ABSTRACT

TENGKU KADDAFI AL MUNIR. Design for Community Empowerment Action in Streamline Corporate Social Responsibility (CSR) (Case in Riau Province Riaulpulp Company). Advising by Dr. Ir. Lala M. Kolopaking, MS and Ir. Nuraini Wahyuning Prasodjo, MS.

The study was conducted by social conditions, economic communities and control technology that accompanied the enhancement in CSR Riaulpulp, shown with the enhancement in standard of living and the change of thought pattern gradually show a lot of change. Meanwhile the management of CSR Riaulpulp that has been started since 1995 and continues to change the form of programs and strategies, which is always adjusted to the direction community development. Entering the third round of the program, the CSR Riaulpulp has been submitted management program to the Care and Empowerment for Community Foundation (YPPM CRECOM Foundation) which was developed to strengthen character and role of CSR. Concentration action program based on the Community Empowerment aspects was started in the aspirations and needs of the community, where the process contains elements that can change and develop awareness, method and direction of thinking, pattern and positive attitude of life. To review the formulation of CSR Riaulpulp community development strategy program that has been implemented and in process as well as formulating strategies that will be used for the developmental program for the future, so that community empowerment can be sustained, knowing exit strategy of community development programs can be useful for companies, communities and development areas, evaluate the level what CSR Riaulpulp has run on the community empowerment mechanism that will be reviewed and how the mechanism is implemented empowerment.

For knowing the strategies that have been implemented by CSR Riaulpulp required in a participatory evaluation involving side community partners as well as CSR Riaulpulp management, so the detail about the level of side partners development will be known and can be compared with the mechanism of community empowerment graph.

Development of side partners CSR Riaulpulp either in the form of increased standard of living and thinking pattern has been to encourage a social change, institutional and business types. So that a new strategy is needed for creating a collaborative program that accompanied the CSR Riaulpulp. Collaboration of this program is expected to further increase the momentum of community development program that are tailored to the way development side partners. The prime priority in the future development program is development of the Integrated System of Agriculture supported the financing aspects through the development of micro, small and medium business.

Key words: business ethics, social responsibility, self reliance, participation, community networks, social capital model of development