

Mewujudkan Perkebunan Sawit Berkelanjutan:

Studi tentang Perubahan Kualitas Lingkungan, Strategi dan Model *Corporate Social Responsibility* di PT Sintang Agro Mandiri Kabupaten Sintang

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### Intisari

Perkebunan kelapa sawit berkelanjutan merupakan penerapan dari konsep pertanian berkelanjutan yaitu sistem pertanian yang berorientasi pada keseimbangan lingkungan, ekonomi dan sosial. Pembukaan lahan untuk perkebunan sawit menyebabkan terjadi perubahan kualitas lingkungan. Adanya program *Corporate Social Responsibility* (CSR) yang diberikan dapat menghambat terjadinya dampak negatif seperti konflik masyarakat terhadap perusahaan. Adapun tujuan penelitian ini adalah mengidentifikasi perubahan kualitas lingkungan, mengkaji strategi dan menyusun model CSR di PT Sintang Agro Mandiri, dalam mencapai tujuan penelitian maka dilakukan metode penelitian kualitatif dan kuantitatif (*mix methods*). Temuan penelitian menunjukkan bahwa, pertama perubahan kualitas lingkungan ditandai dengan berubahnya tutupan lahan, berkurangnya keanekaragaman hayati dan dari hasil laboratorium didapatkan nilai *Chemical Oksigen Demand* 317.312 mg/l, *Biological Oksigen Demand* 108.592 mg/l, *Total Suspended Solid* 213.35 mg/l, Nitrogen 44.74 mg/l dan pH 8.026, analisa faktor aspek pendapatan terdapat 13 faktor dominan dan aspek kesehatan ada 8 faktor dominan. Kedua, Strategi CSR PT. SAM dilaksanakan pada bidang infrastruktur, bidang pendidikan dan bidang sosial, budaya dan keagamaan. Ketiga, Teknik model CSR yang digunakan adalah *structural equation modeling* (SEM). Pada Masyarakat hasil pengujian hipotesis *indirect effect* dengan *struktur path* CSR -> Kepercayaan -> Partisipasi Masyarakat, nilai *t-statistic* 2.987 dan *p-values* 0.001. Pada ASN Hasil pengujian hipotesis *indirect effect* dengan *struktur path* CSR -> Kepercayaan -> Komitmen Organisasi, nilai *t-statistic* 6.029 dan *p-values* 0.00. Dari hasil penelitian PT. SAM telah menerapkan sistem perkebunan sawit berkelanjutan dengan terjaganya kualitas lingkungan, peningkatan pendapatan dan tidak terjadi konflik sosial

Kata Kunci: perkebunan sawit berkelanjutan, perubahan kualitas lingkungan dan strategi *corporate social responsibility*(CSR), model CSR

The establishment of sustainable palm oil plantations:  
A study of alterations in environmental quality, Strategy and Model of Corporate  
Social Responsibility at PT Sintang Agro Mandiri Sintang Regency

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**Abstract**

The concept of sustainable agriculture, which is an agricultural system oriented towards environmental, economic, and social balance, can be applied to the establishment of sustainable oil palm plantations. The process of land clearing for the establishment of oil palm plantations has been demonstrated to result in alterations to the quality of the surrounding environment. The implementation of a Corporate Social Responsibility (CSR) program can serve to mitigate the potential for adverse consequences, such as community opposition to the company's activities. The objective of this research is to identify changes in environmental quality, examine strategies, and develop CSR models at PT Sintang Agro Mandiri. In order to achieve these objectives, a combination of qualitative and quantitative research methods will be employed.. The research findings indicate that changes in environmental quality are manifested in alterations to land cover, a decline in biodiversity, and the generation of laboratory results that yielded the following values: Chemical Oxygen Demand (COD) 317.312 mg/l, Biological Oxygen Demand (BOD) 108.592 mg/l, Total Suspended Solids (TSS) 213.35 mg/l, Nitrogen (N) 44.74 mg/l, and pH 8.026. Factor analysis of income aspects revealed the presence of 13 dominant factors, while health aspects exhibited 8 dominant factors. Secondly, the CSR strategy of PT SAM is implemented in the realms of infrastructure, education, and social, cultural, and religious affairs. Thirdly, the technique employed for the modelling of CSR is that of structural equation modelling (SEM). In the community, the results of the indirect effect hypothesis testing with the path structure CSR -> Trust -> Community Participation yielded a t-statistic value of 2.987 and p-values of 0.001. In ASN, the results of testing the indirect effect hypothesis with the path structure CSR -> Trust -> Organizational Commitment yielded a t-statistic value of 6.029 and p-values of 0.00. The findings of the research indicate that PT SAM has implemented a sustainable palm oil plantation system that has resulted in the maintenance of environmental quality, an increase in income, and the absence of social conflicts.

**Keyword :** The sustainable palm oil plantation, environmental quality change, corporate social responsibility (CSR) strategy and CSR Model.