

Analisis Triple Bottom Line Pada Program Tanggung Jawab Sosial Perusahaan PT XYZ = Triple Bottom Line Analysis on PT XYZ's Corporate Social Responsibility Program

Muhammad Ilham Prayogo, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920557181&lokasi=lokal>

Abstrak

Skripsi ini membahas tentang penerapan program tanggung jawab sosial perusahaan di PT XYZ Indonesia untuk periode 2019 – Juni 2021. Tujuan dari penelitian ini adalah untuk menganalisis penerapan program tanggung jawab sosial perusahaan dengan konsep Triple Bottom Line, serta penerapannya pada masa pandemi Covid-19. Penelitian menggunakan data primer dan sekunder yang dianalisis dengan menggunakan metode deskriptif. Hasil penelitian menunjukkan bahwa secara umum penerapan program tanggung jawab sosial perusahaan PT XYZ telah sesuai dengan konsep Triple Bottom Line. Sebagian besar programnya ditujukan untuk dimensi People diikuti dengan dimensi Profit, sedangkan dimensi Planet tidak begitu dominan. Di samping itu, PT XYZ tetap konsisten menjalankan program tanggung jawab sosialnya di masa pandemi dengan melakukan perubahan di beberapa program dari luring (offline) menjadi daring (online).

This study discusses the implementation of corporate social responsibility programs in one of the telecommunication companies in Indonesia for the period 2019 – June 2021. The purpose of this study is to analyze the implementation of corporate social responsibility programs using the Triple Bottom Line concept, as well as its implementation during the Covid-19 pandemic. The study used primary and secondary data which were analyzed using the descriptive method. The results showed that in general the implementation of PT XYZ's corporate social responsibility programs was in accordance with the Triple Bottom Line concept. Most of the programs are aimed at the People dimension followed by the Profit dimension, while the Planet dimension is the least dominant. In addition, PT XYZ carries out consistently its social responsibility programs during the pandemic by making changes in several programs from offline to online.