

## ABSTRAK

Tujuan dari penelitian ini adalah untuk menggambarkan tentang efektivitas pelaksanaan program CSR yang dilaksanakan oleh PT Pelindo III dalam bentuk Program Kemitraan dan Bina Lingkungan (PKBL). Penelitian ini dilatarbelakangi oleh keberhasilan yang ditunjukkan oleh PT Pelindo III dalam membangun kampung mitra binaan yakni Kampung Lawas Maspati yang terletak di Kecamatan Bubutan Kota Surabaya.

Dalam penelitian ini, untuk melihat pelaksanaan PKBL digunakan 3 pilar aktivitas CSR dari *Prince of Wales International Business Forum* yaitu *building human capital*, *strengthening economies*, *assesing social cohesion*. Sedangkan untuk melihat efektivitas program PKBL, digunakan elaborasi teori antara teori Ripley dengan teori Martin dan Kettner yang terdiri dari 6 aspek yakni akses, cakupan, frekuensi, akuntabilitas, kesesuaian program dengan kebutuhan dan ketepatan jenis dan jumlah orang atau sasaran yang dijangkau. Penelitian ini menggunakan metode penelitian kualitatif dengan tipe penelitian deskriptif.

Hasil yang diperoleh dari penelitian ini adalah proses pelaksanaan PKBL PT Pelindo III di Kampung Lawas Maspati sudah sesuai dengan 3 pilar aktivitas CSR yakni *building human capital* dilaksanakan oleh PT Pelindo III dalam bentuk Program Bina Lingkungan, *strengthening economies* dilaksanakan oleh PT Pelindo III dalam bentuk Program Kemitraan dan *assesing social cohesion* yang dilaksanakan oleh PT Pelindo III di Kampung Lawas Maspati sudah saling menguntungkan antara kedua belah pihak. Sedangkan pelaksanaan program sudah berjalan dengan efektif. Hal ini dapat ditunjukkan dari lima aspek efektifitas program, terdapat empat aspek yang sesuai dengan rencana pelaksanaan program dan hanya satu aspek yang tidak sesuai dengan rencana pelaksanaan program.

Kata Kunci: *Corporate Social Responsibility*, Pelaksanaan Program, Efektivitas, Mitra Binaan

**ABSTRACT**

*The purpose of this research was to describe the effectiveness of CSR program conducted by PT Pelindo III through Partnership Program and Community Development (Program Kemitraan dan Bina Lingkungan (PKBL)). The background of this research was the success of PT Pelindo III in developing the targeted partner named Kampung Lawas Maspati which was located in Bubutan District of Surabaya City.*

*To see the implementation of PKBL in this research used 3 activity pillars of CSR from Prince of Wales International Business Forum namely building human capital, strengthening economies, assesing social cohesion were used. In other hand, to see the effectiveness of PKBL program, theories elaboration of Ripley as well as Martin and Kettner were used which consisted of 6 aspects of access, coverage, frequency, accountability, program suitability to the needs and accuracy type as well as total of people or target reached. This research used qualitative method with descriptive as its type.*

*The result obtained from this research showed that the implementation of PKBL in PT Pelindo III in Kampung Lawas Maspati had been suitable with 3 activity pillars of CSR namely building human capital which was conducted by PT Pelindo III through Community Development Program, strengthening economies which was conducted by PT Pelindo III through Partnership Program and assesing social cohesion which was conducted by PT Pelindo III in Kampung Lawas Maspati had mutual benefit to each other. In other hand, the implementation of the program had effectively run. It was shown from the five aspects of program effectiveness; there were four aspects suitable with the implementation of the program and only one aspect that was not suitable with the implementation program.*

*Keywords: Corporate Social Responsibility, Program Implementation, Effectiveness, Development Partners.*