

ABSTRAK

MARISKA TIFANI. Persepsi Masyarakat Terhadap Implementasi Program Corporate Sosial Responsibility (CSR) Pada PT Dairi Prima Mineral di Desa Bongkaras. Skripsi. Medan: Fakultas Ilmu Pendidikan. Universitas Negeri Medan. 2024.

Penelitian ini bertujuan untuk mendeskripsikan bagaimana persepsi Masyarakat terhadap implementasi program corporate social responsibility (csr) di desa Bongkaras. Penelitian ini dilaksanakan di Desa Bongkaras Kecamatan Silima Pungga-Pungga Kabupaten Dairi. Jenis penelitian yang digunakan adalah deskriptif dengan pendekatan kualitatif. Subjek dalam penelitian ini adalah 1 orang aparat desa, 1 kader pendamping program stunting, 2 masyarakat biasa. Teknik pengumpulan data yaitu observasi, wawancara dan dokumentasi. Teknik analisis data yaitu reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian ini mengidentifikasi 3 aspek persepsi Masyarakat terhadap program csr yaitu : (1) Aspek kognitif (2) Aspek Afeksi (3) Aspek Konatif. Hasil penelitian ini menunjukkan bahwa persepsi Masyarakat positif terhadap pelaksanaan CSR. Meskipun masyarakat setuju dengan adanya program CSR tersebut, namun Masyarakat kurang berpartisipasi aktif terhadap program CSR yang dilakukan oleh PT Dairi Prima Mineral karena partisipasi yang rendah juga dapat menghambat terlaksananya program CSR.

Kata kunci: persepsi, masyarakat, corporate social responsibility (csr), dairi prima mineral

ABSTRACT

MARISKA TIFANI. Community Perceptions of the Implementation of the Corporate Social Responsibility (CSR) Program at PT Dairi Prima Mineral in Bongkaras Village. Skripsi. Medan: Faculty of Education. Universitas Negeri Medan. 2024

This research aims to describe the community's perception of the implementation of the corporate social responsibility (CSR) program in Bongkaras village. This research conducted in Bongkaras Village, Silima Pungga-Pungga District, Dairi Regency. The type of research used is descriptive with a qualitative approach. The subjects in this research were 1 village official, 1 cadre accompanying the stunting program, and 2 villager. Data collection techniques are observation, interviews, and documentation. Data analysis techniques are data reduction, data presentation, and concluding. This research identifies 3 aspects of public perception of CSR programs, namely: (1) Cognitive aspect (2) Affection aspect (3) Conative aspect. The results of this research indicate that the public's perception is quite positive towards the CSR implementation. Even though the community agrees with the CSR program, the community does not actively participate in the CSR program carried out by PT Dairi Prima Mineral because low participation can also hinder the implementation of the CSR program.

Keywords: perception, society, corporate social responsibility (CSR), prima minerals.

