

INTISARI

Program *corporate social responsibility* dilaksanakan perusahaan sebagai bentuk tanggung jawab pengaruh operasional perusahaan terhadap lingkungan dan masyarakat. Penelitian bertujuan untuk mengevaluasi program *corporate social responsibility* PT Pertamina Geothermal Kamojang di Desa Lampegan Kabupaten Bandung dan mengidentifikasi faktor penghambat dan pendukung pelaksanaan program. Penelitian menggunakan metode deskriptif evaluatif dengan pendekatan kualitatif. Data penelitian merupakan data primer dan sekunder yang diambil pada September sampai Oktober 2014.

Penelitian menemukan melalui evaluasi bahwa pelaksanaan *corporate social responsibility* dinilai berhasil. Pada evaluasi proses, partisipasi masyarakat berada pada tingkat kerjasama. Evaluasi *output* dinilai memenuhi indikator, kecuali akuntabilitas. Evaluasi dampak menilai pelaksanaan *corporate social responsibility* PT Pertamina Geothermal Energy Kamojang berperan signifikan dalam dampak yang ada tetapi kemandirian dalam pelaksanaan program belum diraih.

Faktor pendukung keberhasilan pelaksanaan yaitu *leadership* dan media informasi. Sementara itu, faktor penghambat adalah budaya bekerja sejak usia sekolah dan tidak adanya regenerasi kepengurusan pusat kegiatan belajar masyarakat.

Sama seperti operasionalisasi perusahaan, *corporate social responsibility* mempunyai sumberdaya dan pengaruh dalam perkembangan wilayah dan masyarakatnya. Dengan sumberdaya *corporate social responsibility* dan kerjasama antara pemerintah dan masyarakat, program *corporate social responsibility* dapat menjadi solusi alternatif pengembangan dan pembangunan wilayah.

Rekomendasi yang dapat diberikan dalam pelaksanaan *corporate social responsibility* adalah pengalihan program sumbangan menjadi pengembangan masyarakat, melakukan *need assessment*, dan pembentukan institusi masyarakat. Kemudian adanya peningkatan kerjasama pembangunan antara perusahaan, pemerintah, dan masyarakat melalui *corporate social responsibility*.

Kata Kunci: evaluasi, CSR, pemberdayaan masyarakat, partisipasi

ABSTRACTION

Corporate social responsibility program is implemented by corporate as responsibility for it's operational effect on environment and community. Objectives of this research are to evaluate corporate social responsibility program implemented by PT Pertamina Geothermal Energy Kamojang in Lampegan Village Bandung Regency and to identify obstacle and supporting factor in implementing the program. This research used evaluative descriptive method with qualitative approach. This research used primary and secondary data taken between September until October 2014.

Research through evaluation method found that corporate social responsibility implementation is successful. Process evaluation found that community participation was on partnership level. Output evaluation addressed completed indicators except accountability. Impact evaluation proved that corporate social responsibility implemented by PT Pertamina Geothermal Energy Kamojang has significant role in present impact yet autonomy in program implementation was not achieved.

The supporting factors are leadership and information media. Meanwhile the obstacle are culture of working in early age and lack of regeneration in community learning centre's board.

Corporate social responsibility, as corporate operationalization, has resources and influence in community and regional development. Counting on it's resources and partnership with government and community, corporate social responsibility can be alternative solution for regional development.

This research recommend to implement community development program instead of charity as corporate social responsibility, do needs assessment, and institutionalize community body. Then to increase cooperation in development sector between corporate, government, and community through corporate social responsibility.

Keyweor: evaluation, CSR, community development, participation