

CSR :

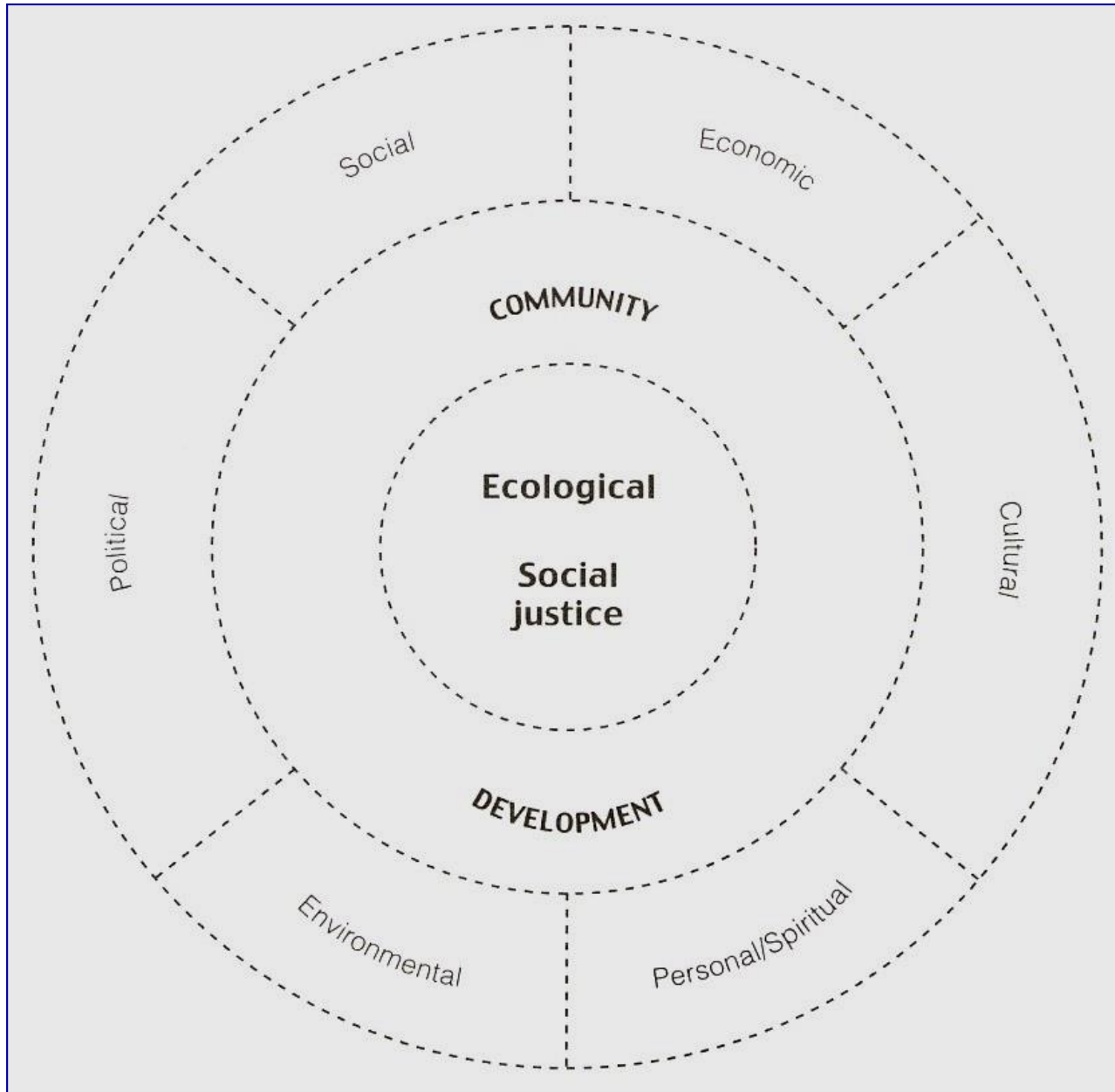
PENDEKATAN PENGEMBANGAN MASYARAKAT

Ravik Karsidi, 2017

MENURUT IFE: **CSR =**

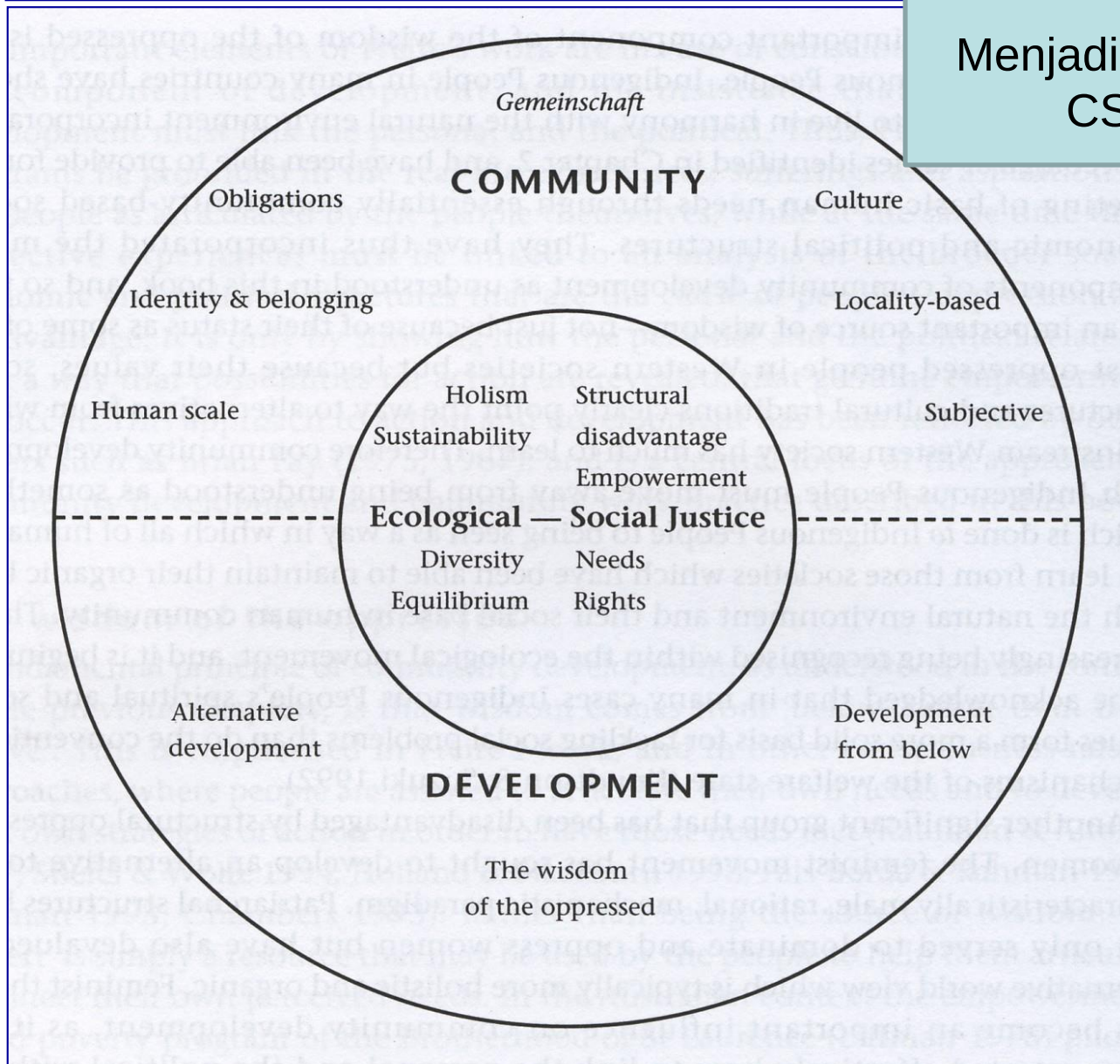
- PENGEMBANGAN MASYARAKAT SECARA TERPADU
- PENGEMBANGAN SOSIAL
- PENGEMBANGAN BUDAYA

