

ABSTRAKSI

Penelitian ini berfokus pada implementasi program *Corporate Social Responsibility* (CSR) PT. Paragon Innovation & Technology pada pendirian sekolah MTS Insan Cita Moru di Kab. Alor NTT. *Corporate Social Responsibility* (CSR) di Indonesia diteliti karena di Indonesia program *Corporate Social Responsibility* (CSR) didukung penuh oleh pemerintah dan juga beberapa peraturan yang mewajibkan tentang diadakannya program CSR, Kabupaten Alor, NTT ditetapkan sebagai daerah tertinggal. Penetapan itu tertuang dalam Peraturan Presiden (perpres) Penetapan Daerah Tertinggal Tahun 2015–2019. Implementasi menjadi penting karena, dengan melihat implementasi yang dilakukan, masyarakat akan mengetahui apakah program CSR memberikan dampak positif bagi lingkungannya

Penelitian ini menggunakan pendekatan kualitatif dan metode studi kasus, serta menggunakan teknik pengumpulan data wawancara mendalam. Teori yang digunakan dalam penelitian ini antara lain teori CSR. Hasil dari penelitian ini adalah implementasi (CSR) *Corporate Social Responsibility* (CSR) PT. Paragon Innovation & Technology pada pendirian sekolah MTS Insan Cita Moru di Kab. Alor NTT, pertama perusahaan memahami secara pasti konsep CSR, dimana PT Paragon mendedikasikan sebagian besar CSR dibidang pendidikan, sementara itu masyarakat sekitar kurang memahami tentang konsep CSR. Kedua, penerapan program CSR pada pendirian sekolah di Kabupaten Alor yang dilakukan PT Paragon, penerapan dimulai dengan proses survey menentukan kelayakan medan, kebutuhan serta kecukupan anggaran, pembentukan team, kemudian sosialisasi program serta pelaksanaan pembangunan. Ketiga, perusahaan melakukan pengawasan terhadap program CSR, semua program CSR di evaluasi pelaksanaannya. Keempat, respon masyarakat tentang dampak yang ditimbulkan oleh CSR yang dilakukan PT Paragon Technology memperlihatkan bahwa masyarakat memberikan respon positif terhadap pelaksanaan CSR PT. Paragon Innovation & Technology pada pendirian sekolah MTS Insan Cita Moru di Kab. Alor NTT.

Kata kunci: corporate social responsibility, implementasi, program

ABSTRACT

This research focuses on the implementation of the Corporate Social Responsibility (CSR) program of PT. Paragon Innovation & Technology at the establishment of Insan Cita Moru MTS school in Kab. Alor NTT. Corporate Social Responsibility (CSR) in Indonesia is examined because in Indonesia the Corporate Social Responsibility (CSR) program is fully supported by the government and also several regulations that require the holding of CSR programs, Alor Regency, NTT is determined as a disadvantaged area. The stipulation is contained in the Presidential Regulation (Perpres) for the Determination of Disadvantaged Regions in 2015-2019. Implementation is important because, by looking at the implementation carried out, the community will know whether CSR programs have a positive impact on the environment

This research uses a qualitative approach and case study method, and uses in-depth interview data collection techniques. Theories used in this study include CSR theory. The results of this study are the implementation (CSR) of Corporate Social Responsibility (CSR) of PT. Paragon Innovation & Technology at the establishment of Insan Cita Moru MTS school in Kab. Alor NTT, the company first understood for sure the concept of CSR, where PT Paragon dedicated most of the CSR in the field of education, while the surrounding community lacked understanding of the concept of CSR. Second, the implementation of CSR programs in the establishment of schools in Alor Regency conducted by PT Paragon, the application begins with a survey process to determine the feasibility of the terrain, the needs and adequacy of the budget, the formation of a team, then the program's socialization and implementation of development. Third, the company supervises CSR programs, all CSR programs are evaluated for implementation. Fourth, the community response to the impact caused by CSR carried out by PT Paragon Technology shows that the community gave a positive response to the CSR implementation of PT. Paragon Innovation & Technology at the establishment of Insan Cita Moru MTS school in Kab. Alor NTT

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Keywords : corporate social responsibility, implementation, program