

JUDUL: ANALISIS STRATEGI CREATING SHARED VALUE (TANGGUNG
JAWAB PERUSAHAAN) SEBAGAI UPAYA PENINGKATAN PENDAPATAN
PETANI PLASMA DI INDUSTRI KELAPA SAWIT

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ABSTRAK

Penelitian kualitatif ini menjelaskan bahwa perkebunan salah satunya kelapa sawit sebagai salah satu sektor yang masuk dan menyumbang banyak sekali kontribusi dalam perekonomian negara. Lewat penelitian ini pula akan dijabarkan bahwa tanggung jawab sosial perusahaan hari demi hari turut mengalami perubahan, apapun kondisinya baik di masa pandemi maupun transisi menuju normal baru. Adapun pendekatan yang diangkat ialah pendekatan *Creating Shared Value* (CSV) sebagai pengembangan dari tahapan tanggung jawab sosial perusahaan yaitu *Corporate Social Responsibility* (CSR).

Informan dalam penelitian ini berjenis kelamin laki – laki yang bekecimpung di dunia petani plasma cukup lama. Informan akan mengulas bagaimana *Creating Shared Value* (CSV) yang diterapkan perusahaan dan membawa dampak yang signifikan serta meningkatkan pendapatannya. Sekalipun informan mengalami naik turunnya pendapatan dan kesulitan akibat dari pandemi, ia tetap bisa merasakan manfaat *Creating Shared Value* (CSV) bagi keberlangsungan pendapatannya. Sehingga hal tersebut menjawab serangkaian pertanyaan penelitian yang diajukan.

Kata Kunci: *creating shared value*, kelapa sawit, petani plasma

TITLE: ANALYSIS OF THE CREATING SHARED VALUE STRATEGY
(COMPANY RESPONSIBILITY) AS AN EFFORT TO INCREASE PLASMA
FARMERS INCOME IN THE PALM OIL INDUSTRY

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ABSTRACT

This qualitative research explains that plantations, one of which is oil palm, is a sector that enters and contributes a lot to the country's economy. Through this research, it will also be explained that corporate social responsibility is also changing day by day, regardless of the conditions, both during the pandemic and the transition to a new normal. The approach adopted is the Creating Shared Value (CSV) approach as the development of the stages of corporate social responsibility, namely Corporate Social Responsibility (CSR).

The informants in this study was male who had been involved in the world of plasma farmers for a long time. Informants will review how Creating Shared Value (CSV) is applied by the company and has a significant impact and increases for his income. Eventhough the informant has experienced up and down in income and difficulties due to the pandemic, he can still feel the benefits of Creating Shared Value (CSV) for the sustainability of his income. So that it answers a series of research questions posed.

Keywords: creating shared value, oil farm, plasma