

**ANALISIS DAMPAK IMPLEMENTASI PROGRAM
CORPORATE SOCIAL RESPONSIBILITY (CSR) PT.
PERTAMINA EP CEPU PADA MASYARAKAT MELALUI
PROGRAM KEMANDIRIAN EKONOMI**

LIA AZZAHRA

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak implementasi program CSR (*Corporate Social Responsibility*) PT Pertamina EP Cepu pada masyarakat di Desa Bandungrejo melalui program Kemandirian Ekonomi. **Metode penelitian** yang digunakan adalah metode kualitatif dengan pendekatan studi kasus. **Teknik pengumpulan data** dilakukan dengan wawancara mendalam, observasi, dan pengambilan dokumentasi. Peneliti menggunakan empat tahap **analisis data** menurut Miles dan Huberman yang meliputi: pengumpulan data, reduksi data, penyajian data, dan pengambilan kesimpulan dengan triangulasi data. **Hasil penelitian** ini menunjukkan bahwa program CSR PT Pertamina EP Cepu berdampak positif pada peningkatan kemandirian Desa Bandungrejo. **Dampak positif** yang dihasilkan diantaranya terciptanya lapangan pekerjaan, pengurangan tingkat pengangguran usia muda dan tidak berpendidikan/pelatihan, serta memberikan kontribusi pada Pendapatan Asli Desa (PAD). Adapun **dampak positif** lainnya seperti peningkatan pengetahuan dan keterampilan budidaya ayam petelur, serta peningkatan produktivitas masyarakat.

Kata Kunci: *Corporate Social Responsibility*, dampak, kemandirian ekonomi.

**IMPACT ANALYSIS OF THE IMPLEMENTATION OF THE CORPORATE
SOCIAL RESPONSIBILITY (CSR) PROGRAM OF PT. PERTAMINA EP CEPU
TO THE COMMUNITY THROUGH THE ECONOMIC INDEPENDENCE
PROGRAM**

LIA AZZAHRA

ABSTRACT

*This study aims to analyze the impact of the implementation of PT Pertamina EP Cepu's CSR (Corporate Social Responsibility) program on the community in Bandungrejo Village through the Economic Independence program. **The research method** used is a qualitative method with a case study approach. **Data collection techniques** were carried out through in-depth interviews, observation, and retrieval of documentation. **Researchers used** four stages of data analysis according to Miles and Huberman which included: data collection, data reduction, data presentation, and drawing conclusions with data triangulation. **The results** of this study indicate that PT Pertamina EP Cepu's CSR program has a positive impact on increasing the independence of Bandungrejo Village. The resulting **positive impacts** include creating jobs, reducing the unemployment rate for young people and those without education/training, and contributing to village original income (VOI). There are other **positive impacts** such as increased knowledge and skills in laying hen cultivation, as well as increased community productivity.*

Keywords: Corporate Social Responsibility, impact, economic independence