

ABSTRAK

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Implementasi *Corporate Social Responsibility* (CSR) Pelindo III dalam Kemitraan dan Bina Lingkungan (PKBL) di Kampung Lawas Maspati Kelurahan Bubutan Kecamatan Bubutan Kota Madya Surabaya Periode 2015-2016

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Studi ini bertujuan menganalisis implementasi program *Corporate Social Responsibility* (CSR) Pelindo III Surabaya khususnya dalam tanggung jawab sosial terhadap masyarakat sekitar perusahaan dengan Program Kemitraan dan Bina Lingkungan (PKBL) di Kampung Lawas Maspati Surabaya, melalui kegiatan peningkatan ekonomi kreatif kampung binaan yang termasuk dalam peningkatan sektor pariwisata.

Jenis Metode Penelitian ini adalah Deskriptif Kualitatif dengan menggunakan metode studi kasus yang memberikan gambaran secara mendetail tentang latar belakang, sifat-sifat serta karakter yang khas dari kasus yang diteliti yakni bagaimana implementasi program *Corporate Social Responsibility* (CSR) di Kampung Lawas Maspati Kelurahan Bubutan Kecamatan Bubutan Kota Madya Surabaya.

Hasil Penelitian ini menunjukkan implementasi program *Corporate Social Responsibility* (CSR) yang terdiri dari tahap perencanaan yaitu menyusun tujuan pelaksanaan program, pengkomunikasian dan penyinerjian program, pendefinisian pemilihan sasaran program, dan membentuk kerjasama dengan penerima manfaat, lalu tahap implementasi yaitu perbaikan sarana prasarana, bantuan sosial, sponsorship, dan branding, yang terakhir tahap evaluasi yaitu masih terbatasnya evaluasi kegiatan program kerja, faktor pendukungnya adalah keunggulan obyektif Kampung, kekompakan gotong royong masyarakat, suport pemerintah, lokasi yang berada dekat dengan kantor pelabuhan dan faktor penghambat adalah kurangnya tanggung jawab peran kerja pengurus kampung, pengelolaan keuangan tidak transparan dan koperasi yang tidak berjalan.

Kata kunci: *Corporate Social Responsibility* (CSR), Program Kemitraan dan Bina Lingkungan (PKBL), Kampung Lawas Maspati.

ABSTRACT

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Implementation *Corporate Social Responsibility (CSR)* Pelindo III as a Program Partnership and Environment Bulding Event in Lawas Maspati Vilage, Bubutan, Surabaya 2015-2016

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References : 16 Books + 3 Document + 9 Online + 3 Theses

The main aim of this study is to analyze the results of implementation of “*Corporate Social Responsibility (CSR)*” program of Pelindo III at Partnership and Environment Bulding Event at Lawas Maspati Village, Surabaya, through an improvement of the creative economy program of a coaching village, which also improves the tourism sector.

The method of the research is qualitative descriptive studies. By using case methods which can give detailed description about the backgrounds, the characteristics and the attributes of the case study that show how to implement CSR program at Lawas Maspati Village in Bubutan, Surabaya.

The results of this research indicate the implementation of the CSR program consisting of the planning phase, namely the preparation of the implementation objectives, communication and synergy of the program, defining the program targets and establishing cooperation with the beneficiaries. Then the implementation phase, namely improvement of the infrastructure, social assistance, sponsorship, and branding. Lastly is the evaluation phase, due to the limited evaluation of work activities and the supporting factors which can be considered as the objectives of operational excellence at Lawas Maspati Village. They are the cohesiveness in the community, mutual cooperation, supports from the government, the location that near the harbor and there are also factors that inhibit the continuity of the program. These inhibiting factors are caused by the lack of responsibility in carrying out the role of the village management, crisis in financial management which is considered not transparent and unorganized cooperative.

Keywords: *Corporate Social Responsibility (CSR)*, Partnership and Environment Bulding Event, Lawas Maspati Village.