

## EVALUATION OF CORPORATE SOCIAL RESPONSIBILITY PROGRAM IMPLEMENTATION IN BOGOR PDAM TIRTA PAKUAN, WEST JAVA PROVINCE

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### *Abstract*

*The purpose of this research is to determine whether the evaluation of corporate social responsibility program implementation in Bogor PDAM Tirta Pakuan has been implemented in accordance with the vision, mission, and objectives of the company. PDAM Tirta Pakuan has a vision of CSR as a pioneer in the implementation of social responsibility in Bogor city especially and Indonesia in general. Through this vision, PDAM Tirta Pakuan Bogor city, would really seriously on the implementation of the CSR programs. Based on these purposes, this research is done by evaluating the CSR programs which implemented by PDAM Tirta Pakuan Bogor city and use CIPP evaluation model to conduct an evaluation of the program. The type which used on this research is evaluation research with use qualitative approach. The source of information used is the Chief Executive of CSR PDAM Tirta Pakuan Bogor. Data collected by the observation, interview and documentation. Test validity of this research by using triangulation technique, while data analysis is done by reducing the data, presenting and concluding. The result shows that the program Tirta Pakuan care as the company's strategy goes according to the purposes and plans that have been made by the company.*

**Keywords:** *evaluation, corporate social responsibility, CIPP Model*

Corporate Social Responsibility (CSR) is an ongoing commitment to the corporate world to act ethically and contribute to economic development of the local community or society in general large, along with the increase of the living standards of workers and their families (Frankl, 2007). The concept of CSR is inseparable from sustainable development (sustainable development). Sustainable development, not only understood as concern for the environment, but also include economic and social development. The Implementation of CSR appropriately in the community will maintain the quality of the environment, improving the quality of human resources, and enhance the ability of the local economy. The company has a social responsibility as stipulated in the Law of the Republic of Indonesia No.40 of 2007 regarding company in Chapter IV, Social and Environmental Responsibility in article 74 provides:

1. The Company which conducting its business activities in the field and / or related to the natural resources required to implement the Social and Environmental Responsibility.
2. Social and Environmental Responsibility as referred to in paragraph (1) an obligation of the Company's budgeted and accounted for as an expense of the Company which are carried out with due regard to decency and fairness.
3. The Company which did not carry out the obligations referred to in paragraph (1) be sanctioned in accordance with the provisions of the legislation.
4. Further provisions regarding Social Responsibility and Environmental regulated by Government Regulation.

In 2012 the government published Government Regulation No. 47 Year 2012 about Social and Environmental Responsibility Company Limited. This regulation was finally recognized that CSR is a company authorized by stating that the preparation and implementation of CSR is the authority of the board of directors or the company's AGM.

The setting of Corporate Social Responsibility in Indonesia is not only imposed on private companies, but also to state that carries on business in the interest of the public. CSR arrangements for SOEs can be found in the Law on State Enterprises.

Implementation of Corporate Social Responsibility in SOEs, are followed by the Decree. SOE Kep-236 / MBU / 2003 jo. Candy. SOE No.Per-05 / MBU / 2007, so it has the main points of thought or consideration as follows:

1. Given that one of the purposes and objectives of the establishment of state-owned enterprises are participating actively provide guidance and assistance to small entrepreneurs group, cooperatives, and community, the SOEs can set aside part of net income for the purposes of fostering of small co-operatives and community development around the SOE.
2. Company and Housing of the Government (SOEs) shall implement the Partnership Program and Community Development Program, while for SOEs Persero Open implementation of the Partnership and Community Development Program can refer to the implementation of the Partnership Program and Community Development Program at Persero and Perum (Non Open SOE).

Partnership Program with Small Entrepreneurs and Community Development Program firstly set in Permeneg SOE No. 236 / MBU / 2003 on SOEs. Since as set this regulation not adequately operational basis for implementing enterprise BUMN Partnership program with a Small Business and Community Development Program, then Permeneg SOE No. 236 / MBU / 2003 on SOE replaced by Permeneg SOE No. PER-05 / MBU / 2007 about SOE Partnership Program with Small Entrepreneurs and Community Development Program, April 27, 2007. The government will support companies that has social concern.

