

Modal sosial dan csr corporate social responsibility studi pengaruh modal sosial terhadap implementasi csr ternak mandiri pt badak ngl = Social capital and csr corporate social responsibility relationship study between social capital and the csr implementation of pt badak ngl's ternak mandiri

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Abstrak

Skripsi ini membahas pengaruh modal sosial terhadap implementasi CSR Ternak Mandiri PT Badak NGL. Penelitian ini menggunakan metode kuantitatif dengan desain deskriptif. Hasil penelitian menunjukkan bahwa modal sosial memiliki pengaruh terhadap implementasi CSR Ternak Mandiri; semakin tinggi modal sosial maka semakin tinggi tingkat keberhasilan implementasi CSR Ternak Mandiri; terdapat hubungan yang lemah antara modal sosial dan implementasi CSR Ternak Mandiri. Peneliti menyarankan perusahaan harus lebih ketat dalam pengawasan CSR; penguatan modal sosial dalam CSR dapat berguna bagi keberlanjutan perusahaan.

.....This thesis discussed about the effects of social capital and the CSR implementation in PT Badak NGL's Ternak Mandiri program. The research method is quantitative method with descriptive design. The result of this research shows that social capital has a relationship with the implementation of CSR Ternak Mandiri; the higher the social capital, the higher the success rate of implementation of CSR; There is a low relationship between social capital and CSR implementation of Ternak Mandiri. Researcher suggest that the company need to be more rigorous on monitoring the CSR; strengthening social capital in CSR can be useful for corporate sustainability.