

ABSTRACT

Hafzan. 2013. Thesis. The Analysis of the Implementation of Corporate Social Responsibility program in PT. PG. 1 Rajawali, Unit of PG. Kreet Baru Malang Unit (Thesis, Management Department of Faculty of Economics of the State Islamic University (UIN) Malang).

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Based on Law Number 40 of 2007 on Limited Liability Companies, Article 74 paragraph (1), the companies begin to respond and implement its social responsibility to the community and the environment. Companies are required to act ethically and operate legally to increase the economy with an increase of the life quality of employees, their families and society broadly. This study is conducted to determine how the implementation of Corporate Social Responsibility program performed by PT. PG. Rajawali 1 Unit Kreet Baru Malang works and to determine its effectiveness.

This is a qualitative descriptive study aims to describe the implementation of Corporate Social Responsibility in PT. PG. Rajawali 1, Unit of PG. Kreet Baru Malang. It also aims to measure the effectiveness of the programs implementation. The data are obtained through interviews, documentations and observations. The subjects of this study are the people in charge in CSR program, and the person in charge of Health, Safety, Work, and Environment (*K3L*) division in PG. Kreet Baru Malang, as well as some people within the company.

Some of the implementations of Corporate Social Responsibility Program in PT. PG. Rajawali 1, Unit of Kreet Baru Malang are education, public infrastructure, and social programs. Those are considered as the company's way in communicating with the community and environment to enhance good relationships with the stakeholders. It can be seen from the benefit scales gained by the public and the small conflicts happen between companies and communities. Thus, the implementation of Corporate Social Responsibility Program at PT. PG. Rajawali 1 Unit of Kreet Baru Malang is effective and well targeted.