By paying attention to the benefits of CSR, most companies in the city of Bogor has implemented CSR. Mayor of Bogor, Dr. Bima Arya asserted, CSR program in the city of Bogor conducted by enterprises or private companies are already running, but it has not integrated yet still walk on their own. City Government considers that the CSR program that had been distributed a number of companies have not had a significant impact on the city of Bogor and surrounding communities.

That case became the background for the emergence of the concept of Corporate Social Responsibility, especially in the city of Bogor. Charity activity basically has become a tradition and customs of the people of Indonesia, especially based on the teachings of religion. Today Corporate Social Responsibility has developed quite rapidly. One driving force is a paradigm shift for the business world is not solely for profit, but it must also behave ethically and contribute to the creation of a social investment. Yusuf Wibisono (2007: 71) which is commonly done by companies which are doing charitable, philanthropic and organizing community development programs (community development).

This study is an evaluation research because it is the general aim of this study is to assess the benefits, contributions, and the feasibility of CSR programs are undertaken by companies and enterprises in the city of Bogor, to discover and develop and enhance program implementation of CSR is right on target for the company as well as for its stakeholders, including the government. In particular the research objectives are as follows:

Assess the goal-setting, the profile of the beneficiary and the basic programming of CSR by companies and enterprises to the needs of beneficiaries; Review the company's support and structural aspects of the organization, qualification and financing program leaders; Assess the implementation of CSR programs in terms of understanding the program by beneficiaries, use of budgets and monitoring; Reviewing the results of the implementation of CSR programs for companies, beneficiary communities, and governments. The difference in the research done by the Mukti Dawn compared to

this study, namely: The focus and Fajar Mukti research was to determine the setting of corporate social responsibility.

Fajar Mukti research suggested the government to amend the Law on Investment and Company Law in order to have the same meaning, which is actually right Iebih Corporate Social Responsibility is not regulated in the legal sphere.

Corporate Social Responsibility research results and various aspects, social, legal and financial, evaluation research reinforced the need for the implementation of CSR at private companies and SOEs, in order to provide an assessment of the implementation of the program and provide advance model of csr that would provide the optimal benefits for companis and their stakeholders

Other research relevant David Ariansyah, The implentation of Corporate Social Responsibility and Cultural Organization in PDAM Tirta Pakuan Bogor and The Influence of Community Satisfaction in Bogor. (Implementation of Corporate Social Responsibility and Cultural Organization on PDAM Tirta Pakuan Bogor Effect on Public Satisfaction Bogor City

There are differences in research conducted by David Ariansyah with this research.

1. David Ariansyah research focuses on the impact felt by the company after conducting Corporate Social Responsibility both in terms of internal (corporate culture) and external (reputation).
2. David Ariansyah research does not provide improvement suggestions collaborative model of Corporate Social Responsibility intact so as to create responsible and sustainable relationship between the company and its stakeholders, especially the public and the government.

## METHODS

The method used in research in PDAM Tirta Pakuan are evaluative research methods, with the CIPP evaluation model. CIPP evaluation model which stands for: Context evaluation, input evaluation, Evaluation Process and Product evaluation. Fourth abbreviation of the CIPP that is the evaluation component.

CIPP evaluation model used in the study in PDAM Tirta Pakuan is because it is more comprehensive and effective in describing, obtaining and providing useful information for judging decision alternatives. Comprehensive evaluation model CIPP Iebih among other evaluation models, because the object of evaluation is not just the product itself but also include context, input, process, and outcome. The concept of this Stufflebeam view that an important purpose of evaluation is not to prove, but to improve. The substance and methods of evaluation will provide an assessment of "good-bad" or "success-failure" with regard to the state of achievement of the work program, so that the results of the evaluation is objective and useful, so this assessment is strongly emphasized the importance of ethics and approaches reliable.

