

ABSTRACT

IMPLEMENTATION PROGRAMS KEMITRAAN BINA LINGKUNGAN BUMN PTPN VII (PERSERO) COMPANY IN BANDAR LAMPUNG

By

MUHAMMAD FADHIL ALAYDRUS

Activity Companies providing goods and services not uncommon impact negative for residents and environment in business activities, to form a positive image in society, The Company already is supposed to execute Program Corporate Social Responsibility (CSR). One of The Programs Corporate Social Responsibility belonging to BUMN Company is Programs Kemitraan dengan Usaha Kecil dan Bina Lingkungan that will be in short with PKBL, which is the realization of the implementation of The Act of Undang-Undang No. 19 Tahun 2003 Pasal 88 ayat (1) UU BUMN, Peraturan Gubernur Lampung No.30 Tahun 2011 tentang Pedomanan Pengelolaan *CSR/PKBL*, Peraturan Daerah Provinsi Lampung Nomor 16 Tahun 2012 Tentang Tanggung Jawab Sosial Perusahaan. Today this program was still have not run well, among others because : Often there is a misuse of funds PKBL Program, Financial report the fund PKBL Program sometimes not equal to reality in the field.

The problems of this research were : (1) How is the implementation of The Program PKBL by BUMN PTPN VII (Persero) Company in Bandar Lampung? (2) Whether the problem facing by BUMN PTPN VII (Persero) Company in implementing The Program PKBL?

Approach matter used in this research is juridical normative and juridical empiric. Types of data used are primary data and secondary data. Data was collected through library research and field study. Data analyzed qualitatively.

Research results and discussion show : (1) Implementation Programs Kemitraan BUMN dengan Usaha Kecil dan Bina Lingkungan that will be in short with PKBL by BUMN PTPN VII (Persero) Company implemented through 3 programs namely Program Kemitraan, Program Pembinaan, dan Program Bina Lingkungan. Program Kemitraan is distribution program in the form of loans to mitra binaan, generally mitra binaan must is small business, Program Pembinaan is guidance program mitra usaha binaan of The Program Kemitraan, and Program Bina Lingkungan that divided into 2(two) namely BUMN Peduli Lingkungan Programs and BUMN Pembina Lingkungan Programs. (2) Factors affecting hampered its effectiveness of the program PKBL by BUMN PTPN VII (Persero) Company is internal

constraints : a. lack of socialization about PKBL Program by a company to society; b. BUMN PTPN VII (Persero) Company do not have a specialized part PKBL in the district/business unit; and external constraints : a. the society still do not know about PKBL Programs; b. mitra binaan do not have good faith in repaying loans.

Suggestions in this research were : (1) Companies should make documents concerning the implementation of monitoring and evaluating being rudimentary act company to running the aid granted. (2) Companies should harder to socialise its program to public. (3) Companies should form part PKBL specifically in the district/business unit, so the implementation of PKBL become more effective. (4) shouldn't there is a feedback between BUMN and Mitra Binaan in The Program Kemitraan BUMN dengan Usaha Kecil/ UMKM.

Keywords : Implementation, Programs, PKBL, BUMN