

ABSTRAK

Penelitian ini bertujuan untuk mengetahui implementasi pelaksanaan program *Corporate Social Responsibility* (CSR) oleh PT. Bukit Asam Tbk. Unit Pelabuhan Tarahan Lampung sebagai bentuk tanggung jawab sosial terhadap masyarakat sekitar. CSR merupakan komitmen perusahaan dalam memberikan kontribusi positif bagi pembangunan berkelanjutan melalui kegiatan yang mencakup aspek sosial, ekonomi, dan lingkungan. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui wawancara kepada pihak perusahaan dan masyarakat, serta studi pustaka. Hasil penelitian menunjukkan bahwa PT. Bukit Asam Tbk. telah melaksanakan berbagai program CSR yang mencakup bidang kesehatan, pendidikan, pembangunan infrastruktur, pemberdayaan ekonomi, dan pelestarian lingkungan. Implementasi tersebut dilakukan melalui Program Kemitraan dan Bina Lingkungan (PKBL) yang bertujuan untuk meningkatkan kesejahteraan masyarakat sekitar wilayah operasional. Meskipun pelaksanaan program CSR berjalan cukup baik, masih terdapat beberapa kendala seperti keterbatasan anggaran dan kurangnya partisipasi masyarakat dalam beberapa program. Namun, upaya strategis seperti peningkatan komunikasi dan kolaborasi dengan pemangku kepentingan telah dilakukan untuk mengatasi kendala tersebut. Secara keseluruhan, pelaksanaan CSR PT. Bukit Asam Tbk. berkontribusi positif dalam membentuk citra perusahaan yang bertanggung jawab dan peduli terhadap kesejahteraan sosial masyarakat.

Kata Kunci: CSR, Tanggung Jawab Sosial, PT. Bukit Asam, PKBL, Hubungan Masyarakat, Citra Perusahaan.

ABSTRACT

This study aims to examine the implementation of the Corporate Social Responsibility (CSR) program by PT Bukit Asam Tbk, Tarahan Port Unit, as a form of social responsibility toward the surrounding community. CSR is the company's commitment to making a positive contribution to sustainable development through activities that encompass social, economic, and environmental aspects. This research uses a qualitative method with data collection techniques including interviews with company representatives and local communities, as well as literature studies. The results show that PT Bukit Asam Tbk has implemented various CSR programs covering health, education, infrastructure development, economic empowerment, and environmental conservation. The implementation is carried out through the Partnership and Community Development Program (PKBL), which aims to improve the welfare of communities around the company's operational areas. Although the CSR program is generally well-executed, there are still some challenges, such as budget limitations and a lack of community participation in certain programs. However, strategic efforts such as improved communication and collaboration with stakeholders have been made to address these issues. Overall, the CSR implementation of PT Bukit Asam Tbk contributes positively to shaping the company's image as a responsible and socially conscious organization.

Keywords: CSR, Social Responsibility, PT Bukit Asam, PKBL, Public Relations, Corporate Image