

STRATEGI *CORPORATE SOCIAL RESPONSIBILITY* PT. KALIMANTAN PRIMA PERSADA DALAM MENANGANI KONFLIK SOSIAL DI AREA RING 1 TAMBANG: STUDI KASUS DESA BITAHAN BARU

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi Corporate Social Responsibility (CSR) PT Kalimantan Prima Persada (KPP) dalam menangani konflik sosial di area Ring 1 tambang, khususnya di Desa Bitahan Baru, Kalimantan Selatan. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, melalui wawancara mendalam dengan pihak perusahaan, pemerintah desa, dan perwakilan WALHI Kalimantan Selatan. Hasil penelitian menunjukkan bahwa pelaksanaan CSR PT KPP masih cenderung bersifat top-down, di mana perusahaan memegang peran dominan dalam perencanaan dan pelaksanaan program. Namun demikian, CSR PT KPP dinilai cukup efektif dalam meredam dan mengelola konflik sosial melalui komunikasi intensif dengan pemerintah desa, penyaluran bantuan sosial, serta program pemberdayaan masyarakat di bidang ekonomi, pendidikan, kesehatan, dan lingkungan. Strategi CSR ini berkontribusi dalam menjaga stabilitas sosial dan membangun penerimaan masyarakat terhadap aktivitas pertambangan. Penelitian ini menyimpulkan bahwa meskipun pendekatan CSR belum sepenuhnya partisipatif, CSR PT KPP berperan penting sebagai instrumen manajemen konflik dan legitimasi sosial di tingkat lokal.

Kata kunci: CSR, konflik sosial, pertambangan, politik lokal, legitimasi

***CORPORATE SOCIAL RESPONSIBILITY STRATEGY OF PT.
KALIMANTAN PRIMA PERSADA IN HANDLING SOCIAL CONFLICTS IN
THE RING 1 AREA OF THE MINE: CASE STUDY OF BITAHAN BARU
VILLAGE***

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ABSTRACT

This study aims to analyze the Corporate Social Responsibility (CSR) strategy of PT Kalimantan Prima Persada (KPP) in addressing social conflicts in the Ring 1 mining area, particularly in Bitahan Baru Village, South Kalimantan. This research employs a qualitative approach using a case study method, based on in-depth interviews with company representatives, village government officials, and WALHI South Kalimantan. The findings indicate that PT KPP's CSR implementation remains predominantly top-down, with the company maintaining a central role in program planning and execution. Nevertheless, the CSR initiatives have been relatively effective in managing and reducing social conflicts through continuous communication with local authorities, social assistance distribution, and community development programs in economic, educational, health, and environmental sectors. These CSR strategies contribute to maintaining social stability and fostering community acceptance of mining activities. The study concludes that although the CSR approach has not fully embraced participatory principles, PT KPP's CSR functions as an important instrument for conflict management and social legitimacy at the local level.

Keywords: CSR, social conflict, mining, local politics, legitimacy