

Evaluasi program Corporate Social responsibility (CSR) PT. Indocement Tunggul Prakarsa, Tbk.: studi evaluasi terhadap program Unit Pelayanan Kebersihan (UPK) di Kelurahan Puspanegara, Citereup, Bogor = Evaluation of PT. Indocement Tunggul Prakarsa, Tbk. Corporate Social Responsibility program : evaluative study of UPK program in Puspanegara, Citereup, Bogor

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Abstrak

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Penelitian ini membahas evaluasi pelaksanaan program Unit Pelayanan Kebersihan (UPK) yang dilaksanakan oleh Corporate Social Responsibility (CSR) PT. Indocement Tunggul Prakarsa, Tbk. (ITP) serta menjabarkan faktor-faktor pendukung dan penghambat pelaksanaan program tersebut. Yang dievaluasi pada penelitian ini dimulai dari perencanaan program, proses pengambilan sampah dari rumah tangga, proses pengolahan sampah menjadi Sorted Municipal Waste (SMW) dan kompos, pengiriman SMW dan kompos ke ITP, pemeliharaan mesin crusher, screen dan kendaraan operasional serta proses monitoring dan evaluasi. Dari hasil evaluasi didapatkan bahwa terdapat beberapa perbedaan pelaksanaan UPK dengan konsep penerapan CSR dan terdapat 4 faktor penghambat dan 2 faktor pendukung pelaksanaan program.

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**ABSTRACT**

*This research about evaluation process of implementation UPK Program was implemented by Corporate Social Responsibility PT. Indocement Tunggul Prakarsa, Tbk and explain restricting and supporting factors in program implementation. This research evaluate planning program, collecting household waste process, processing household waste to be Sorted Municipal Waste (SMW) and compost, delivering SMW and compost process, crusher machine, screen machine and vehicle maintenance process and monitoring and evaluation process. The result, there are some of differences between CSR concept and implementation of UPK and also there are four restricting factors and two supporting factors in program implementation.*