

RINGKASAN

Salah satu bentuk partisipasi untuk meningkatkan kualitas hidup warga negara Indonesia adalah dengan kedermawanan (filantropi) melalui *Corporate Social Responsibility* (CSR). CSR merupakan sebuah kewajiban bagi Perseroan Terbatas (PT), hal tersebut diatur dalam Undang-Undang Nomor 40 Tahun 2007 tentang Perseroan Terbatas (PT) pasal 74 dan UU Nomor 25 Tahun 2007 tentang Penanaman Modal pasal 15, 17, dan 34. Program CSR dalam BUMN disebut TJSL BUMN yang merupakan komitmen perusahaan terhadap pembangunan yang berkelanjutan dengan memberikan manfaat pada sisi sosial di sekitar. TJSL BUMN diorientasikan dalam menangani isu-isu SDGs. Bandara Adi Soemarmo Solo melalui program pelayanan kesehatan keliling tidak hanya sekadar melakukan kegiatan filantropi dengan menyisihkan keuntungan dari kegiatan operasional perusahaan namun juga ikut memberdayakan masyarakat untuk mencapai kesejahteraan.

Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan pendekatan studi kasus. Teknik pemilihan informan dalam penelitian ini menggunakan purposive sampling. Teknik pengumpulan data dengan menggunakan data primer dan sekunder yang diperoleh melalui wawancara, observasi serta dokumentasi. Wawancara telah dilakukan kepada *Manager Legal Compliance and Stakeholder Relation* PT Angkasa Pura Adi Soemarmo, Kepala Puskesmas Ngemplak, Petugas Gizi Puskesmas Ngemplak serta perwakilan peserta program Kesling. Observasi yang telah dilakukan adalah ikut serta dalam program Kesling. Dokumentasi yang digunakan sebagai rujukan dalam penyusunan laporan penelitian ini antara lain: dokumen dari hasil wawancara, dokumentasi gambar selama kegiatan penelitian berlangsung, hingga dokumen terkait pelaksanaan program CSR pelayanan kesehatan keliling

Program Kesling dalam pelaksanaannya sudah menganut alur *Triple Bottom Line* yang mencakup *people* (masyarakat), *planet* (lingkungan) dan *profit* (keuntungan). Program Kesling memberikan dampak dan manfaat bagi masyarakat di Kecamatan dengan pelayanan pengobatan gratis dan pembagian PMT. Program Kesling juga telah memperhatikan unsur lingkungan, yakni dilaksanakan di Kecamatan Ngemplak. Hal tersebut selain dikarenakan lokasi bandar udara yang terletak di Kecamatan Ngemplak juga dikarenakan masih terdapatnya kasus ibu hamil KEK dan balita KEP. Pasien pelayanan pengobatan gratis di tiga desa yakni Desa Sawahan, Kismoyoso dan Giriroto yang didominasi masyarakat dewasa dan lansia memudahkan masyarakat untuk mendapatkan akses kesehatan. Program kesling juga memberikan manfaat bagi masyarakat berupa pelayanan gratis dan PT Angkasa Pura I Adi Soemarmo mendapatkan *corporate image* yang baik. Program kesling juga merupakan bentuk pemberdayaan masyarakat. Kegiatan CSR yang berbasis pemberdayaan masyarakat (*community empowerment*) yakni melalui *corporate citizenship*.

Kata kunci : CSR, Pelayanan Kesehatan, Filantropi, Pemberdayaan.

SUMMARY

One form of participation to improve the quality of life of Indonesian citizens is through generosity (philanthropy) through Corporate Social Responsibility (CSR). CSR is an obligation for Limited Liability Companies (LCC), this is regulated in Law Number 40 of 2007 concerning Limited Liability Companies (LCC) chapter 74 and Law Number 25 of 2007 concerning Capital Investment chapter 15, 17 and 34. CSR Program in state-owned enterprise is called TJSL BUMN which is the company's commitment to sustainable development by providing benefits to the social side of the area. TJSL BUMN is oriented towards dealing with SDGs issues. Adi Soemarmo Airport, through the mobile health service program, not only carries out philanthropic activities by setting aside profits from company operational activities but also empowers the community to achieve prosperity.

This research uses a descriptive qualitative research method with a case study approach. The informant selection technique in this research used purposive sampling. Data collection techniques use primary and secondary data obtained through interviews, observation and documentation. Interviews were conducted with the Legal Compliance and Stakeholder Relations Manager of PT Angkasa Pura I Adi Soemarmo, the Head of the Ngemplak Community Health Center, the Nutrition Officer of the Ngemplak Community Health Center and representatives of the mobile health service program participants. Observations that have been made include participating in the mobile health service program. Documentation used as a reference in preparing this research report includes: documents from interviews, image documentation during research activities, and documents related to the implementation of the mobile health service CSR program.

In its implementation, the mobile health service program adheres to the Triple Bottom Line which includes people (society), planet (environment) and profit (profit). The mobile health service program provides impacts and benefits to the community in the sub-district with free medical services and distribution of additional food. The mobile health service program has also paid attention to environmental elements, namely being implemented in Ngemplak District. This is not only because the airport is located in Ngemplak District, but also because there are still cases of CED pregnant women and PEM toddlers. Free health services for patients in three villages, namely Sawahan, Kismoyoso and Giroto, which are dominated by adults and the elderly, make it easier for people to get access to health care. The mobile health service program also provides benefits to the community in the form of free services and PT Angkasa Pura I Adi Soemarmo gets a good corporate image. The mobile health service program is also a form of community empowerment. CSR activities based on community empowerment (community development), namely through corporate citizenship

Keywords: CSR, Health Services, Philanthropy, Empowerment.