CSR = INTEGRATED COMMUNITY DEVELOPMENT (Ife)

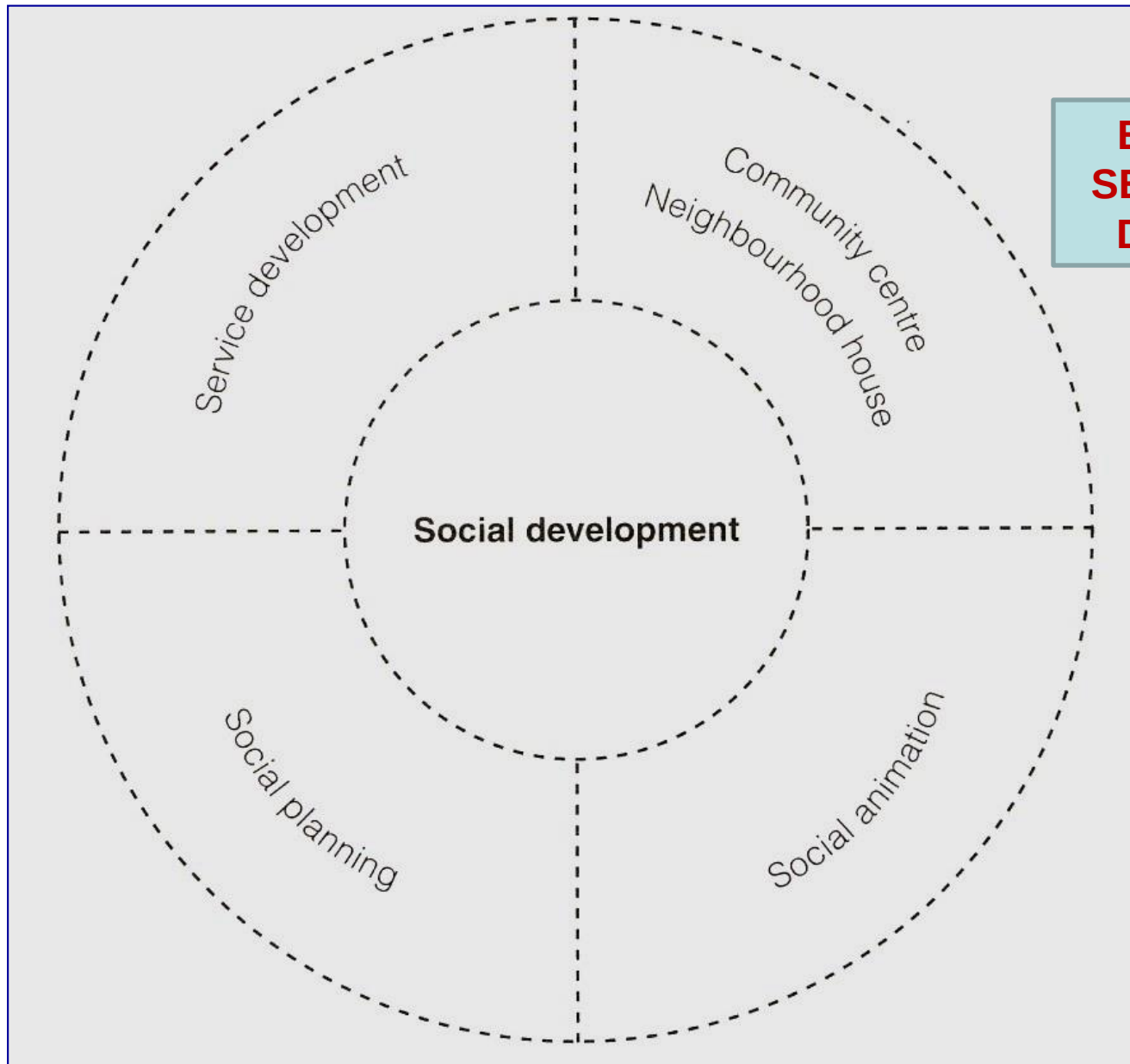


THE VISION OF COMMUNITY DEVELOPMENT (Ife)

