

ABSTRAK

IMPLEMENTASI *GREEN SCHOOL* BAGI *STAKEHOLDERS* SEBAGAI PROGRAM CSR BIDANG PENDIDIKAN PADA PT. PERTAMINA *GEOTHERMAL ENERGY* ULUBELU KECAMATAN ULUBELU KABUPATEN TANGGAMUS

Oleh

GALUH TRI WAHYUNING TYAS

Penelitian ini bertujuan untuk mendeskripsikan implementasi program *green school* sebagai salah satu program CSR bidang pendidikan yang dilaksanakan oleh PT. Pertamina *Geothermal Energy Area* Ulubelu terhadap *stakeholders* yang terkait dengan program *green school* sebagai bentuk tanggung jawab sosial perusahaan.

Penelitian ini mengambil studi kasus di SDN 3 Datarajan yang merupakan tempat dilaksanakannya program *green school* pada tahun 2018. Penelitian ini dilakukan melalui pendekatan kualitatif. Pengumpulan data dilakukan pada kondisi yang alamiah, sumber data primer dan sekunder, dan teknik pengumpulan data yang digunakan meliputi wawancara mendalam (*in depth interview*), dokumentasi dan observasi ataupun kajian dokumen. Teknik analisis data dalam penelitian ini menggunakan Model Miles and Huberman, meliputi yaitu reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi dari program *green school* di SDN 3 Datarajan dilaksanakan berdasarkan hasil *social mapping*, program yang dilaksanakan berupa fisik dan non fisik bagi sekolah, Pemberdayaan karyawan tidak dimasukkan kedalam agenda CSR bidang pendidikan. Setelah adanya program *green school* SDN 3 Datarajan mendapatkan berbagai nilai tambah untuk sekolah tersebut. Program *green school* PT. PGE Area Ulubelu di SDN 3 Datarajan di kategorikan kedalam *Community Volunteering* dan kategori *Socially Responsible Bussines Practice*.

Kata Kunci: Implementasi Program, Program *Green School* dan *Corporate Social Responsibility* (CSR)

ABSTRACT

IMPLEMENTATION OF *GREEN SCHOOL* FOR STAKEHOLDERS AS A CSR PROGRAM ON EDUCATION IN PT. PERTAMINA *GEOTHERMAL ENERGY* ULUBELU TANGGAMUS DISTRICT

By

GALUH TRI WAHYUNING TYAS

This study aims to describe the implementation of the *green school* program as one of the CSR programs in the field of education carried out by PT. Pertamina *Geothermal Energy* Ulubelu Area to *stakeholders* related to the *green school* program as a form of corporate social responsibility.

This research takes a case study at SDN 3 Datarajan which is the place where the *green school* program will be implemented in 2018. This research is conducted through a qualitative approach. Data collection carried out in natural conditions, primary and secondary data sources, and data collection techniques used include *in-depth interviews*, documentation and observation or document review. Data analysis techniques in this study used the Miles and Huberman Model, which included data reduction, data presentation, and conclusion drawing.

The results showed that the implementation of the *green school* program at SDN 3 Datarajan was carried out based on the results of *social mapping*, the program carried out in the form of physical and non-physical for schools, Empowerment of employees was not included in the CSR agenda in education. After the program *green school* SDN 3 Datarajan get a variety of value-added for the school. *Green School* Program The PT. PGE Ulubelu at SDN 3 Datarajan is categorized into *Community Volunteering* and *Socially Responsible Business Practice* categories.

Key words: Implementation of Program, *Green School* Program and *Corporate Social Responsibility* (CSR)