

ABSTRAK

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Program Studi : S1 Teknik Pertambangan
Judul : Analisis Keberhasilan Program *Corporate Social Responsibility* (CSR) di PT. Barkah Borneo Membangun, Kelurahan Bungursari, Kecamatan Bungursari, Kota Tasikmalaya, Provinsi Jawa Barat.

Corporate social responsibility merupakan bentuk tanggung jawab sosial perusahaan kepada masyarakat di sekitar perusahaan. Adapun Program CSR yang dilaksanakan oleh PT. Barkah Borneo Membangun (BBM) yaitu program ekonomi dan program sosial. Penelitian ini bertujuan untuk mengetahui keberhasilan program CSR dan respon masyarakat terhadap Program CSR. Penelitian ini menggunakan pendekatan kuantitatif dengan melakukan penyebaran kuisioner. Berdasarkan hasil pengolahan data, pelaksanaan program *corporate social responsibility* (CSR) di PT. BBM menunjukkan bahwa dari 4 indikator keberhasilan ada 1 indikator berada dalam keterangan baik, yaitu sarana dan prasarana, tingkat peningkatan kemandirian masyarakat secara ekonomis dengan persentase 72,5% berada dalam kategori sedang, tingkat kualitas hubungan sosial perusahaan dengan masyarakat berada dalam kategori sedang yaitu dengan persentase 50%, dan tingkat kepuasan masyarakat berada dalam kategori sedang yaitu dengan persentase 59%. Hal ini menunjukkan bahwa program CSR PT. BBM tergolong cukup berhasil, terbukti dengan tingkat keberhasilan yang berada dikategori sedang. Dana program CSR PT. BBM ini diambil dari maret-juni 2023 dengan jumlah keseluruhan sebesar Rp49.472.000,00 Berdasarkan hasil pengolahan data respon masyarakat persepsi masyarakat terhadap program CSR PT. BBM termasuk dalam kategori positif dengan jumlah persentase 98%, sikap masyarakat terhadap program CSR PT. BBM termasuk dalam kategori positif dengan jumlah persentase 96%, dan partisipasi masyarakat terhadap program CSR PT. BBM termasuk dalam kategori positif dengan jumlah persentase 100%. Maka dapat disimpulkan bahwa respon masyarakat terhadap program *corporate social responsibility* (CSR) PT. BBM termasuk dalam kategori positif.

Kata Kunci: *Corporate social responsibility*, program CSR, respon masyarakat, tingkat kualitas hubungan sosial, tingkat kepuasan masyarakat.

ABSTRACT

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Study Program : *Bachelor Of Mining Engineering*
Title : *Analysis of the Success of the Corporate Social Responsibility (CSR) Program at PT. Barkah Borneo Builds Bungursari Village, Bungursari District, Tasikmalaya City, West Java Province*

Corporate social responsibility is a form of corporate social responsibility to the community around the company. The CSR program implemented by PT. Barkah Borneo Developing (BBM) is an economic program and a social program. This research aims to determine the success of the CSR program and the community's response to the CSR program. This research uses a quantitative approach by distributing questionnaires. Based on the results of data processing, the implementation of the corporate social responsibility (CSR) program at PT. BBM shows that of the 4 indicators of success, 1 indicator is in good condition, namely facilities, and infrastructure, the level of increasing economic independence of the community with a percentage of 72.5% is in the medium category, the level of quality of the company's social relations with the community is in the medium category, namely with the percentage is 50%, and the level of community satisfaction is in the medium category, namely with a percentage of 59%. This shows that PT. BBM is classified as quite successful, as proven by the success rate which is in the medium category. PT. BBM CSR program funds. This fuel was taken from March to June 2023 with a total amount of Rp. 49,472,000.00 Based on the results of processing data on public responses to public perceptions of PT. BBM CSR program. is included in the positive category with a percentage of 98%, of the public's attitude towards PT. BBM CSR program. is included in the positive category with a percentage of 96%, and community participation in PT. BBM's CSR program is included in the positive category with a percentage of 100%. So it can be concluded that the community's response to PT. BBM corporate social responsibility (CSR) program. PT. BBM is included in the positive category.

Keywords: Corporate social responsibility, CSR program, community response, level of quality of social relations, level of community satisfaction.