ABSTRACT

The aims of the research are to arrange a recommendation design of public policy in case of public-private partnership through corporate social responsibility practice, to describe corporate social responsibility practice in Jombang Regency, and also to describe the gap of ceiling-beam between government and private sector during the aim of region development accomplishment.

The problem of the research are the obligations of private sectors to implement corporate social responsibility. Sustainable as the principle of corporate social responsibility means the principle that in a planned manner seeks a continuous development process through investment to ensure welfare and progress in all aspect of life, both in the present day and the future. wasn’t attract local government to improve a policy during public-private partnership. Jombang Regency has industrial potentiality that capable to developed. More than 20 parent company, 137 middle scale company, and several state enterprise located in Jombang Regency. The number will be increase during the potential position, territory development plan, and national scale infrastructure building.

The theories used in this research are “group theory” and “democration theory” of policy formulation and the method using in this qualitative research is description-exploration method. Adjustment method of snowbolling sampling and key person sampling use to determine the informan.

As result, the best public policy the government must arrange, is the public policy wich contains need assessment of all stakeholders (government, privat, citizens), and the essential of sustainable development in CSR must be the core value of CSR practice forward.

Key words : policy, partnership, corporate social responsibility.