Menjadi Acuan
CSR

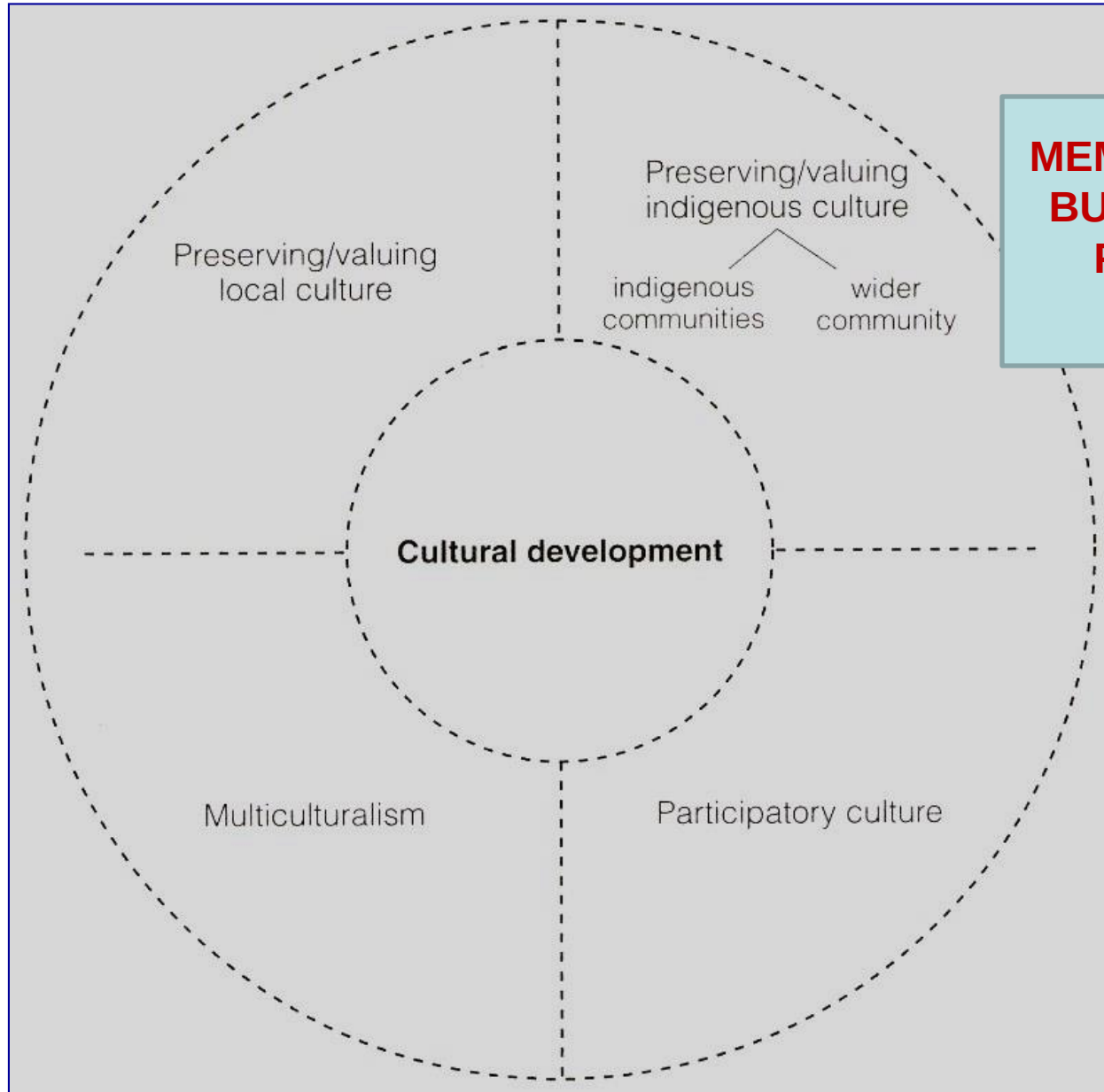


SOCIAL DEVELOPMENT (Ife)



