ABSTRACT

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This research aim to know how Implementation of Corporate Social Responsibility (CSR) PT Semen Tonasa, its impact to development of Pangkep Regency and factors influencing process of implementation of Corporate Social Responsibility (CSR) PT Cement Tonasa in Pangkep Regency.

Research type used descriptive method based on observation. Technique of collecting data used the observation, that is the data collecting by performing direct perception to accurate object, questioner, and interview where researcher perform the direct question and answered by the responder and informant referring to accurate problem and also supported by secondary data. As for becoming population in this research is organizer of Corporate Social Responsibility PT Semen Tonasa and the related society who got impact directly from CSR PT Semen Tonasa with the withdrawal sample use the technique of purposive sampling, then the data analyzed by qualitative and quantitative in the form of tables of frequency.

From research result indicate that the Implementation of Corporate Social Responsibility (CSR) represent the realization process of CSR PT Semen Tonasa programs to society. The CSR programs have put into good realization, start from partner program and also program to construct the environment. Later, then program the CSR PT Semen Tonasa give the positive effect to development of Pangkep Regency, either for physically or non physically development. Moreover, this research also show the factors influencing implementation of Corporate Social Responsibilty (CSR), that's are supplementary factor, like governmental policy and resistor factor like management commutation and level of the society knowledge.