

**ANALISIS *CORPORATE SOCIAL RESPONSIBILITY* DALAM  
MEWUJUDKAN KEMASLAHATAN MASYARAKAT PADA  
PT SOCFINDO BANGUN BANDAR DI KECAMATAN  
DOLOK MASIHUL**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis *Corporate Social Responsibility* (CSR) dalam mewujudkan kemaslahatan bagi masyarakat di sekitar PT Socfindo Bangun Bandar, serta mengetahui pelaksanaannya dari tinjauan ekonomi Islam. Metode penelitian yang digunakan metode kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 81 responden yang merupakan masyarakat sekitar perusahaan. Analisis data dilakukan dengan menggunakan perangkat lunak SPSS versi 25. Hasil penelitian menunjukkan bahwa program CSR PT Socfindo berperan terhadap peningkatan kemaslahatan masyarakat dan dari tinjauan ekonomi Islam, pelaksanaan CSR PT Socfindo juga sesuai dengan prinsip maqashid syari'ah. Penelitian ini memberikan kontribusi bagi perusahaan, pemerintah, dan pemangku kepentingan lainnya dalam merancang dan mengevaluasi program *Corporate Social Responsibility* (CSR) yang lebih tepat sasaran dan berkelanjutan, guna mendorong terciptanya kemaslahatan masyarakat, khususnya di wilayah sekitar operasional perusahaan.

**Kata Kunci:** *Corporate Social Responsibility* (CSR), Kemaslahatan Masyarakat, Maqashid Syari'ah

**ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY IN  
REALIZING COMMUNITY WELFARE AT PT SOCFINDO  
BANGUN BANDAR IN DOLOK MASIHUL DISTRICT**

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***ABSTRACT***

*This study aims to analyze Corporate Social Responsibility (CSR) in achieving community welfare around PT Socfindo Bangun Bandar, as well as to examine its implementation from an Islamic economics perspective. The research method used is quantitative, with data collection techniques involving the distribution of questionnaires to 81 respondents who are members of the community surrounding the company. Data analysis was conducted using SPSS software version 25. The results of the study indicate that PT Socfindo's CSR program contributes to the improvement of community welfare, and from an Islamic economic perspective, the implementation of PT Socfindo's CSR is also consistent with the principles of maqashid syari'ah. This study contributes to companies, governments, and other stakeholders in designing and evaluating more targeted and sustainable Corporate Social Responsibility (CSR) programs to promote community welfare, particularly in areas surrounding company operations.*

**Keywords:** *Corporate Social Responsibility (CSR), Community Welfare, Maqashid Syari'ah*