

ANALISIS PARTISIPASI DAN DAMPAK *CORPORATE SOCIAL RESPONSIBILITY* “BANK SAMPAH” PT TIRTA INVESTAMA AQUA KLATEN TERHADAP KESEJAHTERAAN MASYARAKAT

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Intisari

Sampah rumah tangga terdiri dari sampah anorganik dan sampah organik. Perlu diadakan pengelolaan sampah yang baik agar tidak menimbulkan kerugian bagi masyarakat. Salah satu pengelolaan sampah di masyarakat ialah bank sampah. Bank sampah yang berada di Desa Karanglo dan Desa Keprabon merupakan salah satu *Corporate Social Responsibility* (CSR) berbasis masyarakat PT Tirta Investama Aqua Klaten. Bank sampah memiliki konsep menabung sampah yang dilakukan oleh masyarakat. Tujuan dari penelitian ini adalah untuk mengetahui tingkat partisipasi masyarakat pada *Corporate Social Responsibility* (CSR) bank sampah, mengetahui faktor-faktor yang berpengaruh terhadap partisipasi masyarakat dalam *Corporate Social Responsibility* (CSR) bank sampah, dan menganalisis pengaruh CSR bank sampah terhadap kesejahteraan masyarakat di Desa Karanglo dan Desa Keprabon.

Total sampel yang digunakan ialah 177 rumah tangga, 87 rumah tangga Desa Karanglo dan 90 rumah tangga Desa Keprabon. Penelitian menggunakan metode deskriptif kuantitatif untuk mengetahui faktor-faktor menggunakan model logit, deskriptif untuk mengetahui partisipasi masyarakat, dan regresi linier serta regresi logit untuk dampak bank sampah terhadap kesejahteraan masyarakat yang meliputi aspek ekonomi, sosial, dan lingkungan.

Hasil penelitian menunjukkan bahwa total rumah tangga yang berpartisipasi adalah 58 rumah tangga Desa Karanglo dan 55 rumah tangga Desa Keprabon. Mayoritas masyarakat menabung sampah plastik dengan volume satu kilogram pada satu kali setor. Adanya faktor manfaat terhadap ekonomi dan lingkungan menjadi faktor pendorong masyarakat berpartisipasi dalam bank sampah. Faktor-faktor yang berpengaruh terhadap partisipasi masyarakat pada bank sampah antara lain faktor umur, jarak, dan desa yang memiliki nilai $< \alpha 0,05$ yang berarti faktor tersebut berpengaruh secara signifikan terhadap partisipasi masyarakat. Terdapat perbedaan dampak ekonomi dari bank sampah di kedua desa, di mana pendapatan masyarakat Desa Karanglo ialah Rp 61.597,7/tahun, sedangkan Desa Keprabon Rp 31.333,3/tahun. Sebesar 71,2% rumah tangga menjawab ada peningkatan hubungan antar masyarakat akibat adanya bank sampah. Sebanyak 83,1% rumah tangga menjawab bahwa ada peningkatan kebersihan lingkungan akibat adanya bank sampah.

Kata kunci : partisipasi masyarakat, bank sampah, kesejahteraan masyarakat

PARTICIPATION AND IMPACT ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY "WASTE BANK" PT TIRTA INVESTAMA AQUA KLATEN ON COMMUNITY WELFARE

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Abstract

Household waste consists of inorganic waste and organic waste. Good waste management should be carried out so as not to cause harm to the community. One of the waste management in the community is the waste bank. The waste banks located in Karanglo Village and Keprabon Village is one of Corporate Social Responsibility (CSR) community-based PT Tirta Investama Aqua Klaten. Waste banks have the concept of saving garbage by the community. The purpose of this research is to know the level of public participation in Corporate Social Responsibility (CSR) of waste bank, to know factors influencing to community participation in CSR of waste bank, and to analyze the influence of Corporate Social Responsibility (CSR) of waste bank to community prosperity in Karanglo and Keprabon Village.

The research used quantitative descriptive method in which to know factors using logit model, descriptive to know community participation, also linear regression and logit regression for waste bank impact to community welfare covering economic, social, and environment aspect. Total sample is 177 households, 87 sample households of Karanglo Village and 90 sample households of Keprabon Village.

The results showed that the total number of participating households was 58 Karanglo Village households and 55 Keprabon Village households. The majority of people save plastic waste with a volume of one kilogram on a single deposit. The existence of the benefits economic and environment factor becomes the driving factor for the community to participate in the waste bank. Factors influencing community participation in waste bank include age, distance, and village which have value $< \alpha 0,05$ that means the factors have an impact to participation. Waste Bank has an impact on the community, especially on the economic aspect where the income of Karanglo Village is Rp 61,597,7 / year, while Keprabon Village is Rp 31,333,3 / year. 71.2% of the sample households answered that there was an increase in inter-community relations due to the waste bank. As many as 83.1% of sample households responded that there was an increase in environment cleanliness due to waste bank.

Keywords: *community participation, waste bank, community welfare*