ABSTRACT

FickarArdana, Analysis of Implementation and Reporting Activity of Partnership and Community Development Program as a Form of Corporate Social Responsibility of PT. Telekomunikasi Indonesia, Tbk

Corporate social responsibility (CSR) has become an inescapable priority for business leaders across the globe. Companies are starting to prioritize on its corporate social responsibility program. State-Owned Enterprises are obliged to implement Partnership and Community Development Programs (PKBL) as a form of CSR. PT. Telekomunikasi Indonesia, Tbk (TELKOM) as a State-Owned Enterprise is committed in executing Good Corporate Citizenship role by partnering small enterprises through PKBL.

This research is to obtain the implementation and reporting activity of Partnership and Community Development Program as a form of CSR of TELKOM. The descriptive qualitative research is used for this research. The discussion is limited to implementation and reporting of PKBL as a form of CSR of TELKOM to the society.

The result of this research is the implementation and reporting of PKBL according to the Minister of State-Owned Enterprises Regulation no. PER-05/MBU/2007 on April 27, 2007 about the Partnership of State-Owned Enterprises with Small Medium Enterprises and Community Development Program and the Decree of the Board of Directors PT. Telekomunikasi Indonesia, Tbk No.KD.12/PS150/COP-B0030000/2008 on February 5, 2008, about the Establishment of the Partnership and Community Development Center Organization.

Keywords: CSR, PKBL, implementation, reporting, TELKOM