

ABSTRACT

M. AKBAR SETIAWAN. Evaluation Effectiveness Implementation Program "Promoting Entrepreneurship Among Villagers" On Micro-Enterprise In District Of Eastern Tanjung Jabung Province Jambi. Under guided by NANIK DARA SENJAWATI and EKO MURDIANTO

This study aims to: (1) Determine of the forms cooperation in the implementation CSR program PT PetroChina. (2) analyze the effectiveness of the implementation program "Promoting Entrepreneurship Among Villagers In PetroChina Area" on micro-enterprise by local facilitators in East Tanjung Jabung, Jambi. (3) analyze the degree of independence micro-enterprises in East Tanjung Jabung, Jambi Province. This study is qualitative research that is supported by quantitative data. This research was conducted on the PT. PetroChina that have implemented CSR programs. Total samples in this study was 20 micro business owners who got program "Promoting Entrepreneurship Among Villagers In PetroChina Area" on micro-enterprise by local facilitators in District Geragai. Sampling used census method. The results of this research were: (1) Implementation of CSR program PT PetroCina conducted by an auction system (2) The effectiveness of the implementation of program "Promoting Entrepreneurship Among Villagers In PetroChina Area" on micro-enterprise by local facilitators in East Tanjung Jabung, Jambi province was high with an average value of 76.86%. (2) The level of independence of Micro-enterprise was high with the percentage of 76.68%.

Keywords : Effectiveness, Corporate Social Responsibility (CSR), Empowerment, Independence of Micro-enterprise