

**ABSTRACT**

***POLICY ON CORPORATE SOCIAL RESPONSIBILITY (CSR) IF SEEN FROM  
THE GOOD GOVERNANCE PRINCIPLES  
(Case Study in PT Polytama Propindo)***

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*PT Polytama Propindo is a company operating in petrochemical industry producing polypropylene resin. PT Polytama Propindo highly upholds environmental protection effort and pays special attention to the social welfare of the community through its CSR (Corporate social responsibility) Policy. The Policy on CSR of PT Polytama Propindo focuses on the environment, health, and economy which is implemented through some programs that are Charity Philanthropy, Social Activity, and Community Development with the objective that the CSR program can continue to run to the stage of sustainable development. The research method used in this study is qualitative, the research is carried out by seeking, collecting, processing and analyzing the data resulting from the said research with a descriptive approach, while the data obtained are in the form of document, writing, and information from the informant or information source under study and trustworthy. The type of qualitative descriptive research used in this study, is intended to obtain the collection of information and reveal problem that is already and to be encountered in the CSR program activity thoroughly and comprehensively from the point of view of the good governance principles and analyze the cause CSR program in PT Polytama Propindo is unable run in sustainable manner.*

*Based on the result of research that has been done, it can be concluded that the CSR Program that has been implemented has not yet covered all of the good governance principles. The good governance principles that has not yet been implemented optimally are the principles of professionalism, excellent service, efficiency, effectiveness, and responsiveness. Then the lack of stakeholder commitment to the monitoring and evaluation process of CSR Program, causing the root of problems faced by the community receiving the CSR program to have not yet been overcome that will affect the level of community welfare. It is expected that the policy of CSR Program of PT Polytama Propindo in the future will have perspective of the principles of good governance starting from the processing of planning, implementation, until monitoring and evaluation process.*

*Keywords: Policy, Corporate social responsibility, Good governance*

## ABSTRAK

**KEBIJAKAN CORPORATE SOCIAL RESPONSIBILITY (CSR)  
DITINJAU DARI PRINSIP GOOD GOVERNANCE  
(Studi Kasus Pada PT Polytama Propindo)**

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PT Polytama Propindo adalah perusahaan yang bergerak di bidang industri petrokimia dengan hasil produksinya berupa resin polypropylene. PT Polytama Propindo sangat menjunjung tinggi upaya perlindungan terhadap lingkungan dan memberikan perhatian khusus terhadap kesejahteraan sosial masyarakat melalui kebijakan CSR (*Corporate Social Responsibility*). Kebijakan CSR PT Polytama berfokus pada lingkungan, kesehatan, dan ekonomi yang diimplementasikan melalui beberapa program yang bersifat *Charity Philantrophy, Social Activity, dan Community Development* yang bertujuan agar program CSR dapat terus berjalan sampai kepada tahap pembangunan yang berkelanjutan (*sustainable development*). Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif, penelitian dilakukan dengan cara mencari, mengumpulkan, mengolah dan menganalisis data hasil penelitian tersebut dengan pendekatan deskriptif, dimana data-data yang diperoleh berupa suatu dokumen, tulisan, dan keterangan dari informan atau sumber informasi yang diteliti dan terpercaya. Jenis penelitian kualitatif deskriptif yang digunakan dalam penelitian ini, bermaksud untuk memperoleh suatu kumpulan informasi dan mengungkapkan permasalahan yang telah dan akan dihadapi dalam kegiatan program CSR secara mendalam dan komprehensif yang ditinjau dari sudut pandang prinsip *good governance* (tata laksana yang baik), dan menganalisa penyebab program CSR di PT Polytama Propindo tidak berjalan secara berkelanjutan (*sustainable*).

Berdasarkan hasil penelitian yang telah dilakukan, maka dapat disimpulkan bahwa program CSR yang dijalankan belum mencakup seluruh prinsip *good governance*. Prinsip *good governance* yang belum dijalankan secara maksimal adalah prinsip profesionalitas, pelayanan prima, efisiensi, efektivitas, dan responsif atau daya tanggap. Kemudian kurangnya komitmen *stakeholder* atas proses monitoring dan evaluasi program CSR, sehingga menyebabkan belum tersentuhnya akar permasalahan yang dihadapi oleh masyarakat penerima program CSR yang akan berpengaruh terhadap tingkat kesejahteraan masyarakat. Diharapkan agar kebijakan program CSR PT Polytama di masa yang akan datang mempunyai perspektif prinsip - prinsip *good governance* yang dimulai dari proses perencanaan, pelaksanaan, hingga proses monitoring dan evaluasi.

*Kata Kunci: Polytama, Corporate social responsibility, Good governance*