

**ANALISA KINERJA CORPORATE SOCIAL RESPONSIBILITY (CSR)
DENGAN METODE BALANCED SCORECARD DAN PERSPEKTIF
GLOBAL REPORTING INITIATIVE (GRI)
(Studi Kasus : PT.PLN (Persero) Distribusi Jawa
Tengah dan D.I Yogyakarta)**

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ABSTRAK

PT.PLN (Persero) Distribusi Jawa Tengah dan D.I Yogyakarta merupakan perusahaan penyedia tenaga listrik satu-satunya di tanah air dan memiliki sejarah panjang dalam industri ketenagalistrikan di Indonesia. PT.PLN (Persero) Distribusi Jawa Tengah dan D.I Yogyakarta memiliki program *Corporate Social Responsibility (CSR)* yang terbagi menjadi dua jenis program, yaitu program Bina Lingkungan dan program Kemitraan. Program CSR ini merupakan wujud tanggung jawab sosial perusahaan terhadap para stakeholdernya. Namun dalam pelaksanaannya, program CSR PT.PLN (Persero) Distribusi Jawa Tengah dan D.I Yogyakarta masih sebatas *charity* dan *bargaining power*, sehingga PT.PLN (Persero) Distribusi Jawa Tengah dan D.I Yogyakarta belum memiliki sistem pengukuran kinerja program CSR-nya.

Analisa dilakukan dengan mengukur kinerja program CSR yang telah dilakukan terlebih dahulu. Penentuan indikator dilakukan dengan menggunakan gabungan metode *Balanced Scorecard* dan Perspektif *Global Reporting Initiative (GRI)*. Dengan metode ini, kinerja CSR dianalisa melalui perspektif keuangan, perspektif pelanggan, perspektif bisnis internal dan perspektif pertumbuhan dan pembelajaran. Selain itu, digunakan metode lain didalam penghitungannya, yaitu *Analytic Hierarchy Process (AHP)* dan *Objective Matrix (OMAX)*. Dari hasil penelitian, untuk meningkatkan kinerja CSR perusahaan, kriteria yang perlu diperbaiki adalah perspektif pertumbuhan dan pembelajaran dan indikator yang perlu diperbaiki adalah insiden K3, peraturan mengenai K3 dalam perjanjian serikat pekerja, karyawan yang mengikuti pelatihan, diskriminasi pekerja dan kebebasan berserikat

Kata Kunci : *Corporate Social Responsibility (CSR), Balanced Scorecard, Global Reporting Initiative (GRI), Analytic Hierarchy Proccess (AHP), Objctive Matrix (OMAX).*

ABSTRACT

PT.PLN (Persero) Distribution of Central Java and Yogyakarta is the only one leading provider of electric power in the homeland and has a long history in the electricity industry in Indonesia. PT.PLN (Persero) Distribution of Central Java and Yogyakarta has its Corporate Social Responsibility (CSR) which is divided into two types of programs, namely programs for Community Development and Partnership programs. CSR program is a manifestation of corporate social responsibility towards its stakeholders. However, in implementation, PT.PLN (Persero) Distribution of Central Java and Yogyakarta's CSR programs is still a charity and bargaining power,so PT.PLN (Persero) Distribution of Central Java and Yogyakarta have not had a system to measure the performance of its CSR program.

The analysis was done by measuring the performance of CSR programs that have been done first. Determination of the indicators is done by using a combination of the balanced scorecard method and the Perspective of Global Reporting Initiative (GRI). With this method, CSR performance is analyzed through financial perspective, customer perspective, internal business perspective and the perspective of growth and learning. In addition, another method is used in the calculations, namely Analytic Hierarchy Process (AHP) and Objective Matrix (OMAX). From the research, to increase the company's CSR performance, criteria that need to be improved is the perspective of growth and learning and indicators that need to be improved is the incident K3, K3 in the regulation of trade union agreements, employee training, employee discrimination and freedom of association

Keywords : *Corporate Social Responsibility (CSR), Balanced Scorecard, Global Reporting Initiative (GRI), Analytic Hierarchy Proccess (AHP), Objctive Matrix (OMAX).*

