

ABSTRACT

This research has purpose to analyze success of Community Development as a implementation of Corporate Social Responsibility Chevron Indonesia Company Pasir Ridge Balikpapan through the "Komunitas Batik Tulis Mangrove Balikpapan" this study also to determine the procedure of community development Chevron Indonesia Company, Pasir Ridge Balikpapan. Chevron must be able to work with the community with the company that Chevron future activities can run smoothly without any gap between the company and the surrounding community. This study used a qualitative method with descriptive research, data collection technique conducted with interviews, observation, literature and documentation. The validity of the data used is triangulation of data, which the data obtained from three guider. For analysis technique used is interactive analysis, which began in the data collected, processed, and presented in the form of naration reports. The result shows that Chevron Balikpapan successfully for community development program "community Batik can be seen from the Mangrove Balikpapan. The success acceptable outcomes are positive response from members of the community of which there are housewives and disabled. This program is able to answer the needs of the surrounding community who members of the Community Batik Mangrove Balikpapan that increase welfare in the field of economic income families. The closeness that occurs between Chevron and the community is also an indicator that makes this program success. Besides, supported by the community, these activities also got a good appreciation of the Government of Balikpapan that this program survive and increased each years. This study also contained a discussion of the procedure or steps being taken by Chevron Indonesia Company Pasir Ridge Balikpapan in issuing a community development program.