



INTISARI

Tanggung jawab sosial merupakan salah satu wujud partisipasi perusahaan dalam pembangunan berkelanjutan untuk mengembangkan program kepedulian perusahaan kepada masyarakat melalui penciptaan dan pemeliharaan keseimbangan antara mencetak keuntungan, fungsi-fungsi sosial, dan pemeliharaan lingkungan hidup. Sebagian besar kegiatan tanggung jawab sosial perusahaan di Indonesia belum tercapai kesesuaian antara rencana dan pelaksanaan sehingga pemahaman yang superfisial mengakibatkan sebagian besar perusahaan di Indonesia belum bisa mengaitkan antara tanggung jawab sosial dengan tujuan ekonomi perusahaan. Hal tersebut terjadi pada PT Hijrah Gizi Hewani (Hijrah Food).

Penelitian ini menggunakan pendekatan dimensi strategis Burke dan Logsdon (1996) untuk mengetahui sejauh mana hubungan tanggung jawab sosial perusahaan dapat turut serta memberikan kontribusi pada keuntungan perusahaan dan sejalan dengan strategi bisnis yang dilakukan. Pengumpulan data dilakukan dengan wawancara kepada pihak internal perusahaan serta mengumpulkan data sekunder. Data yang terkumpul dianalisis menggunakan metode *interactive model* yang dikemukakan oleh Miles dan Huberman (1992) yaitu analisis dilakukan secara interaktif dan berlangsung secara terus menerus, dengan mencakup tiga komponen utama, yaitu data *reduction* (pengurangan data), data *display* (penyajian data), dan penarikan kesimpulan. Hasil analisis menunjukkan bahwa Pelaksanaan tanggung jawab sosial PT Hijrah Gizi Hewani (Hijrah Food) telah memenuhi dimensi strategi yaitu sentralitas, visibilitas, dan kesukarelaan. Namun, masih perlu ditingkatkan pada dimensi spesifisitas dan proaktivitas. Pelaksanaan tanggung jawab sosial perusahaan yang dilakukan telah turut serta memberikan penciptaan nilai bagi perusahaan.

Kata Kunci : Tanggung jawab sosial perusahaan, dimensi strategis, penciptaan nilai

ABSTRACT

Social responsibility is one form of the company's participation in sustainable development to develop the company's awareness program to the community through the creation and maintenance of a balance between making profits, social functions, and environmental maintenance. Most of the company's Social Responsibility activities in Indonesia have not achieved conformity between the plan and implementation so that a superficial understanding resulted in most companies in Indonesia have not been able to associate social responsibility with the company's economic goals. This happened to PT Hijrah Gizi Hewani (Hijrah Food).

This study uses the strategic dimension approach of Burke and Logsdon (1996) to determine the extent to which the relationship of Corporate Social Responsibility can contribute to the company's profits and in line with the business strategy carried out. Data collection is done by interviewing the internal parties of the company and collecting secondary data. The collected Data was analyzed using the interactive model method proposed by Miles and Huberman (1992) that the analysis is done interactively and takes place continuously, covering three main components, namely data reduction, data display, and conclusion. The results of the analysis showed that the implementation of Social Responsibility PT Hijrah Gizi Hewani (Hijrah Food) has met the strategy dimensions of centrality, visibility, and volunteerism, however, it still needs to be improved on the dimensions of specificity and proactivity related to certain rules or standards made as the basis for decision-making and activities tend not to be programmed so that long-term plans and action plans for the implementation of corporate social responsibility as the basis for determining activities. The implementation of Corporate Social Responsibility has participated in providing value creation for the company.

Keywords: corporate social responsibility, strategic dimension, value creation.