

ANALISIS STRATEGI MITIGASI KONFLIK PT. DARMA HENWA, TBK. DENGAN MASYARAKAT BENGALON PERIODE 2004 – 2014

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ABSTRAK

Penelitian ini menemukan sembilan konflik yang muncul antara PT Henwa dengan masyarakat Bengalon. Konflik tersebut adalah masalah ketenagakerjaan yang berakibat pada pemblokiran jalan menuju tambang, ketidakpuasan masyarakat terhadap pembagian sisa besi dan oli bekas, konflik dengan kepala adat yang disebabkan pemecatan karyawan, konflik terkait masalah lingkungan seperti kekeruhan air sungai dan debu tambang yang mengganggu aktivitas masyarakat Bengalon, protes terkait peminjaman alat berat, konflik lahan yang tumpang tindih, dan pemaksaan untuk menjadi rekanan perusahaan. Sebagai strategi mitigasi yang dilakukan oleh PT Darma Henwa terhadap masalah tersebut dengan memberikan empat program, yakni bidang keterampilan (BMC, GTO, Magang, dan *Company Mobile Teacher*), bidang sosial dan keagamaan, pemberdayaan masyarakat, dan hubungan masyarakat. Adapun PT Darma Henwa lebih banyak menggunakan *Corporate Social Responsibility (CSR)* dan hubungan masyarakat guna menjaga hubungan antara perusahaan dengan masyarakat sekitar.

Kata kunci: Masalah Sosial Masyarakat, *Corporate Social Responsibility (CSR)*, Hubungan Masyarakat

AN ANALYSIS OF CONFLICT MITIGATION STRATEGY BY PT. DARMA HENWA, TBK. WITH BENGALON SOCIETY IN THE PERIOD 2004 – 2014

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ABSTRACT

This research found nine conflicts that occurred between PT Darma Henwa and Bengalon people. The conflicts were such as employment recruitment issue which caused roads to the mining be blocked, dissatisfaction of Bengalon people over distribution of remaining iron and used oil, conflict with the customary chief caused by the dismissal of the employees, conflict related to the environmental problems such as turbid water in rivers and mining dust that disrupt the activities of Bengalon society, the protest related to heavy equipment loan, overlapping land conflicts, and coercion to be a partner of the company. The conflict mitigation strategy undertaken by PT Darma Henwa towards the problems was by providing four programs, such as skill division (BMC, GTO, Internship, and Company Mobile Teacher), social and religion division, human empowerment, and public relations. PT Darma Henwa used more Corporate Social Responsibility (CSR) and public relations in order to keep the good relationship between company and local society.

Keywords : Social Issues, Corporate Social Responsibility (CSR) , Public Relations