

ABSTRACT

PT Antam UBPE production sites Pongkor who are in the midst of the community district. Bear an impact on aspects of social and economic life of society. Corporate Social Responsibility is interpreted as a commitment of PT Antam UBPE Pongkor to build a better quality of life with stakeholders conducted stakeholder integrated with its business activities on an ongoing basis with upholds the principles of good business practices, social justice and environmental justice. Corporate Social Responsibility PT Antam conducted UBPE Pongkor intended as a reciprocal advantage for the area so that people come to feel the benefits of exploitation. Corporate Social Responsibility PT Antam UBPE Pongkor divided into 3 the scope of the Community Development Partnership Program (PK), and Community Development (BL). Training is one of the areas included in the scope of Community Development. Through the training program is expected to be an alternative choice in pioneering Small and Medium Enterprises. But training run remains a bottleneck due to less competitive with the more promising business models that Penambangan Without Permission. Training provided is a means for people to be economically independent as a preparation for the closure of the mine entered a period characterized by the absence of longer found gold element in the operational location of the impact on the local economy that depends on the gold content in the Pongkormountain. The method used is qualitative method of implementation of the Community Development program in the Field Training PT Antam UBPE Pongkor in the district. Bear district, Bogor. using as a constructive paradigm approach.

Keywords: CSR (Corporate Social Responsibility), implementation strategies CSR (Corporate Social Responsibility), Laswell Communication Model