

ABSTRAK

Keberadaan perusahaan yang beroperasi di Indonesia menimbulkan berbagai macam dampak khususnya bagi masyarakat dan lingkungan sekitarnya. Semakin meningkatnya isu mengenai tanggung jawab sosial dan lingkungan dari perusahaan telah mengarah pada konsep pemberdayaan masyarakat yang berkembang pesat dewasa ini. Sebagai perusahaan yang bergerak pada bidang distribusi alat berat, pertambangan, dan konstruksi, PT United Tractors Tbk menjalankan aktivitas pemberdayaan masyarakat melalui program *Corporate Social Responsibility* salah satunya pada pembinaan UMKM *Recycle Academy*. Hal tersebut dilaksanakan oleh perusahaan dengan menimbang dari adanya kenyataan mengenai permasalahan sosial yang dirasakan masyarakat khususnya mengenai perekonomian dan pengelolaan sampah.

Penelitian skripsi karya berbasis magang ini dilakukan oleh penulis dengan metode kualitatif berdasarkan dua konsep yakni pemberdayaan masyarakat dan CSR. Metode pengumpulan data dilakukan dengan dokumen perusahaan, observasi partisipatoris, wawancara mendalam, dokumentasi serta 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 yang dilakukan PT United Tractors Tbk pada program ini ditempuh melalui beberapa tahapan meliputi identifikasi masalah, perencanaan, implementasi, serta monitoring dan evaluasi. Dalam pelaksanaannya program ini memiliki beberapa faktor penghambat yakni terbatasnya CSR pilar ekonomi terkait inovasi pengelolaan limbah dan alat yang digunakan masih sederhana. Selain itu, dalam evaluasi perusahaan belum menggunakan Indeks Kepuasan Masyarakat (IKM) sehingga sulit untuk mengukur secara efektif pencapaian tujuan dan kinerja program. Dampak dari adanya program ini juga berhasil mendapatkan berbagai penghargaan dan meningkatkan perekonomian masyarakat.

Kata Kunci: Pemberdayaan Masyarakat, *Corporate Social Responsibility*, Pembinaan UMKM

ABSTRACT

The existence of companies operating in Indonesia has various impacts, especially on the community and the surrounding environment. The increasing issue of corporate social and environmental responsibility has led to the concept of community empowerment which is developing rapidly today. As a company operating in the fields of heavy equipment distribution, mining and construction, PT United Tractors Tbk carries out community empowerment activities through Corporate Social Responsibility programs, one which is the Recycle Academy for SMEs. This is carried out by the company taking into account the reality of social problems felt by the community in particular regarding the economy and 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 company documents, 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 empowerment process carried out by PT United Tractors Tbk in this program is carried out through several stages including problem identification, planning, implementation, as well as monitoring and evaluation. In the implementation of this program there are several inhibiting factors, namely the limited CSR economic pillar related to waste management innovation and the tools used are still simple. In addition, in company evaluation, the Community Satisfaction Index (IKM) has not been used, making it difficult to effectively measure the achievement of program goals and performance. The impact of this program has also succeeded in winning various awards and improving the community's economy

Keywords: Community Empowerment, Corporate Social Responsibility, Empowerment of SMEs