

ABSTRAK

Roswitha Lishna (00000019409)

ANALISIS PENERAPAN PRINSIP-PRINSIP *GOOD CORPORATE GOVERNANCE* DALAM PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* PT. MITRA ADIPERKASA TBK. (MAP) INDONESIA “RUMAH BELAJAR ANAK BINTANG” (RAJAB)

(clx + 160 halaman: 28 gambar, 1 tabel ; 73 lampiran)

Kata kunci : Komunikasi, *Public Relations*, *Good Corporate Governance* (GCG), *Corporate Social Responsibility* (CSR), *Sustainability*, *Sustainable Development*.

Good Corporate Governance (GCG) mulai diperhatikan dengan serius oleh perusahaan-perusahaan besar sejak terjadinya krisis moneter di negara-negara Asia pada tahun 1997, disebabkan karena lemahnya penerapan GCG. Untuk menghindari hal tersebut, perusahaan harus mampu menerapkan prinsip-prinsip GCG, salah satunya dengan implementasi *Corporate Social Responsibility* (CSR). Salah satu program CSR PT. Mitra Adiperkasa Tbk yang menarik bagi peneliti adalah “Rumah Belajar Anak Bintang” (RaJAB) di Desa Kamojing, Kabupaten Karawang, Jawa Barat.

PT. Mitra Adiperkasa Tbk sebagai salah satu peritel terkemuka di Indonesia, mengungkapkan bentuk kepedulian terhadap lingkungan dan masyarakat melalui bantuan pendidikan (informal). Dengan menggunakan pendekatan kualitatif dan metode penelitian deskriptif, juga pengumpulan data melalui wawancara mendalam dan data sekunder lainnya, peneliti menggambarkan serta mengelaborasi secara komprehensif mengenai peranan penting GCG dalam program CSR juga jangka panjang (*Sustainable Development*).

Hasil penelitian ini menunjukkan bahwa MAP telah melakukan penerapan GCG, serta implementasi CSR kepada anak-anak dari keluarga pra-sejahtera, juga menunjukkan bentuk tanggungjawab perusahaan kepada pemerintah dan masyarakat dengan melaksanakan GCG melalui laporan serta pelaksanaan program CSR yang memenuhi kelima prinsip dasar GCG yakni *transparency*, *accountability*, *independency*, *responsibility* and *fairness*.

Referensi : 48 (1967 – 2018) + internet 22

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ANALISIS PENERAPAN PRINSIP-PRINSIP GOOD CORPORATE GOVERNANCE DALAM PROGRAM CORPORATE SOCIAL RESPONSIBILITY PT. MITRA ADIPERKASA TBK. (MAP) INDONESIA “RUMAH BELAJAR ANAK BINTANG” (RAJAB)

(clx + 160 pages: 28 pictures, 1 table ; 73 attachments)

Keywords : *Communication, Public Relations, Good Corporate Governance (GCG), Corporate Social Responsibility (CSR), Sustainability, Sustainable Development.*

Good Corporate Governance (GCG) began to be taken seriously by large companies since the monetary crisis in Asian countries in 1997, due to the weak implementation of GCG. To avoid this, companies must be able to apply GCG principles, one of which is the implementation of Corporate Social Responsibility (CSR). One of the CSR programs of PT. Mitra Adiperkasa Tbk which is of interest to researchers is the "Rumah Belajar Anak Bintang" (RaJAB) in desa Kamojing, Kabupaten Karawang, West Java.

PT. Mitra Adiperkasa Tbk as one of the leading retailers in Indonesia, has revealed a form of concern for the environment and society through educational assistance (informal). By using a qualitative approach and descriptive research methods, also collecting data through in-depth interviews and other secondary data, researchers describe and elaborate comprehensively on the important role of GCG in a long-term CSR program (Sustainable Development)

The results of this study indicate that MAP has implemented GCG and the implementation of CSR to children from pre-prosperous families, also shows the form of corporate responsibility to the government and the community by implementing GCG through reports and the implementation of CSR programs that fulfill the five basic principles GCG : *transparency, accountability, independency, responsibility and fairness.*

References : 48 (1967 – 2018) + internet 22