

Social Structure of Corporate Social Responsibility Programme in Pantai Harapan Jaya Village, Bekasi Regency, West Java

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Abstract : Corporate Social Responsibility (CSR) programme in Pantai Harapan Jaya village is cultivation of mangrove and fishery capital distribution, to achieve the goal the CSR programme needed participation from the society in it. Moeliono in Fahrudin (2011) mentioned that participation from society is based by intrinsic reason from inside people it self and extrinsic reason from the other who related to him. The fundamental connection who caused more boundaries from action which the organization can do called the social structure. The purpose of this research is to know the form of public participation and the social structure typology of the villager and people who is participated in CSR programme. The key actors of the society and key actors of the people who's participated also can be known. This research use Social Network Analysis method by knew the Rate of Participation, Density and Centrality. The result of the research is people who is involved in the programme is lived in Dusun Pondok Dua and they work in fisheries field. The density value from the participant is 0.516 it's mean that 51.6% of the people that participated is involved in the same step of CSR programme.

Keywords : social structure, social network analysis, corporate social responsibility, public participation

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