

## **ABSTRACT**

### **ANALYSIS PROGRAM IMPLEMENTATION CSR PTPN 7 BERINGIN BUSINESS UNIT OF WELFARE SOCIETY**

**By**

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The purpose of this study was to determine the effect of the implementation of CSR programs PTPN 7 Beringin Business Unit on the welfare of people in the District Lubai. The population in this study are all interwoven society partnership contract with PTPN 7 business units that feel the Beringin and direct the implementation of community development programs in the neighborhood, amounting to 86 heads of household. Locations in this study is the people who live in the District of Muara Enim Regency Lubai South Sumatra Province. The analysis used in this study is multiple regression analysis. Based on the results of the study indicate that the CSR program and a significant positive effect on the welfare of people around the office PTPN 7 banyan Act.

**Keywords: CSR, Welfare**