SUMMARY

RIZKIAJI RIKKY DJUNAEDI. Effectiveness Analysis of Implementation of Corporate Social Responsibility PT. Indocement Tunggal Prakarsa, Tbk. Supervised by LUKMAN M BAGA and DIAH KRISNATUTI.

The concept of Corporate Social Responsibility (CSR) or corporate social responsibility is not a new thing for Indonesia. In the application of CSR, PT. Indocement Tunggal Prakarsa Tbk. using the concept of five pillars: a pillar of education, health pillar, the economic pillar, a social pillar religious culture of sports infrastructure and security pillar. PT. Indocement Tunggal Prakarsa Tbk is a company that often gets the spotlight due to the implementation of their CSR extractive companies.

This study aims to (1) analyze public perception teradap effective implementation of CSR. Indocement Tunggal Prakarsa Tbk. (2) Analyzing the Effectiveness implementation of CSR activities by PT. Indocement Tunggal Prakarsa Tbk. (3) Formulate a strategy to improve the effectiveness of the implementation of CSR. Indocement Tunggal Prakarsa Tbk.

The method used in this study is a descriptive analysis of the survey to measure the expectations and performance of the public on CSR program PT. Indocement Tunggal Prakarsa Tbk. The sampling technique for primary data collection in this study is based on non-probability sampling to get a response from the beneficiary communities of the implementation of CSR around mining.

This study uses analysis Importance-Performance Analysis (IPA) aims to determine the effectiveness of the programs that have been run. Furthermore, using SWOT analysis to develop strategies in order to increase the effectiveness of CSR programs.

Managerial implication of this research with a pillar of security is a first priority to improve coordination with the security company to conduct continuous training of community control. Health pillar strategy of holding a competition with a clean and green environment. Socio cultural religion sports infrastructure pillars with the strategy to present the village sports competition. Pilar education with strategies to enhance the ability and knowledge of CSR officers. Economic pillars run the program for community self-reliance.

Keywords: Corporate Social Responsibility (CSR), the mining industry, the cement industry, IPA, SWOT.