

# TANGGUNGJAWAB SOSIAL PERUSAHAAN (CSR) PTEASTERNTEX TERHADAP KEHIDUPAN SOSIAL MASYARAKAT SEKITAR (Study Kasus di PT Easterntex Pandaan Jl Km 50 Surabaya-Pandaan KabupatenPasuruan)

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## ABSTRAC

The fast development of technology and the reinforcement of society encouragement to give contribution for society and their environment raise the need of implementing Corporative Social Responsibility (CSR). It is the concept that until today is still has pro and anti in its implementation. Nevertheless, this concept is the best, especially to develop community; for instance, by many activities conduct and maintain and preserve limited natural sources that are exploited by company. By the development and preservation of natural sources, the company can live in the long-run. In Indonesia, the concept of CSR is included in the form of regulations by make company to compulsory have CSR based on UU No. 40 tahun 2007.

The purposes of this study are to describe that the company is having or making policies about CSR program in PT. Easterntex, what activities have been programmed and realized in the company, and there is any significantly change of society behavior or not in relation with the society prosperity around the company.

Method for this study is descriptive qualitative that purposes to describe, to summary conditions, situations or variables in society or even institutions as the object of study. Data sources of this study is the chairman and secretary of CSR division, each of village head; they area head of Karang Jati and Tanjung Arum. Besides, also society man, society and farmers have become the sources of data. Instruments of this study are triangulation method. It consists of observation, documentation and communication (interview by using question guides). Data analysis for this study is descriptive qualitative, while data interpretation of this study is by explaining the matters studied in field based on the data.

Based on the result of study, it shows that there is any policy of company made by Group Toray located in Japan – subsidiary company obligated to have social activity in company environment or it is called as CSR. From the Group Toray policy, PT Easterntex forms activity that is divided into two programs, internal and external. The effect and implication felt by society is that there is any change of life style by the development program and the availability of infrastructure.