

ABSTRACT

In Indonesia, the mining sector has a crucial role in its contribution to the country's economy. Mining has a significant impact on local communities. This makes the company aware of the impact presented, therefore there is a CSR (Corporate Social Responsibility) program that must be carried out by the company. However, in Indonesia, most of the implementation of CSR still serves as the formation of the company's image and has not fully focused on building a sustainable economy. Metal mining company the Gold Mining Business Unit of PT Aneka Tambang Tbk (Antam) in Pongkor, West Java had a vital role in gold mining, but in 2016 experienced depletion of reserves, nearing closure.

This study aims to determine the optimization of implementation, constraints, and strategies in improving CSR programs based on community empowerment of PT Antam Pongkor on the economic independence of local communities.

This study uses a qualitative method that emphasizes the understanding of problems in social life based on the natural conditions of a holistic setting, complex, and detailed. This study produced a picture of the object of research in the form of interviews. The study was conducted in cross-section in one period, then the data were processed, analyzed, and drawn conclusions.

The results showed that PT Antam'S CSR program needs to increase its effectiveness by following the Triple Bottom Line principle: People, Planet, and Profit. Strategic steps include skills training in agriculture, animal husbandry, and MSMEs are required. PT Antam faces obstacles such as community dependence on corporate support, changes in funding structure, lack of community involvement, and limited resources. To overcome these obstacles, companies need to develop empowerment programs, increase community involvement in decision-making, and strengthen monitoring and evaluation systems.

Keywords: CSR implementation, community development, mining sector.