

SOCIAL SCIENCE AND EDUCATION | RESEARCH ARTICLE

# CSR Implementation Program of PT. IMIP on Economic Empowerment and Environmental Sustainability of The Surrounding Community

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## ABSTRACT

As one of the largest mining companies, PT. IMIP is a nickel processing industrial area. Therefore, a Corporate Social Responsibility is needed, which is a form of corporate responsibility towards the community around the company's operational location. The research method employs a qualitative approach, utilizing literature studies as the primary source for writing scientific papers, by collecting data from various valid and reliable reference sources. The results of the study show that PT. IMIP, in carrying out its own CSR, is a company that looks at the Triple Bottom Line concept, also known as 3P (Profit, People & Planet). In generating good profits, PT Indonesia Morowali Industrial Park not only focuses on achieving financial gains, but is also committed to improving the economic welfare of the community, protecting the environment, and, of course, benefiting the environment and its surroundings. It can be seen from the allocation of CSR funds of IDR 170 billion over the past three years, which have been distributed to support the economic sector of the surrounding community. This demonstrates that the implementation of CSR at PT. IMIP can be considered successful.

**Keywords:** CSR Impact, Economic Empowerment, Environment, PT. IMIP.

## I. Introduction

PT. IMIP Industrial Estate, located in Bahodopi District, Morowali Regency, Central Sulawesi Province, is currently one of the most prominent nickel processing locations in Indonesia and the ASEAN region. It is a place where nickel ore is processed from the mining process to the manufacture of lithium batteries for electric vehicles. Dozens of businesses have operated in an area of 2,000 hectares, primarily in nickel mining and processing, as well as various derivative products, and supporting activities such as power plants, ports, housing, special airports, employee dormitories, clinics, polytechnics, and other businesses (Lampe, 2021). This industrial area was established in 2014 by major investors Shanghai Decent Investment. Ltd., PT. Sulawesi Mining Investment, and PT. Bintang Delapan Mineral. The following year, the area changed its name to PT. Indonesia Morowali Industrial Park (PT. IMIP).

The company, which now has 25 subsidiaries, has experienced rapid growth in under six years. The number of workers absorbed from year to year from 2022 was 68,466 Indonesian workers. In 2023, there were a total of 74,350 active workers, and in 2024, the number increased to approximately 83,000 (Detik.finance,



accessed in 2025). From that, the company can take responsibility for the community surrounding its business location through its Corporate Social Responsibility program. According to the World Business Council for Sustainable Development (WBCSD), the implementation of CSR is a company's commitment to continue to act ethically, operate legally, and contribute to economic growth, in line with improving the quality of life of employees and their families, as well as improving the local community and society as a whole (Wibisono, 2007) in (Candra Puspita Ningtyas et al., 2022).

Since the 1970s, the term "Corporate Social Responsibility" (CSR) has been widely used throughout the world. This term has become increasingly popular since John Elkington's book, "Cannibals With Forks: The Triple Bottom Line in Twentieth Century Businesses" (1998), was published, developing three important components of Sustainable Development: economic growth, environmental protection, and social welfare. CSR, according to Elkington, is divided into three focuses: 3P, an abbreviation of profit, planet, and people (Suharto, 2010). A good company does not only pursue economic profit alone, but also pays attention to environmental sustainability (earth) and human welfare. These three ideas evolved into a framework for companies to implement social responsibility, which is now known as the concept of Corporate Social Responsibility (CSR). Corporate Social Responsibility (CSR) is a business commitment to act ethically, operate legally, and contribute to improving the quality of life of employees and their families, local communities, and the wider community. The concept of CSR involves the responsibility of partnerships between government, companies, and local communities, and has undergone continuous development during the implementation of CSR. In addition, according to Mulyadi (2003) and Sitorus (2020), Companies must be involved for at least three reasons: maintaining the safety of production facilities, complying with work agreements, and providing social services to local communities. Since society has a significant influence on a company's sustainability, companies typically involve community participation in CSR programs, both as subjects and objects. Here, society feels the most impact from a company's production activities, both positive and negative. This can have an impact on the social, economic, political, and environmental fields. Businesses are responsible to others besides their customers, investors, and employees through CSR (Corporate Social Responsibility) programs. Companies now have CSR programs for the surrounding environment as well. This is not limited to its contributions or being included in the financial statements, in accordance with Article 74 of Law No. 40 of 2007 concerning Limited Liability Companies, Social Responsibility, and the Natural Resources Environment (Dewan Perwakilan Rakyat Daerah RI, 2007).

