

ABSTRAK

**Universitas Muhammadiyah Yogyakarta
Fakultas Ilmu Sosial dan Ilmu Politik
Program Studi Ilmu Komunikasi
Konsentrasi *Public Relations*
Erna Tri Nofiyana**

**Implementasi Program *Corporate Social Responsibility* (CSR) PT Sarihusada
Generasi Mahardhika**

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PT Sarihusada Generasi Mahardhika (SGM) merupakan produsen susu nutrisi untuk ibu hamil & menyusui serta anak pertama di Indonesia yang sadar akan tanggung jawab sosialnya terhadap permasalahan gizi di Indonesia. Melalui program *Corporate Social Responsibility* (CSR) pemberdayaan masyarakat di Desa Logede, Kecamatan Karangnongko, Kabupaten Klaten, Provinsi Jawa Tengah, PT SGM bersama PKPU *Human Initiative* sebagai mitra telah berhasil mendampingi masyarakat Desa Logede selama tahun 2014-2017.

Penelitian ini merupakan penelitian deskriptif kualitatif yang bertujuan untuk menjelaskan secara mendalam bagaimana PT SGM menjalankan tahapan implementasi program CSR di Desa Logede yang dimulai dari tahap perencanaan, pelaksanaan dan evaluasi. Untuk itu, teknik pengumpulan data wawancara dan studi dokumentasi dipergunakan dalam mendapatkan data. Data kemudian di analisis menggunakan model analisis data Miles dan Hubberman yaitu dimulai dari reduksi data, data *display*, dan kesimpulan atau verifikasi.

Hasil penelitian menunjukkan bahwa program CSR PT SGM melalui pemberdayaan masyarakat Desa Logede merupakan program *community development*. Implementasi program dilaksanakan dengan perencanaan bersama PKPU melalui *assessment* dengan metode PRA dan *project design*. Tahap pelaksanaan dijalankan dengan baik oleh PKPU sebagai pendamping di lapangan dan organisasi Forum Masyarakat Desa Logede (FMDL) sebagai penggerak masyarakat. Tahap evaluasi dilaksanakan secara rutin saat pendampingan dan dalam bentuk pelaporan yaitu monitoring *on desk* dan monitoring *on field*. Implementasi program CSR melibatkan keikutsertaan aktif pemerintah Kabupaten Klaten dan Kecamatan Karangnongko dalam tiap tahapannya. Program CSR ini telah berhasil menjadikan masyarakat Desa Logede menjadi mandiri dan sejahtera, walaupun terdapat beberapa kegiatan yang belum terlaksana secara penuh.

Kata kunci: *Corporate Social Responsibility* (CSR), Logede, Pemberdayaan Masyarakat, PKPU, PT SGM

ABSTRACT

Muhammadiyah University of Yogyakarta
Faculty of Social and Political Science
Department of Communication Studies
Concentration of Public Relations
Erna Tri Nofiyana

Implementation of Corporate Social Responsibility (CSR) Program of PT Sarihusada Generasi Mahardhika

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PT Sarihusada Generasi Mahardhika (SGM) is the first producer of nutritional milk for maternity & children in Indonesia that concerns for its responsibility of nutrition problems in Indonesia. Through the Corporate Social Responsibility (CSR) program for community empowerment in Logede, Karangnongko District, Klaten Regency, Central Java Province, PT SGM together with PKPU Human Initiative as partners had succeeded in assisting Logede during 2014-2017.

This research is a qualitative descriptive study which aims to explain how PT SGM ran an implementation of CSR program in Logede started with planning, implementation, and evaluation. Interview and documentation study were used as the technique to obtain the data. The data were processed using the Miles and Hubberman data analysis model which starts with data reduction, data display, and conclusion or verification.

The results showed that PT SGM's CSR program through community empowerment in Logede was a community development program. Program implementation was carried out by joint planning with the partner, PKPU through an assessment using the PRA method and project design. The empowerment steps were carried out well by PKPU as field administrator and Forum Masyarakat Desa Logede (FMDL) as the community mobilizer. The evaluation step was carried out routinely during mentoring and in the form of reporting, called on-desk monitoring and on-field monitoring. The CSR program implementation was carried out well at each step with an engagement of Klaten Regency and Karangnongko District. The CSR program had succeeded made the Logede community became independent and prosperous, even though there are several activities that have not been fully implemented.

Keywords: *Corporate Social Responsibility (CSR), Logede, Community Development, PKPU, PT SGM*