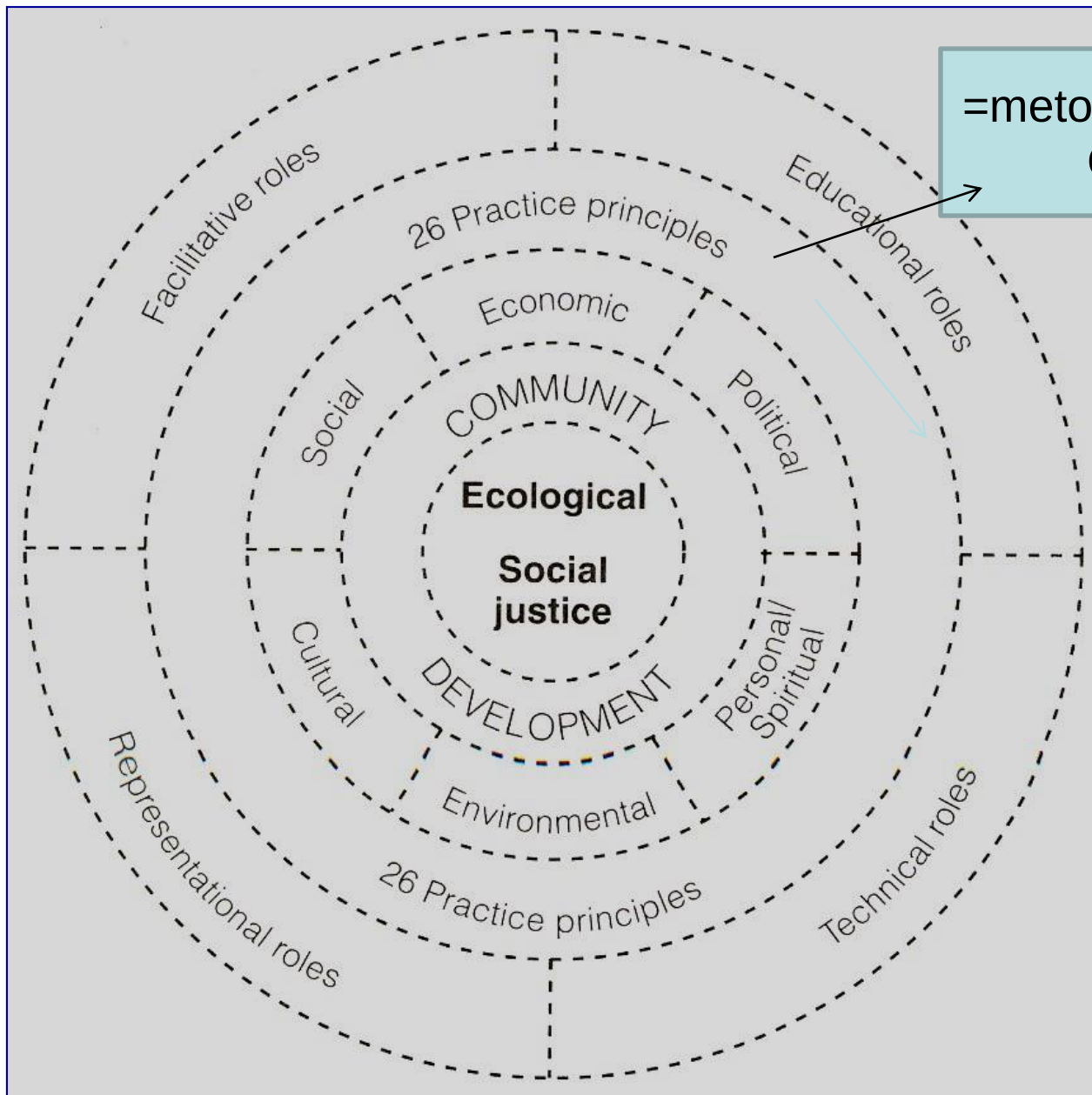
**BUKAN
SEKEDAR
DERMA**

CULTURAL DEVELOPMENT (Ife)



**MEMAMPUKAN
BUDAYA DAN
POTENSI
LOKAL**

A FRAMEWORK FOR COMMUNITY WORK



EMPOWERMENT (Ife)

To increase
the power of:

primary structural
disadvantaged groups:

class:

the poor
the unemployed
low-income workers
welfare beneficiaries

gender:

women

race/ethnicity:

Indigenous People
ethnic and cultural
minorities

**CSR ITU
MEMBERDAYAKAN
BUKAN MEMBUAT
KETERGANTUNGAN**

other disadvantaged groups:

the aged
children and youth
people with disabilities
(physical, mental and
intellectual)
gays and lesbians
the isolated
(geographically
and socially) etc.

the personally
disadvantaged:

those experiencing
grief, loss, personal and
family problems etc.

over:

personal choices and life
chances
need definition
ideas
institutions
resources
economic activity
reproduction

through:

policy and planning
social and political action
education

ORGANISATIONAL CONTEXT OF COMMUNITY WORKERS

Role	Attributes
Employed community worker	Broad mandate, employer's goals may be vague or contradictory, government or non-government
Employed sectoral worker	Focused on particular sector, may not coincide with community's interests, requires flexibility and broad holistic perspective
Community-focused professional	Seeking a community base for professional practice, may be marginal within the profession, uses community development to deliver a professional service
Employed activist	Works for an activist organisation, trade union or political party, uses community development to achieve a political or action outcome
Community activist	Member of the community with no other employed status as a community worker, can have high degree of autonomy but potential problems of accountability and coordination

**PERAN
Agents of
CSR**

TANGGUNG JAWAB SOSIAL PERUSAHAAN

- 1. KETERLIBATAN PERUSAHAAN DALAM BERBAGAI KEGIATAN SOSIAL
➔MERUPAKAN SUATU NILAI YANG SANGAT POSITIF BAGI PERKEMBANGAN DAN KELANGSUNGAN PERUSAHAAN DALAM JANGKA PANJANG.**
- 2. KETERLIBATAN SOSIAL PERUSAHAAN DI MASYARAKAT AKAN MENCIPTAKAN SUATU CITRA YANG SANGAT POSITIF.**
- 3. BIAYA SOSIAL DARI PERUSAHAAN DLM BENTUK KEGIATAN2 SOSIAL.**

