

INTISARI

PT. Semen Gresik Pabrik Tuban merupakan salah satu perusahaan BUMN yang memiliki kewajiban untuk melaksanakan tanggung jawab sosial perusahaan sebagaimana dijelaskan UU No. 40 Tahun 2007 Tentang Perseroan Terbatas dan Peraturan Menteri BUMN No 2 Tahun 2017 Tentang Program Kemitraan dan Bina Lingkungan. Tanggung jawab sosial dan lingkungan tersebut dilakukan di 26 desa dan 3 kecamatan dalam area pengembangan. Salah satu program yang dilakukan adalah pelatihan dan bantuan kambing melalui FMK Kecamatan pada tahun 2016 di Desa Sekardadi dan Desa Jenggolo dengan target penerima individu. Berbeda dengan program peningkatan produktivitas kambing *fattening* tahun 2018 yang berbasis kelompok. Pelibatan masyarakat juga dilakukan dalam proses perencanaan program.

Untuk melihat proses perencanaan program tersebut penulis menggunakan konsep perencanaan CSR yang dilakukan melalui lima tahapan yaitu *engagement*, *asssessment*, *plant of action*, *action and facilitation*, serta *evaluation and termination of reformation*.. Selain itu, penulis juga menggunakan konsep pengembangan masyarakat untuk melihat pelibatan serta pengembangan masyarakat selama proses perencanaan program. Metode pengumpulan data yang digunakan adalah observasi, wawancara informal, diskusi, dan dokumentasi. Data yang diperoleh kemudian dianalisis dengan reduksi data. Kemudian dilakukan triangulasi untuk menguji keabsahan data. Keterbatasan waktu membuat penulis hanya bisa melaksanakan perencanaan program selama periode magang. Oleh karena itu, penulis melanjutkan proses penelitian di luar periode magang dimana program tersebut telah terlaksana mulai pertengahan Januari 2018 dan dilakukan launching program pada 31 Januari 2018.

Tulisan ini bertujuan untuk mendeskripsikan proses perencanaan program Peningkatan Produktivitas Peternakan Kambing *Fattening* sebagai CSR PT. Semen Gresik Pabrik Tuban tahun 2018. Penulis berkontribusi langsung dalam proses perencanaan program selama periode magang. Inisiasi awal program dilakukan LCO bersama masyarakat. Akan tetapi, penulis menemukan belum ada pelibatan pemerintah desa secara aktif dalam perencanaan program ini. Pemerintah desa hanya sebatas mengetahui bahwa akan dilaksanakan program CSR peternakan kambing berbasis kelompok pada tahun 2018 di desanya.

Kata kunci : CSR, Perencanaan CSR, Pengembangan Masyarakat, PT. Semen Gresik Pabrik Tuban

ABSTRACT

PT. Semen Gresik's Tuban Factory is one of the STATE-OWNED company that has the obligation to implement social corporate responsibility as described by UU No. 40 Year 2007 Regarding Limited Liability Company and STATE-OWNED ENTERPRISES Minister Regulation No. 2 Year 2017 Partnership Program and Community Development in 26 villages and 3 subs in the area of development. A program that is done is training and goat ministration through the FMK in 2016 in the village of Sekardadi and the village of Jenggolo with individual target receipient. Improvement with Program of Fattening Goat Husbandry Productivity- being group based as CSR 2018. Community involvement also occurring in the planning process of the program.

To examine the planning process of the program, the author used the concept of CSR planning done through the five stages of engagement, assessment, plant of action, action and facilitation, as well as evaluation and termination. In addition, the author also used the concept of community development to see the involvement and community development during the process of planning program. The data collection methods are observation, informal interviews, discussions, and documentation made during the internship period and beyond the internship period. Then, the obtained data is analyzed by the reduction of data. Then, the author did a triangulation to test the validity of the data. Limited time make author can only execute the planning program during the internship period. Therefore, the author continues the process of research beyond the internship period where the programs have been implemented on mid-January 2018 and the launching of the program on January 31, 2018.

This research's aim for describe the planning process of the Improvement Program of Fattening Goat Husbandry Productivity as a CSR PT. Semen Gresik's Tuban Factory in 2018. The author directly contributes in the planning process of the Improvement Program of Fattening Goat Husbandry Productivity during the internship. The program initiation also emerged from the LCO with the community. However, the authors found no involvement of the Government of the village actively in this planning program. The Government of the village only as knowing that CSR programs will be implemented in his village.

Key words: CSR, CSR Planning, Community Development, PT. Semen Gresik's Tuban Factory