

DAMPAK PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR)

PT. PERTAMINA DPPU ADISUCIPTO, YOGYAKARTA

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INTISARI

Pelaksanaan *Corporate Social Responsibility* (CSR) PT. Pertamina DPPU Adisucipto berbasis pemberdayaan kelompok masyarakat. Menurut *Sustainable Livelihood Approach*, pemberian perlakuan khusus terhadap modal sosial, modal manusia, dan modal finansial mampu mempengaruhi kondisi sosial dan ekonomi. Penelitian ini bertujuan untuk mengetahui jenis program dan alasan pemilihan lokasi pelaksanaannya, mengetahui dampak ekonomi dan sosial, dan mengetahui perbedaan dampak antar lokasi pelaksanaan program berdasarkan karakteristik penerimanya.

Penelitian bersifat kualitatif dan kuantitatif dengan metode sensus kepada penerima manfaat program. Data kualitatif diperoleh dari wawancara pihak *Human Resource* PT. Pertamina DPPU Adisucipto, Ketua Kelompok Pembudidaya Ikan Mino Ngudi Lestari, dan Ketua Kelompok Wanita Tani Kartini. Data kuantitatif melalui survei lapangan dan wawancara kepada seluruh penerima program CSR di Dusun Nayan (12 penerima) dan Dusun Kalongan (32 penerima). Analisis data menggunakan analisis deskriptif dengan perhitungan rata-rata, prosentase, dan rumus geometri.

Hasil penelitian menunjukkan bahwa PT. Pertamina DPPU Adisucipto menjalankan program Pembibitan dan Pengelolaan Ikan Nila di Dusun Nayan dan program Desa Wisata Pisang di Dusun Kalongan. Pemilihan lokasi berdasarkan kepada lokasi Ring 1 perusahaan. Pelaksanaan program berdampak terhadap sosial dan ekonomi penerima manfaat. Peningkatan pendapatan sebesar 29% dirasakan oleh 42% penerima program di Dusun Nayan dan sebesar 76% dirasakan oleh 19% penerima program di Dusun Kalongan. Pengeluaran pangan penerima manfaat di Dusun Nayan mengalami peningkatan sebesar 6%, sementara di Dusun Kalongan meningkat sebesar 2%. Pelaksanaan program memberikan perkembangan positif bagi aktifitas kelompok masyarakat dengan terbentuk sebuah fasilitas pelayanan koperasi untuk anggota di kedua dusun, dan fasilitas Bank Sampah serta *Green House* di Dusun Kalongan.

Kata Kunci: Dampak, CSR, *Sustainable Livelihood Approach*.

IMPACT PROGRAM CORPORATE SOCIAL RESPONSIBILITY (CSR)

PT. PERTAMINA DPPU ADISUCIPTO, YOGYAKARTA

(Comparative Analysis Hamlet Nayan and Hamlet Kalongan,

Maguwoharjo Village, Depok, Sleman, Yogyakarta)

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ABSTRACT

Implementation of Corporate Social Responsibility (CSR) PT. Pertamina DPPU community-based empowerment group. According to the Sustainable Livelihood approach, granting special treatment against social capital, human capital, and financial capital is able to influence the social and economic conditions. This study aims to determine the type of program execution and reason the choice of location, know the economic and social impact, and knowing the difference between the impact of the implementation of the program based on the characteristics of the location of the recipient.

This study is a qualitative and quantitative methods of the census to the beneficiaries of the program. The qualitative data obtained from interviews the Human Resource PT. Pertamina DPPU Adisucipto, Chairman of the Group of fish farming of Mino Ngudi Lestari, and Chairman of the Group of Women Farmers Kartini. Quantitative data through field surveys and interviews to all beneficiaries of CSR programs in Hamlet Nayan (12 recipients) and Hamlet Kalongan (32 recipients). Data analysis using descriptive analysis with average calculation, percentages and geometry formulas.

The results showed that PT. Pertamina DPPU Adisucipto run programs Breeding and Management of Nila Fish at the Hamlet Nayan and Tourism Village Bananas program at the Hamlet Kalongan. The choice of location is based on the location of Ring 1 company. Implementation of the program have an impact on social and economic conditions of the beneficiaries. The increase in revenue of 29.09% is perceived by 42% of program beneficiaries in Hamlet Nayan and amounted to 76% perceived by 19% of program beneficiaries in the Hamlet Kalongan. Food expenditure in the hamlet Nayan beneficiaries increased by 6%, while in Hamlet Kalongan increased by 2%. Implementation of the program provides a positive development for the community group activities formed a cooperative service facilities for members in two villages, and facilities Garbage Bank and the Green House in Hamlet Kalongan.

Keywords: Impact, CSR, Sustainable Livelihood Approach.