

ABSTRAK

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Lokasi produksi PT Antam UBPE Pongkor yang berada di tengah-tengah masyarakat Kec. Nanggung berdampak pada aspek kehidupan sosial dan ekonomi masyarakat. *Corporate Social Responsibility* dimaknai sebagai suatu komitmen usaha PT Antam UBPE Pongkor untuk membangun kualitas kehidupan yang lebih baik bersama para pemangku kepentingan *stakeholder* yang dilakukan terpadu dengan kegiatan usahanya secara berkelanjutan dengan menjunjung tinggi prinsip-prinsip praktik usaha yang baik, keadilan sosial, dan keadilan lingkungan. *Corporate Social Responsibility* yang dilaksanakan PT Antam UBPE Pongkor dimaksudkan sebagai timbal balik keuntungan bagi daerah agar masyarakat ikut merasakan keuntungan dari kegiatan eksploitasi. *Corporate Social Responsibility* PT Antam UBPE Pongkor terbagi kedalam 3 ruang lingkup yakni *Community Development*, Program Kemitraan (PK), dan Bina Lingkungan (BL). Pelatihan adalah salah satu bidang yang termasuk ke dalam ruang lingkup Bina Lingkungan. Tetapi pelatihan yang dijalankan masih mengalami hambatan karena kalah saing dengan model usaha yang lebih menjanjikan yakni Penambangan Tanpa Izin. Metode penelitian yang digunakan adalah metode kualitatif terhadap implementasi program Bina Lingkungan di Bidang Pelatihan PT Antam UBPE Pongkor di Kec. Nanggung Kab, Bogor. dengan memakai paradigma konstruktif sebagai pendekatan.

Kata kunci: *CSR(Corporate Social Responsibility)*, strategi Implementasi *CSR(Corporate Social Responsibility)*, Model Komunikasi Laswell

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 Pongkor mountain. 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