

# Dampak Implementasi Kebijakan Corporate Social Responsibility Terhadap Peningkatan Kualitas Hidup Masyarakat Kabupaten Bekasi = Impact of Implementing Corporate Social Responsibility Policy on Improving the Quality of Life of the Bekasi Regency Community

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## Abstrak

Implementasi Corporate Social Responsibility (CSR) di Kabupaten Bekasi menampilkan beragam program yang tersebar merata di wilayah pesisir dan kawasan industri. Penelitian ini bertujuan untuk menganalisis upaya CSR yang terfokus pada kebutuhan mendasar masyarakat setempat. Hasil penelitian menunjukkan bahwa pada wilayah pesisir, program-program CSR disesuaikan dengan tantangan khusus, terutama perlindungan pantai dari abrasi dan banjir rob. Upaya penghijauan melalui penanaman mangrove menjadi bagian penting dalam pelestarian lingkungan pesisir. Selain itu, program CSR juga melibatkan peningkatan aspek ekonomi melalui pelatihan dan infrastruktur dasar. Di kawasan industri, CSR merespons berbagai kebutuhan yang beragam, mulai dari perbaikan sarana pendidikan dan kesehatan hingga infrastruktur jalan. Namun, dampak implementasi CSR masih belum merata. Lokasi geografis mempengaruhi sejauh mana CSR dapat dirasakan, dengan wilayah yang lebih dekat pusat industri cenderung mendapatkan bantuan CSR yang lebih komprehensif. Meskipun telah memberikan dampak positif pada bidang ekonomi, sosial, dan lingkungan, implementasi CSR masih menghadapi beberapa kendala. Program CSR belum sepenuhnya mampu meningkatkan kualitas hidup masyarakat secara signifikan. Selain itu, implementasi ini belum mempengaruhi secara menyeluruh pola ruang di wilayah-wilayah tersebut. Adanya perbedaan dalam penerimaan dan dampak CSR dipengaruhi oleh lokasi geografis dan tingkat keterlibatan perseroan di wilayah tersebut.

.....The implementation of Corporate Social Responsibility (CSR) in Bekasi Regency features a variety of programs spread evenly across coastal areas and industrial areas. This research aims to analyze CSR efforts that focus on the basic needs of local communities. The research results show that in coastal areas, CSR programs are adapted to special challenges, especially coastal protection from abrasion and tidal flooding. Reforestation efforts through planting mangroves are an important part of preserving the coastal environment. Apart from that, the CSR program also involves improving economic aspects through training and basic infrastructure. In industrial areas, CSR responds to a variety of needs, from improving education and health facilities to road infrastructure. However, the impact of CSR implementation is still uneven. Geographic location influences the extent to which CSR can be felt, with areas closer to industrial centers tending to receive more comprehensive CSR assistance. Even though it has had a positive impact on the economic, social and environmental fields, CSR implementation still faces several obstacles. CSR programs have not been able to significantly improve the quality of life of the community. Apart from that, this implementation has not yet completely affected the spatial patterns in these areas. Differences in the acceptance and impact of CSR are influenced by geographic location and the level of company involvement in the region.