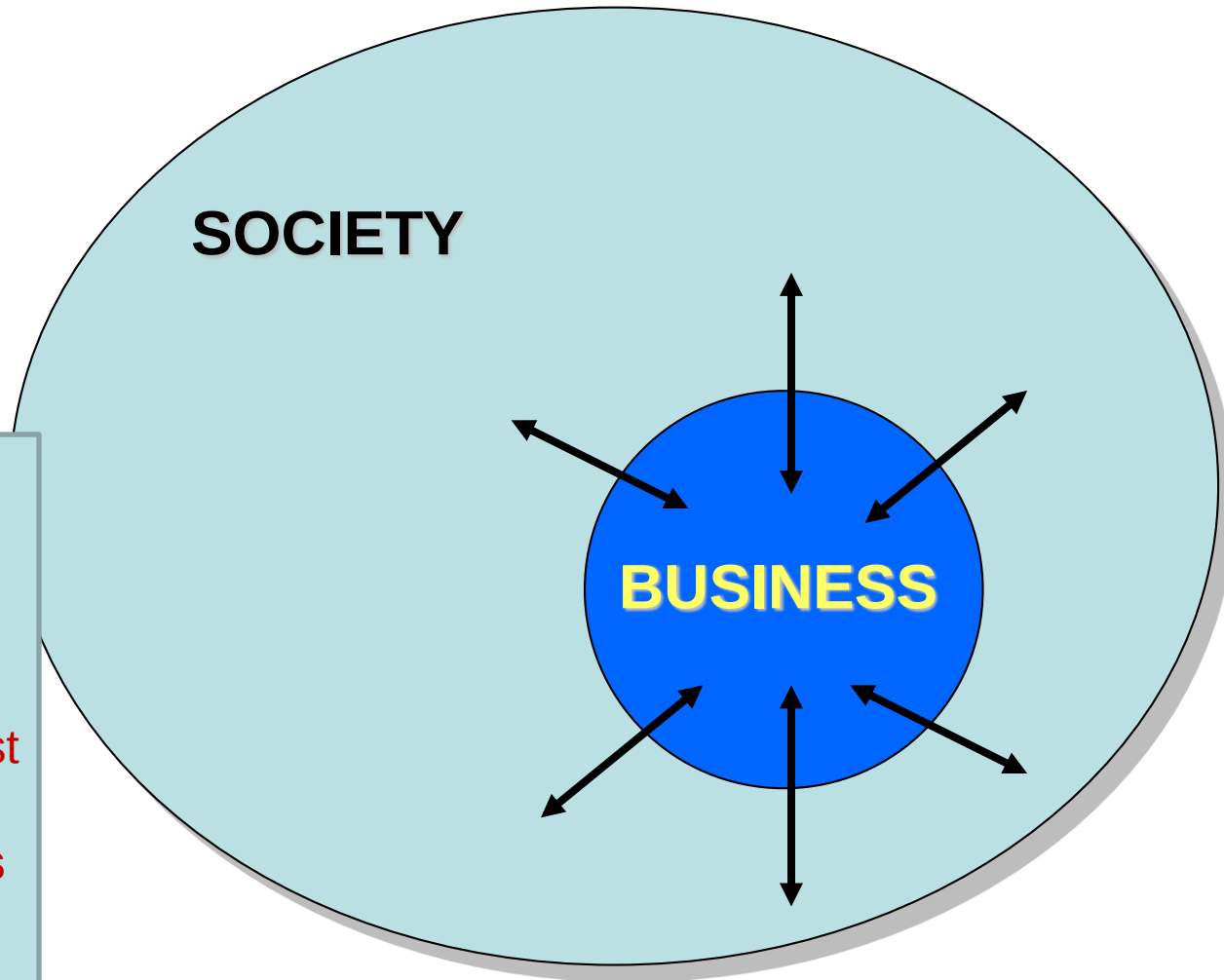
ETIKA DAN LABA DALAM BISNIS

- **ADA HUBUNGAN SINERGIS ANTARA ETIKA DAN LABA.**
- **REPUTASI yang BAIK MERUPAKAN SEBUAH *COMPETITIVE ADVANTAGE* YANG SULIT DITIRU.**
- **KUNCI UTAMA KESUKSESAN ADALAH REPUTASINYA SEBAGAI PENGUSAHA YANG MEMEGANG TEGUH INTEGRITAS DAN KEPERCAYAAN PIHAK LAIN.**
- **BERETIKA DALAM BISNIS TIDAK AKAN MEMBERI KEUNTUNGAN SEGERA**
→ **PARA PENGUSAHA DAN PRAKTISI BISNIS HARUS BELAJAR UNTUK BERPIKIR JANGKA PANJANG.**

BIAYA SOSIAL DAN KELANGSUNGAN USAHA

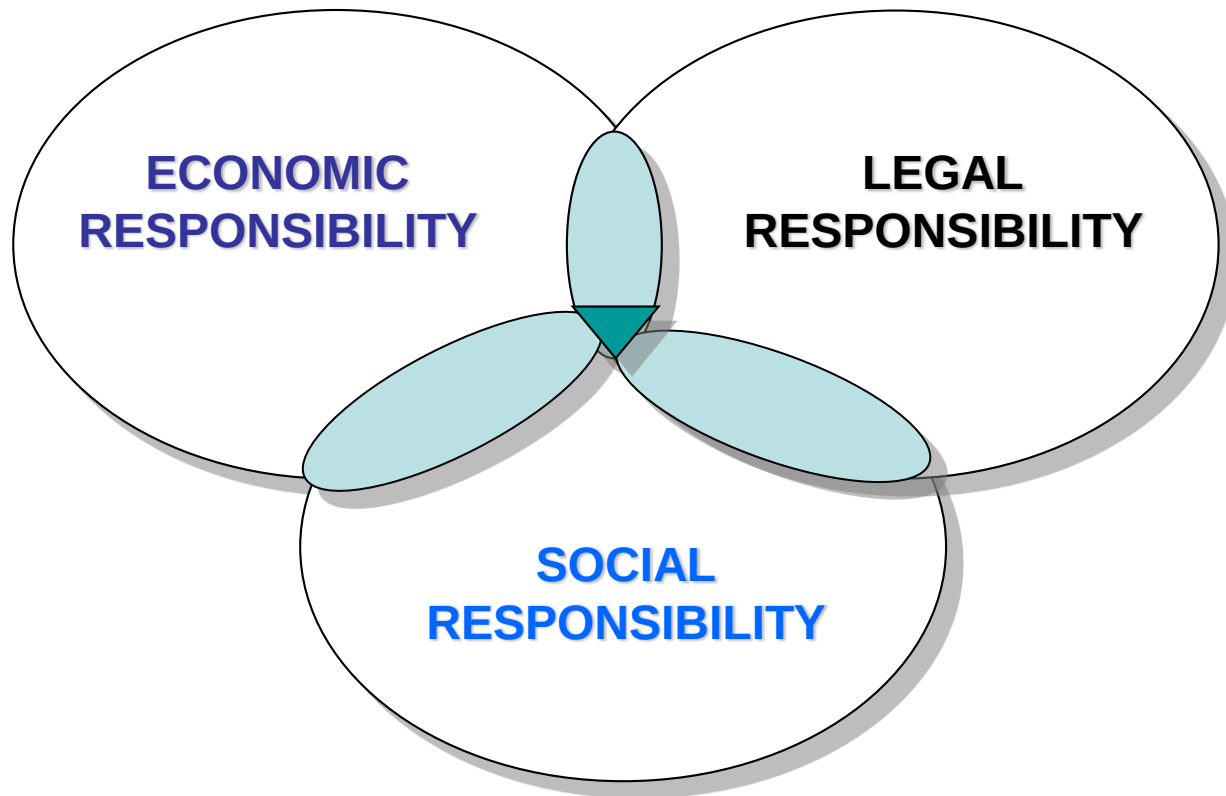
- **BIAYA SOSIAL YANG DIKELUARKAN DIANGGAP SEBAGAI INVESTASI JANGKA PANJANG.**
- **JIKA LEMBAGA2 USAHA IKUT MELESTARIKAN LINGKUNGAN, PERBAIKAN PRASARANA UMUM, PENYULUHAN, PELATIHAN, DAN PERBAIKAN KESEHATAN LINGKUNGAN WALAUPUN MEMERLUKAN BIAYA SOSIAL YANG SIGNIFIKAN.**
- **JANGKA PANJANG SANGAT MENGUNTUNG-KAN PERUSAHAAN**
>> BIAYA SOSIAL TERSEBUT BISA MENCIPTAKAN IKLIM SOSIAL POLITIK YANG KONDUSIF BAGI KELANGSUNGAN BISNIS PERUSAHAAN TERSEBUT.