The largest nickel mining company, PT. IMIP is located in Fatufia Village, Bahodopi District, Morowali Regency, directly within the community's economy, which this mining company essentially drives. Two parts that influence each other are the people who live around it. The company relies on the community for its development; conversely, the community needs the company to enhance the local economy and expand the area. The existence of the nickel processing industry company influences the economic life of the surrounding community. The nickel industry developing in the Bahodopi District area has been able to absorb a large number of local workers, encouraging them to open businesses that provide necessities, boarding houses, and offer services (Suriansa, 2022). However, mining companies are one of the most sensitive businesses to the impacts of environmental pollution. Therefore, mining companies need to implement programs that support and maintain the surrounding community's environment. PT. IMIP, as a company involved in mining projects, will have extensive contact with various parties and stakeholders during its operations. From this, what makes CSR very important is whether PT. IMIP has maintained good relations with the community as stakeholders and has implemented various social responsibility (CSR) programs. These programs cover the fields of education, health, social, culture, environmental conservation and rehabilitation, strengthening the capacity of local communities, and the economic sector. Additionally, PT. IMIP has a CSR program related to its mining projects. From this, researchers are interested in raising the theme "CSR Implementation Program of PT. IMIP on Economic Empowerment and Environmental Sustainability of the Surrounding Community"

## II. Literature Review and Hypothesis Development

To provide a common perspective on the concept of this research, the theories and concepts used are presented and explained. Thus, it is hoped that there will be no difference of opinion regarding the understanding of this research, especially in the analysis and discussion of the research results.

### 2.1. Corporate Social Responsibility (CSR)

There were several opinions regarding CSR at that time, as stated by the WBCSD, an international organization comprising large companies that prioritize sustainable development. According to the World Business Council for Sustainable Development (WBCSD, 2000), CSR is the ongoing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of their workforce and their families, as well as the local community and society at large. Explaining that a company is not enough to seek profit, but must also be responsible for:

- a. Honest and ethical working methods
- b. Long-term economic development, Employee and family welfare, The welfare of the surrounding community, Impact on the broader community

Meanwhile, in this research, the researchers draw from Elkington (1997), who explains the concept of the Triple Bottom Line (TBL) in his book, "Cannibals with Forks: The Triple Bottom Line of 21st Century Business" (1997). The Triple Bottom Line concept is explained as a broader approach to measuring business success, not only in terms of financial gain (profit), but also its impact on humans (people) and the environment (planet). Here is a more detailed explanation regarding the Triple Bottom Line;

#### 2.1.1. Profit (Economic Profit)

Refers to the traditional financial performance of a company. Companies must still generate a profit to survive, but this profit must not be obtained at the expense of society or the environment.

#### 2.1.2. People (Social Responsibility)

Refers to the social impact of a company on all parties involved and affected: employees, consumers, surrounding communities, and the supply chain. Companies must treat their employees fairly, respect human rights, support local communities, and contribute to the improvement of societal welfare.

#### 2.1.3. Planet (Environment)

Emphasizes the responsibility of companies to protect and preserve the environment. Businesses must not damage ecosystems, pollute water and air, or over-exploit natural resources.

