

RINGKASAN

Tanggung jawab sosial perusahaan tersebut dilaksanakan berkontribusi dalam kegiatannya secara langsung dan kepedulian terhadap masyarakat sekitar dan lingkungan. Keberlanjutan usaha suatu perusahaan diukur dengan parameter kemampuan perusahaan dalam mengelola hubungan baik dengan masyarakat dan menjaga kelestarian lingkungan melalui program *Corporate Social Responsibility* (CSR). Peran program CSR perusahaan dalam meningkatkan kesejahteraan dan pemberdayaan masyarakat di sekitar perusahaan dilakukan dengan memberikan beberapa program yang dibutuhkan oleh masyarakat.

Penelitian ini dilaksanakan di desa Karangtengah RW5(RT1 dan RT2) dengan metode penelitian yaitu survei ke tempat penelitian. Jenis penelitian ini merupakan penelitian kombinasi (*mix methods research*) yang menggunakan 2 variabel yaitu pelaksanaan program CSR dan perilaku masyarakat tidak membuang sampah di Sungai Belot desa Karangtengah Baturraden. Analisa data menggunakan analisa deskriptif dan juga korelasi.

Hasil penelitian menunjukkan kategori penilaian untuk pelaksanaan program CSR PT. Indesso Aroma Baturraden yang dilaksanakan di RW5 (RT1 dan RT2) desa Karangtengah adalah efektif yang artinya masyarakat memiliki tingkat pengetahuan yang baik akan kebersihan sungai Belot akan tetapi ketika di survei secara langsung pelaksanaan CSR ini hanya berjalan sebagai hibah dimana masyarakat belum dapat diberdayakan dengan baik dan hanya mengandalkan pihak perusahaan jika alat yang diberikan perusahaan mengalami gangguan atau kerusakan. Namun dengan CSR penyediaan tong sampah berdampak pada berkurangnya sampah yang mencemari sungai karena masyarakat sudah membuang sampah di tong sampah tersebut. Faktor pendukung CSR PT. Indesso Aroma Baturraden meliputi keaktifan dari perangkat desa, sumber limbah yang berguna di masyarakat sekitar, tersedianya sumber air bersih yang dapat didistribusikan untuk masyarakat, adanya rasa percaya dari masyarakat kepada perusahaan. Faktor penghambat pelaksanaan CSR meliputi: kondisi geografis, pembagian tong sampah yang masih sedikit, pengambilan sampah sering terlambat, tenaga kerja sekitar minim, swadaya masyarakat kurang, aplikasi pompa *hydram* yang sulit, kurangnya kesadaran masyarakat dalam menjaga aliran di sungai Belot.

Kata Kunci : Perilaku, CSR, Kebersihan.

SUMMARY

Corporate social responsibility is carried out by contributing directly to its activities and caring for the surrounding community and the environment. The sustainability of a company's business is measured by the parameters of the company's ability to manage good relations with the community and maintain environmental sustainability through Corporate Social Responsibility (CSR) programs. The role of the company's CSR program in improving the welfare and empowerment of the community around the company is carried out by providing several programs needed by the community.

This research was conducted in the village of Karangtengah RW5 (RT1 and RT2) using the research method, namely a survey to the research location. This type of research is Mixed methods research approach that uses 2 variables, namely the implementation of the CSR program and the behavior of the community not to dispose of garbage in Karangtengah Baturraden. Data analysis uses descriptive analysis and correlation.

The results of the research show that the assessment category for the implementation of the CSR program of PT. Indesso Aroma Baturraden which was carried out in RW5 (RT1 and RT2) Karangtengah village was effective, which meant that the community had a good level of knowledge about the cleanliness of the Belot river, but when surveyed directly the implementation of this CSR only went as a grant where the community could not be properly empowered and only relied on the company if the tool provided by the company is interrupted or damaged. However, with CSR the provision of trash cans has an impact on reducing waste that pollutes the river because people have already disposed of garbage in these trash cans. Factors supporting CSR PT. Indesso Aroma Baturraden includes the activeness of village officials, a useful source of waste in the surrounding community, availability of clean water sources that can be distributed to the community, a sense of trust from the community to the company. Factors inhibiting the implementation of CSR include: geographical conditions, distribution of trash cans that are still small, garbage collection is often late, minimal workforce, lack of community self-help, difficult *hydram* pump application, lack of public awareness in maintaining the flow of the Belot River.

Keywords: Behavior, CSR, Cleanliness