

ABSTRACT

A company that wants to survive and prosper in the long term should consider the issue with widespread social problems, which will include how a decision will affect the environment, employees, and customers. The term commonly used corporate Social Responsibility (CSR) or tanggung jawab sosial. One company that runs the CSR program is PT. Tirta Investama (AQUA) Wonosobo. The purpose of the research on CSR is the research wanted to find CSR strategies used by PT. Tirta Investama (AQUA) in the Community Empowerment Kejiwan Wonosobo Village. And wanted to know enabling and inhibiting factors of the development of CSR strategies PT. Tirta Investama (AQUA). This research uses the concept of CSR from Johnson and Johnson with Stakeholder Theory of R Edward Freeman. For Freeman to achieve success and sustainability of a company must safeguard the interests of customers, employees, communities, and stakeholder should be in line with the same purpose. This research using interviews, observation, and documentation. The results showed CSR program that run into Kejiwan village are Micro Economic, with the economic impact program strategy. All two of these successfully empower communities Kejiwan village of Wonosobo.

Keywords:

Strategy Corporate Social Responsibility (CSR), Stakeholder, Community Empowerment.