### 2.2. The Impact of CSR on Economic Empowerment

In a theory that discusses the Impact of CSR on Economic Empowerment, of course it refers to the theory of (Elkington, 1997) which is explained there is Triple Bottom Line (TBL) in his book entitled "Cannibals with Forks: The Triple Bottom Line of 21st Century Business" (1997). Drawing on the Triple Bottom Line concept, the researcher focused on the People (Social Responsibility) aspect, which was previously explained. However, there are also some theories to compare with the previous one, as seen in Freeman's (1984) book,

"Strategic Management: A Stakeholder Approach," commonly referred to as Stakeholder Theory. Where it is explained with the main principle, namely;

- a. Diverse Interests: Management must identify and understand the interests of each stakeholder, rather than focusing solely on profit.
- b. Moral and Ethical Responsibility: The company has an ethical responsibility to consider its impact on all stakeholders, including the social and ecological environment.
- c. Shared Value Creation: The purpose of business is not only to create economic value for shareholders, but also to create shared value for all stakeholders.
- d. Interdependence: All stakeholders are interrelated and have important contributions to the success or failure of the organization.

So, it can be seen from the four theories that, in this case, the relationship between the Impact of CSR on Economic Empowerment refers to point number two, namely Moral and Ethical Responsibility, both of which discuss where companies have an ethical responsibility to consider their impact on all stakeholders, including the social and ecological environment.

### 2.3. The Impact of CSR on the Sustainability of the Surrounding Community

As before, from the Triple Bottom Line concept, the researcher drew on the third point, namely Planet (Environment), which was previously explained as the basis for this study. However, in comparison, several theories, as stated by the World Commission on Environment and Development (1987), suggest that development must meet the needs of the current generation without compromising the ability of future generations to meet their own needs. This is related to good CSR, which will pay attention to environmental, social, and economic aspects, especially in the context of the surrounding community. Programs such as reforestation, waste processing, or local economic empowerment are considered forms of contribution to sustainable development.

## III. Research Method

The research method in this literature review will focus on a systematic and comprehensive analysis of existing literature on the impact of implementing PT. IMIP's CSR program, with a special emphasis on the economic empowerment and environmental sustainability of the surrounding community. This study employs a literature review approach to identify and analyze relevant previous studies on this topic.

### 3.1. Literature Sources

This study uses a qualitative method. The qualitative approach is used to see how the implementation of CSR in community empowerment refers to the implementation of Corporate Social Responsibility (CSR) at PT. IMIP. The focus of this study is on publications related to Utari Yolla Sundari (2024) regarding the impact of CSR implementation in factories, specifically at PT. IMIP, and its effects on economic empowerment and environmental sustainability within the surrounding community (Elkington, 1997). The purpose of this literature study is to gain a thorough understanding of previous research and the methods employed by previous researchers, and to examine the concept of corporate social responsibility (CSR) from both economic and environmental perspectives. Mining companies that carry out social responsibility in Central Sulawesi are the basis for selecting the location of PT. IMIP. The data used for this study were sourced from secondary data obtained from the company's CSR report information, published on its official website at [www.imip.co.id](http://www.imip.co.id), as well as other relevant sources.

### 3.2. Literature Selection Criteria

- a. Relevance: The selected literature must be directly related to the research topic, namely, the impact of CSR on economic empowerment and environmental sustainability of the surrounding community (Elkington, 1997).
- b. Quality: Focus on literature published in leading scientific journals, government research reports, and publications from relevant institutions (Utari Yolla Sundari., 2024).
- c. Context of PT. IMIP: Paying special attention to research that discusses the impact of CSR implementation at PT. IMIP to see whether it has been running well (Shahrir, 2022).

### 3.3. Data Analysis

The analytical approach used is thematic analysis. Each study reviewed will be analyzed based on the main themes that emerge in the context of economic empowerment and environmental sustainability. This analysis will help identify trends, gaps, and differences in existing studies and link the findings to Indonesia's challenges (A. Aryanto, 2020).

### 3.4. Theory Synthesis and Development

After the analysis is complete, the results of the literature review will be synthesized to construct a theoretical framework regarding the relationship between the impact of CSR implementation on economic empowerment and environmental sustainability. This framework is expected to provide a contribution or example of how to implement good CSR and be successful in the future (Shahrir, 2022).

### 3.5. Practical Implications

This study not only focuses on theory but also provides recommendations and descriptions for industries that implement CSR programs, especially on how to have a direct impact on society while minimizing negative impacts on the surrounding community. These recommendations will be based on the findings of the existing literature review, with an emphasis on solutions that are in accordance with the implementation of CSR in Indonesia (Abdullah Yusuf Muflih, 2021).

