

**PEMBERDAYAAN MASYARAKAT SEBAGAI WUJUD TANGGUNG JAWAB  
SOSIAL PERUSAHAAN (STUDI KASUS PT. TIRTA INVESTAMA PLANT SOLOK)  
DI NAGARI**

**BATANG BARUS KABUPATEN SOLOK.**

**TESIS**

Diajukan sebagai salah satu syarat untuk mencapai gelar Magister Kenotariatan



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**Pemberdayaan Masyarakat Sebagai Wujud Tanggung Jawab Sosial Perusahaan  
(Studi Kasus PT. Tirta Investama Plant Solok)  
Di Nagari Batang Barus Kabupaten Solok**

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**ABSTRAK**

Penelitian ini bertujuan untuk melaporkan keterlibatan dan pelaksanaan pertanggung jawaban sosial (*Corporate Social Responsibility*) PT. Tirta Investama Pabrik Aqua Plant Solok dalam pemberdayaan masyarakat di Nagari Batang Barus Kabupaten Solok. Dengan melaksanakan *Corporate Social Responsibility* (CSR), maka perusahaan tidak hanya mengutamakan kondisi keuangan perusahaan (*single bottom line*), tetapi juga memperhatikan konsep pembangunan yang berkelanjutan dan bermanfaat bagi pemberdayaan masyarakat, yakni prinsip dasar sosial, lingkungan, dan etika (*tripel bottom line*).

Penelitian ini merupakan penelitian deskriptif analitis dengan jenis data kualitatif. Metode penelitian yang digunakan yakni penelitian yuridis empiris. Data primer pada penelitian ini diperoleh dari wawancara, observasi dan studi lapangan, kemudian dianalisis dengan undang-undang, teori dan pendapat pakar yang relevan, sedangkan data sekunder yang diperoleh dari berbagai literatur dan peraturan perundang-undangan.

Berdasarkan hasil penelitian ini ditemukan bahwa semenjak tahun 2014 pelaksanaan pertanggung jawaban sosial PT. Tirta Investama Danone Aqua dilaksanakan oleh lembaga swadaya masyarakat (LSM) Perkumpulan Keluarga Berencana Indonesia (PKBI) Provinsi Sumatera Barat dan Yayasan Field Indonesia. Kegiatan pertanggung jawaban sosial dilaksanakan dalam bentuk program pemetaan sosial, pembuatan fasilitas air bersih dan sanitasi. Pada bidang ekonomi, kegiatan yang dilakukan yakni program sekolah lapangan alpukat, sedangkan dalam bidang lingkungan, PT. Tirta Investama Danone Aqua membangun Taman Keanekaragaman Hayati (KEHATI) dan Program Sanitasi Total Berbasis Masyarakat. Kedua Keterlibatan CSR PT. Tirta Investama dalam pemberdayaan Masyarakat di Nagari Batang Barus adalah melalui Program Sanitasi Total Berbasis Masyarakat (STBM).

**Kata kunci :** *pemberdayaan masyarakat, tanggung jawab sosial perusahaan.*

# **Community Empowerment as a Manifestation of Corporate Social Responsibility (Case Study of PT. TirtaInvestama Plant Solok) in Nagari BatangBarusKabupatenSolok.**

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## *Abstract*

*This study aims to report the involvement and the implementation of Corporate Social Responsibility (CSR) of PT. TirtaInvestama Plant Solok as an effort to empower the community in Nagari BatangBarus, Solok Regency. By implementing the CSR, the corporate proved that they are not only prioritizing the corporate's economic condition, but also realizing the importance of giving contribution to the community referred to the sustainability principles (social, environmental, and ethics) as an effort to balance environment and nature (Sustainable development). By paying attention to CSR, the company is not only oriented to corporate finance (single bottom line) but focuses on the balance between financial, social and environmental aspects (triple bottom line). The synergy of these three keys is the concept of sustainable development and community empowerment.*

*This research is a descriptive analytical research with qualitative data. This study uses a sociological juridical research method to see how companies engaged in natural resources apply CSR strategies and principles in their business activities in realizing community empowerment around the company. The primary data obtained through interviewing, observing, and studying the location, then the data are being analyzed according to the law, theory and the opinion of the experts. Meanwhile the secondary data obtained from literatures and legislation.*

*The results of the study illustrate the strategic steps taken by PT. TirtaInvestamaSolok Plant is entrusted to NGOs (Non-Government Organizations), namely the Partners of the Indonesian Family Planning Association (PKBI) of the Province of West Sumatra and the Field of Indonesia Foundation since 2014. The involvement of CSR PT. TirtaInvestamaSolok Plant in Community Empowerment in NagariBatangBarus was carried out in the social planning and the Satinasi Total BerbasisMasyarakat (STBM) program. Meanwhile in economic sector, the corporate conducted an avocado schoolfield, and in environmental sector, the corporate build Taman Keanekaragaman Hayati (KEHATI) dan Program Sanitasi Total Berbasis Masyarakat.*

**Keyword: Community Empowerment, Corporate Social Responsibility.**

