

ABSTRAK

Tiara Oktavia, Analisis *Corporate Social Responsibility* Terhadap Kesejahteraan Masyarakat Ring 1 Perusahaan Semen Indonesia (Persero) Tbk. Di bawah bimbingan Ibu Nurul Subkhania, S.E., M.Si

Penelitian ini bertujuan untuk menganalisis pelaksanaan program *Corporate Social Responsibility* (CSR) oleh PT Semen Indonesia (Persero) Tbk dan dampaknya terhadap kesejahteraan masyarakat di wilayah ring 1 perusahaan. CSR berperan sebagai bentuk tanggung jawab sosial perusahaan dalam mendukung pembangunan berkelanjutan bagi masyarakat terdampak langsung.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data diperoleh melalui wawancara, observasi, dan dokumentasi program CSR di desa sekitar perusahaan. Fokus penelitian meliputi aspek ekonomi, sosial, dan lingkungan.

Hasil penelitian menunjukkan bahwa program CSR berkontribusi positif terhadap kesejahteraan masyarakat, terutama dalam pemberdayaan ekonomi, pendidikan, kesehatan, dan infrastruktur. Namun, masih terdapat kendala berupa distribusi program yang belum merata, partisipasi masyarakat yang rendah, dan evaluasi program yang belum optimal.

Oleh karena itu, disarankan agar perusahaan meningkatkan kolaborasi dengan pemangku kepentingan lokal, memperkuat partisipasi masyarakat, serta melakukan evaluasi secara berkala guna memastikan keberlanjutan dan efektivitas program CSR.

***Kata Kunci:* Corporate Social Responsibility, Kesejahteraan Masyarakat, Ring 1, Semen Indonesia**

ABSTRACT

Tiara Oktavia, Analysis of Corporate Social Responsibility on Community Welfare Ring 1 Indonesian Cement Company (Persero) Tbk. Under the guidance of Nurul Subkhania, S.E., M.Si

The aim of this study is to analyze the implementation of Corporate Social Responsibility (CSR) programs PT Semen Indonesia (Persero) Tbk and their impact on the welfare of communities located in the company's Ring 1 area. CSR represents a form of corporate accountability that supports sustainable development, particularly for communities directly affected by the company's operations.

This research adopts a qualitative approach using a descriptive method. The gathered text through interviews, field observations, and documentation of CSR activities in villages surrounding the company. The study focuses on three dimensions of community welfare: economic, social, and environmental.

The findings reveal that CSR programs have positively contributed to community welfare, Specifically by promoting economic empowerment, improved access to education and healthcare, and the development of basic infrastructure. However, several challenges persist, including unequal distribution of programs, limited community participation in the planning process, and a lack of continuous evaluation.

Therefore, It is advisable. that the company enhance collaboration with local stakeholders, increase community involvement, and conduct regular evaluations to ensure the sustainability and effectiveness of its CSR programs.

Keywords: Corporate Social Responsibility, Community Welfare, Ring 1, Semen Indonesia