

## ABSTRAK

Silviya. Program Studi Ilmu Komunikasi Universitas Yudharta Pasuruan, Agustus 2023. Analisis *Community Relations* CSR PT. Tirta Investama Pandaan Pada Program Konservasi Berbasis *Community Development* Melalui Agroforestri Tanaman Kopi di Jatiarjo.

Perusahaan dituntut untuk menciptakan dampak positif bagi lingkungan dan masyarakat salah satu strategi yang dapat diimplementasikan adalah *Corporate Social Responsibility* melalui konsep GCG dan manajemen strategis *Community Relations*. Penelitian ini bertujuan untuk mengetahui bagaimana CSR mengembangkan *Community Relations* dan mengetahui faktor-faktor apa saja yang menjadi penghambat keberhasilan suatu program. Faktor pertama adalah persepsi ketidakseimbangan pendapatan ekonomi anggota komunitas petani muda, yang menciptakan ketidakpuasan dan konflik internal. Faktor kedua adalah kesulitan mengajak pemuda Jatiarjo terlibat, disebabkan kurangnya pemahaman tentang manfaat dan pengaruh negatif.

Dengan mengatasi hambatan ini, diharapkan program CSR dapat lebih efektif mencapai tujuan konservasi dan *Community Development*, serta membangun hubungan yang baik dengan masyarakat. Implementasi CSR melalui konsep GCG dan Manajemen Strategis *Community Relations* menjadi strategi efektif untuk mencapai tujuan ini. Kemitraan yang kuat antara perusahaan, lembaga dan masyarakat juga menjadi kunci penting dalam menjaga dan mendukung program ini, dikenal sebagai Kemitraan Tiga Sektor. Penelitian ini menganalisis implementasi *Community Relations* dalam program konservasi berbasis *Community Development* di Desa Jatiarjo, serta mengkaji dampak positif yang dihasilkan.

**Kata kunci:** *Community Relations*, *Corporate Social Responsibility*, Konservasi, *Community Development*

## **ABSTRACT**

*Silviya. Yudharta Pasuruan University Communication Science Study Program, August 2023. Analysis of PT. Tirta Investama Pandaan on Community Development-Based Conservation Program Through Coffee Plant Agroforestry in Jatiarjo.*

*Companies are required to create a positive impact on the environment and society. One strategy that can be implemented is Corporate Social Responsibility through the concept of GCG and Community Relations strategic management. This study aims to find out how CSR develops Community Relations and find out what factors inhibit the success of a program. The first factor is the perceived imbalance in the economic income of members of the young farming community, which creates internal discontent and conflict. The second factor is the difficulty in getting Jatiarjo youth involved, due to a lack of understanding about the benefits and negative effects.*

*By overcoming these obstacles, it is hoped that CSR programs can more effectively achieve conservation and Community Development goals, as well as build good relationships with the community. Implementation of CSR through the concept of GCG and Community Relations Strategic Management is an effective strategy to achieve this goal. Strong partnerships between companies, institutions and communities are also an important key in maintaining and supporting this program, known as the Three Sector Partnership. This study analyzes the implementation of Community Relations in a Community Development-based conservation program in Jatiarjo Village, and examines the resulting positive impacts.*

**Keywords:** *Community Relations, Corporate Social Responsibility, Conservation, Community Development*