



Corporate social responsibility menjadi menarik untuk dikaji sebagai program yang sustainable. Keberlanjutan program tentu akan memiliki dampak yang berbeda bagi penerima manfaat. Program *Corporate social responsibility* ini berlangsung dengan dipicu keluarnya UU tentang *Corporate social responsibility sustainable*. Program *Corporate social responsibility* PT EMP Malaka Street berubah dari *sorthterm* program menjadi *longterm* program atau yang lebih dikenal dengan *Corporate social responsibility sustainable*. Untuk itu peneliti tertarik untuk meneliti *Corporate social responsibility* Energi Mega Persada sebagai *Corporate social responsibility berprinsip sustainable development*. Momentum perubahan program *corporate social responsibility* dilakukan pada tahun 2007, dimana program *corporate social responsibility* yang dikembangkan perusahaan mengalami perubahan paradigma. Sebelum tahun 2007 kegiatan *community development* bersifat parsial dan cenderung merupakan kegiatan *charity*. Tahun 2007 menjadi awal program *community development* yang berorientasi jangka panjang dan berkelanjutan. Program *comunity development* meliputi kegiatan ekonomi, pendidikan dan lingkungan. Perencanaan tema, tujuan dan sasaran selalu melibatkan partisipasi stakeholder di wilayah dampingan.

Abstract

Corporate Social Responsibility is an interesting sustainable program to be reviewed. The sustainability of a program certainly will give different impacts for the benefit recipients. The program of Corporate Social Responsibility is triggered by the Constitution concerning Sustainable Corporate Social Responsibility. The program of Corporate Social Responsibility by EMP Malacca Strait LLC shifted into a long-term program or it is known as Sustainable Corporate Social Responsibility. Therefore, the researcher is interested to investigate the Corporate Social Responsibility of Energi Mega Persada as the Corporate Social Responsibility with sustainable development principle. The momentum of Corporate Social Responsibility program change was conducted in 2007, it was when the Corporate Social Responsibility program developed by the company experience paradigm shift. Before 2007, community development tends to be a charity activity. And, 2007 was the beginning of long-term and sustainable community development program. This program includes economy, educational, and environmental activities. Theme planning, objective and target always involve stakeholder participation in the assisted areas.

Kata Kunci : CSR, sustainable, implementasi, *community development*