BUSINESS AND SOCIETY AN INTERACTIVE SYSTEM



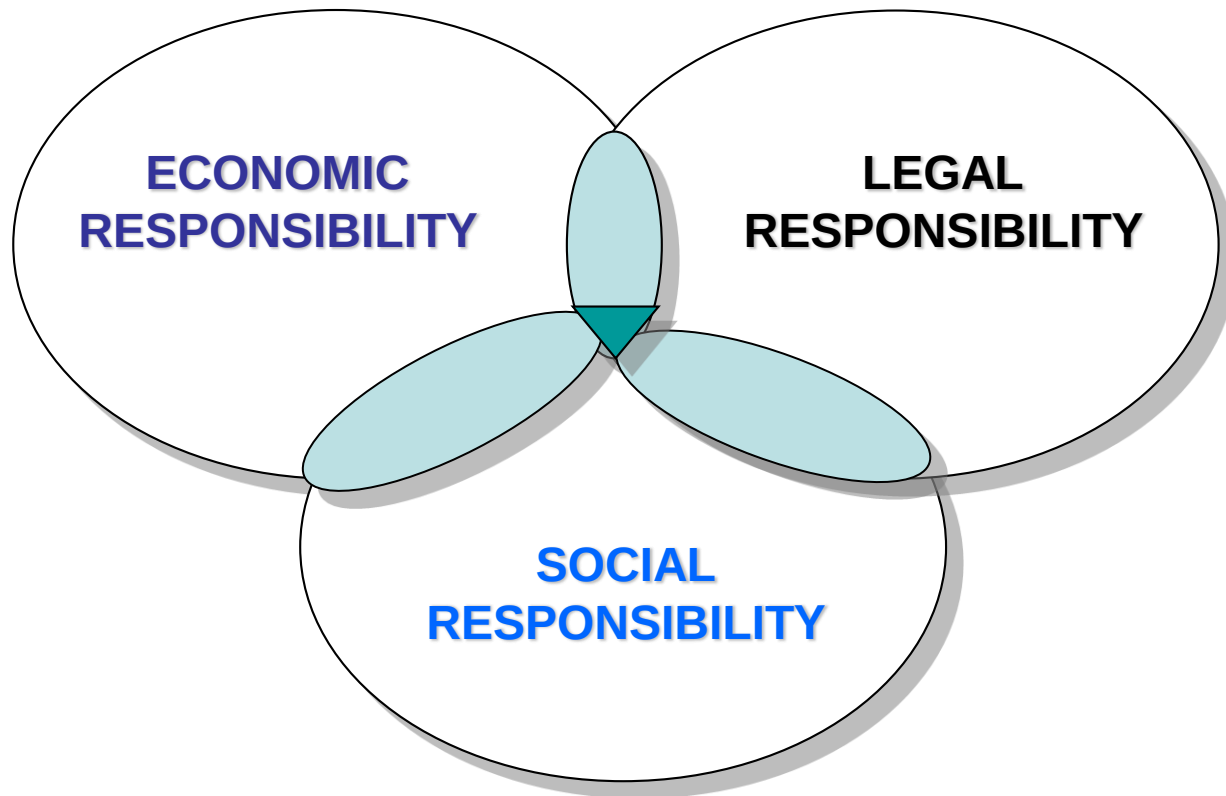
Lawrence,
Anne T,
James
Weber,
James E Post
(2005),
**Bussiness
and
Society**

