



Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Bidang Studi *Public Relations*  
Febbyanti Wijaya  
44215110011

Strategi Program Corporate Social Responsibility (CSR) PT Pertamina (Persero)  
Yang Berkelanjutan Dalam Meningkatkan Minat Baca Anak

### ABSTRAK

*Corporate social responsibility* dapat dijadikan strategi keberpihakan perusahaan terhadap masyarakat dan lingkungannya, dan membuat perusahaan dapat diterima oleh publik. Menurut Undang-Undang secara khusus mengatur tanggung jawab sosial perusahaan yaitu Undang-Undang No. 40 tahun 2007 tentang Perseroan Terbatas yang menjalankan kegiatan usahanya di bidang dan atau berkaitan dengan sumber daya alam wajib melaksanakan tanggung jawab sosial dan lingkungan.

PT. Pertamina (Persero) merupakan salah satu perusahaan BUMN besar di Indonesia yang menerapkan *Corporate Social Responsibility* (CSR) sejak tahun 1993. Pendekatan CSR hendaknya dilakukan secara *holistic* atau menyeluruh, melalui program CSR dapat berkelanjutan (*sustainability*) sehingga perusahaan juga dapat terus berkembang dengan dukungan masyarakat sekitar, terutama dalam hal minat baca anak karena minat baca anak di Indonesia sangat memprihatinkan hal tersebut ditunjukkan dari data dari *United Nations Educational, Scientific, and Cultural Organization* (UNESCO) menunjukkan, persentase minat baca anak Indonesia hanya 0,01 persen. Artinya, dari 10.000 anak bangsa, hanya satu orang yang senang membaca. PT Pertamina melakukan program CSR dengan menghadirkan pojok baca, motor dan mobil baca yang akan berkeliling ke wilayah sekolah dan permukiman minim perpustakaan di Jakarta Utara.

Penelitian ini menyimpulkan bahwa program *Corporate Social Responsibility* seharusnya berkelanjutan agar wujud nyatanya dapat dirasakan sampai ke masa mendatang. Tipe penelitian dalam penelitian ini adalah deskriptif dengan penelitian kualitatif.

Kata Kunci : Keberlanjutan, Corporate Social Responsibility, Minat Baca Anak



Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Bidang Studi *Public Relations*  
Febbyanti Wijaya  
44215110011

PT Pertamina (Persero) Sustainable Corporate Social Responsibility (CSR)  
Program Strategy to Increase Reading Interest

### ABSTRACT

Corporate social responsibility can be used as a strategy for the company's alignment with the community and its environment, and make the company acceptable to the public. According to the Act specifically regulates corporate social responsibility namely Law No. 40 of 2007 concerning Limited Liability Companies that carry out their business activities in the fields and or related to natural resources are required to carry out social and environmental responsibilities.

PT. Pertamina (Persero) is one of the major state-owned companies in Indonesia that has implemented Corporate Social Responsibility (CSR) since 1993. The CSR approach should be carried out holistically or thoroughly, through a CSR program that can be sustainable so that the company can also continue to grow with community support around, especially in terms of children's interest in reading because children's reading interest in Indonesia is very alarming, as indicated by data from the United Nations Educational, Scientific and Cultural Organization (UNESCO) showing, the percentage of Indonesian children's reading interest is only 0.01 percent. That is, of 10,000 children of the nation, only one person who likes to read. PT Pertamina conducts CSR programs by presenting reading corners, motorcycles and reading cars that will tour the school area and minimal library settlements in North Jakarta.

This research concludes that the Corporate Social Responsibility program should be sustainable so that its real form can be felt into the future. This type of research in this research is descriptive qualitative research.

Keywords: Sustainability, Corporate Social Responsibility, Children's Reading Interest