## IV. Results and Discussion

As mentioned earlier, sustainable development must synergize business profits (economic value) with the environment and social aspects, such as community empowerment. Companies must do this through social and environmental responsibility policies. Corporate social responsibility (CSR) refers to the social and environmental responsibilities that an organization undertakes. Companies use the Triple Bottom Line (TBL) concept, also known as 3P (Profit, People, & Planet), in carrying out their own CSR. The following are the results that can be achieved by implementing the three concepts.

### 4.1. Profit (Economic Profit)

In generating a good profit, PT Indonesia Morowali Industrial Park (IMIP) not only focuses on achieving financial profit, but is also committed to improving the economic welfare of the surrounding community through various Corporate Social Responsibility (CSR) programs that are in line with the Triple Bottom Line principle, especially in the Profit aspect. One of the main initiatives is the empowerment of Micro, Small, and Medium Enterprises (MSMEs). PT. IMIP provides capital assistance, training, and market access to MSME

actors in fostered villages, thereby encouraging local economic growth and improving people's standard of living. Additionally, the company also sources food supplies from the community through Village-Owned Enterprises (BUMDes) in the Bahodopi District, creating economic opportunities for local farmers and fishermen. PT. IMIP's commitment to improving community welfare is reflected in the allocation of CSR funds of IDR 170 billion over the past three years, which have been distributed to five main pillars, including the economic pillar, and reported from KabarSelebes.id on (March 31, 2025) [www.KabarSelebes.co.id](http://www.KabarSelebes.co.id).

#### PT. IMIP Jangkauan Lebih Jauh, CSR Tingkatkan Kesejahteraan Masyarakat Sekitar

Selasa, 30 Juli 2024



Saat Dedi Kurniawan, Manager Media Relation PT. IMIP, di dampingi Rustam Fachri (kanan) sebagai moderator dari tim pengujian LPDS dalam konferensi pers di Swiss Bell Hotel Palu, Selasa (30/7/2024). (Moh.Arief/KabarSelebes.id)

Figure 1. Discussion of CSR Program



Figure 2. Industrial Skills Training Program

PT. IMIP also implements industrial skills training programs for local communities. One of the initiatives is the Metal Craft training program in collaboration with Natura House Indonesia, which aims to equip the community with skills and knowledge in the metal industry. This program, which was designed in 2019, aims to establish a metal-based creative industry in the Bahodopi District, thereby creating new business opportunities and enhancing local community income. Additionally, PT. IMIP allocates CSR funds to support infrastructure development that promotes community economic activities.

For example, the company builds educational facilities, such as the Morowali Metal Industry Polytechnic, which not only improves the quality of local human resources but also creates job opportunities in the industrial sector. Through these various initiatives, PT. IMIP strives to create a balance between the company's business growth and the improvement of the economic welfare of the surrounding community, in line with the Triple Bottom Line principle, specifically the Profit concept. Reported from SultengTerkini.id on (March 31, 2025). Those are some of PT. IMIP's efforts in implementing CSR with the concept of Profit (Economic Profit). After that, we can see how PT. IMIP implements CSR with the concept of People (Social Responsibility) and Planet (Environment).

#### 4.2. People (Social Responsibility)

Second, in the context of humanity, PT Indonesia Morowali Industrial Park (IMIP) demonstrates its commitment to the People aspect through various Corporate Social Responsibility (CSR) programs aimed at enhancing the quality of life in the surrounding community. One of the main initiatives is the provision of free health services for residents in 12 villages around the industrial area. Since 2014, PT. IMIP has covered the cost of community treatment through the Permata Indah Main Clinic (KUPI), with the number of patients continuing to increase every year: 4,047 patients in 2020, 6,211 patients in 2021, and 7,136 patients in 2022, and reported from Alkhairaat Media.co on (Jan 17, 2023). This service is available to all residents, including those who do not have a Morowali ID card but live in the area. Additionally, PT. IMIP regularly conducts free mass circumcisions for children from 12 villages in the Bahodopi District. In December 2024, this program involved 100 children and

was supported by various communities and professional medical personnel. The goal is to improve the reproductive health of boys and prevent disease later in life. Reported from Kinerjaekselen.co on (March 31, 2025), CSR Health Program, PT. IMIP Holds Mass Circumcision – Kinerjaekselen.

