Development Program (PKBL) at PTPN VII Bengkulu District. The primary and secondary data in this study was analyzed based on the theories, facts, and generally accepted standards using the qualitative analysis method. The conclusions of this study is, first, the PKBL program at PTPN VII Bengkulu District has not yet implemented the CSV concept, but the program has met the requirements for the CSR concept. Second, the implementation of PKBL has already complied with the rules and working quite effectively. However, there are still some issues that can be improved in the program so that the effect on society becomes more useful.*