

## INTISARI

Indonesia memiliki risiko bencana tinggi yang membutuhkan penguatan kapasitas masyarakat dalam kesiapsiagaan bencana. Keterlibatan sektor swasta melalui *Corporate Social Responsibility* (CSR) menjadi strategi penting, salah satunya melalui Program Kampung Tangguh Bencana (KATANA) PT United Tractors Tbk. Penelitian ini berusaha untuk menganalisis implementasi siklus PDCA (*Plan-Do-Check-Action*) dalam meningkatkan kesiapsiagaan masyarakat. Metode penelitian menggunakan pendekatan kualitatif dengan pengumpulan data melalui wawancara, observasi, studi dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa PDCA memberikan pendekatan sistematis dalam pengelolaan program. Tahap *Plan* berupa identifikasi kebutuhan yang didasarkan pada pemetaan sosial. Tahap *Do* meliputi pembentukan Kelompok Siaga Bencana (KSB), peningkatan kapasitas melalui sosialisasi dan edukasi, serta pelatihan dan simulasi. Tahap *Check* dilakukan melalui skema monitoring dan evaluasi. Tahap *Action* mencakup replikasi program dan mendorong kemandirian masyarakat. Penerapan PDCA secara sistematis dapat meningkatkan kapasitas masyarakat, namun tantangan berupa partisipasi dan dukungan jangka panjang masih menjadi hambatan.

**Kata Kunci:** CSR, Kampung Tangguh Bencana, Siklus PDCA, Kesiapsiagaan Bencana, Manajemen Risiko Bencana Berbasis Komunitas.

## ABSTRACT

Indonesia faces a high risk of disasters, requiring community capacity building in disaster preparedness. The involvement of the private sector through Corporate Social Responsibility (CSR) is a key strategy, including the Kampung Tangguh Bencana (KATANA) Program by PT United Tractors Tbk. This study aims to analyze the implementation of the PDCA (Plan-Do-Check-Action) cycle in enhancing community disaster preparedness. The research uses a qualitative approach with data collection methods including interviews, observation, documentation studies, and literature review. The findings indicate that the PDCA cycle provides a systematic approach to program management. The Plan stage involves needs identification based on social mapping. The Do stage includes the formation of Disaster Preparedness Groups, capacity building through socialization and education, as well as training and simulation. The Check stage is carried out through monitoring and evaluation schemes. The Action stage involves program replication and encouraging community self-reliance. The systematic implementation of the PDCA cycle improves community capacity, although challenges such as participation and long-term support remain obstacles.

**Keywords:** CSR, Kampung Tangguh Bencana, PDCA Cycle, Disaster Preparedness, Community-Based Disaster Risk Management.