

ABSTRACT

Name : Farel Qadri

Title : The Role of Corporate Social Responsibility of CV Farel Farm in Reducing the Poor Society in Desa (Village) Parumpung Kota (City) Payakumbuh West Sumatra

The poverty, education, environment and public facilities have become the main concern of CV Farel Farm's Corporate Social Responsibility. Corporate Social Responsibility is the business commitment to improve the quality of life as well as economic development of the staffs, family, and local community. In Desa Parumpung, there is a big company of egg production called CV Farel Farm. This research aims to know how The Role of Corporate Social Responsibility of CV Farel Farm in Handling the Poor Society in Desa (Village) Parumpung Kota (City) Payakumbuh West Sumatra is. Data is collected from observation, interview, and documentation. This is descriptive-qualitative study. The key informants are leaders of CV Farel Farm and head of village. The supporting informants are 12 people. This thesis concludes that CV Farel Farm has played a role in reducing the poor society such as providing the capital, establishing public facilities (small mosque, football field, mosque, and badminton field), building road, giving food monthly to 10 families, recruiting local people as workers, buying local products (chili, rice and eggplant) for personal and company need, and working together with local people to clean the environment.

Keywords : Role, Corporate Social Responsibility, Poor Society

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