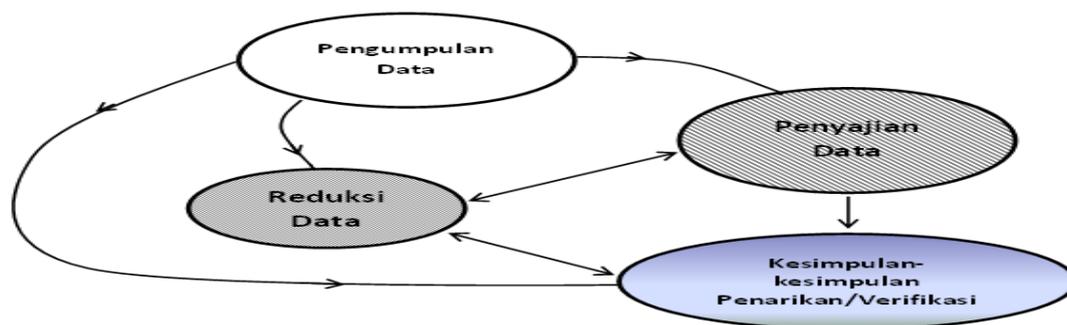
Qualitative researchers as a human instrument, serves to fix the focus of research, selecting informants as a source of data, collecting data, assessing data quality, data analysis, interpret the data and make conclusions on the findings. While the process of collecting primary data and secondary data in this study carried out through the following activities: observation interviews, documentation and triangulation

**Table 1. Item Evaluation Criteria In accordance Interview Questions Implementation of Corporate Social Responsibility Program in enterprises taps Tirta Pakuan Bogor Based Model CIPP**

<b>component Evaluation</b>	<b>Evaluation criteria</b>	<b>Beads Questions</b>
Phase Context	<ol style="list-style-type: none"> <li>1. The aim of CSR is clear, written and sustainable</li> <li>2. Formulation of goal programming, pay attention to the need to:               <ol style="list-style-type: none"> <li>a) The need for companies;</li> <li>b) The needs of people in the field of economy and education; and</li> <li>c) Compliance with government development programs, especially in the economic and human resources development</li> </ol> </li> <li>3. There is a preparation program have baselines that is clear both from the management and legal</li> </ol>	<ol style="list-style-type: none"> <li>1. What is the aim of implementing CSR programs in the company?</li> <li>2. Does the company carry out the formulation of the program objectives by taking into account the needs of companies, communities and governments, especially in economics, human resource development, and government programs?</li> <li>1. How is the reference used in the preparation of CSR in the company program?</li> </ol>
Stage Input	<ol style="list-style-type: none"> <li>1. Have an organizational structure and implementing CSR programs clear</li> <li>2. There is a standard operating procedure in accordance with the objectives of the program</li> <li>3. There is a special program funding allocation and sustainable</li> <li>4. There are facilities, regulation, guideline which supports the implementation of CSR programs, There is an award for program managers. No involvement of employers in the development of policies related to CSR and development</li> </ol>	<ol style="list-style-type: none"> <li>1. How does the organizational structure in the company's CSR program implementation?</li> <li>2. What is the procedure implementation of CSR programs in accordance with the objectives of the program?</li> <li>3. How does the allocation of funds in the company's implementation of the program?</li> <li>5. How is the support given by the government in the implementation of the company's CSR program to be beneficial for the company, society and development</li> </ol>
Phase Process	<ol style="list-style-type: none"> <li>1. The implementation of the program in accordance with the objectives of the program</li> <li>2. The implementation of the socialization program</li> <li>3.1. Program implemented in accordance with the execution procedures</li> <li>4. Budget used according to the program has been compiled</li> </ol>	<ol style="list-style-type: none"> <li>1. Is the implementation of the program in accordance with the program objectives?</li> <li>2. Does the socialization program held?</li> <li>3.1. Is the program implemented in accordance with the execution procedures?</li> <li>3.2. Is there a program implementation report is accountable?</li> <li>4. Is the budget used according to the program has been compiled</li> </ol>

	5.1. There is a team supervisor / evaluator of the implementation of a credible program	5.1. Is there a team supervisor / evaluator of the program credible?
	5.2. CSR reports in addition submitted to shareholders was also submitted to external stakeholders, especially government	5.2. Is CSR reports in addition submitted to shareholders was also submitted to external stakeholders, especially governments?
stage	1. Imaging company towards positive stakeholders	1. Is the company towards stakeholders Imaging positive?
Product	2. There is no social conflict on society	2. Is there a social conflict to the community?
	3. The company grows and develops	3. Does the company grow and thrive?
	4.1. Programs considered beneficial for society	4.1. Is the program considered beneficial to society?
	4.2. 4.2. The quality of human resources in the the community increased	4.2. Is increased human resources in the community?
	4.3. Increase the community's economy	4.3. Is the community's economy increased ?
	5.1. CSR programs considered beneficial for development in the city of Bogor	5.1. Is CSR program considered beneficial for development in the city of Bogor?
	5.2. The quality of human resources in the city of Bogor increased	5.2. Is the quality of human resources in the city of Bogor increased?
	5.3. The community's economy increased social problems decreased	5.3. Is the community's economy increased social problems decreased?

