

ANALISIS DAMPAK PELAKSANAAN PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR) PT TIRTA INVESTAMA TERHADAP PETANI DI DESA WANGEN DAN DESA KARANGLO, KECAMATAN POLANHARJO, KABUPATEN KLATEN, JAWA TENGAH

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INTISARI

Penelitian ini mengambil dua desa di Kecamatan Polanharjo, Kabupaten Klaten, Jawa tengah yaitu Desa Wangen dan Desa Karanglo sebagai penerima manfaat program *Corporate Social Responsibility* (CSR) PT Tirta Investama. Penelitian ini bertujuan untuk (1) mengetahui program CSR PT TIV untuk kelompok tani Desa Wangen dan Desa Karanglo (2) membandingkan dampak pelaksanaan program CSR PT TIV terhadap kelompok tani di Desa Wangen dan Desa Karanglo dalam aspek sosial, ekonomi dan lingkungan.

Metode penelitian yang digunakan adalah survei lapangan yaitu metode yang mengambil sampel anggota kelompok tani di Desa Wangen dan Desa Karanglo dengan total sampel 125 orang dan menggunakan kuesioner sebagai alat pengumpulan data. Teknik analisis deskriptif yang digunakan adalah analisis kualitatif dan analisis kuantitatif (*mix method*).

Hasil penelitian menunjukkan bahwa PT TIV menjalankan program CSR pertanian keberlanjutan di Desa Wangen dan Desa Karanglo. Program pertanian berkelanjutan menyelenggarakan sistem pertanian terpadu yang bersifat partisipatif dengan topik pembelajaran yang beragam dan petani mempraktekkan pertanian ramah lingkungan. Pelaksanaan program berdampak terhadap kondisi sosial, ekonomi dan lingkungan penerima manfaat. Terdapat perbedaan dampak terhadap kondisi ekonomi dari pelaksanaan program CSR PT TIV di kedua desa, dimana pendapatan di Desa Wangen meningkat sebesar 28%, sementara di Desa Karanglo meningkat sebesar 53%. Terjadi peningkatan hubungan sosial antar anggota kelompok tani dan peningkatan dalam menerapkan pertanian ramah lingkungan di Desa Wangen dan Desa Karanglo. Desa Karanglo memiliki klinik pertanian terintegrasi yang dapat dimanfaatkan oleh petani di Desa Karanglo.

Kata Kunci: Dampak, *Corporate Social Responsibility* (CSR), penghidupan berkelanjutan, kelompok tani

***IMPACT ANALYSIS THE IMPLEMENTATION OF PROGRAM
CORPORATE SOCIAL RESPONSIBILITY (CSR) PT TIRTA INVESTAMA
FOR FARMER IN WANGEN VILLAGE AND KARANGLO VILLAGE,
POLANHARJO DISTRICT, KLATEN REGENCY, CENTRAL JAVA***

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ABSTRACT

This research took two villages in Polanharjo Subdistrict, Klaten Regency, Central Java, namely Wangen Village and Karanglo Village as beneficiaries of PT Tirta Investama's Corporate Social Responsibility (CSR) program. This research aims to (1) find out the PT TIV CSR program for farmer groups in Wangen Village and Karanglo Village (2) Comparing the impact of the implementation of the PT TIV CSR program on farmer groups in Wangen Village and Karanglo Village in social, economic and environmental aspects.

The research method used is a field survey which is a method that takes samples of members of farmer groups in Wangen Village and Karanglo Village with a total sample of 125 people and uses a questionnaire as a data collection tool. The descriptive analysis technique used is qualitative analysis and quantitative analysis (mix method).

The results of the study show that PT TIV runs a sustainability agriculture CSR program in Wangen Village and Karanglo Village. Sustainable agriculture programs organize integrated farming systems that are participatory with diverse learning topics and farmers practice environmentally friendly agriculture. Program implementation has an impact on beneficiary social, economic and environmental conditions. There were differences in the impact on the economic conditions of the implementation of the PT TIV CSR program in both villages, where income in Wangen Village increased by 28%, while in Desa Karanglo it increased by 53%. There was an increase in social relations between members of farmer groups and an increase in implementing environmentally friendly agriculture in Wangen Village and Karanglo Village. Karanglo Village has an integrated agricultural clinic that can be utilized by farmers in Karanglo Village.

Keywords: Impact, Corporate Social Responsibility (CSR), Sustainable Livelihood, Farmer Groups