

ABSTRAK

Etika memiliki peranan yang sangat penting karena berkaitan dengan bagaimana sikap dan tindakan yang akan diambilnya sehingga akan menentukan bagaimana nilai dan moral sebuah organisasi dimata publik. Salah satu etika bisnis yang dapat dilakukan oleh suatu perusahaan yaitu *Corporate Social Responsibility* (CSR). PT Industri Telekomunikasi Indonesia (PT INTI) telah membentuk Program CSR dalam upaya memberikan manfaat bagi masyarakat. Namun, Program bina lingkungan PT INTI yang telah dilaksanakan nampaknya ada yang belum memenuhi target yang telah ditetapkan.

Pendekatan yang digunakan oleh peneliti adalah pendekatan yang berbasis metode kualitatif dengan jenis deskriptif. Penelitian kualitatif memiliki metode dan pendekatan dengan tujuan pokok yaitu untuk mengkaji dan mendeskripsikan secara mendalam fenomena yang terjadi. Penelitian ini akan memaparkan secara mendalam masalah-masalah *corporate social responsibility* atau tanggung jawab social perusahaan dengan menggunakan hasil wawancara dan pendekatan triangulasi.

Berdasarkan hasil penelitian dapat disimpulkan bahwa: (1) Tinjauan etika bisnis pada perusahaan PT INTI Bandung sudah baik, hal ini dapat dilihat dari aspek perusahaan telah mengikuti aturan atau kebijakan perseroan dengan menganut prinsip-prinsip *Good Corporate Governance* (GCG) yaitu transparansi, akuntabilitas, tanggung jawab, kemandirian, dan kewajaran. (2) Implementasi *corporate social responsibility* PT INTI Bandung berjalan atas filantropi, usaha sukarelaan dan suatu bisnisnya memberikan manfaat bagi masyarakat sambil meningkatkan *brand image* dan perusahaan harus mengembangkan etika bisnis dan praktik bisnis yang berkesinambungan atau *sustainable* (3) Unit PKBL PT INTI Bandung dalam menjalankan kegiatan CSRnya melalui Program Kemitraan dan Bina Lingkungan sudah baik, dimulai dari banyaknya mitra binaan atau UMKM yang sudah dikelola oleh PT INTI Bandung di berbagai macam sektor usaha, dan banyak berpartisipasi dalam kegiatan lingkungan masyarakat di sekitar perusahaan. (4) Kendala yang dihadapi unit PKBL PT INTI Bandung ialah cukup sulitnya menseleksi mitra karena minimnya SDM, adanya mitra binaan ber kategori pinjaman bermasalah. dan ada beberapa kegiatan yang sulit dilakukan karena mitra binaan mempunyai keterbatasan mengenai teknologi informasi.

Kata Kunci : Etika Bisnis, Corporate Social Responsibility

ABSTRACT

Ethics hold a very important role since it relates to how to take attitudes and actions so it will determine how the value and morals of an organisation in the eyes of the public. One of the business ethics of a company is Corporate Social Responsibility (CSR). PT Industri Telekomunikasi Indonesia (PT INTI) has established a CSR program to provide benefits to the community. However, environmental development program of PT INTI that has been implemented does not seem to have met the company targets.

This study used a qualitative method-based approach with a descriptive method. Qualitative research has methods and approaches with the main objective to examine and describe in depth the phenomena that occur. This research described in depth the issues of corporate social responsibility or corporate social responsibility using interviews and a triangulation approach.

Based on the results of the study, it can be concluded that: (1) The review of business ethics at PT INTI Bandung was good, it can be seen from the aspect of the company has followed the company rules or policies by adhering to the principles of Good Corporate Governance (GCG), including transparency, accountability, responsibility, independence, and fairness. (2) The implementation of the corporate social responsibility of PT INTI Bandung ran on philanthropy, voluntary efforts and a business that provided benefits to society while improving brand image and companies must develop business ethics and sustainable business practices (3) The PKBL Unit of PT INTI Bandung in carrying out its CSR activities through the Partnership and Community Development Program was good, starting from the many fostered partners or MSMEs that have been managed by PT INTI Bandung in various business sectors, and participating in many community environmental activities around the company. (4) The obstacles faced by the PKBL unit of PT INTI Bandung were that it was quite difficult to select partners due to the lack of human resources, there were foster partners in the category of problem loans, and there were several activities that were difficult to carry out because foster partners had limitations regarding information technology.

Keywords: Business Ethics, Corporate Social Responsibility