

Intisari

Penelitian ini bertujuan untuk mengidentifikasi program CSR, mengetahui pendapatan bersih nelayan penerima program CSR, mengetahui sumbangan pendapatan dari usaha perikanan tangkap, serta mengidentifikasi dampak program CSR yang dilakukan PT. Pertamina Trans Kontinental di Kelurahan Ngenang, Kecamatan Nongsa, Kota Batam. Penelitian dilakukan pada bulan Januari – Februari 2018. Metode yang digunakan dalam penelitian adalah metode survei dengan sampel ditentukan dengan metode *random sampling*. Unit analisis adalah nelayan anggota kelompok penerima CSR dengan total sampel 30 responden. Hasil penelitian menunjukkan bahwa program CSR yang dilaksanakan berupa program bantuan modal kepada kelompok nelayan, penanaman bakau, pelatihan ekonomi kepada ibu-ibu, dan pembangunan rumah baca. Rerata pendapatan bersih nelayan penerima bantuan CSR di Kelurahan Ngenang selama satu tahun adalah sebesar Rp17.600.687 untuk nelayan Tanpa Perahu, sebesar Rp18.271.943 untuk nelayan Perahu Tanpa Motor, dan sebesar Rp22.510.355 untuk nelayan Perahu Motor Tempel. Sumbangan pendapatan perikanan tangkap bagi nelayan di Kelurahan Ngenang adalah sebesar 75%. Program CSR PT. Pertamina Trans Kontinental yang dilaksanakan di Kelurahan Ngenang Kota Batam memberikan dampak peningkatan pendapatan pada nelayan yang menjalankan koperasi simpan pinjam dengan baik.

Kata kunci: csr, dampak csr, nelayan, Ngenang, pendapatan

Abstract

The aims of this research were to identify the CSR program, net income of fisherman who received CSR program, the contribution of capture fishery on income, and the impact of CSR program conducted by PT. Pertamina Trans Kontinental in Ngenang Village, Nongsa Sub-district, Batam City. The research was conducted from January to February 2018. Survey method was applied and samples were selected by using random sampling method. The unit analysis was fishery household of 30 respondents who are the member of fishermen group that received CSR program. The research showed that the CSR program implemented in the form of capital assistance programs for fishermen groups, mangrove planting, women empowerment, and the construction of reading houses. The average net income of fisherman who received CSR program in Ngenang Village within a year was about Rp17,600,687 for non-boat fishermen, was about Rp18,271,943 for non-motorized boat fishermen, and was about Rp22,510,355 for outboard-motorboat fishermen. The contribution of capture fishery for the total income of fishermen in Ngenang Village was 75%. CSR Program from PT. Pertamina Trans Kontinental conducted in Ngenang Village of Batam City increase the income of fishermen who active and conduct good cooperative practice.

Keywords: csr, fisherman, impact, income, Ngenang