

SIKAP GURU DAN KARYAWAN PENERIMA PROGRAM CORPORATE SOCIAL RESPONSIBILITY (CSR) TERHADAP PROGRAM CSR PT. X

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INTISARI

Saat ini konsep mengenai Corporate Social Responsibility (CSR), sebagai bentuk kepedulian dan tanggung jawab perusahaan terhadap lingkungan maupun masyarakat sekitar mulai banyak dilakukan oleh berbagai perusahaan, disamping tujuan perusahaan untuk mendapatkan keuntungan. Dalam konsep CSR dikenal dengan triple bottom lines, yaitu profit (keuntungan), planet (lingkungan), dan people (masyarakat). Dapat dikatakan CSR bukan lagi sekedar tuntutan sosial, tetapi juga telah menjadi strategi perusahaan untuk dapat bertahan dalam persaingan bisnis untuk jangka panjang, karena adanya sikap positif masyarakat terhadap perusahaan. Penelitian ini merupakan penelitian deskriptif kuantitatif, yang bertujuan untuk mengetahui bagaimana sikap guru dan karyawan sebagai anggota masyarakat, terhadap program CSR yang dilakukan PT. X. Dimana program CSR dalam penelitian ini berupa training 5 S, dan distribusi paket gizi dan kesehatan. Dengan menggunakan sampel sensus, yang menjadi subjek dalam penelitian ini adalah seluruh guru dan karyawan di sekolah yang menjadi sasaran program CSR perusahaan, yang hadir pada saat penelitian dilakukan. Adapun sampel penelitian ini berjumlah 41 orang. Pengumpulan data dilakukan dengan menggunakan skala sikap, yaitu skala Likert, terhadap program CSR PT. X. Sedangkan metode analisa yang digunakan adalah analisis persentasi.

Hasil yang diperoleh menunjukkan bahwa sikap guru dan karyawan terhadap program CSR perusahaan cenderung positif. Terlihat dari adanya 58,54% subjek yang memiliki sikap positif, sedangkan 41,46% subjek yang memiliki sikap negatif. Selain itu, diketahui bahwa manfaat yang dirasakan subjek terhadap program CSR perusahaan adalah membuat lingkungan lebih baik dan nyaman, mendapatkan informasi gizi dan paket gizi yang sangat bermanfaat bagi kesehatan, kecerdasan, dan kemajuan proses belajar siswa, dapat mengubah kebiasaan kurang baik menjadi lebih baik, dan mendukung untuk kemajuan pendidikan. Selain itu sebanyak 80,49% subjek menganggap program CSR sudah tepat dan sesuai kebutuhan masyarakat, sedangkan 9,76% subjek menganggap kurang tepat, dan 9,76% subjek menganggap belum tepat. Selain itu terdapat 73,17% subjek menganggap ada program lain yang lebih bermanfaat selain dari program CSR yang ada, dan 26,83% subjek menganggap tidak ada program lain yang lebih bermanfaat selain dari program yang ada.

ABSTRACT

The Key Word: Teacher's and Employees Attitude, CSR

At this time the concept about Corporate Social Responsibility (CSR), as the form of the interest and the company's responsibility in the environment and the community around began often was carried out by various companies, beside the aim of the company of getting the profit. In the CSR concept was known with triple bottom lines, that is the profit (the profit), the planet (the environment), and people (the community). Could be said by CSR and no longer only a social demand, but also became the company's strategy to be able to remain in the competition for the business to long-term, because of the existence of the positive attitude the community against the company.

This research was the descriptive research quantitative, that had a purpose to know how the teacher's and employees attitude, as part of community, against the CSR program that was carried out by PT. X. Where the CSR program in this research take the form of 5 S training, and the distribution of the package of the nutrient and the health. With used census sampling, that became the subject in this research was all the teachers and the employees at the school that became the CSR program target the company, who was present at the time of the research. As for the sample of this research numbering 41 people. The data collection was carried out by using the scale of the attitude, that is Likert scale, against the program of CSR PT. X. Whereas the analysis method that was used was the analysis of the percentage.

Results that were received showed that the teacher's and employees attitude against the program of CSR PT. X tended positive. Seen from the existence 58,54% the subject that had the positive attitude, whereas 41.46% subject that had the negative attitude. And what is more, was known that the benefit that was felt by the subject towards the CSR program the company was to make the environment better and comfortable, got nutritive information and the package of the nutrient that was very beneficial for the health, intelligence, and the progress of the studying process of the student, could change the habit was not better became better, and supportive for the progress of education. Moreover totalling 80.49% subject regarded the CSR program already exact and in accordance with the requirement for the community, whereas 9.76% subject regarded more inexact, and 9.76% subject regarded not yet exact. Moreover was gotten by 73.17% subject regarded had the other program that was more beneficial apart from the CSR program available, and 26.83% subject regarded did not have the other program that was more beneficial apart from the available program.