

INTISARI

Stakeholder engagement pada tanggung jawab sosial perusahaan menentukan apakah perusahaan mampu menerapkan tanggung jawab sosial perusahaan strategik yang dapat mendukung organisasi mencapai tujuannya. PT Astra International, Tbk melaksanakan salah satu tanggung jawab sosial berbentuk program Desa Sejahtera Astra, dalam penelitian ini khususnya di Kecamatan Donorojo, Kabupaten Pacitan. Penelitian ini menggunakan kerangka konseptual O’Riordan dan Fairbrass (2014) untuk mengetahui bagaimana hubungan *Stakeholder engagement* yang dibangun oleh perusahaan dengan *stakeholder* di lokasi program. Mengacu pada kerangka konseptual Managing CSR *Stakeholder engagement*, aspek yang diteliti adalah Context, Choice, Calculation, dan Communication. Keempat aspek tersebut beserta kendalanya digunakan sebagai penilaian apakah strategi perusahaan sudah efektif dan optimal penerapannya. Desain pada penelitian ini adalah deskriptif kualitatif. Pengumpulan data primer menggunakan metode Schindler (2019) diperoleh dari hasil wawancara semi terstruktur dengan narasumber internal perusahaan, perwakilan *stakeholder* yaitu instansi partner kerjasama perusahaan, anggota badan pemerintahan setempat dan masyarakat khususnya penderes dan pengrajin gula kelapa. Data sekunder berupa hasil dokumentasi kegiatan yang dilaksanakan tahun 2020 - 2022. Data yang terkumpul dianalisis menggunakan metode *Textual Data Analysis* oleh Hennink et al., (2020). Hasil analisis menunjukkan bahwa penerapan *Stakeholder engagement* mengarah pada pemenuhan aspek Context, Chioice, Calculation, dan Communication. Namun, pada aspek Context dan Calculation masih perlu pendekatan lebih dalam dengan *stakeholder* agar dapat mengoptimalkan penciptaan nilai yang bisa didapatkan perusahaan sekaligus memberi manfaat bagi *stakeholder* di lokasi.

Kata Kunci: *Stakeholder engagement*, tanggung jawab sosial perusahaan, pengelolaan CSR, *Corporate Social Responsibility*

ABSTRACT

Stakeholder engagement in Corporate Social Responsibility determines whether the company is able to implement strategic CSR that can support the organization in achieving its goals. PT Astra International, Tbk carries out one of its social responsibilities in the form of the Desa Sejahtera Astra program, in this study specifically in Donorojo District, Pacitan Regency. This study uses the conceptual framework of O'Riordan and Fairbrass (2014) to find out how *Stakeholder engagement* relationships are built by companies with *stakeholders* in program's locations. Referring to the conceptual framework of Managing CSR *Stakeholder engagement*, the aspects studied are Context, Choice, Calculation, and Communication. These four aspects and their constraints are used as an assessment of whether the company's strategy has been effective and optimally implemented. The design in this research is descriptive qualitative. Primary data collection using the method from Schindler (2019) was obtained from the results of semi-structured interviews with company internal sources, *stakeholder* representatives, namely company cooperation partner agencies, members of local government bodies and the community, especially tappers and coconut sugar craftsmen. Secondary data is in the form of documentation of activities carried out in 2020 - 2022. The data collected was analyzed using the Textual Data Analysis by Hennink et al., (2020). The results of the analysis show that the implementation of *Stakeholder engagement* leads to the fulfillment of the Context, Choice, Calculation, and Communication aspects. However, in the Context and Calculation aspects, a deeper approach is still needed with *stakeholders* in order to optimize the value creation that can be obtained by the company as well as provide benefits for *stakeholders* in the location.

Keywords: *Stakeholder engagement, Corporate Social Responsibility, managing CSR stakeholder engagement*