

Peran CSR dalam Mereduksi Konflik Korporasi-Komunitas Lokal di Sektor pertambangan (Suatu Studi di PT. RAYA, Sumatera Utara) = Role of CSR in Reducing Corporate Social Conflict in Mining Industry (A Study in PT. RAYA Corporation, Sumatera Utara)

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Abstrak

Tesis ini membahas mengenai peran CSR dalam mereduksi konflik korporasi-komunitas lokal di PT. RAYA, Sumatera Utara. Dengan pendekatan kualitatif, pengumpulan data dilakukan melalui studi literatur, wawancara dan observasi. Analisis dimulai dengan menggambarkan motivasi dan kondisi CSR PT. RAYA sejak awal mula berdiri hingga munculnya konflik. Selanjutnya penelitian ini kemudian mencoba melihat strategi pelaksanaan CSR yang dilakukan oleh PT. RAYA khususnya sebagai perusahaan ekstraktif yang rentan mengalami konflik dengan masyarakat lokal serta hambatan yang ditemukan perusahaan selama melaksanakan CSRnya seperti konflik kepentingan dari para penambang tanpa izin, stigma negatif masyarakat serta intervensi dan provokasi yang diterima masyarakat penerima program.

.....This thesis deals with A Role of CSR Programs in Reducing Corporate Social Conflict in Mining Industry (A Study in PT. RAYA, Sumatera Utara). This research was conducted on qualitative approach. The data is obtained by literary studies, interviews and observation. Analysis started with describing motivations and conditions of CSR of PT. RAYA since the beginning until the conflicts appeared. Then, the research was trying to look for the CSR implementation strategy, especially as extractive company which undergo conflict with local people and the obstacles that were found by the company as long as they were implementing their CSR, as an interest conflict belong to miners without permissions, negative stigma from the people also intervention and provocation gotten by program receivers.