

INTISARI

PT Indonesia Morowali Industrial Park hadir di Kecamatan Bahodopi pada tahun 2014. Kehadiran PT Indonesia Morowali Industrial Park memberikan dampak positif berupa peningkatan perekonomian masyarakat maupun dampak negatif seperti adanya pergeseran kondisi sosial, budaya dan lingkungan. Oleh karena itu, PT Indonesia Morowali Industrial Park melalui *Corporate Social Responsibility* melakukan pemberdayaan pada masyarakat. Penelitian ini bertujuan untuk mendeskripsikan program-program CSR PT Indonesia Morowali Industrial Park, menganalisis efektivitas program CSR PT Indonesia Morowali Industrial Park, dan menyusun arahan guna meningkatkan efektivitas program CSR PT Indonesia Morowali Industrial Park. Metode penelitian dilakukan menggunakan metode deskriptif kualitatif dengan data primer maupun sekunder. Data primer berupa wawancara diolah dengan triangulasi data sehingga mendapatkan hasil yang sesuai dengan tujuan penelitian. Hasil olahan wawancara juga digunakan untuk menyusun arahan guna meningkatkan meningkatkan efektivitas program CSR PT Indonesia Morowali Industrial Park melalui analisis SWOT.

Hasil penelitian menunjukkan bahwa program CSR PT Indonesia Morowali Industrial Park dibagi menjadi dua bagian besar yaitu CSR Reguler dan CSR Inisiatif dan memiliki program-program yang menysasar pada bidang pendidikan, kesehatan, ekonomi, sosial/budaya, dan lingkungan. Efektivitas program CSR PT Indonesia Morowali Industrial Park dinilai berdasarkan empat tema yaitu tujuan program, ketepatan sasaran program, pelaksanaan program, dan pemantauan dan evaluasi program. Hasilnya efektivitas program CSR PT Indonesia Morowali Industrial Park cukup efektif. Arahan guna meningkatkan efektivitas program CSR PT Indonesia Morowali Industrial Park disusun berdasarkan analisis SWOT.

Kata Kunci: Industri, Efektivitas, *Corporate Social Responsibility*, PT Indonesia Morowali Industrial Park

ABSTRACT

PT Indonesia Morowali Industrial Park (IMIP) was established in the Bahodopi Subdistrict in 2014. The presence of PT Indonesia Morowali Industrial Park has had both positive and negative impacts. On the positive side, it has contributed to the economic improvement of the local community. However, there have also been negative effects, including shifts in social, cultural, and environmental conditions. In response, PT Indonesia Morowali Industrial Park has undertaken Corporate Social Responsibility (CSR) initiatives to empower the community. This research aims to describe the CSR programs of PT Indonesia Morowali Industrial Park, analyze the effectiveness of these programs, and provide recommendations for enhancing their effectiveness. The research methodology employed a qualitative descriptive approach, utilizing both primary and secondary data. Primary data were collected through interviews and analyzed using data triangulation to align with the research objectives. The interview findings were also used to formulate recommendations for improving the effectiveness of PT Indonesia Morowali Industrial Park's CSR programs through a SWOT analysis.

The research results indicate that PT Indonesia Morowali Industrial Park's CSR program is divided into two major categories, namely Regular CSR and Initiative CSR, with programs targeting education, health, economy, social/cultural, and environmental areas. The effectiveness of PT Indonesia Morowali Industrial Park's CSR program is evaluated based on four themes: program objectives, target accuracy, program implementation, and program monitoring and evaluation. The results show that the effectiveness of PT Indonesia Morowali Industrial Park's CSR program is relatively effective. Recommendations for enhancing the effectiveness of PT Indonesia Morowali Industrial Park's CSR programs are developed based on the SWOT analysis.

Keywords: Industry, Effectiveness, Corporate Social Responsibility, PT Indonesia Morowali Industrial Park