

***CORPORATE SOCIAL RESPONSIBILITY PT. PERTAMINA (PERSERO)TBBM
REWULU ON KELOMPOK TANI TERNAK MASTER IN HAMLET OF
NGANGGRING, GIRIKERTO VILLAGE,
TURI SUB DISTRICT, SLEMAN.***

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ABSTRACT

This study aimed to (1) examine the form of Corporate Social Responsibility of PT. Pertamina (Persero) TBBM Rewulu at the Master Livestock Farmer Group. (2) Reviewing the implementation of Corporate Social Responsibility (CSR) activities of PT. Pertamina (Persero) TBBM Rewulu given to Master Livestock Farmer Group. This research uses a qualitative approach with a case study method and purposive informant retrieval, namely the Head of the CSR program division of PT. Pertamina (Persero) TBBM Rewulu, Sleman Agriculture, Fisheries and Forestry Service, Master Livestock Farmers Group. Sources of data used are primary data and secondary data. Data collection techniques used are interviews, observation, and documentation, while for testing the validity of the data using triangulation of data sources. The data analysis technique used is the Miles and Huberman model, namely by collecting data, reducing data, presenting data and drawing conclusions. The results of this study concluded that (1) Form of Corporate Social Responsibility of PT. Pertamina (Persero) TBBM Rewulu at the Master Livestock Farmer Group is a training activity and assistance with infrastructure for the Etawa goat business. (2) Implementation of Corporate Social Responsibility (CSR) activities of PT. Pertamina (Persero) TBBM Rewulu at the Master Livestock Farmer Group in the form of awareness stage, human capacity stage, business capacity and institutional capacity.

Keywords: Corporate Social Responsibility, Empowerment, Farmer Group