

Abstract

Fitra Nur Rofika, Analysis of Upstream Oil and Gas CSR (Corporate Social Responsibility) Implementation in the Socio-Economic Conditions of the Gayam Village Community, Gayam District, Bojonegoro Regency, under the guidance of Mohtar Rasyid, S.E., M.Sc.

The oil and gas sector has diverted the attention of the national and international public which is focused on Bojonegoro Regency with the amount of crude oil reserves up to millions of barrels. This gives rise to the assumption that people with the potential for abundant natural resources will improve the economy and welfare. In fact, the existence of large industries managing oil and gas natural resources in Bojonegoro will also have a great influence with all its consequences that cause negative externalities or adverse effects on the environment around mining. To overcome this, ExxonMobil Cepu Ltd as the operator of Upstream Oil and Gas provides a form of corporate responsibility in the form of CSR (Coeporate Social responsibility) programs in an effort to empower the community in the form of empowerment and physical programs. The purpose of the study was to analyze the implementation of upstream oil and gas CSR (Corporate Social Responsibility) in the social conditions (education and health) and economy (employment and income) of the people of Gayam Village, Gayam District, Bojonegoro Regency. The research method used is descriptive qualification. The focus of this research is on the people of Gayam Village. The research informants were the people of Gayam Village while the supporting informants were the Gayam Village government and ExxonMobil Cepu Ltd. Public Relations methods used interviews, observations, and documentation. The analysis technique of the descriptive analysis model with the test of the validity of the data was carried out using the triangulation of data sources. The results showed that the implementation of the CSR (Corporate Social Responsibility) program that had been given to the people of Gayam Village contributed directly to the village community as a whole, meaning that the CSR (Corporate Social Responsibility) program had been realized in accordance with community conditions, both social and economic conditions.

Keywords : *Corporate Social Responsibility (CSR), Externalities, Socioeconomic Conditions.*

Abstrak

Fitra Nur Rofika, Analisis Implementasi CSR (*Corporate Social Responsibility*) Hulu Migas Pada Kondisi Sosial Ekonomi Masyarakat Desa Gayam Kecamatan Gayam Kabupaten Bojonegoro, Di bawah bimbingan Mohtar Rasyid, S.E., M.Sc.

Sektor migas telah mengalihkan perhatian publik nasional maupun internasional yang tertuju pada Kabupaten Bojonegoro dengan jumlah cadangan minyak mentah hingga jutaan barel. Hal tersebut memunculkan asumsi masyarakat dengan potensi sumber daya alam yang berlimpah akan meningkatkan perekonomian dan kesejahteraan. Faktanya, adanya industri-industri besar pengelola sumber daya alam migas di Bojonegoro juga akan memberikan pengaruh besar dengan segala konsekuensi-konsekuensinya yang menimbulkan eksternalitas negatif atau efek yang buruk terhadap lingkungan sekitar pertambangan. Untuk mengatasi hal tersebut, ExxonMobil Cepu Ltd sebagai operator Hulu Migas memberikan bentuk tanggung jawab perusahaan berupa program CSR (*Coeporate Social responsibility*) dalam upaya untuk memberdayakan masyarakat dalam bentuk program pemberdayaan serta fisik. Tujuan penelitian untuk menganalisis implementasi CSR (*Corporate Social Responsibility*) hulu migas pada kondisi sosial (pendidikan dan kesehatan) dan ekonomi (ketenagakerjaan dan pendapatan) masyarakat Desa Gayam Kecamatan Gayam Kabupaten Bojonegoro. Metode penelitian yang digunakan adalah kualitatif deskriptif. Fokus penelitian ini pada masyarakat Desa Gayam. Informan penelitian adalah masyarakat Desa Gayam sementara informan pendukung adalah pemerintah Desa Gayam dan Humas ExxonMobil Cepu Ltd. Metode pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Teknik analisis model analisis deskriptif dengan uji keabsahan data dilakukan dengan menggunakan triangulasi sumber data. Hasil penelitian menunjukkan bahwa pelaksanaan program CSR (*Corporate Social Responsibility*) yang telah diberikan kepada masyarakat Desa Gayam memberikan kontribusi secara langsung pada masyarakat desa secara keseluruhan, artinya program CSR (*Corporate Social Responsibility*) telah terealisasi sesuai dengan kondisi masyarakat baik kondisi sosial maupun ekonomi.

Kata Kunci : *Corporate Social Responsibility* (CSR), Eksternalitas, Kondisi Sosial Ekonomi