THE MULTIPLE RESPONSIBILITIES OF BUSINESS

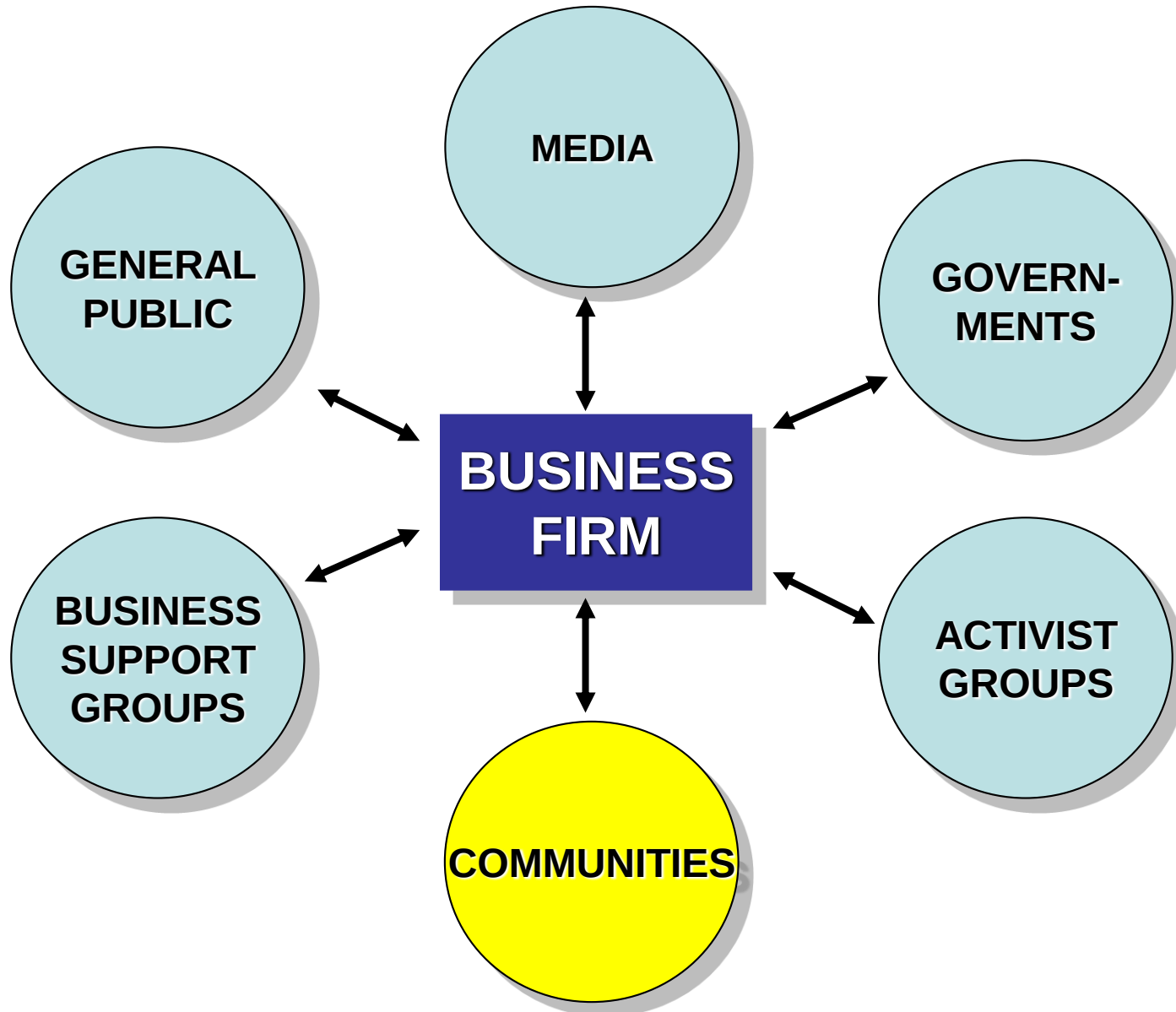


Lawrence, Anne T, James Weber, James E Post (2005)

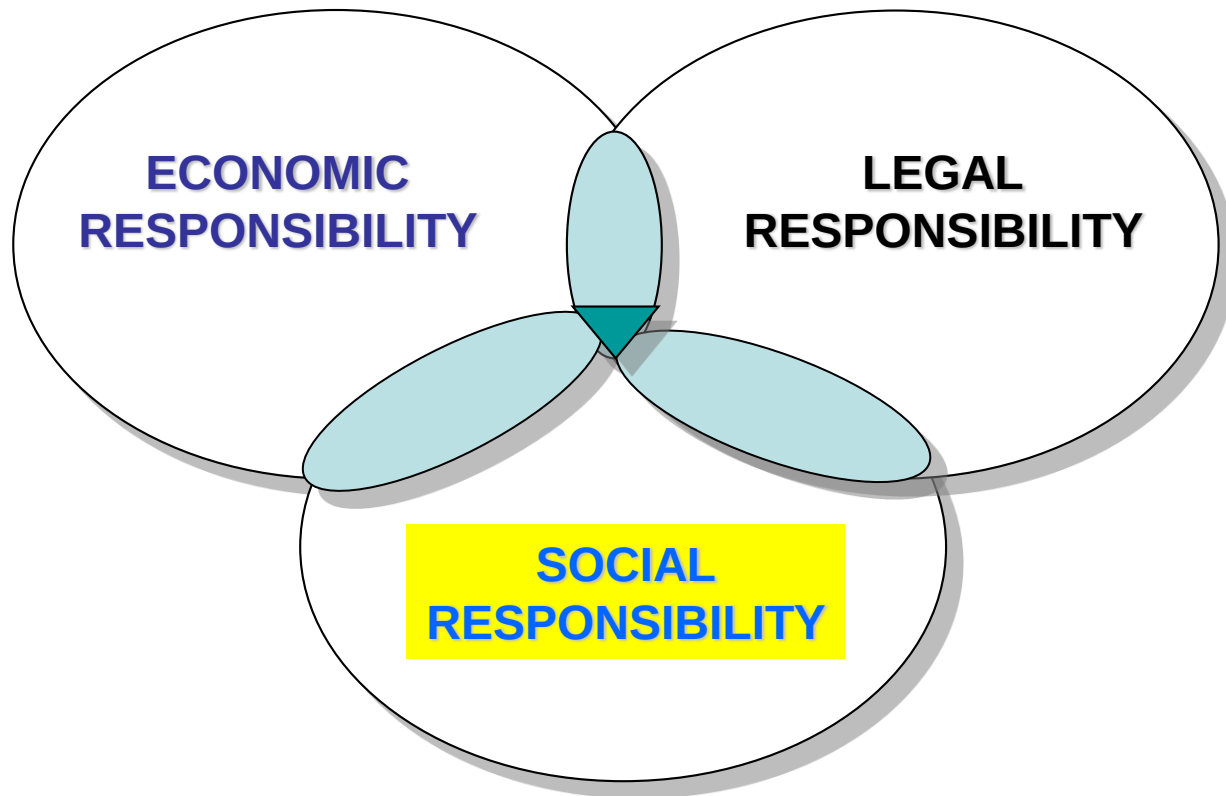
THE MULTIPLE RESPONSIBILITIES OF BUSINESS