Analysis of the data used in this study using qualitative data analysis. The data analysis of qualitative research refers to the model introduced by Miles and Huberman (1992: 16), which define the analysis in three streams of activity, namely the reduction of the data (data reduction), presentation of data (data display), and conclusion / verification (conclusion drawing / verification). Martthew B. Miles and A. Michael Huberman (1994: 8-12) Flow analysis of the data in question, can be seen in the image below. Each of these stages are described as follows:



Source: Miles and Huberman (1994: 12)

Figure 1. Visual Flow Data Analysis

### DISCUSSION

Bogor City is one city that is strategically located geographically visits because located between the Provincial Capital and the Capital City of Indonesia. So that the Bogor city as a center of trade and services are experiencing rapid growth in the field of business and economy

Whereas the reference preparation Partnership Program and Community Development in PDAM Tirta Pakuan Bogor is as follows:

Table 2. Preparation of CSR enterprises reference PDAM Tirta Pakuan

No	basic guidelines	year	about
1	Undang- Undang No. 40	2007	Company Limited
2	Undang- Undang No. 25	2007	on Investment, while the contents of the Act relating to CSR
3	Undang- Undang No. 19	2003	State-owned Enterprises
4	PP No. 47	2012	Corporate Social Responsibility
5	Peraturan Menteri BUMN No. Per-5/MBU/2007	2007	Partnership Program and Community Development
6	Peraturan Menteri BUMN No. Per-20/MBU/2012	2012	Amendment to the Regulation of the State Minister for State Owned Enterprises No. Per-05 / MBU / 2007 on the Partnership Program for State Owned Enterprises With Small Business and Community Development
7	Kepmen BUMN No. Kep 100/MBU/2002	2002	Evaluation of Health State-Owned Enterprises Minister for State Owned Enterprises
8	Perda Nomor 17 Tahun 2011 Pasal 16 Lembaran Daerah Kota Bogor Tahun 2011 Nomor 5 Seri E	2011	Board of Directors has the following tasks: a. planning, coordination and supervision of all operational activities; b. fostering employee; c. administer and manage the wealth of taps; d. organizing public administration and finance; e. prepare a Strategic Plan Business (bussiness plan / corporate plan) 5 (five) year authorized by the Mayor through the proposal of the Supervisory Board; f. prepare and submit a Business Plan and Annual Budget taps which is the annual elaboration of the Strategic Plan Business (bussiness plan / corporate plan) to the Mayor by the Supervisory Board; g. prepare and submit a report of all activities PDAM
8	Peraturan Walikota No 49 Tahun 2013	2013	Organ and Civil PDAM Tirta Pakuan Bogor
9	Perwali No 23 Tahun 2013	2013	General Guidelines for Procurement of Goods / Services in local enterprises in Bogor municipal government environment
10	Perwali No 25 Tahun 2013	2013	Organizational Structure and Work Procedure PDAM Tirta Pakuan Bogor.

11	Peraturan Daerah Kota Bogor Nomor 8 Tahun 2011.	2011	ROE Partnership Program Guidelines With Small Business and Community Development Program (CSR) PDAM Tirta Pakuan Bogor
12	Perwali no. 39 tahun 2013	2013	Guidelines for the implementation of the National Program for Community Empowerment (PDPM) districts and villages of the fiscal year

The legal basis when viewed in terms of strength, has been very strong for the implementation of the CSR program to carry out their duties. This is evidenced by the approval of the Regional Budget (APBD) for the implementation of CSR programs in the city of Bogor in 2016 allocated 10 billion, while the city of Bogor PDAM Tirta Pakuan also budgeted 3.5 billion for CSR activities.

