

ABSTRAK

Implementasi Program CSR (*Corporate Social Responsibility*) Kemitraan Biogas PT *Great Giant Pineapple* (Studi Di Kecamatan Terusan Nunyai, Kabupaten Lampung Tengah)

Oleh

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Penelitian ini bermaksud untuk menjelaskan implementasi program CSR (*Corporate Social Responsibility*) kemitraan biogas PT *Great Giant Pineapple* di Kecamatan Terusan Nunyai, Kabupaten Lampung Tengah. Permasalahan dalam penelitian ini adalah (1) Bagaimana Implementasi Program CSR (*Corporate Social Responsibility*) Kemitraan Biogas PT *Great Giant Pineapple* di Kecamatan Terusan Nunyai (2) Manfaat Apa Saja yang Diperoleh dari Implementasi Program CSR (*Corporate Social Responsibility*) Kemitraan Biogas PT *Great Giant Pineapple* di Kecamatan Terusan Nunyai. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Penelitian ini menggunakan teori pengembangan masyarakat (*community development*) Berdasarkan prinsip *triple bottem line*. Teknik pengumpulan data dalam penelitian ini menggunakan observasi, wawancara, dan dokumentasi. Teknik analisis data dalam penelitian ini menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil dari penelitian ini menjelaskan Implementasi Program CSR (*Corporate Social Responsibility*) Kemitraan Biogas PT *Great Giant Pineapple* di Kecamatan Terusan Nunyai, Kabupaten Lampung Tengah telah berjalan dengan baik serta membawa berbagai dampak positif bagi masyarakat, hal tersebut dibuktikan dengan hasil wawancara dengan karyawan *Department CRD (Corporate Relation Development)* PT *Great Giant Pineapple* dan Masyarakat Kemitraan. Pelaksanaan program kemitraan bio gas dilakukan oleh tiga *stakeholder* yaitu PT *Great Giant Pineapple*, PT *Great Giant Livestock*, dan Yayasan Rumah Energi.

Kata Kunci: PT *Great Giant Pineapple*, CSR, Kemitraan Bio Gas

ABSTRACT

Implementation of PT Great Giant Pineapple's Bio Gas Partnership CSR (Corporate Social Responsibility) Program (Study in Terusan Nunyai District, Central Lampung Regency)

By

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This study intends to explain the implementation of the CSR (Corporate Social Responsibility) program of PT Great Giant Pineapple's biogas partnership in the Terusan Nunyai District, Central Lampung Regency. The problems in this research are (1) How is the Implementation of the CSR (Corporate Social Responsibility) Program of the Biogas Partnership of PT Great Giant Pineapple in the Terusan Nunyai District (2) What Benefits are Obtained from the Implementation of the CSR Program (Corporate Social Responsibility) of the Biogas Partnership of PT Great Giant Pineapple in the Terusan Nunyai District. This study used a qualitative research method with a descriptive approach. This study uses community development theory based on the triple bottom line principle. Data collection techniques in this study used observation, interviews, and documentation. Data analysis techniques in this study used data reduction, data presentation, and drawing conclusions. The results of this study explain that the implementation of the Biogas Partnership CSR (Corporate Social Responsibility) Program of PT Great Giant Pineapple in the Terusan Nunyai District, Central Lampung Regency has been going well and has brought various positive impacts to society, this is evidenced by the results of interviews with employees of the CRD Department (Corporate Relations Development) PT Great Giant Pineapple and Partnership Society. The implementation of the bio gas partnership program is carried out by three stakeholders, namely PT Great Giant Pineapple, PT Great Giant Livestock, and the Rumah Energi Foundation.

Keywords: PT Great Giant Pineapple, CSR, Biogas Partnership