Berita

### Program CSR Kesehatan, PT IMIP Gelar Khitanan Massal

Kinerjaekselen  
Desember 17, 2023



Figure 3. Implementation of CSR in Health

Beranda > Regional > Sulawesi Tengah >

### CSR PT IMIP Bersama KSM Ara Sinergi Berdaya Ajak Siswa SD Labota Pilah Sampah Demi Lingkungan Bersih

Senin, 28 Oktober 2024



Sabtu (26/10/2024), PT IMIP bersama Kelompok Swadaya Masyarakat (KSM) Ara Sinergi Berdaya menggelar sosialisasi pemilahan sampah di Sekolah Dasar Negeri (SDN) Labota, Desa Labota, Bahodopi, Morowali.

**MOROWALI, Kabar Selebes** – Kesadaran menjaga kebersihan lingkungan perlu ditanamkan sejak usia dini. Salah satu cara yang dapat dilakukan adalah melalui pembiasaan dan contoh langsung, seperti mengenalkan cara pemilahan sampah.

Figure 4. Implementation of CSR in Learning

Not only that, PT. IMIP also had time to build religious infrastructure, such as supporting the construction of the Nurul Taqwa Grand Mosque in Bahodopi Village. PT. IMIP contributed to the construction of four mosque towers and other supporting facilities, reflecting the company's commitment to the development of spiritual and socio-cultural values of the local community. Additionally, PT. IMIP is actively involved in environmental education programs for the younger generation. Through cooperation with the Ara Sinergi Berdaya Community Empowerment Group (KSM), the company conducted a waste sorting socialization event at the Labota State Elementary School (SDN) in Labota Village, Bahodopi District.

This activity involved providing a "bottle house" facility as a place to sort plastic, metal, and paper waste, as well as direct education to students about the importance of maintaining environmental cleanliness. Through these various initiatives, PT. IMIP strives to create harmonious relationships with the surrounding community and contribute to sustainable social development, in line with the Triple Bottom Line principle, namely the People concept. Reported from KabarSelebes.id on (March 31, 2025) CSR PT. IMIP Together with KSM Ara Sinergi Berdaya Invites Elementary School Students of Labota to Sort Waste for a Clean Environment - [www.KabarSelebes.co.id](http://www.KabarSelebes.co.id). Those are some of PT. IMIP's efforts in implementing CSR with the concept of People (Social Responsibility). After that, we can see how PT. IMIP implements CSR with the concept of Planet (Environment).

#### 4.3. Planet (Environment)

Third and lastly, in preserving the earth, PT Indonesia Morowali Industrial Park (IMIP) shows its commitment to environmental sustainability through various Corporate Social Responsibility (CSR) programs that focus on the Planet aspect. One of the main initiatives is planting mangroves on the coast of Bahodopi. From 2017 to 2023, PT. IMIP has planted more than 100,000 mangrove seedlings of the *Rhizophora mucronata*, *Rhizophora stylosa*, and *Bruguiera gymnorrhiza* species. For example, in 2018, the company planted 52,960 seedlings in Labota Village, covering an area of six hectares. This effort aligns with the government's program to rehabilitate damaged mangrove forests and aims to raise public awareness of the importance of the mangrove ecosystem. Reported from SultengRaya.com on (March 31, 2025). Efforts to Preserve the Environment, PT. IMIP Plants Hundreds of Thousands of Mangroves on the Bahodopi Coast - Sulteng Raya.

Dalam periode pelaporan  
 proyek penanaman mangrove IMIP berhasil menanam total 10.500 bibit mangrove, mencapai target penanaman 10.000 bibit mangrove dengan sukses.

