

ABSTRAK

PERAN MITRA BENTALA DALAM IMPLEMENTASI PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* PT TIRTA INVESTAMA – TANGGAMUS

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Peran Mitra Bentala memberikan pemahaman kepada perusahaan, pemerintah, dan masyarakat tentang pentingnya kolaborasi dalam pelaksanaan program CSR berbasis konservasi yang efektif dan berkelanjutan. Penelitian ini bertujuan untuk mengidentifikasi program *Corporate Social Responsibility* (CSR) PT Tirta Investama Tanggamus khususnya pada bidang konservasi dan keanekaragaman hayati, serta menganalisis peran Mitra Bentala sebagai fasilitator dalam pelaksanaan program tersebut. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi lapangan, dan studi dokumentasi yang melibatkan pihak perusahaan, Mitra Bentala, pemerintah pekon, serta kelompok masyarakat. Hasil penelitian menunjukkan bahwa program CSR PT Tirta Investama Tanggamus difokuskan pada kegiatan konservasi sumber daya alam dan pelestarian keanekaragaman hayati melalui pengelolaan Taman Kehati Galih Batin, pelatihan penguatan kapasitas masyarakat, pembuatan lubang rorak, penanaman berbagai jenis tanaman produktif dan konservatif, serta pengembangan ekowisata berbasis konservasi. Mitra Bentala berperan sebagai fasilitator, pendamping, dan mediator yang menjembatani komunikasi antara perusahaan, pemerintah daerah, dan masyarakat. Lembaga ini juga memastikan pelaksanaan program berjalan partisipatif, transparan, dan akuntabel melalui kegiatan monitoring dan evaluasi Bersama. Peran Mitra Bentala terbukti signifikan dalam meningkatkan kesadaran dan partisipasi masyarakat terhadap pelestarian lingkungan, memperkuat kelembagaan lokal, serta menciptakan sinergi multipihak yang berkontribusi terhadap keberlanjutan ekosistem dan peningkatan kesejahteraan masyarakat. Dengan demikian, model kemitraan CSR yang dijalankan dapat menjadi contoh praktik kolaboratif berbasis *community development* yang efektif dan berkelanjutan. Evaluasi terhadap dampak jangka panjang program CSR perlu dilakukan untuk menilai perubahan pada ekosistem dan kesejahteraan masyarakat, melalui kolaborasi antara akademisi, pemerintah daerah, dan masyarakat. Selain itu, Mitra Bentala perlu meningkatkan intensitas pendampingan serta memperkuat koordinasi dengan PT Tirta Investama – Tanggamus, pemerintah daerah, aparat desa, dan masyarakat agar pelaksanaan program konservasi berjalan lebih efektif, partisipatif, dan berkelanjutan.

Kata Kunci: Lembaga Swadaya Masyarakat; Pengembangan Masyarakat; Tanggung Jawab Sosial Perusahaan

ABSTRACT

THE ROLE OF MITRA BENTALA IN THE IMPLEMENTATION OF PT TIRTA INVESTAMA'S CORPORATE SOCIAL RESPONSIBILITY PROGRAM – TANGGAMUS

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The role of Mitra Bentala provides understanding to companies, governments, and communities about the importance of collaboration in implementing conservation-based CSR programs that are effective and sustainable. This study aims to identify the Corporate Social Responsibility (CSR) programs of PT Tirta Investama Tanggamus, particularly in the field of conservation and biodiversity, and to analyze the role of Mitra Bentala as a facilitator in implementing these programs. The research employs a qualitative approach with a case study method. Data were collected through in-depth interviews, field observations, and document studies involving company representatives, Mitra Bentala, local government officials, and community groups. The results show that the CSR programs of PT Tirta Investama Tanggamus focus on natural resource conservation and biodiversity preservation through the management of the Galih Batin Biodiversity Park Taman Kehati, community capacity-building training, the construction of water infiltration pits (*rorak*), the planting of various productive and conservation tree species, and the development of conservation-based ecotourism. Mitra Bentala acts as a facilitator, companion, and mediator that bridges communication between the company, local government, and community. The organization also ensures that the implementation of the programs runs in a participatory, transparent, and accountable manner through joint monitoring and evaluation activities. Mitra Bentala's role has proven significant in raising community awareness and participation in environmental conservation, strengthening local institutions, and creating multi-stakeholder synergy that contributes to ecosystem sustainability and improved community welfare. Thus, the CSR partnership model implemented can serve as an example of an effective and sustainable *community development*-based collaborative practice. An evaluation of the long-term impacts of the CSR programs should be conducted to assess changes in the ecosystem and community welfare through collaboration among academics, local governments, and communities. In addition, Mitra Bentala needs to enhance the intensity of its assistance and strengthen coordination with PT Tirta Investama Tanggamus, local governments, village authorities, and communities to ensure that the conservation programs are implemented more effectively, participatively, and sustainably.

Keywords: Community Development; Non-Governmental Organizations; Social Responsibility Company