

Dualitas fungsi community development dan community relation program (CSR) perusahaan migas = Duality of community development and community relation functions in CSR program of oil and gas company

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Abstrak

ABSTRAK

Setelah reformasi, berbagai perusahaan melaksanakan program CSR dengan beragam tujuan, ciri dan bentuk. Artikel ini membahas fungsi laten program BROERI PT Pertamina EP Asset 3 Subang Field sebagai instrumen membangun relasi perusahaan dengan stakeholder-nya Community Relation, selain fungsi manifestasinya dalam pengembangan kapasitas dan kemandirian komunitas Community Development. Studi sebelumnya lebih dominan menyoroti dan fokus pada evaluasi fungsi community development dari program CSR, dibanding fungsi community relation-nya. Padahal bagi perusahaan Migas, resiko konflik dengan komunitas dan stakeholder lokal lainnya cenderung tinggi dan perlu dimitigasi dengan program CSR yang tepat. Penulis berargumen bahwa dibalik desainnya yang secara eksplisit diarahkan untuk fungsi manifestasi community development, program CSR juga memiliki fungsi laten yang sangat penting sebagai media komunikasi dan negosiasi dengan stakeholder perusahaan community relation. Hasil penelitian dengan metode kualitatif ini menunjukkan bahwa Program BROERI PT Pertamina EP Asset 3 Subang Field kurang mampu memandirikan dan meningkatkan kapasitas masyarakat. Selain itu, program tersebut juga tidak berfungsi optimal sebagai "Forum Komunikasi" dalam menjaga relasi perusahaan dengan stakeholder lokalnya. Secara konseptual, dalam menilai kinerja program CSR perusahaan Migas, fungsi community relation harus menjadi dimensi dengan bobot yang berimbang dengan fungsi community development.

ABSTRACT

After the reform, various companies implement CSR programs with various goals, features and forms. This article discusses the latent function of BROERI's Program of PT Pertamina EP Asset 3 Subang Field as an instrument to build corporate relation with its stakeholder Community Relation, besides its manifest function in capacity building and community independence Community Development. The previous studies have been more dominant in highlighting and focusing on the evaluation of community development functions of the CSR programs, rather than their community relation function. Whereas for oil and gas companies, the risk of conflict with communities and other local stakeholders tends to be high and needs to be mitigated with appropriate CSR programs. The author argue that behind the design that is explicitly directed to manifest functions community development, the CSR programs also have a very important latent function as a medium of communication and negotiation with community stakeholders community relations. The result of this research with qualitative method shows that BROERI's Program of PT Pertamina EP Asset 3 Subang Field is less able to establish and increase the capacity of community. In addition, the program also does not function optimally as a Communication Forum in maintaining corporate relations with its local stakeholders. Conceptually, in assessing the performance of the CSR program of oil

and gas companies, the function of community relations must be a dimension with a balanced weight with the function of community development.