

## INTISARI

Nama : Siska Rannywati Purba

Program Studi : Ilmu Komunikasi

Judul : STRATEGI *CORPORATE SOCIAL RESPONSIBILITY*

(Studi Kasus Implementasi Strategi *Corporate Social Responsibility* PT Agincourt Resources dalam Program *Site Visit* pada Tahun 2012-2015)

Penelitian ini membahas tentang strategi *corporate social responsibility* PT Agincourt Resources Martabe dalam Program *Site Visit* pada tahun 2012-2015 berdasarkan lima tahapan CSR yang meliputi *engagement, assessment, plan of action, action and facilitation* dan *evaluation*. Program *Site Visit* merupakan program CSR perusahaan berupa pengenalan dan pemberian pemahaman akan produksi dan pengelolaan air sisa proses atau limbah perusahaan. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus deskriptif. Dalam penelitian ini disebutkan bahwa pelaksanaan program *Site Visit* melibatkan *officer* yang merupakan penduduk asli warga lingkar tambang. Pelaksanaan kelima tahap ini juga berdasarkan strategi PT Agincourt Resources Martabe melalui departemen *community relations*.

**Kata kunci : Corporate social responsibility, tahapan CSR, studi kasus, officer.**

## Abstract

Name : Siska Rannywati Purba

Departments : Communication Science

Title : CORPORATE SOCIAL RESPONSIBILITY STRATEGY

(Case study: The Implementation of Corporate Social Responsibility Strategy PT Agincourt Resources on the Site Visit Program in 2012-2015)

This research discusses about PT Agincourt Resources Martabe's Corporate Social Responsibility strategy in the Site Visit Program in 2012-2015 based on five stages of CSR that includes engagement, assessment, plan of action, action and facilitation and evaluation. Site Visit program is corporate social responsibility that give introduction and comprehension about production and processing the waste of company. This research uses qualitative method with a descriptive study approach. In this research mentioned about implementation of Site Visit program who involving officer from original people of Ingar Tambang. The implementation of five stages of CSR also executed by PT Agincourt Resources Martabe strategy through department of community relations.

**Key words : Corporate social responsibility, stage of CSR, case study, officer**