Abstract

Corporate Social Responsibility or better known as CSR is an activity of corporate social responsibility towards the community around the company. This CSR program aims to prosper the local community both morally and materially provided by the company. The purpose of this research is to find out how the CSR program implementation of PT Wirakarya Sakti District VI unit is in community empowerment through the Desa Makmur Peduli Api program in the assisted villages of Desa Kelagian. The results of this study are expected to be used as an input for companies, communities, local governments, science, and assist CSR practitioners in implementing community empowerment-based CSR programs. This research is a qualitative research by conducting direct field research through observation, interviews, and documentation. By taking the object of research in Kelagian Village as one of the assisted villages of PT Wirakarya Sakti District VI. The results of research and discussion show that, the CSR program carried out by the company plays a significant role in empowering the community in Kelagian Village and is quite successful in improving the quality of life of the community but is still not supported by the local government. This is because of differences in understanding between the farmer groups appointed by the company and the BUMDES of Kelagian Village.

Keywords: Implementation, CSR Program, Community Empowerment