

ABSTRACT

Corporate Social Responsibility (CSR) management by PT Indocement Tunggal Prakarsa is crucial in facing the fact that this company still operates by relying on the extraction of natural resources (SDA) as its raw materials. This activity is certainly inseparable from various negative environmental impacts that cause problems for the environment and the surrounding community, one of which is Cikeusal Village. Therefore, the government has imposed an obligation on companies to implement Corporate Social Responsibility (CSR) as a social and environmental responsibility. PT Indocement Tunggal Prakarsa in Cirebon Regency as one of the companies that implements CSR, so there needs to be environmental ethics in CSR management. This study aims to explain environmental conditions, the impact of CSR management and the characteristics of PT Indocement's CSR management.

Theoretical analysis uses environmental political theory using Sonny Keraf's environmental ethics perspective. Anthropocentrism and ecocentrism analysis provide a comprehensive characteristic framework for understanding PT Indocement's CSR management in terms of environmental politics. Viewed from this theoretical approach, it can explore the behavior, interactions and policies carried out by PT Indocement's CSR towards environmental problems. The method in this study uses qualitative which is presented descriptively with a case study approach. The informant determination technique used purposive sampling, so the data collection techniques used were in-depth interviews, observation, and documentation.

The results of this study indicate that the CSR management of PT Indocement Tunggal Prakarsa has been in accordance with the standards set by the government, one of which is the positive impact of CSR management including the construction of Telar Gaga reservoirs, water source channels from upstream to downstream, water reservoirs, clean water assistance, watering, and repair of cracked houses. This management is a form of social and environmental responsibility for the negative impacts felt by the community due to being close to the company area, including water shortages due to reduced water sources, so that people have to buy clean water, booms/vibrations that cause several residents' houses to crack, and dust due to the mobilization of mining trucks. The CSR management of PT Indocement has the characteristics of anthropocentrism, because CSR, the government, and the community in their interactions to manage and overcome the environment do not involve all living things, but on the basis of interests and benefits with an orientation towards economic needs and based on sustainable development. If it has ecocentric characteristics, then the orientation of CSR, government, and society towards the environment prioritizes the preservation of nature, maintaining the integrity and sustainability of the earth as a single entity.

Keywords: Environmental Politics, Anthropocentrism, Ecocentrism, Corporate Social Responsibility.