

Evaluasi Strategic Corporate Social Responsibility (Studi Kasus Pada PT X) = Evaluation of Strategic Corporate Social Responsibility (Case Study at PT X)

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Abstrak

Isu keberlanjutan menjadi semakin penting seiring dengan meningkatnya kesadaran terkait permasalahan lingkungan dan sosial oleh berbagai pihak. Oleh karena itu, sudah semakin banyak perusahaan yang melakukan kegiatan Corporate Social Responsibility (CSR) serta mendukung Sustainable Development Goals (SDGs) untuk mengatasi isu keberlanjutan ini. Penelitian ini bertujuan untuk mengevaluasi apakah program CSR PT X telah sejalan dengan strategi perusahaan serta dapat mendukung SDGs. Hasil dari penelitian menunjukkan bahwa masih terdapat program CSR di Desa Belok Sidan yang tidak sejalan dengan tujuan rencana pembangunan berkelanjutan perusahaan. Sedangkan, tujuan pertama dan ketiga rencana strategis pembangunan berkelanjutan tidak terdapat dalam program CSR di Desa Belok Sidan dan Desa Mambal. Selain itu, dari sepuluh permasalahan sosial di tiga desa, sembilan merupakan permasalahan generic social impacts dan dua merupakan permasalahan social dimensions of competitive context. PT X tidak mengangkat salah satu permasalahan social dimensions of competitive context menjadi program CSR. Oleh karena itu, berdasarkan kategori permasalahan sosial Porter dan Kramer, program CSR PT X pada ketiga belum menggunakan pendekatan strategic CSR, dan masih menggunakan pendekatan responsive CSR. Program CSR PT X di tiga desa sudah mendukung SDGs dengan fokus yang berbeda pada masing-masing desa. Secara keseluruhan program CSR PT X lebih banyak fokus mendukung empat SDGs yaitu No Poverty, Responsible Consumption and Production, Good Health and Well Being, dan Life on Land.

.....The issue of sustainability is becoming increasingly important along with the increasing awareness of environmental and social issues by various parties. Therefore, more companies are carrying out Corporate Social Responsibility (CSR) activities and supporting the Sustainable Development Goals (SDGs) to address this sustainability issue. The purpose of this research is to evaluate whether PT X's CSR program is in line with the company's strategy and can support the SDGs. The results of this research indicate that there are CSR programs in Belok Sidan Village which are not in line with the objectives of the company's sustainable development plan. Meanwhile, the first and third objectives of the sustainable development strategy plan are not included in the CSR program in Belok Sidan Village and Mambal Village. In addition, out of the ten social problems in three villages, there are nine generic social impact problem and two social dimensions of the competitive context problem. PT X do not raise one of the social dimensions of the competitive context problems into a CSR program. Therefore, based on Porter and Kramer's social problem category, CSR program of PT X at three villages has not used a strategic CSR approach, and still using a CSR responsive approach. PT X's CSR programs in three villages have been able to support the SDGs with different focus in each village. Overall, PT X's CSR program focuses more on supporting the four SDGs, namely No Poverty, Responsible Consumption and Production, Good Health and Well Being, dan Life on Land.