

ABSTRACT

PT. Internusa Jaya Sejahtera is a company engaged in trade, plantation, agriculture, and services and transportation. PT. Internusa Jaya Sejahtera is a subsidiary of Indonusa Group which was established on May 16, 2013 and is located in the Ulilin District of Merauke Regency, Papua. Aware of the duties and social responsibilities as mandated in the Law on Limited Liability Companies, PT. Internusa Jaya Sejahtera continuously and programmed has applied the concept of Corporate Social Responsibility (CSR) in the implementation of its business management.

The purpose of this study was to determine whether or not there was a difference in the influence of educational CSR programs on the welfare of the community with the influence of the housing development CSR program on community welfare provided by PT. Internusa Jaya Sejahtera to the community in the Ulilin District of Merauke Regency.

The research method uses a quantitative approach. Data collection uses a questionnaire distributed to 100 respondents who received CSR. The analysis technique used in this study is simple linear regression analysis and descriptive analysis. The coefficient of determination is also used to determine the magnitude of the proportion or influence between variables. While the different tests conducted in this study used the T-Test.

The results of data processing show the influence given by educational CSR and CSR housing development to the welfare of the community. As well as the results of different tests which show a difference in the influence of the provision of educational CSR programs on the welfare of the community through the provision of CSR programs on housing development to the welfare of the community

Keyword: Corporate Social Responsibility, Public Welfare, Education, House Construction