

ABSTRACT

Corporate Social Responsibility or what is known as CSR is a form of social responsibility for either manufacturing or service companies. Based on UU Perseroan Terbatas (UU PT) Pasal 74 tahun 2007, each companies are obligated to commit *Corporate Social Responsibility* as the form of companies care to internal or external society.

Holcim Indonesia is a manufacturing company focusing on producing material building. Holcim Indonesia is actually PT. Semen Cibinong whose shares has been taken over. As the form of Holcim's care to surrounding society and environment, then Holcim plans to commit CSR.

Before that, PT. Semen Cibinong has a CSR in the form of School called Kindergarten, Elementary School, Junior High School of PT. Semen Cibinong, which are still under the management of PT. Semen Cibinong. Instead of starting new CSR taking big cost, Holcim plans to take over those schools. Yet, Holcim needs to commit a Feasibility Evaluation at first from the point of view of market, technical, social, and financial aspect.

The trial of market aspect is committed through survey by using research tool called questionnaire to find out potential, available, and target market of the schools of PT. Semen Cibinong. For the trial of technical and financial aspect, secondary data from the school of Cibinong and other resources are used.

The result of research shows that potential market for Kindergarten of PT. Semen Cibinong is 66,20 %, Elementary school of PT. Semen Cibinong is 59,18%, and Junior High School PT. Semen Cibinong is 61,15% obtained based on the level of interest by respondent to the schools of PT. Semen Cibinong. For the available market, based on potential market who have the interest to the schools of PT. Semen Cibinong, capability, the power of purchasing, and access for the schools of PT. Semen Cibinong is 63,83 % (Kindergarten), Elementary school of PT. Semen Cibinong is 58.62%, and Junior High School PT. Semen Cibinong is 60%. The target market for Kindergarten of PT. Semen Cibinong is 26%, Elementary school of PT. Semen Cibinong is 31 %, and Junior High School PT. Semen Cibinong is 32%.

The technical aspects have been adjusted with "Pedoman Standar Pelayanan Minimal (SPM) Penyelenggaraan Pendidikan" and Education National Standard namely "PP. No. 19 Tahun 2005 pasal 42 ayat 1 dan ayat 2."

The social aspects have been adjusted with "UU Perseroan Terbatas (UU PT) Pasal 74 tahun 2007". By the existence of this CSR, there are many benefits obtained by society from the side of field work and education.

For the result of research according to investment assessment parameters, then the schools of PT. Semen Cibinong is stated "feasible" with the value of NPV : Rp. 641.943.324, IRR : 21%, PBP : 14 years.

Keywords : The schools of PT. Semen Cibinong, Corporate Social Responsibility program, Feasibility