

Corporate Social Responsibility (CSR) in the Context of Implementing Good Government Governance at Jember Regency Government

Arisona Ahmad, S.E., M.S.A., AK.

Syafina Aulia Mulyonova

Study Program of Public Sector Accounting

Majoring of Bussines

ABSTRACT

The purpose of this research is to examine the CSR program and analyze the relationship between the CSR program and the principles of Good Government Governance in the Regional Government of Jember Regency. This research is a qualitative descriptive study with research instruments using direct interviews and documentation of accountability reports. The research results show that the Jember Regency Local Government's involvement in CSR is through the establishment of the Jember Regency CSR Forum. The main focus of the CSR forum is the stunting reduction program through the provision of supplementary food (PMT) and the poverty eradication program through the organization of cheap markets. The CSR Forum does not have an internal cash fund; CSR funds are directly disbursed by the company to the beneficiaries, or with the assistance of the relevant OPD in their distribution. The accountability of the CSR Forum is carried out by creating activity reports. The results of the analysis of the GGG principles indicate that the principles of participation, rule of law, transparency, responsiveness, consensus orientation, as well as fairness and universality have been met by the CSR Forum of Jember Regency. Meanwhile, the principles of effectiveness and efficiency as well as accountability have not yet been met by the CSR Forum of Jember Regency.

Keywords : *Corporate Social Responsibility, CSR Forum, Good Government Governance.*