

ABSTRAK

Pemanfaatan Program Corporate Social Responsibility (CSR) Berdikari Kampung Tenun PT. Pertamina Patra Niaga Integrated Terminal Pontianak Oleh Masyarakat Di Kelurahan BatuLayang Kecamatan Pontianak Utara Kota Pontianak. **Skripsi Program Studi Pembangunan Sosial. Fakultas Ilmu Sosial dan Ilmu Politik Universitas Tanjungpura Pontianak.**

Tujuan dalam penelitian ini adalah untuk mendeskripsikan dan menganalisis alokasi sasaran program tanggung jawab sosial PT. Pertamina Patra Niaga Integrated Terminal Pontianak dan pemanfaatannya oleh masyarakat di Kelurahan Batu Layang. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif dengan teknik pengumpulan data melalui observasi, wawancara dan dokumentasi. Metode analisis komponensial menjadi pilihan menganalisis data kualitatif. Pemilihan partisipan menggunakan teknik purposive sampling dengan informan berjumlah 10 orang. Subjek penelitiannya adalah Community Development Officer PT. Pertamina Patra Niaga Integrated Terminal Pontianak, Lurah di Kelurahan Batu Layang, masyarakat penerima manfaat CSR kelurahan Batu Layang. Hasil penelitian menyatakan Program CSR Berdikari Kampung Tenun PT. Pertamina Patra Niaga Integrated Terminal Pontianak dibidang sosial mencakup pendidikan, kesehatan dan keagamaan belum dapat dikatakan ke dalam kategori *Corporate Social Responsibility* karena belum ada bantuan yang signifikan ke pendidikan, kesehatan dan keagamaan karena sifat CSR berkelanjutan. Pemanfaatan bidang lingkungan mencakup pengelolaan limbah menjadi bahan pembuatan kerajinan, dan bantuan tong sampah berkelanjutan dikategorikan kedalam *Corporate Social Responsibility* (CSR) karena bantuan yang diberikan berkelanjutan. Pemanfaatan bidang ekonomi dapat dikategorikan *Corporate Social Responsibility* (CSR) karena bantuannya berupa pendanaan, fasilitas, dan peningkatan keahlian guna menunjang Usaha Mikro Kecil dan Menengah (UMKM) dalam meningkatkan pendapatan masyarakat. Kurangnya pengawasan aparat terhadap pelaksanaan CSR perusahaan menjadi hambatan perusahaan dan kurangnya antusias warga, fasilitas yang belum terpenuhi, dan besarnya permintaan masyarakat menjadi hambatan pelaksanaan Program CSR tersebut.

Kata Kunci : Pemanfaatan, CSR, PT Pertamina Patra Niaga, Sosial, Masyarakat

ABSTRACT

The Utilization of *Berdikari Kampung Tenun* Corporate Social Responsibility (CSR) Program of PT. Pertamina Patra Niaga Integrated Terminal Pontianak by the Community in Batu Kayang Subdistrict of Pontianak Utara District of Pontianak City. **Thesis of Social Development Study Program. Social and Political Sciences Faculty of Universitas Tanjungpura Pontianak.**

This study aimed to describe and analyze the allocation of social responsibility program target of PT. Pertamina Patra Niaga Integrated Terminal Pontianak and the utilization by the community in Batu Layang Substrict. This study used the qualitative method with a descriptive approach. The techniques of data collection were observation, interview, and documentation. This study also used the componential analysis method to analyze the qualitative data. Choosing the participant of this study used the purposive sampling technique with an amount of 10 informants. The research subject of this study was the Community Development Officer of PT. Pertamina Patra Niaga Integrated Terminal Pontianak, the Head of Batu Layang Substrict, abd the community who received the benefits of CSR in Batu Layang Subdistrict. The results of this study stated that the *Berdikari Kampung Tenun* CSR Program of PT. Pertamina Patra Niaga Integrated Terminal Pontianak in the social sector included education, health, and religion was not able to be classified as Corporate Social Responsibility because there had been no significant assistance to education, health and religion that was sustainable for CSR. Utilization in the environmental sector included managing waste into materials for making handicrafts and assistance with sustainable trash cans was categorized into Corporate Social Responsibility (CSR) because the assistance provided was sustainable. Utilization of the economic sector could be categorized as Corporate Social Responsibility (CSR) because the assistance was in the form of funding, facilities, and increased expertise to support Micro, Small and Medium Enterprises (MSMEs) in increasing community's income. The lack of monitoring by officials of the implementation of company's CSR and the lack of enthusiasm of the community, unfulfilled facilities, and the large demand from the community became obstacles for the company to the implement the CSR program.

Keywords: Utilization, CSR, PT. Pertamina Patra Niaga, Social, Community.

