ABSTRACT

DEBBIE LUCIANI PRASTIWI. I34080059. Gender Analysis for CSR Implementation of Local Economic Empowerment PT Holcim Indonesia Tbk Success Rate (Case: Baitul Maal wa Tamwil/BMT Swadaya Pribumi, Kembang Kuning Village, Klapanunggal Sub-district, Bogor District, West Java Province). (Supervised by TITIK SUMARTI).

Baitul Maal wa Tamwil (BMT) Swadaya Pribumi is Corporate Social Responsibility (CSR) of local economic empowerment by PT Holcim Indonesia Tbk. Gender analysis is used as an analysis tools to see the success rate of BMT Swadaya Pribumi from a gender perspective by understanding the roles (division of labour) in the household, access, control to get resources (credit, training, and mentoring efforts), and the benefits for participants. The result shows that BMT is successful and it has considered gender practical and strategic gender needs are different between the participants of women and men.

Key words: local economic empowerment, gender analysis, roles (division of labor) in the household, access, control, benefits, practical needs and strategic needs.