

## ABSTRAK

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**Implementasi Program *Corporate Social Responsibility* (CSR) Pada PT Indocement Tunggal Prakarsa Plant 12 Tarjun**

**(Studi Kasus pada Program Pelestarian Hutan Mangrove Kalsel Tahun 2017)**

**Tahun Skripsi: 2019 + 197 hal + 9 Bagan + 52 Gambar + 13 Tabel**

**Daftar Pustaka: 19 Buku (Tahun 2001-2018) + 10 Internet + 3 Dokumen Perusahaan**

Implementasi program *Corporate Social Responsibility* (CSR) Pelestarian Hutan *Mangrove* Kalsel Tahun 2017 dilaksanakan berdasarkan *Social Mapping* berupa demografi potensi desa binaan, Bina Lingkungan Komunikasi (BILIKOM), dan Musyawarah Perencanaan Pembangunan (MUSREMBANG) baik tingkat desa ataupun Kecamatan. Potensi yang ada pada Desa Langadai yakni hutan *mangrove* yang kondisinya rusak dan Potensi yang ada pada Desa Langadai yakni hutan *mangrove* yang kondisinya rusak dan dikembangkan menjadi beberapa program yakni penanaman kembali hutan *mangrove*, Pelatihan Usaha Mikro Kecil dan Menengah (UMKM) olahan *mangrove* untuk meningkatkan jumlah UMKM di Desa Langadai, menginisiasi Kawasan Wisata Hutan *Mangrove* Desa Langadai dengan membentuk POKDARWIS sebagai penggerak

Metode penelitian dalam penelitian ini adalah studi kasus, dengan pengumpulan data berupa *indepth interview*, dokumentasi, studi literatur dan data pendukung dari internet. Terdapat dua hal yang menjadi fokus yakni latar belakang terbentuknya program dan implementasi program CSR dan dibandingkan dengan teori yang diambil.

Hasil penelitian ini menunjukkan bahwa Latar belakang terbentuknya program adalah berdasarkan demografi potensi yang dihasilkan melalui *Social Mapping* yakni hutan *mangrove* yang kondisinya rusak. Implementasi program dilaksanakan sesuai dengan dasar regulasi CSR, Filosofi CSR, dan lima pilar CSR. Keberhasilan program ditandai dengan mendapatkan penghargaan “*Platinum*” pada ajang Indonesian *Corporate Social Responsibility Awards* (ICSRA). Kelebihan terletak pada adanya *Local Hero* dan POKDARWIS. Kekurangan terletak pada transparansi kepada masyarakat Desa Langadai terkait pengembangan program dan hasil laporan program.

**Kata Kunci:** Implementasi Program CSR, mangrove, CSR, PT Indocement Tunggal Prakarsa Plant 12 Tarjun.

## **ABSTRACT**

**Universitas Muhammadiyah Yogyakarta**

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**Implementation of the Corporate Social Responsibility (CSR) Program at PT Indocement Tungal Prakarsa Plant 12 Tarjun**

**(The Case Study of South Kalimantan Mangrove Forest Conservation Program in year 2017 )**

**Year of Thesis: 2019 + 197 pages + 9 charts+ 52 Pictures + 13 Tables.**

**References: 19 Books (Year 2001-2018) + 10 Internet Source + 3 Corporate Document**

The implementation program of Corporate Social Responsibility (CSR) about the preservation of South Kalimantan mangrove in 2017 implemented based on Social Mapping of a demographic potential of the village under the jurisdiction, Bina Lingkungan Komunikasi (BILIKOM) and Musyawarah Perencanaan Pembangunan (MUSREMBANG) both at the village level or at the sub-district level. The potential that exists in Langadai Village, namely mangrove forest, whose the condition is damaged and developed into several programs, like the replanting of mangrove forests, Micro, Small and Medium Enterprises Training (UMKM), processed mangrove to increase the number of businesses in the Langadai Village, and initiated the Langadai Village Mangrove Forest Tourism Area by forming POKDARWIS as a driver. The methodology used in this research is a case study, by collecting data in the form of independent interviews, documentation, literature studies and supporting data from the internet. There are two things that are become the focus of this research, that is the background of the establishment and the implementation of the CSR program and compared to the theory taken.

The result of this research indicate that the background of formulation the program is based on the demographics potential that produced through Social Mapping, which is a damaged mangrove forest. The program implementation is carried out in accordance with the basic regulations of CSR, CSR Philosophy, and five CSR pillars. The success of the program was marked by obtaining a "platinum" award at the Indonesian Corporate Social Responsibility Awards (ICSRA) event. The advantage lies in the presence of a Local Hero and POKDARWIS. The weakness of this program is in the transparency to the Langadai Village regarding the program development and program report results.

**Keywords : CSR Program Implementation, mangrove, CSR, PT Indocement Tungal Prakarsa Plant 12 Tarjun.**