

Implementasi Bank Sampah dalam Pilar Lingkungan pada Program Kampung Berseri Astra (KBA) di Kelurahan Baktijaya, Depok, Jawa Barat (Studi Deskriptif Pada Program Corporate Social Responsibility PT. Astra International, Tbk) = Implementation of Waste Bank in The Environmental Pillar of The Kampung Berseri Astra (KBA) Program in Baktijaya Village, Depok, West Java (Descriptive Study on Corporate Social Responsibility Program of PT. Astra International, Tbk)

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Abstrak

Penelitian ini mengenai pelaksanaan program CSR PT. Astra International Tbk, khususnya implementasi Bank Sampah dalam pilar lingkungan yang dibahas dari disiplin ilmu kesejahteraan sosial. Penelitian ini dilakukan di KBA Baktijaya Depok pada tahun 2022 karena merupakan salah satu kampung binaan Astra yang berprestasi dalam bidang lingkungan dengan mendapatkan predikat ProKlim Utama (2018-2020). Selain itu, program Bank Sampah dalam pilar lingkungan merupakan salah satu program yang memiliki dampak signifikan bagi warga dan juga berdampak pada pilar kewirausahaan. Penelitian ini menggunakan penelitian kualitatif dengan jenis penelitian deskriptif. Pengumpulan data diperoleh melalui wawancara mendalam terhadap 5 orang informan yang diperoleh dengan teknik purposive sampling. Dari hasil penelitian, diketahui bahwa Astra telah melaksanakan tanggung jawab sosial perusahaan melalui program Kampung Berseri Astra (KBA) yang mengintegrasikan empat pilar. Pilar lingkungan paling berdampak di KBA Baktijaya di mana melalui program Bank Sampah bisa mengembangkan UMKM dari hasil pengolahan sampah anorganik sehingga bisa meningkatkan kemandirian ekonomi. Keberhasilan tersebut didukung oleh keaktifan warga, peran aktif local champion, dan hubungan yang baik antara KBA Baktijaya dengan Astra, Dinas Lingkungan Hidup dan Yayasan Peduli Lingkungan Semut Merah. Sedangkan faktor yang menghambat dikarenakan kurangnya lahan serta sarana dan prasarana, pemasaran produk kerajinan UMKM yang terbatas, aplikasi Bank Sampah dari Astra yang belum berjalan maksimal, serta adanya pembatasan aktivitas karena pandemi Covid-19.

.....This research is about the implementation of the CSR Program of PT. Astra International Tbk, especially about the implementation of the Waste Bank in the environmental pillar which is discussed from social welfare discipline. This research was conducted at the KBA Baktijaya Depok in 2022 because it is one of Astra's fostered villages that has excelled in the environmental field by obtaining the ProKlim Utama title (2018-2020). In addition, the Waste Bank program in the environmental pillar is one of the programs that has a significant impact on residents and also has an impact on the entrepreneurship pillar. This research is a qualitative research with a descriptive type of research. Data collection was obtained through in-depth interviews with 5 informants who were obtained by using purposive sampling technique. From the results of the research, it is known that Astra has implemented corporate social responsibility through the Kampung Berseri Astra (KBA) program which integrates the four pillars. The environmental pillar has the most impact at the KBA Baktijaya where through the Waste Bank program it can develop MSME from processing inorganic waste so that it can increase economic independence. This success was supported by the active participation of the local community, and the good relation between KBA Baktijaya and Astra,

DLH and YPL Semut Merah. While the inhibiting factors are due to a lack of land, facilities and infrastructure, limited marketing of MSME handicraft products, the Waste Bank application from Astra that has not run optimally, and activity restrictions due to the Covid-19 pandemic.