

ABSTRAK

PT. Pertamina EP Region Jawa menjalin komitmen dan kemitraan antara perusahaan dan *stakeholder* untuk dapat berpartisipasi aktif dalam pengembangan program *Community Development* demi pembangunan bersama melalui program *Corporate Social Responsibility* dalam bidang pendidikan, kesehatan dan lingkungan yang dilakukan pada kegiatan penyuluhan kesehatan dan lingkungan di SMA 1 Krangkeng.

Jenis penelitian ini adalah penelitian kualitatif dengan menggunakan metode riset studi kasus. Dalam pemenuhan data penelitian, dilakukan wawancara, observasi, dan analisis percakapan kepada Hupmas PT.Pertamina EP Region Jawa. Dinas Pendidikan, Dinas Kesehatan, Kantor Lingkungan hidup Kabupaten Indramayu, Pakar Perhumas, Pelaku Komposer, Warga SMA 1 Krangkeng dan Masyarakat Krangkeng.

Kesimpulan dalam penelitian ini adalah program CSR PT. Pertamina EP Region Jawa dalam bidang kesehatan dan lingkungan telah efektif dilakukan dan dilaksanakan dalam penyuluhan kesehatan dan lingkungan di SMA 1 Krangkeng, Indramayu pada tanggal 9 Agustus 2011 yang dilakukan oleh Hupmas PT. Pertamina EP Region Jawa dengan kemitraan *stakeholder*.

Kata kunci : *Corporate Social Responsibility, Community Development, stakeholder, kesehatan dan lingkungan, Citra, Public Relations*

ABSTRACT

PT. Pertamina EP Region Java build commitment and partnership between companies and stakeholders to participate actively in the development program for the joint development of the Community Development through Corporate Social Responsibility programs in education, health and the environment are conducted on the health and environmental education activities in SMA 1 Krangkeng.

This research is a qualitative study using case study research method. In fulfillment of the research data, conducted interviews, observations, and analysis of conversations to Hupmas PT.Pertamina EP Java Region. Department of Education, Office of Environmental Health Office of Indramayu district, Expert Perhumas, Performer Composer and Community High School 1 Krangkeng Krangkeng.

The conclusion of this research is the CSR program PT. Pertamina EP Region Java in the field of health and the environment has been effectively carried out and implemented in health education and the environment in SMA 1 Krangkeng, Indramayu on August 9, 2011 by Hupmas PT. Pertamina EP Region Java with stakeholder partnerships.

Keywords: Corporate Social Responsibility, Community Development, stakeholders, health and the environment, Image, Public Relations