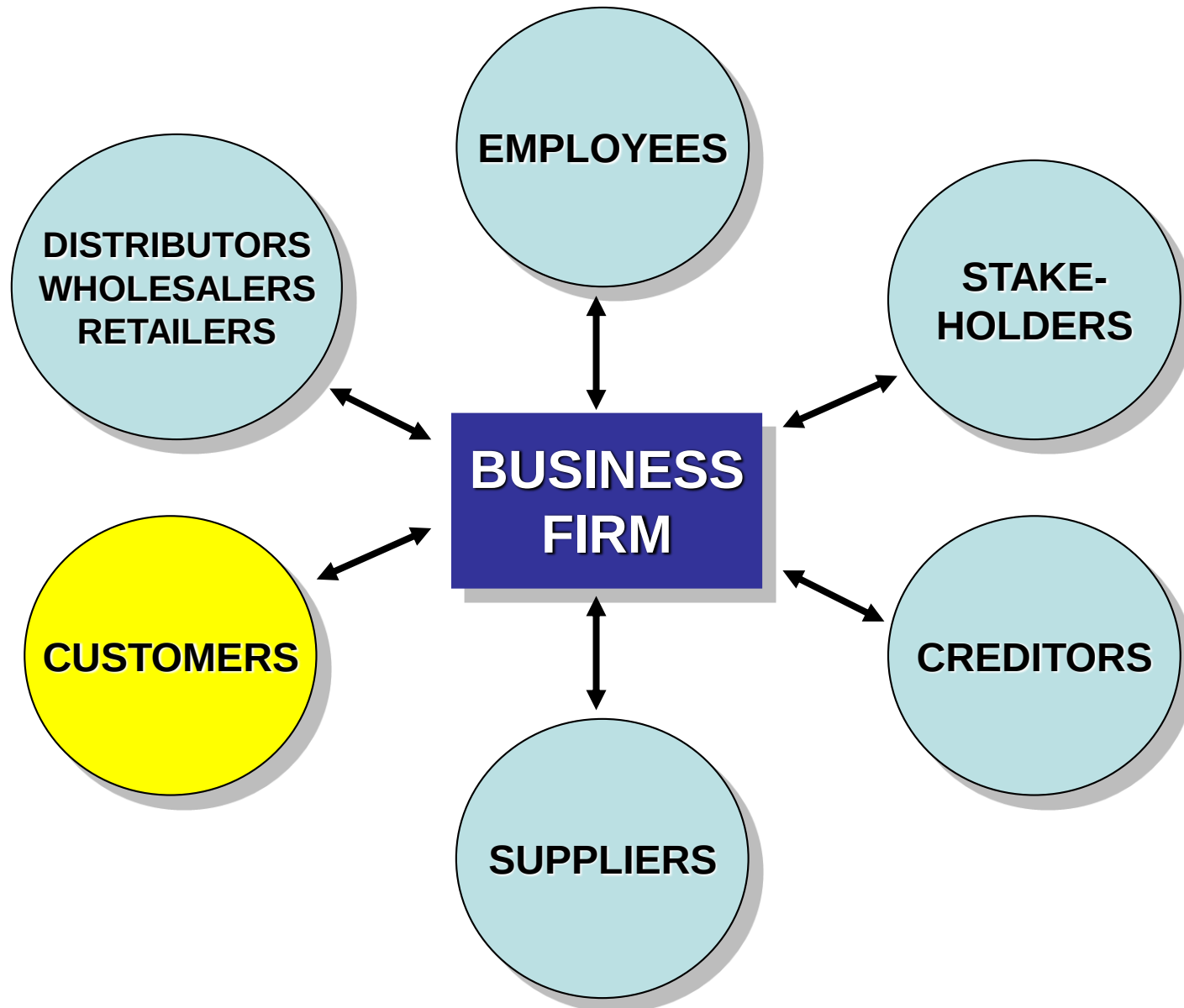
NON-MARKET STAKEHOLDERS OF BUSINESS

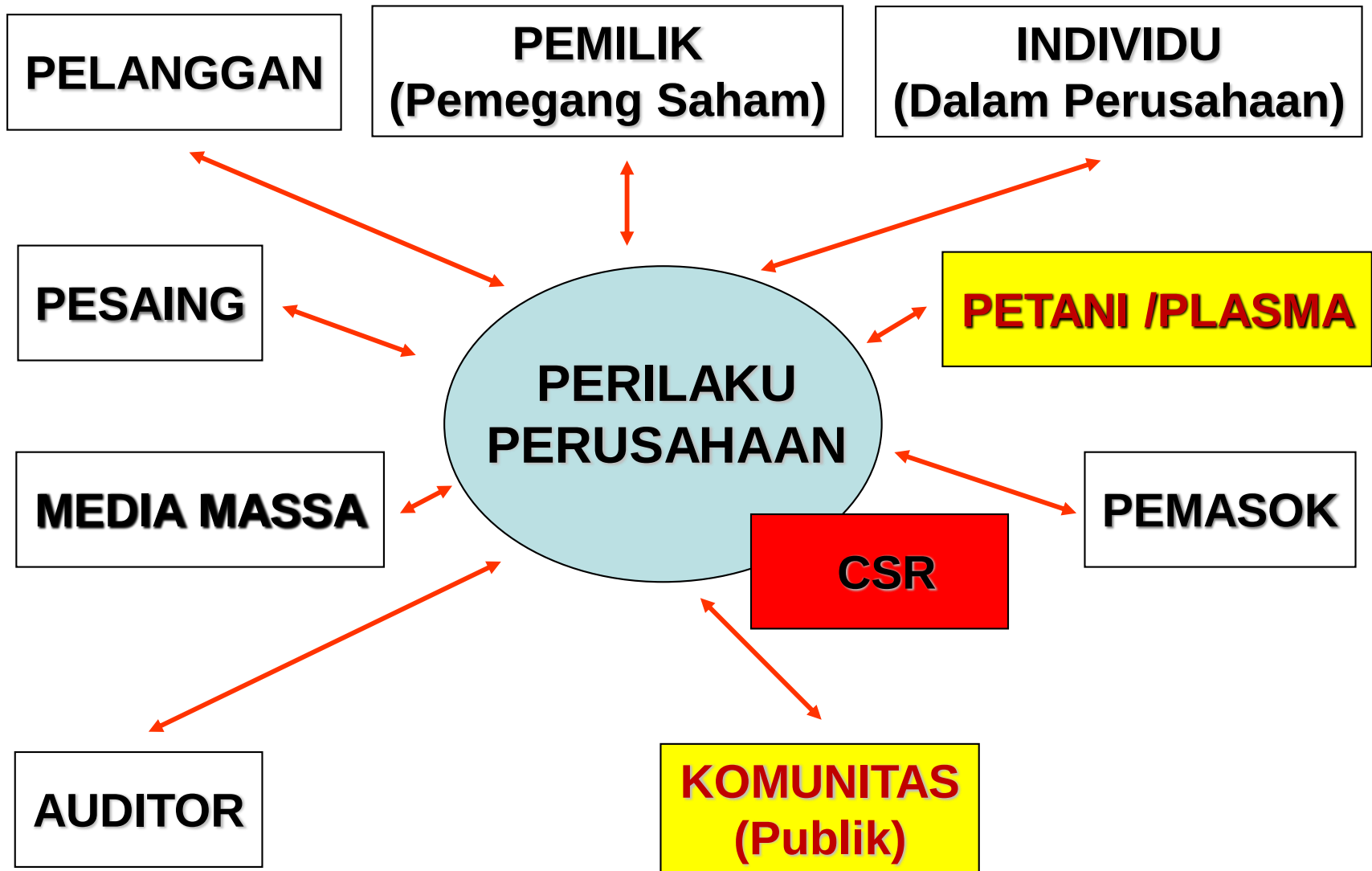


THE MULTIPLE RESPONSIBILITIES OF BUSINESS



MARKET STAKEHOLDERS OF BUSINESS





CONTOH:
ANALISIS STAKEHOLDER MAP USAHA

MATERI INI BISA DIUNDUH DI:

<http://ravik.staff.uns.ac.id/>
(kategori : ceramah)