From a study of enterprises PDAM Tirta Pakuan Bogor City has been implementing Corporate Social Responsibility in the city of Bogor, West Java Province, researchers presented the findings of the evaluation results in 4 tahap program evaluation model of CIPP is tahap Context, Input, Process, and Product, as follows:

a. *Evaluasi Context*

**Table 3. Discussion of Context Based Evaluation Criteria Program Evaluation CSR in PDAM Tirta Pakuan Bogor**

Aspects Evaluated	Evaluation criteria	Informasi		Evaluation findings	Ranked			Decision
		on there is	N o		L	S	H	
1. The purpose of the program	1. CSR implementation goals clear, written and sustainable. 2. The formulation of the purpose of the program, taking into account: a) The need for companies b) The need for community economic and educational fields; c) Compliance with government development programs, especially in the economic and educational fields.	√	√	1. Having a goal CSR program called Partnership, clearly and in writing. 2. Programming is done by assessing the needs of the community, and considering the interest of the company, and the government. The program is designed not provide direct benefits to the company and emphasized on regional	√			The evaluation criteria are met, ratings are categorized as "high" so that aspect of the purpose of the Partnership taps can be maintained and developed

2.	Preparation of the program have baselines that is clear both from the management and legal	√	Top of reference in the preparation of Partnership plan is the BUMN Law, but PDAM Tirta Pakuan Bogor City also consider the Law PT., Products derived legislation, both government regulations, the Decree of the Minister of SOEs and others. Once accordance with laws and regulations, PDAM Tirta Pakuan also refers to the vision, mission and objectives of the company.	√	The evaluation criteria are met, ratings are categorized as "high". So the basic aspects of the preparation of CSR (CSR) in PDAM Tirta Pakuan can be maintained and developed.
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Information : L= low, S= Secondary , H = High

#### b. Input evaluation (Input)

**Table 4. Discussion Evaluation Criteria Evaluation Based Input CSR Program PDAM Tirta Pakuan Bogor**

Aspects Evaluated	Evaluation criteria	Information		Evaluation findings	Ranked			Decision
		on	No		L	S	H	
1. The organizational structure and implementation of CSR programs	Organization al structure and implementation of CSR programs clearly.	√		In Bogor PDAM Tirta Pakuan managed by the Partnership and the General in charge of Human Resources and General Director. Thus the results of the evaluation showed that PDAM Tirta Pakuan Bogor has an organizational structure implementing CSR programs are clear.	√			The evaluation criteria are met, dikategoriakn vote "high. Decision could be made that aspect of support for the organizational structure in the city of Bogor PDAM Tirta Pakuan can dipertaankan and developed.

2. Program implementation procedures	Standard Operating Procedures in accordance with the objectives of the program	√	Have a Standard Operating Procedure (SOP), which is set in the Regional Regulation No. 13 of 2003 sheets of 2003. Peraturan Mayor of Bogor. No. 24 YEAR 2015 CONCERNING Guidelines for Preparation of Standard Operating Procedures in the Environment City Government	√	Criteria for evaluation, assessment categorized as "high". So that the decision can be taken that aspect of the procedure of support in PDAM Tirta Pakuan Bogor can be maintained and developed.
3. financing Program	The allocation of funding in particular and sustainable program.	√	No allocation of funding programs specifically based on the BUMN Law, Article 88 paragraph (1) Candy SOE No. 05 / MBU / 2007. Perwali NO. 14 YEARS OF Amendment Regulations 2012. The Mayor of Bogor No. 37 In 2012 neighbor Implementation Guidelines for Grants and Social Assistance sourced from the budget of Revenue and Expenditure (Budget) of Bogor	√	The evaluation criteria are met, ratings are categorized as "high" So it can be taken a decision that the financing aspect of support for CSR programs in PDAM Tirta Pakuan Bogor can be maintained and developed.
4. Dukungan Government	City Government to support the implementation of CSR and CSR program hopes to synergize with the development program	√	City Government issued the Bogor City. Proven government in 2016 budgeted Rp 10,000,000,000 (ten billion rupiah) for CSR activities in the city of Bogor. About Management Guidelines CSR / CSR, the government also set up a facilitation team of CSR through Regulation Bogor Mayor. Regulation of the Mayor of Bogor. No. 24 YEAR 2015 CONCERNING Guidelines for Preparation of Standard Operating Procedures in the Environment City Government. Regulates Program Facilitation Team and Social Responsibility	√	The evaluation criteria are met, dikategoriakan votes "tinggi" Sehingga decision could be made that aspect of government support for PDAM Tirta Pakuan Bogor can be maintained and developed

Program for the Environment  
(Corporate Social  
Responsibility) Bogor City.

