

ABSTRAK

Eksistensi perusahaan yang bernaung di Indonesia menimbulkan berbagai macam dampak khususnya bagi masyarakat dan lingkungan. Pergerakan isu mengenai tanggung jawab sosial dan lingkungan yang mengarah pada konsep pemberdayaan masyarakat juga berkembang cukup pesat dewasa ini. Sebagai perusahaan yang bergerak pada industri pengolahan methanol terbesar di Indonesia, PT Kaltim Methanol Industri menjalankan aktivitas pemberdayaan masyarakat melalui program CSR salah satunya pembinaan bank sampah yang mana memperoleh penghargaan dari berbagai pihak. Hal tersebut dilaksanakan oleh perusahaan dengan menimbang dari adanya kenyataan mengenai permasalahan sosial yang sudah cukup lama dirasakan masyarakat khususnya berkaitan erat dengan pengelolaan sampah. Penelitian skripsi karya berbasis magang ini dilakukan oleh penulis dengan metode kualitatif berdasarkan oleh dua konsep utama yakni pemberdayaan masyarakat dan CSR. Metode pengumpulan data dilakukan dengan observasi partisipatoris, wawancara mendalam, dokumentasi, dan juga studi pustaka. Sebagai uji pemeriksaan keabsahan data, penulis menggunakan teknik triangulasi sumber, metode, dan peneliti yang mana menunjukkan bahwa data yang diperoleh penulis terbilang autentik. Proses pemberdayaan masyarakat yang dilakukan oleh PT Kaltim Methanol Industri ditempuh melalui beberapa tahapan meliputi identifikasi masalah, perencanaan, implementasi, serta monitoring dan evaluasi. Dalam rangkaian proses yang dilakukan tersebut ditemukan kelemahan khususnya berkaitan erat dengan penyusunan rencana program yang kurang sistematis dan berimbang pada implementasi program yang juga dirasa kurang maksimal. Selain itu, kurangnya pemanfaatan hasil evaluasi program juga menjadi kelemahan lain dalam proses pemberdayaan masyarakat tersebut. Meskipun masih menjumpai kelemahan dalam proses pemberdayaan, program bank sampah oleh PT KMI memperoleh respon yang sangat baik dari masyarakat. Dampak dari adanya program ini juga berhasil meningkatkan kesadaran dan kapasitas masyarakat mengenai pentingnya mengentaskan masalah khususnya berkaitan erat dengan sampah secara mandiri.

Kata Kunci: Pemberdayaan Masyarakat, *Corporate Social Responsibility*, PT Kaltim Methanol Industri

ABSTRACT

The existence of companies under the auspices of Indonesia creates various kinds of impacts, especially for society and the environment. The movement on the issue of social and environmental responsibility which leads to the concept of community empowerment is also developing quite rapidly these days. As a company engaged in the largest methanol processing industry in Indonesia, PT Kaltim Methanol Industri carries out community empowerment activities through CSR programs, one of which is fostering a waste bank which has received awards from various parties. This is carried out by the company by considering the fact that there are social problems that have been felt by the community for a long time, especially those closely related to waste management. This apprentice-based thesis research was conducted by the author using qualitative methods based on two main concepts, namely community empowerment and CSR. The data collection method was carried out by participatory observation, in-depth interviews, documentation, and also literature study. As a test for checking the validity of the data, the authors used a technique of triangulation of sources, methods, and researchers which showed that the data obtained by the authors was fairly authentic. The community empowerment process carried out by PT Kaltim Methanol Industri is carried out through several stages including problem identification, planning, implementation, as well as monitoring and evaluation. In the series of processes carried out, weaknesses were found, especially closely related to the preparation of program plans that were less systematic and had an impact on program implementation which was also felt to be less than optimal. In addition, the lack of utilization of program evaluation results is also another weakness in the community empowerment process. Although there are still weaknesses in the empowerment process, the waste bank program by PT KMI has received a very good response from the community. The impact of this program has also succeeded in increasing public awareness and capacity regarding the importance of solving problems, especially those related to waste independently.

Keywords: Community Empowerment, Corporate Social Responsibility, PT Kaltim Methanol Industry