

Dampak penerapan community development terhadap keberlanjutan usaha pada multinational corporation (studi kasus PT. Riau Andalan Pulp and Paper di Pangkalan Kerinci, Pelalawan, Riau)

Ahmad Fachrudin, author

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Abstrak

One of nowadays paradigm shift in business is to realize that community surrounding is one of the prominent factors that may affect the sustainability of the business organization. So, community development program as corporate social responsibility became so important in international scale business organizations. But, what is actually the advantages of the company if the company concerns to the community surrounding ?

This research is qualitative research with the field observation as primary data and supported by previous research as secondary data. And to answer the question, researcher took PT. RAPP at Pangkalan Kerinci, Pelalawan, Riau province as the research case. The depth interview and field observation based on the several concepts such as corporate social responsibility, community development, and the corporate sustainability. The field observation implemented by doing some inspection about the real condition of research object and indepth interview to several villagers surrounding the company, the staffs on the forestry sector areas, and the management of CD department located on three of ten PT. RAPP's concession areas, namely Pelalawan, Langgam, and Ukui.

PT. RAPP CD program already reached about 14.000 people from about 200 villages surrounding the company. The impact to the community is the shift of resource income, the improvement of education, health, and social infrastructure of community surrounding the company. But still, the dependencies of the community to the program's support will become another problem in the future if it didn't anticipate immediately. Beside obstructed the self-reliance progress of the community, the dependencies will allocate the support of the program to certain location which might interrupt the improvement of program coverage.

However, the changes of community condition brought the advantages to the company as well. Decreasing interruption to the resource input process and cooperative attitude of the community in solving their problem with the company are the impacts of PT. RAPP CD program implementation. The other impact of the CD program is the international recognitions such as ISO 14001 in 2000 and 2001 that might affect the company image in international market.

From the coverage point of view, this research might need improvement in the future. But the social concerns of business organization should paid attention by the' government. Then, from what researcher discovered, the implementation of CD concept by PT. RAPP could be an alternative model for other multinational corporation in creating and maintaining the good relation between the company and the community surrounding.