Implementasi Corporate Social Responsibility di PT. Pembangkit Jawa Bali Unit Pembangkit Gresik

Abstrak :

Corporate Social Responsibility (CSR) is a social phenomenon that arising from an awareness of the long-term sustainability of the company which was more important than the increase for corporate profits only. Indonesia was the first country in the world which regulating the activities of CSR in The Law Number 40 Year 2007 article 74 of the Law Company Limited. But there is no government regulation, which clearly above the law. Although until recently been a lot of business who implement it, one of which is PT.Pembangkit Jawa Bali Unit Pembangkit Gresik. Therefore, the implementation of CSR to its stakeholders, especially communities and governments is needed. In this research, the theory is developed by theory of policy implementation from George Edward III, who elaborated with the theory of stakeholders. The location of research was conducted in PT. Pembangkit Jawa Bali Unit Pembangkit Gresik and The Provincial Government of East Java. The problem of this research is how to implementation of Corporate Social Responsibility (CSR) in the PT. Pembangkit Jawa Bali Unit Pembangkit Gresik Unit. This research using qualitative research methods with the type of descriptive research and the collection of data through in-depth interviews, observation, and documentation. Determination of informants was done by purposive sampling and was continued by snowball sampling which includes the informants who was in PT. Pembangkit Jawa Bali Unit Pembangkit Gresik, particularly part of CSR and also informants who came from The Provincial Government of East Java, particularly of Biro Perekonomian, Biro Kerjasama, and Badan Perencanaan Pembangunan Daerah (Bappeda). While data analysis was conducted by examining, categorizing, and combining the re-obtained evidence to refer to the starting point of research, while the data validity is tested by through triangulation of data sources so that the data presented is valid data. Conclusion obtained from this research is the implementation of CSR PT. Pembangkit Jawa Bali Unit Pembangkit Gresik are not properly implemented. This is caused by several obstacles. There are lack of communication between internal and external company that the government in terms of providing the data required in the preparation of CSR programs, lack of human resources that implement CSR programs, lack of coordination and understanding between the implemenetor to interpreting what the real meaning of CSR, especially coordination with lower levels of government. So that, expected coordination between PT. Pembangkit Jawa Bali Unit Pembangkit Gresik and the government should be increased for the CSR program properly implemented.

Keyword :

Policy, Implementation,, Corporate Social Responsibility

Daftar Pustaka :

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