#### Penanaman Mangrove

IMIP telah melakukan kegiatan penanaman mangrove di berbagai lokasi seperti Desa Fatufia, Desa Labota, dan Desa Padabaho. Kegiatan ini melibatkan karyawan IMIP bekerja sama dengan anggota masyarakat lokal dan organisasi setempat untuk melakukan penanaman. Setelannya, setiap bulan dilakukan pemantauan pertumbuhan bibit mangrove dengan langkah-langkah untuk meningkatkan tingkat kelangsungan hidup bibit.



Figure 5. Implementation of CSR in the Environment

Home > Bisnis

#### PT IMIP Ajak Generasi Muda Peduli Sampah

Siswa kelas VII SMPN 4 Bahodopi diminta menerapkan pungut dan pilah sampah secara mandiri.



Arthur Odeon

Diperbarui 21 Mar 2024, 19:21 WIB



Share

15



Lewat program edukasi, tim CSR PT IMIP memberikan pemahaman mengenai pengelolaan sampah kepada para siswa di sekitar. (Dok IMIP)

Figure 6. Implementation of CSR in the Younger

Additionally, PT. IMIP is actively involved in waste management and environmental education. The company donated two garbage trucks to the Morowali Regency Government in 2019 and four garbage containers to the Bahodopi District in 2020, which are placed in villages such as Bahodopi, Lalampu, Fatufia, and Labota. This initiative helps increase the area's waste management capacity. To increase awareness among the younger generation about waste management, PT. IMIP, through its CSR program, has distributed more than five dump trucks and hundreds of trash bins to villages in the Bahodopi District. The company also holds educational and outreach activities on the importance of good waste management, encouraging active community participation in maintaining environmental cleanliness. Furthermore, PT. IMIP is involved in various other environmental conservation activities, such as coral reef transplantation and wildlife translocation, including Macaca Tonkeana or the Sulawesi black monkey. This effort reflects the company's commitment to preserving local biodiversity and ecosystems. Through these initiatives, PT. IMIP aims to strike a balance between industrial operations and environmental sustainability, in line with the Triple Bottom Line principle, specifically the Planet concept.

## V. Conclusion

It can be said that PT. IMIP, in carrying out its own CSR, is seen from the Triple Bottom Line concept, which is also known as 3P (Profit, People & Planet). In generating a good profit, PT Indonesia Morowali Industrial Park is not only focused on achieving financial profits, but is also committed to improving the economic welfare of the community, protecting the environment, and, of course, benefiting the environment and its surroundings. This is demonstrated through each concept, where profit is first proven by the allocation of CSR funds of IDR 170 billion over the past three years, which are distributed across five main pillars, including the economic pillar. Second People is one of the main initiatives, providing free health services to residents in 12 villages surrounding the industrial area, through the Community Empowerment Group (KSM) Ara Sinergi Berdaya. The company held a waste sorting socialization at the Public Elementary School (SDN). Moreover, in 2018, the company planted 52,960 tree seedlings in Labota Village, covering an area of six hectares. This demonstrates that the implementation of CSR in PT. IMIP can be considered successful, benefiting both nature and humans.

Therefore, PT. IMIP's CSR implementation is local, meaning it focuses directly on the communities surrounding the industrial area. Meanwhile, other large companies, such as PT Freeport Indonesia, also have CSR programs, but on a larger scale, encompassing education, environmental protection, and economic support for the Papuan community. Freeport collaborates with many parties, including international organizations (PT Freeport Indonesia, 2018). Another example is PT Astra Group, which implements CSR

programs throughout Indonesia, including scholarships, job training, and environmental campaigns. Astra reaches more areas due to its extensive corporate network (Hamid, 2022). PT. IMIP's uniqueness lies in its strong focus on the Morowali region, and its programs are directly integrated with the company's operational activities. However, PT. IMIP faces significant challenges. For example, high expectations from the local community, environmental issues due to the mining industry, and limited social facilities in the surrounding area. These issues have not been widely discussed in its CSR reports. In other words, compared to other companies, PT. IMIP's CSR is more focused and directly targeted at the surrounding community; however, it also poses specific risks and challenges that need to be managed appropriately.

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