ABSTRACT

Currently, the corporate social responsibility towards the stakeholders some very interesting topics and more are discussed in the world as well as in Indonesia, in the mass media, seminars or conferences. The phenomenon of the change on the level of public awareness is appearing new realization about the importance of implementation called Corporate Social Responsibility (CSR). The ideal CSR program consists of Education, Sanitary, Environment, Social Capital and Economic Entrepreneurship.

The aim of this research is to know the response of the PT. PJB CSR programs over the perceptions and importance of the community. The methode used quantitative descriptive methods. The sampling of the data is taken by the method of purposive sampling type of nonprobability sampling. The total number of population are 1228 people and the number of sample are 135 people, by using descriptive data analysis techniques and Importance Performance Analysis (IPA).

Based on information from 135 people and data processing using the IPA method, so conclusion of this research CSR program of PT PJB UBJOM PLTU Rembang based on the public perception are already in good enough category and the community have high expectations over the PJB CSR programs. However, there are several aspects which have to be fixed, include provide ambulance car, controlling pollution, processing sewage with 3R (reduce, reuse, recycle) treatment, organize empowerment and training program for community, willing to absorb local workforces who are eligible to fulfill the requirements, organize UKM empowerment program.

Keywords: Corporate Social Responsibility (CSR), Importance Performance Analysis (IPA)