

ABSTRACT

THE ENFORCEMENT OF CSR IN ORDER PARTNERSHIP PROGRAMME AND BUILDING ENVIRONMENT AS A IMPLEMENTATION OF THE COMPANY EXTERNAL RESPONSIBILITY IN PTPN VII (PERSERO)

By.

BUTET VERA S

The Practice of Environment Social Responsibility (Praktik Tanggung Jawab Sosial Lingkungan/TJSL), the implementation of Corporate Social Responsibility (CSR) in Indonesia legislation, is one of the obligation in company that appropriate with the content of the new Undang-Undang (UUPT)/company regulation, in article 74 UU No. 40, 2007 as a *lex generalis* for all company that run the activities in related sectors with sources in aim to improve the concern of life quality, social harmony and the environment.

The implementation of TJSL in BUMN company as a *lex special* (special law) due to the rules in UU BUMN NO. 19, 2003 article 2 verse (1) letter e, mentioned, the aim and objectives BUMN is a participate to give the direction and the assistance for the poor section entrepreneurs, cooperative and society. Furthermore, in article 88, verse (1) UU BUMN mentioned the ability of BUMN to partially eliminate the profit for the requirements of small business and cooperative, including the direction in society around BUMN.

The issue in this thesis is How the implementation of CSR in PTPN VII (Persero) as a form of responsibility external in Partnership Programme and Building Environment within have been applied as a voluntary that become arranged to a mandatory in article 74 UUPT NO. 40, 2007 and How the application of law sanctions for the enforcement CSR in PTPN VII (Persero) as a Responsibility of The Company External related to article 74, verse (3) UUPT, 2007.

The kind of this research is juridical and empirical, that towards to the law activities, discuss how to operate the law into society. The type of research in this thesis tend to descriptive analyze means to analyze all datas either in primary and secondary. The method of the analyze data using the deductive as a conclusion in all with one method from the generally concern become a specific concern. Regarding to the result of research, discovered that the implementation of CSR in PTPN VII (Persero) although arranged in mandatory way by legislation such as PKBL and CSR/ Community Development remain philanthropy, yet give the good impact to the society. The adjustment of CSR in UUPT, UU BUMN, and Permenreg BUMN refer to mandatory, there is a force power, however has no yet sanctions inside.

Key Word : Corporate Social Responsibility, Stakeholder dan BUMN