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EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY FOR PUBLIC RESPONSE TO
OPERATING ACTIVITIES PT PEMBANGKITAN JAWA BALI (PT PJB) Aminullah Assagaf
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Soetomo ABSTRACT The purpose of this study is to mengetahui the influence of CSR programs in social activities on the response of people around the installation related to the generation operations of PT. PJB. Studying the public response over the CSR program directed towards productive activities to help ease the burden on communities around isntalasi generation PT. PJB. Memahami public response on CSR program of activities aimed at environmental preservation community around the installation of generation PT. PJB.

The methodology used in this study is reflected in the model regression analysis and primary data collected via tail questionner separately examine the research hypothesis is that the program of CSR activities has positive influence on the community response around the installation of generation. The response in the form of support to the operational activity of the generation that is managed by PTB.

While difkelompokkan CSR activities in the form of social assistance, productive activities that help the economic life of society, and kegiatan pelesatrian surrounding natural environment. The findings in this study, namely that kgiatan corporate social responsibility conducted by PT PJB in order to help social activities has received a positive response and significantly by the community around pembangkita installation.