



ABSTRAK

Bontang sebagai kota industri menghadapi berbagai masalah multidimensional seperti pencemaran lingkungan, defisit pasokan daging sapi, dan ancaman bencana alam. PT Kaltim Methanol Industri (KMI) berperan dalam mengatasi masalah tersebut melalui program *Corporate Social Responsibility* (CSR) seperti Sanggul Ibu, BUNCIS UNIK, Taman Methanol, dan kebencanaan yang dijalankan dengan konsep kemitraan antara perusahaan, pemerintah, dan masyarakat. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui observasi partisipatif, wawancara, dokumentasi, dan studi pustaka. Data dianalisis menggunakan model Miles dan Huberman, meliputi pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Pada proses pelaksanaan kemitraan tersebut yang menjadi bahasan ialah perihal hubungan, sumber daya, jaringan dan organisasinya.

Hasil penelitian menunjukkan bahwa kemitraan dalam program CSR PT KMI melibatkan berbagai aktor dengan peran dan sumber daya yang berbeda. Namun, belum semua aktor terhubung secara optimal, dan terdapat hambatan seperti pendekatan yang kurang sesuai serta manajemen program yang perlu ditingkatkan. Meskipun demikian, manfaat kemitraan ini sudah terlihat, seperti peningkatan kapasitas masyarakat, pengelolaan lingkungan, dan ketahanan pangan. Penelitian ini merekomendasikan perlunya evaluasi dan pengembangan program secara berkelanjutan untuk memperkuat kolaborasi antarpihak dan memaksimalkan dampak positif bagi masyarakat.

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



ABSTRACT

Bontang as an industrial city faces various multidimensional challenges, including environmental pollution, a shortage of beef supply, and the threat of natural disasters. PT Kaltim Methanol Industri (KMI) plays a role in addressing these issues through its Corporate Social Responsibility (CSR) programs, such as Sanggul Ibu, BUNCIS UNIK, Methanol Park, and disaster management initiatives. These programs are implemented through a partnership model involving collaboration between the company, the government, and the local community. This study adopts a descriptive qualitative method, with data collected through participatory observation, interviews, documentation, and literature review. Data analysis follows the Miles and Huberman model, comprising data collection, data reduction, data presentation, and conclusion drawing. The study focuses on the dynamics of partnership implementation, particularly in terms of relationships, resources, networks, and organizational structures.

Findings indicate that KMI's CSR partnerships involve multiple stakeholders with varying roles and resources. However, not all actors are optimally connected, and challenges remain, such as misaligned approaches and the need for improved program management. Despite these limitations, the partnership has already shown positive outcomes, including enhanced community capacity, improved environmental management, and strengthened food security. The study recommends continuous evaluation and development of the programs to reinforce collaboration among stakeholders and maximize the benefits for the community.

Keywords: Corporate Social Responsibility, Partnership, PT Kaltim Methanol Industri