*c. Evaluasi Proses (Proses)*

**Table. 5. Discussion Evaluation Criteria Evaluation Process Based on CSR Program PDAM Tirta Pakuan Bogor**

Aspects Evaluated	Evaluation criteria	Information		Evaluation findings	Ranked			Decision
		on the	re is		L	S	H	
1. Correspondence between the objectives and implementation of CSR programs	Implementation of the program in accordance with the objectives of the program	√	No	The main purpose of PDAM Tirta Pakuan is running role as an arm of government as an agent of development, to develop SMEs and cooperatives as well as social safety nets for the company. For that programs are implemented with emphasis on the quantity of the deployment program on the working area of PDAM Tirta Pakuan				The evaluation criteria are met, categorized as "high". So that the decision can be taken that aspect of support for the objectives and implementation of CSR programs in PDAM Tirta Pakuan dipertahankan and Bogor can be developed.
2. Understanding of the program by the target beneficiaries	The implementation of the socialization program	√	No	To disseminate PDAM Tirta Pakuan for partnership activities undertaken for the long term.				√ Evaluation criteria are met, ratings are categorized as "high". decision could be made that aspect of understanding of the program by beneficiaries PKBL can be maintained and developed.

3. implementation Program	<p>1. Program implemented in accordance with the execution procedures.</p> <p>2. Laporan accountable program implementation</p>	<p>Partnership has been implemented as intended. PDAM Tirta Pakuan got a score of 3 (three) for the distribution of funds and the loan collectibility. Independent agency of the results of the survey, 98.17% (ninety eight percent) of respondents said the types of CSR activities PDAM Tirta Pakuan in the city of Bogor in accordance with the type of requirement.</p> <p>PDAM Tirta Pakuan prepared a report on CSR activities program are audited by an independent auditor.</p>	<p>The evaluation criteria are met, ratings are categorized as "high" can be taken a decision that aspect of the program can be maintained and developed.</p>
4. Financing	<p>Budget used according to the program that has been compiled.</p>	<p>The budget has been prepared in RKA realized according to the budget plan. In accordance with existing mechanisms.</p>	<p>The evaluation criteria are met, categorized votes "tinggi" sehingga decision could be made that the financing aspects of CSR in PDAM Tirta Pakuan can be developed.</p>
5. Supervision of the implementation of the program	<p>1. There is a team supervisor / evaluator implementation of a credible program.</p> <p>2. Distribution and publication of CSR reports to internal and external stakeholders.</p>	<p>To supervise the implementation of the program, in addition to using internal organizational accountability mechanisms, PDAM Tirta Pakuan conduct audits were performed using the independent audit.</p> <p>The report is distributed to stakeholders internal and external to the government, especially the city of Bogor.</p>	<p>Findings terhadap aspect evaluated has met the criteria of evaluation, assessment dikategorikan "tinggi" sehingga decision could be made that aspects of monitoring the implementation of the program in PDAM Tirta Pakuan can be maintained and developed.</p>

