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Analisis Kemitraan antara PT Pertamina Persero Unit Pemasaran VI dengan Kelurahan Teluk Lering Ulu dalam Pengembangan Kampung Keluarga Berkualitas Bangers Wira Kencana Di Kota Samarinda

Analysis of the Partnership between PT Pertamina Persero Marketing Unit VI and Teluk Lering Ulu Village in The Development of Bangers Wira Kencana Quality Family Village in Samarinda City

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ARTICLE INFORMATION	ABSTRACT
Vol. xx, No. xx Page: Published: Keyword: Analysis, Partnership, Community Empowerment, Quality Family Village	This research aims to determine how the partnership pattern formed between PT Pertamina Persero Marketing Unit VI and Teluk Lering Ulu Village has been running in community development in Bangers Wira Kencana Quality Family Village. This research focuses on the forms of programs that have been implemented which are measured from several aspects, namely community participation, compatibility between plans and programs implementation. This is also focuses on the social and economic impacts of implementing the programs that have been run. The technique used in this research is purposive sampling. The results of this study indicate that the partnership pattern is a type of productive partnership pattern. The role of the government as a commitment, reinforce, accompanying and as a licensor of the activities to be carried out supports PT Pertamina, which acts as a donor and provides guidance to the community, can carry out its duties properly, and the environmental conditions of the community also gets many benefits from the programs implemented such as improved and increased independence for the community.

INTRODUCTION
 Corporate Social Responsibility atau CSR merupakan mekanisme dari sebuah perusahaan untuk memberikan segala kemungkinan yang telah dipertimbangkan (Prasnow dan Huda, 2010). Selain kontribusi uang, dunia usaha juga mempunyai tanggung jawab untuk bertindak dengan memperhatikan dampak tindakan mereka terhadap masyarakat secara keseluruhan, bagi masyarakat dan juga lingkungan alam. PT Pertamina Persero Unit Pemasaran VI telah mencapai kemajuan besar dalam berbagai tahun terakhir dalam melaksanakan CSR melalui berbagai program. Proyek yang dilaksanakan bukanlah tindakan asal, hal ini disesuaikan dengan kebutuhan dan kebutuhan spesifik masyarakat pada saat itu. Oleh karena itu, Pertamina melakukan Corporate Social Responsibility (CSR) dalam berbagai program yang setiap tahunnya didukung oleh Kampung Keluarga Berkualitas