

ABSTRACT

THE EFFECTIVNESS OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN PALM PARTNERSHIP PROGRAM CONDUCTED BY PT. PERKEBUNAN NUSANTARA VII (PERSERO) REJOSARI'S UNIT

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The application of Corporate Social Responsibility (CSR) in State-Owned Enterprises (BUMN) with the various regulations that govern it, making the partnership as a form of welfare economic empowerment program of corporate social responsibility. As one of the coaches state that has the ability in terms of capital, oil palm cultivation techniques, business management and good organization and running of this commitment on consideration of the integration of business strategy that has linkages with supply chain company, PT. Perkebunan Nusantara VII (Persero) brings this corporate responsibility in the Palm Partnership Program. The farmers who have limitations in terms of capital, weak in the technique of oil palm cultivation and farm management, difficult to get information and access to markets and need for an institution / group, were invited to join the partnership. Therefore, this research is purposed to measure and analyze the effectiveness of CSR in Palm Partnership Program conducted PT. Perkebunan Nusantara VII (Persero) Business Unit Rejosari against farmer partners. The research estimates with quality, quantity and time indicators.

The method used is quantitative descriptive. Data collection methods used are questionnaires, interviews and documentation. The measurement is carried out on quality, quantity and time dimension which consist of aspects of capital, technical assistance aspects on oil palm cultivation and production aspects of the shelter which is the operational activities of Palm Partnership Program.

The results of this research indicates that the category of effectiveness of CSR in Palm Partnership Program conducted by PT. Perkebunan Nusantara VII (Persero) Rejosari's Unit towards farmer partners is effective and the interval scale is 91,8 - 113,4. The category come from the multiple choice are pointed by **27 (67,5%)** respondent. This shows that Palm Partnership Program has been strengthen the farmers in term of capital, can increase the ability and knowledge in oil palm cultivation techniques and institutional as well as clarity in the information and

market access for their production. But there some things that need to be reviewed and repaired in this Palm Partnership Program is an additional loan of plant maintenance, accelerate the payment of TBS, the price of seeds, improve the frequency of giving materials for development and the frequency of and visit the field (garden) by PT. Perkebunan Nusantara VII (Persero) Rejosari's Unit, so that PT. Perkebunan Nusantara VII (Persero) Unit Rejosari as the state owned coach could maximize the performance of this program that will meet the needs of enterprise supply chain from farmer partners and continue to be a breath business. The most important, that PT. Perkebunan Nusantara VII (Persero) Rejosari's Unit keep its strong commitment on running its social responsibility commitment.

**Key words : Effectiveness, Corporate Social Responsibility (CSR),
Partnership, PT. Perkebunan Nusantara VII (Persero) Rejosari
Unit's**