

ABSTRACT

THE EFFECTIVITY OF COMMUNITY EMPOWERMENT ON CORPORATE SOCIAL RESPONSIBILITY PROGRAM BY PT. PLN (CASE IN RANGAI TRI TUNGAL VILLAGE, KATIBUNG DISTRICT OF SOUTH LAMPUNG REGENCY)

By

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This research is to find out: (1) The effectivity of community empowerment on CSR; (2) The difference of the group dynamics. farmers' knowledge, implementation and income; (5) Community perception on CSR.

This research was conducted in Rangai Tri Tunggal Village, Katibung District of South Lampung Regency where CSR is implemented by PT. PLN. All 20 farmers participating in The CSR are the respondents interviewed. The methodology used in this research is the descriptive analysis and quantitative analysis.

The results of the research were as the following: (1) The CSR based on community empowerment was generally successful; (2) The group dynamics increased about 28.80% after the community empowerment on CSR; (3) The level of farmers' knowledge increased about 23.98% and the farmers' implementation increased about 25.71% after the empowerment on CSR; (4) The level of farmers' income from food crops and horticulture cultivation increased about Rp. 2.885.049,00; livestock farming increased about Rp. 3.175.930,00, while the income level of farmers on tasteless water fish farming decreased about Rp. 135.566,26 after the empowerment on CSR. The most profitable farming was food crops and horticulture with R/C about 2.38, the old way of farming was more profitable than the new way of farming; (5) Community had a good perception of CSR. People agree on various activities within CSR such as counseling, training and farm inputs funding program.

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