

ABSTRAK

Perusahaan multinasional (MNC) tidak hanya menjalankan kegiatan operasionalnya dalam memperoleh profit, namun juga berkomitmen dalam bertanggungjawab kepada lingkungan dan masyarakat di sekitar lokasi operasionalnya. Dalam penelitian ini, pemberdayaan masyarakat adalah salah satu metode yang diterapkan PT. Chevron Pacific Indonesia untuk melaksanakan Tanggungjawab Sosial Perusahaannya. Penelitian ini bertujuan untuk menjelaskan, peran PT. Chevron Pacific Indonesia dalam mendukung pencapaian tujuan pembangunan berkelanjutan pertama, yaitu pengentasan kemiskinan di Provinsi Riau melalui program *Corporate Social Responsibility (CSR)* yang dinamakan *Social Investment (SI)*. Penelitian ini menggunakan pendekatan kualitatif dan bersifat deskriptif. Konsep yang digunakan dalam penelitian ini adalah konsep MNC, *Corporate Social Responsibility*, *Sustainable Development Goals*, dan Konsep Kemiskinan yang mendasari pelaksanaan program-program dari perusahaan dalam menjalankan tanggungjawab sosialnya. PT. Chevron Pacific Indonesia pada tahun 2017 fokus menjalankan program *Promoting Sustainable Integrated Farming, Small Enterprise Cluster and Microfinance Access (PRISMA)* dalam upaya memberdayakan masyarakat di beberapa kabupaten di Provinsi Riau. Program ini tak hanya memberikan bantuan modal material, akan tetapi juga pembinaan dan pelatihan kepada masyarakat lokal terutama pelaku Usaha Kecil Menengah dan Kelompok Tani dengan tujuan kelompok usaha tersebut dapat berkembang dan berkelanjutan.

Kata Kunci: *CSR*, *Social Investment*, *Sustainable Development Goals (SDGs)*, Pengentasan Kemiskinan. PRISMA

**THE ROLE OF PT CHEVRON PACIFIC INDONESIA THROUGH
CORPORATE SOCIAL RESPONSIBILITY IN SUPPORTING THE
ACHIEVEMENT OF THE FIRST SUSTAINABLE DEVELOPMENT GOAL
IN RIAU PROVINCE IN 2017-2020**

ABSTRACT

Multinational companies (MNCs) not only carry out their operational activities in obtaining profits, but are also committed to being responsible for the environment and communities around their operational locations. In this study, community empowerment is one of the methods applied by PT Chevron Pacific Indonesia to implement its Corporate Social Responsibility. This research aims to explain the role of PT Chevron Pacific Indonesia in supporting the achievement of the first sustainable development goals, namely poverty alleviation in Riau Province through a Corporate Social Responsibility (CSR) program called Social Investment (SI). This research uses a qualitative approach and is descriptive in nature. The concepts used in this research are the concepts of MNC, Corporate Social Responsibility, Sustainable Development Goals, and the Concept of Poverty which underlie the implementation of the company's programs in carrying out its social responsibility. In 2017, PT Chevron Pacific Indonesia focused on running the Promoting Sustainable Integrated Farming, Small Enterprise Cluster and Microfinance Access (PRISMA) program in an effort to empower communities in several districts in Riau Province. This program not only provides material capital assistance, but also coaching and training to local communities, especially Small and Medium Enterprises and Farmer Groups with the aim that these business groups can develop and be sustainable.

Keywords: CSR, Social Investment, Sustainable Development Goals (SDGs), Poverty Alleviation. PRISMA