

Analisis dampak sosial dan ekonomi program corporate social responsibility: studi kasus: PT. Pertamina Hulu Energi ONWJ = Analysis of social and economic impacts corporate social responsibility program: case study: PT. Pertamina Hulu Energi ONWJ

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Abstrak

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Penelitian ini bertujuan untuk melakukan analisa evaluasi dampak dari salah satu Program Corporate Social Responsibility PT. Pertamina Hulu Energi ONWJ, yaitu Program Pengelolaan Limbah Non ndash; B3 Melalui Ekonomi Kreatif oleh Anak Jalan andengan menggunakan tahapan metode social return on investment. Penelitian ini dilakukan di wilayah pelaksanaan program yang berlokasi di Tanjung Priok, Jakarta Utara. Penelitian ini menggunakan metode gabungan antara kuantitatif dan kualitatif Mixed Method . Metode pengambilan data dilakukan dengan cara wawancara dan total responden sebanyak 46 orang. Hasil penelitian ini menunjukkan rasio SROI positif sebesar 1:8.37, dan stakeholders dengan impact yang paling besar adalah Yayasan Kumala pada tahun 2013.

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**ABSTRACT
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This study aims to analyze the impact evaluation of one of Corporate Social Responsibility Program PT. Pertamina Hulu Energi ONWJ, the Non B3 Waste Management Program through the Creative Economy by Street Children using the stages of social return on investment method. This research was conducted in the implementation area of the program located in Tanjung Priok, North Jakarta. This study uses a combined method of quantitative and qualitative Mixed Method . Method of data retrieval is done by interview and total respondent counted 46 people. The results of this study show a positive SROI ratio of 1 8.37, and stakeholders with the greatest impact is the Kumala Foundation in 2013.