

ABSTRACT

This study discusses the challenges of implementing PT Vale Indonesia Tbk's Corporate Social Responsibility (CSR) during the COVID 19 pandemic. The aim is to find out what challenges the company faces and after implementing its CSR program to empower communities during the COVID 19 pandemic.

This research uses post-positivism research paradigm. The relationship between the researcher and reality must be interactive. The research uses a qualitative-descriptive method with the type of case study research, namely research data collected through direct observation, interviews with informants who are believed to be able to provide information about this research, and collect and analyze documentation or records owned by the company through trusted sources and informants. The informants in question are PTVI external relations, employees, and local communities as responders to the company's CSR activities. The case study approach is used directly in legal research and much of it is done clinically.

Based on the results of research that has been carried out at PT Vale Indonesia Tbk, the conclusion that the researcher draws is that most of the implementation challenges encountered during carrying out this CSR program were caused by the Covid-19 pandemic which hindered the Community Development and Empowerment (PPM) program and delays in licensing approvals. from the local government. In general, during the pandemic and after the PPM program the community has benefited a lot from the program.

Keywords: Corporate Social Responsibility, PT VALE INDONESIA, Covid-19 pandemic.