



## THE IMPLEMENTATION OF COMMUNITY DEVELOPMENT POLICY IN INDUSTRY AND INSTITUTION IN WEST JAVA

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### *Abstract*

*This research entitled “The implementation of Community Development policy at Industrial enterprise and Institutions in West Java inquired by employing quantitative technique of path analysis”.*

*The purpose of this research is to observe the impact of community development program by institutions and industrial enterprises on public participation rate towards development.*

*Research method implemented for this research is explanatory survey research method which can be described as a research illustrating an event or situation. The theory being applied is diffusion innovation theory.*

*The result of the research shows development of Community development program/CSR. There is a significant impact of 25.83% of program easily being understood by public and there is a probability of 13.25% that the program would be carried out through public participation*

**Keywords:** *Community Development, Diffusion Innovation, Participation*

### **Foreword**

The chain of events of tragedies in environment disasters, social and society, happened in the last few years, have change significantly the level of human rights violation, poverty, and marginalization of vulnerable group of society such as traditional community, labor, poor urban population, children and women. Indonesia, which is part of countries whom ratified the free trade concept, has contributed to the weakening of value in environmental balance against industry, socio-humanities, and environmental aspect that as a whole providing human beings their life. One of the interpretations of the ratification can be described as the power of neoliberal, which still needs to hold on to their capitalist hegemony through the implementation of policy over the community development program. The commitment of the community development program as one of the public relations function is to establish company's image, and reputation or company's interest to increase their material profit.

Community development as a part of business strategy of corporate social responsibility

from industries or institutions, has already make an effort to include all components of private sectors, government, and society in increasing development index materially or formally in Indonesia. This has been a synergic and continuous effort by children of the nation, to create a product that would be beneficial for all. Several studies on community development have been focusing on the society understanding about community development program. Those studies provide a source of community development implementation for business society and policyholder, which also provide the continuation of new initiatives for better life and environment.

The concept of community development has transformed itself into corporate social responsibility, which become part of new business paradigm in twenty first century focusing on the implementation of social and environmental ethics. According to Schmidt and Rynes (2003): Social and financial performance of a company or institution are both positively connected to each other. This means that in order to become an accomplished and successful company, they need to observe the level of communication that