*d. Product (Produk)*

**Table. 6. Discussion Based Product Evaluation Program Evaluation Criteria CSR PDAM Tirta Pakuan Bogor**

Aspects Evaluated	Evaluation criteria	Information		Evaluation findings	Ranked			Decision
		the	No		L	S	H	
1. The results and impact of the implementation of CSR programs for companies	1. Pecintraan company towards positive stakeholders 2. There is no conflict, but needs to be further research on the cause. 3. No there is social conflict on society. Companies grow and develop	√		Implementation of the Partnership has been widely perceived impact by the company either directly or indirectly. Directly PDAM Tirta Pakuan get various awards related to CSR. Increased economic conditions and the company's good name will be on the development and sustainability of the company.			√	The evaluation criteria are met, so that dikategoriakn votes "High" .With therefore taken the decision that the aspects of the results and impact of the implementation of CSR programs in PDAM Tirta Pakuan Bogor can be improved
2. The results of the implementation of CSR programs for the community by beneficiaries	1. Pecintraan company towards positive stakeholders 2. There is no conflict, but needs to be further research on the cause. 3. No there is social conflict on society. Companies grow and develop.	√		Implementation of enterprises Caring for PDAM Tirta Pakuan Bogor known as Tirta Pakuan care has felt the positive impact by the community. The results and the impact on the economy, the education of the results of a survey conducted by an independent institution 72.81% indicates that CSR activities in the field of economy and education helps the community in terms of venture capital.			√	The evaluation criteria are not fully met, so the ratings are categorized as "moderate". decision could be made that aspect of the results of implementation of CSR programs for the beneficiary communities in the city of Bogor PDAM Tirta Pakuan can be improved execution.

3. Results Implementation of CSR program for the beneficiary community	1. Pecintraan company towards positive stakeholders 2. There is no conflict, but needs to be further research on the cause. 3. No there is social conflict on society. Companies grow and develop	√	Bogor city acknowledges the benefits of CSR program but has not been able to measure and determine its impact on development, the impact of economic, educational and social problems because they still lack CSR program implementation report of the company and the lack of involvement of the company towards CSR.	√	The findings were evaluated on aspects not fully meet the criteria of evaluation, so the ratings are categorized as "moderate". Then the decision could be made that aspect of the results of implementation of CSR programs for PDAM Tirta Pakuan can be enhanced with the submission of the report the implementation of CSR programs.
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## CONCLUSIONS

Based on the findings and discussion of the evaluation results by taking into account the model used in this study, the conclusions of the study were presented by tahaban CIPP evaluation model as follows

### a. Context Evaluation of the results, concluded:

Setting goals and basic preparation of its Corporate Social Responsibility by PDAM Tirta enterprises Pakuan Bogor for the Partnership Program and Community Development Bogor PDAM Tirta Pakuan has a goal and a clear program and writing as well as observe the interest of the company, the community and government. The planning PKBLPDAM Tirta Pakuan Bogor based on legislation for SOE,

Limited and its implementing provisions refers to the vision, mission, programs and strategies PDAM Tirta Pakuan Bogor.

### b. Input Evaluation results, concluded:

- 1) PDAM Tirta Pakuan Bogor has the support of the company's resources, both from the organizational structure, organizational structure and qualifications of its own person in charge of the program, procedures for implementing the programs and funding from the program profit.
- 2) the City Government to support the implementation of CSR and CSR program hopes to synergize with the development program in the city of Bogor. The support is the establishment

of CSR facilitation team Bogor City guide line synergy Corporate Social Responsibility and plans related to CSR award. But support was not yet fully implemented because there are still differences of understanding.

c. Process Evaluation of the results, concluded:

Implementation of CSR / CSR by PDAM Tirta Pakuan Bogor has been conducted in accordance with the purpose of the program, understood by the majority of beneficiaries. Program budget has been used in accordance with the objectives and has made monitoring the implementation of the program both internally and externally on its independence. PDAM Tirta Pakuan Bogor City also submit a report to the local government implementation of the program of Bogor.

d. Product Evaluation of the results, concluded:

The results of the implementation of the program CSR / CSR at PDAM Tirta Pakuan Bogor has been widely perceived impact by the company, either directly or indirectly. Directly, PDAM Tirta Pakuan Bogor received various awards related to CSR. Increased of economic conditions of PDAM Tirta Pakuan and good name will be ensure the development and sustainability (sustainability) company. The results of the implementation of CSR at PDAM Tirta Pakuan Bogor for the beneficiary communities known as Tirta Pakuan Cares positive impact has been felt by the community. This is evident from the results of a survey conducted by an independent agency, which showed 67.15% (sixty seven point fifteen percent) activities of the Partnership Program and Community Development economics helps the community in terms of venture capital. In general, the City Government recognizes the benefits of implementing CSR programs PDAM Tirta Pakuan Bogor City, but has not been able to measure and determine its impact on development, the economy, education and social issues because they still lack implementation report Corporate Social Responsibility program of the company.

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