

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kebijakan dan implementasi *Corporate Social Responsibility* dalam meningkatkan kesejahteraan masyarakat pada PT Perkebunan Nusantara IV Regional I Medan. Metode penelitian yang digunakan adalah yuridis empiris dengan pendekatan deskriptif analitis, yang mengkaji aspek hukum sekaligus praktik pelaksanaan di lapangan. Data diperoleh melalui wawancara, studi dokumentasi, serta kajian terhadap peraturan perundang-undangan dan literatur terkait. Hasil penelitian menunjukkan bahwa kebijakan *Corporate Social Responsibility* PT Perkebunan Nusantara IV telah memiliki dasar hukum yang kuat, mengacu pada Undang-Undang Perseroan Terbatas, Peraturan Pemerintah, serta regulasi terkait lainnya. Implementasi kebijakan dilakukan melalui program Tanggung Jawab Sosial dan Lingkungan (TJSL) yang mencakup bidang pendidikan, kesehatan, sosial, lingkungan, dan pemberdayaan ekonomi masyarakat. Program-program tersebut telah memberikan kontribusi nyata dalam meningkatkan kualitas hidup masyarakat sekitar, baik dari aspek ekonomi, sosial, maupun lingkungan. Namun demikian, pelaksanaan masih menghadapi beberapa hambatan, seperti kurangnya partisipasi masyarakat dalam perencanaan program, ketidaktepatan sasaran bantuan, serta keterbatasan koordinasi antar pemangku kepentingan. Untuk mengatasi hambatan tersebut, diperlukan peningkatan transparansi, akuntabilitas, serta kolaborasi antara perusahaan, pemerintah, dan masyarakat. Dengan demikian, dapat disimpulkan bahwa *Corporate Social Responsibility* memiliki peran penting dalam meningkatkan kesejahteraan masyarakat, namun perlu optimalisasi dalam perencanaan dan pelaksanaannya agar lebih efektif dan berkelanjutan.

Kata Kunci: TJSL, Kebijakan, Implementasi, Kesejahteraan Masyarakat, PTPN IV.

ABSTRACT

This study aims to analyze the policies and implementation of Corporate Social Responsibility in improving community welfare at PT Perkebunan Nusantara IV Regional I Medan. The research method used is empirical juridical with a descriptive-analytical approach, examining both legal aspects and the practical implementation in the field. Data were collected through interviews, documentation studies, and a review of relevant laws, regulations, and literature. The results show that the policy of PT Perkebunan Nusantara IV has a strong legal foundation, referring to the Limited Liability Company Law, Government Regulations, and other related regulations. The implementation of CSR is carried out through Social and Environmental Responsibility (TJSL) programs covering education, health, social affairs, environmental sustainability, and community economic empowerment. These programs have made a tangible contribution to improving the quality of life of surrounding communities in economic, social, and environmental aspects. However, the implementation of policy still faces several challenges, such as limited community participation in program planning, inaccuracies in targeting assistance, and insufficient coordination among stakeholders. To address these challenges, improvements in transparency, accountability, and collaboration between the company, government, and community are required. In conclusion, Corporate Social Responsibility plays an important role in enhancing community welfare; however, optimization in planning and implementation is necessary to ensure greater effectiveness and sustainability.

Keywords: CSR, Policy, Implementation, community welfare, PTPN IV.