

**Implementasi Program *Corporate Social Responsibility* (CSR)
Pada PT Monrad Intan Barakat (Bakrie Sumatera
Plantations Tbk) Kalimantan Selatan**

ABSTRAK

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Corporate Social Responsibility (CSR) sering dianggap inti dari etika bisnis. Perusahaan tidak hanya mempunyai kewajiban-kewajiban ekonomi dan legal, tetapi juga kewajiban-kewajiban terhadap pihak-pihak lain yang berkepentingan (*stakeholder*). PT Monrad Intan Barakat memberikan perhatian terhadap perkembangan sosial perusahaan dengan penduduk lokal, masyarakat, serta karyawan semakin penting. Tujuan penelitian ini untuk mendeskripsikan implementasi CSR, mengetahui implementasi dan bentuk-bentuk CSR, serta dampak terhadap aset dari program CSR yang telah dilaksanakan oleh PT Monrad Intan Barakat. Penelitian ini termasuk penelitian yang bersifat deskriptif kualitatif, karena penelitian ini bertujuan untuk menggambarkan pelaksanaan CSR sebagai tanggung jawab sosial perusahaan.

Hasil penelitian membuktikan bahwa bentuk program CSR bagi lingkungan dan masyarakat dalam bidang pendidikan, berupa pembangunan sarana pendidikan dan beasiswa. Perbaikan bidang kesehatan dan bantuan donasi lainnya. Bagi karyawan implementasi program CSR diarahkan pada tercapainya peningkatan kesejahteraan hidup karyawan seperti pemberian tunjangan, pemberian fasilitas pendidikan, pelayanan bantuan hukum, dan sebagainya. Hasil penelitian ini menunjukkan program CSR terhadap karyawan belum sepenuhnya seluruh karyawan memperolehnya, diharapkan untuk kedepannya semua karyawan PT Monrad Intan Barakat dapat memperoleh program CSR, agar pemberian program terhadap masyarakat dan karyawan dapat berjalan seimbang dan lebih baik dalam pelaksanaannya.

Kata Kunci : Implementasi, *Corporate Social Responsibility* (CSR)

***Implementation Of The Corporate Social Responsibility Program In PT
Monrad Intan Barakat (Bakrie Sumatera Plantations Tbk)
South Borneo***

ABSTRACT

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Corporate Social Responsibility (CSR) is often considered the core of business ethics. The company not only had economic obligations and legal, but also the obligations towards the other contracting parties concerned (stakeholders). PT Monrad Intan Barakat gave attention to the development of social enterprises with local residents, communities, and employees are increasingly important. The purpose of this research was to describe the implementation of CSR, figure out the implementation of CSR and forms, as well as the impact on the assets of CSR programs that have been implemented by PT Monrad Intan Barakat. This research includes research that is qualitative, descriptive, because this study aims to describe the implementation of CSR as a corporate social responsibility.

Results of the study prove that the forms of CSR programs for the environment and the community in the field of education, in the form of the development of the means of education and scholarship. Improvements to health and other donations. For employees the implementation of CSR programs directed at the achievement of increased well-being life employees such as granting allowances, the granting of facilities for education, legal aid services, and so on. The results of this research show the CSR programs towards employees have not fully benefited from all employees, is expected to forward all employees of PT Monrad Intan Barakat can obtain the CSR programs, so that the grant program to the community and employees can take a balanced and better in its implementation.

Keywords: Implementation, Corporate Social Responsibility (CSR).