

**KEWAJIBAN *CORPORATE SOCIAL RESPONSIBILITY* (CSR) BAGI
PERUSAHAAN PENGEMBANG PROPERTI (STUDI KASUS PT NABILA
ADHI BUMI PERSADA)**

**Intisari
Oleh**

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Penelitian ini bertujuan dan menganalisis : 1) kewajiban PT Nabila Adhi Bumi Persada melakukan *Corporate Social Responsibility* (CSR) berdasarkan Undang-Undang Nomor 40 Tahun 2007 tentang Perseroan Terbatas (PT), dan 2) untuk mengetahui dan menganalisis tentang kendala yang dihadapi dari implementasi *Corporate Social Responsibility* (CSR) dalam rangka mewujudkan *Good Corporate Governance* (GCG) di PT Nabila Adhi Bumi Persada.

Penelitian ini merupakan penelitian hukum yuridis normatif-empiris yang menggunakan data sekunder dan data primer yang berasal dari buku-buku atau literatur-literatur hukum, peraturan perundang-undangan, serta wawancara dengan narasumber Kepala Seksi Direktorat Jenderal Cipta Karya, Direksi dari PT Nabila Adhi Bumi Persada, Akademisi serta bahan-bahan lainnya. Data yang digunakan adalah data primer dan sekunder melalui penelitian dengan mengamati secara langsung terhadap *Corporate Social Responsibility* (CSR) pada perusahaan pengembang properti yang didukung wawancara dengan narasumber dan studi kepustakaan. Cara pengumpulan data dilakukan dengan metode dokumentasi dengan alat studi dokumen, sedangkan wawancara dilakukan dengan semi terstruktur terhadap narasumber. Analisis data dilakukan secara deskriptif kualitatif dengan memberikan gambaran secara khusus berdasarkan data yang telah dikumpulkan secara sistematis.

Hasil dari penelitian dan pembahasan ini menunjukkan bahwa PT Nabila Adhi Bumi Persada termasuk dalam kriteria perusahaan yang memiliki kewajiban untuk melaksanakan *Corporate Social Responsibility* (CSR) berdasarkan ketentuan Pasal 74 ayat (1) Undang-Undang Nomor 40 Tahun 2007 tentang Perseroan Terbatas (PT). Selain itu, kendala yang menjadi hambatan PT Nabila Adhi Bumi Persada untuk melaksanakan *Corporate Social Responsibility* (CSR) dalam rangka mewujudkan *Good Corporate Governance* (GCG) disebabkan oleh faktor internal perusahaan yaitu kondisi perangkat perusahaan yang belum siap dan eksternal perusahaan yakni regulasi terkait pengaturan *Corporate Social Responsibility* (CSR) yang belum jelas serta budaya masyarakat yang memberikan situasi kurang kondusif bagi perusahaan dalam menjalankan *Corporate Social Responsibility* (CSR) sesuai dengan amanat peraturan perundang-undangan.

Kata Kunci : PT Nabila Adhi Bumi Persada, *Corporate Social Responsibility* (CSR), *Good Corporate Governance* (GCG).

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ABSTRACT

RESPONSIBILITY CORPORATE SOCIAL RESPONSIBILITY (CSR) FOR PROPERTY DEVELOPER COMPANY (A CASE STUDY OF PT NABILA ADHI BUMI PERSADA)

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The aim of this research is to discuss and analyze : 1) The responsibility PT Nabila Adhi Bumi Persada doing Corporate Social Responsibility (CSR) based on regulations Number 40 year 2007 about Incorporate Company (Perseroan Terbatas/PT) and 2) to find and analyze the obstacles about the implementation of Corporate Social Responsibility (CSR) in order to implemented Good Corporate Governance (GCG) at PT Nabila Adhi Bumi Persada.

The type of research used in this study is a normative-empirical juridical law that uses secondary data and primary data from books or legal literature, regulations, and interviews with the Section Head of Directorate General of Human Settlements, Directors of PT Nabila Adhi Bumi Persada, Academics and other interviewees. The data that has been used in this research are primary and secondary data collected by directly observing Corporate Social Responsibility (CSR) in property development companies supported by interviews with sources and literature studies. The method of data collection is done by documentation with document study tools, while the interview is conducted in a semi-structured manner to the interviewee. The data that has been analyzed will be presented in Qualitative-Descriptive by giving a specific description based on data that had been systematically collected.

The results of this study and discussion show that PT Nabila Adhi Bumi Persada is included in the criteria of companies that have an obligation to implement Corporate Social Responsibility (CSR) based on the provisions of Article 74 paragraph (1) of Regulations Number 40 of 2007 concerning Incorporate Company (PT). In addition, the constraints that become obstacles for PT Nabila Adhi Bumi Persada to implement Corporate Social Responsibility (CSR) in order to realize Good Corporate Governance (GCG) are caused by the company's internal factors, namely the condition of company equipment that is not ready and external, namely regulations related to Corporate Social arrangements Unclear responsibility (CSR) and the culture of the community that provide a situation that is less conducive for companies to carry out Corporate Social Responsibility (CSR) in accordance with the mandate of legislation.

Keywords: PT Nabila Adhi Bumi Persada, Corporate Social Responsibility (CSR), Good Corporate Governance (GCG).

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