

Peran Program CSR dalam korelasi antara tingkat modal sosial terhadap kondisi social well-being masyarakat sekitar Perusahaan Migas di Kepulauan Seribu = The Role of CSR Programs in the correlation between the level of social capital and the social well-being conditions of communities around oil and gas Companies in the Thousand Islands

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Abstrak

Studi mengenai social well-being sudah menjadi fokus kajian Konsorsium SWB di Asia. Social well-being melihat kualitas hidup seseorang secara personal dan relasional dalam konteks karakteristik masyarakat tempat tinggalnya. Studi terdahulu menyebutkan bahwa faktor determinan social well-being terbagi secara struktural dan kultural. Penelitian ini berupaya melihat pengaruh tingkat modal sosial terhadap kondisi social well-being masyarakat. Kebaharuan yang ditawarkan dalam studi ini adalah melihat kondisi social well-being berdasarkan kelompok penerima manfaat program CSR (beneficiaries) dengan bukan penerima manfaat program CSR. Dengan menggunakan metode kuantitatif dan teknik stratified random sampling, studi ini menemukan bahwa modal sosial memiliki korelasi positif yang cukup kuat dengan kondisi social well-being masyarakat Pulau Kelapa. Lebih lanjut, hubungan kedua variabel tersebut menguat pada kelompok penerima program CSR perusahaan migas, disisi lain melemah pada warga yang bukan penerima manfaat program CSR. Secara teoritik, karakteristik komunitas yang homogen, kedekatan komunitas yang cenderung kuat karena adanya ikatan patrimonial, dan kemampuan pengorganisasian sosial yang baik di komunitas merupakan hal-hal yang dapat menjelaskan hasil ini.

.....The study of social well-being has become the focus of studies of the SWB Consortium in Asia. Social well-being looks at a person's quality of life personally and relatively in the context of the characteristics of the community in which he lives. Previous studies state that the determinants of social well-being are structurally and culturally divided. This study seeks to see the effect of the level of social capital on the condition of social well-being of society. The novelty offered in this study is looking at the condition of social well-being based on groups of beneficiaries of CSR programs with non-beneficiaries of CSR programs. By using quantitative methods and stratified random sampling techniques, this study found that social capital has a fairly strong positive correlation with the social well-being condition of the Coconut Island community. Furthermore, the relationship between the two variables strengthened in the group of oil and gas company CSR program recipients, while on the other hand, it weakened in residents who were not beneficiaries of CSR programs. Theoretically, the characteristics of a homogeneous community, the closeness of a community that tends to be strong due to patrimonial ties, and the ability of good social organizing in the community are things that can explain this result.