

INTISARI

Berbagai dampak kegiatan usaha telah mendorong tuntutan komitmen moral terhadap perusahaan dalam bentuk tanggung jawab sosial yang dikenal dengan istilah *Corporate Social Responsibility* (CSR). Sebagai unit bisnis yang mengelola lapangan penghasil gas terbesar di Jawa Barat, PT Pertamina EP Subang Field (PEP Subang) tidak lepas dari berbagai dampak yang timbul dari eksistensinya. Di samping itu, keberadaan para pemangku kepentingan pun akan sangat memengaruhi proses bisnis yang dijalankan oleh PEP Subang. Hal inilah yang mendasari pentingnya implementasi kegiatan bisnis yang bertanggungjawab (*responsible business*) di PEP Subang. Penelitian ini menganalisis pelaksanaan CSR di PT Pertamina EP Subang Field baik dari sudut pandang motivasi manajemen maupun dari sudut pandang pemangku kepentingan. Dari hasil penelitian diketahui bahwa motivasi utama pelaksanaan CSR di PEP Subang adalah demi memperoleh izin beroperasi dari aspek sosial (*social license to operate*). Sedangkan dari sudut pandang pemangku kepentingan, CSR PEP Subang telah memenuhi beberapa *key business practice* pada setiap elemen pemangku kepentingan yang terdiri atas komunitas, lingkungan, karyawan, konsumen, pemasok dan pemegang saham.

Kata kunci : *Corporate Social Responsibility*, pemangku kepentingan, *social license to operate*.

ABSTRACT

Many impacts of business activities have prompted demands of moral commitments toward the company in terms of social responsibility which is known as Corporate Social Responsibility (CSR). As a business unit that manages the largest gas producing field in West Java, PT Pertamina EP Subang Field (PEP Subang) cannot be separated from the effects arising from their existence. In addition, the presence of the stakeholders will greatly affect business processes run by PEP Subang. This is what underlies the importance of the implementation of responsible business activities in PEP Subang. This study analyzed the implementation of CSR in PT Pertamina EP Subang Field both from the standpoint of management's motivation and also from the viewpoint of their stakeholders. The results of the research revealed that the main motivation of CSR in PEP Subang was in order to obtain a social license to operate. Meanwhile from the viewpoint of stakeholders, CSR of PEP Subang has met several key business practices on each of stakeholder elements consisting of community, environment, employees, consumers, suppliers and investors.

Keywords : Corporate Social Responsibility, stakeholders, social license to operate.