

**EFEKTIVITAS PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* PT
ASTRA INTERNATIONAL TBK TERHADAP PENINGKATAN ASPEK
COMMUNITY DEVELOPMENT DI DESA LES, KABUPATEN BULELENG**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis efektivitas pelaksanaan program *Corporate Social Responsibility (CSR)* dalam meningkatkan aspek *community development* di Desa Les, Kabupaten Buleleng, serta untuk mengidentifikasi faktor-faktor yang menjadi hambatan dalam pelaksanaannya. Penelitian ini menggunakan metode penelitian hukum empiris yang berfokus pada pengamatan dan analisis terhadap implementasi program CSR di masyarakat, dengan teknik pengumpulan data melalui studi dokumen, wawancara, dan observasi langsung. Hasil penelitian menunjukkan bahwa pelaksanaan program CSR PT Astra International melalui program Astra Berseri belum cukup efektif dalam meningkatkan aspek *community development* di Desa Les. Meskipun program tersebut telah memberikan kontribusi pada aspek lingkungan, sosial, dan pemberdayaan ekonomi masyarakat, capaian yang diperoleh belum sepenuhnya optimal karena masih terdapat berbagai kendala, antara lain keterbatasan partisipasi masyarakat dalam perencanaan dan evaluasi, belum maksimalnya sistem monitoring dan evaluasi, serta koordinasi yang belum berjalan secara terstruktur antara perusahaan, pemerintah desa, dan masyarakat.

Kata Kunci: *Corporate Social Responsibility*, Efektivitas, *Community Development*, Desa Les.

***THE EFFECTIVENESS OF PT ASTRA INTERNATIONAL TBK
CORPORATE SOCIAL RESPONSIBILITY PROGRAMS IN ENHANCING
COMMUNITY DEVELOPMENT ASPECTS IN LES VILLAGE, BULELENG
REGENCY***

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ABSTRACT

This study aims to analyze the effectiveness of the implementation of Corporate Social Responsibility (CSR) programs in enhancing community development in Les Village, Buleleng Regency, and to identify the factors that hinder their implementation. This research employs an empirical legal research method focusing on observing and analyzing the implementation of CSR programs within the community, with data collected through document studies, interviews, and direct observation. The findings indicate that the CSR program implemented by PT Astra International through the Astra Berseri Program has not been sufficiently effective in improving community development in Les Village. Although the program has contributed to environmental, social, and community economic empowerment aspects, the outcomes have not been fully optimal due to several obstacles, including limited community participation in planning and evaluation processes, inadequate monitoring and evaluation mechanisms, and coordination that has not been systematically carried out among the company, the village government, and the community.

Keywords: Corporate Social Responsibility, Effectiveness, Community Development, Les Village.