

# Strategi Berkelanjutan Penerapan Corporate Social Responsibility (CSR) (Studi Kasus di PTG Serang - Banten) = Sustainable Implementation Strategy of Corporate Social Responsibility (CSR) (Case Study at PTG Serang - Banten)

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## Abstrak

Perkembangan industri telah menyebabkan terjadinya penurunan daya dukung lingkungan, konflik sosial dan kesenjangan ekonomi. Dunia industri mengembangkan konsep CSR sebagai tanggung jawab terhadap masyarakat. Penelitian ini bertujuan untuk menganalisa penerapan CSR berkelanjutan, mengevaluasi strategi dan merumuskan strategi prioritas program CSR. Pendekatan penelitiannya menggunakan kuantitatif. Metode penelitiannya menggunakan metode gabungan kuantitatif dan kualitatif. Metode analisis untuk menganalisis data kualitatif menjadi data kuantitatif pada penelitian ini adalah Strength, Weakness, Opportunity, Threat (SWOT). Hasil penelitian didapatkan dua rekomendasi strategi penerapan CSR yaitu strategi pemberdayaan; dan strategi pemberian bantuan secara langsung. Strategi pemberdayaan yaitu: membuka program magang, membuat program CSR pemberdayaan UMKM, peningkatan pengetahuan dan kemampuan, memberikan pelatihan keahlian bersertifikat, memberikan penyuluhan pentingnya perilaku sehat. Sementara strategi pemberian bantuan secara langsung yaitu: memberikan bantuan pada instansi pendidikan, bantuan penyediaan air bersih, Memberikan bantuan berupa material sisa produksi. Perusahaan berkewajiban menerapkan CSR tiga bidang pembangunan berkelanjutan yaitu ekonomi, sosial dan lingkungan.

.....Industrial development has caused a decrease in the carrying capacity of the environment, social conflicts, and economic inequality. The industrial world has developed the concept of Corporate Social Responsibility (CSR) as a responsibility to society. This study analyzes the implementation of sustainable CSR, evaluates strategies, and formulates priority strategies for CSR programs. This study uses a quantitative research approach. Furthermore, this study uses a combination of quantitative and qualitative methods. The analytical methods for analyzing qualitative data into quantitative data in this study are the Strength, Weakness, Opportunity, and Threat (SWOT). The study results obtained two recommendations for implementing CSR strategies, namely the empowerment strategy and direct assistance strategies. The empowerment strategies include opening apprenticeship programs, creating MSME empowerment CSR programs, increasing knowledge and skills, providing certified skills training, and providing counseling on the importance of healthy behavior. The strategies for direct assistance include assisting educational institutions, providing clean water, and reusing leftover production materials. In addition, companies must implement CSR in three areas of sustainable development: economic, social, and environmental.