

ABSTRACT

DWI RISKI ARIHTA GURU SINGA, Public Perception of the Impact of the Tapioca Industry of PT Florindo Makmur in Pergula Village, Serdang Bedagai Regency, Guided by Setia Budi and Zuriani

This study aims to analyze public perception of the impact of the existence of the tapioca industry of PT Florindo Makmur in Pergula Village, Serdang Bedagai Regency. The existence of industry not only affects the economic condition of the community, but also has an impact on social and environmental aspects. Therefore, a study is needed to find out how the community assesses the impact caused by these industrial activities. This study uses a quantitative descriptive method. Sampling was carried out using a purposive sampling technique on 44 respondents who met the research criteria. Data was obtained through questionnaires and direct interviews with people living around industrial sites. Data analysis was carried out using the Likert scale to measure the level of public perception of social, economic, and environmental aspects. The results of the study showed that the public's perception of the existence of the tapioca industry of PT Florindo Makmur as a whole was in the very good category with an average value of 4.36. In the social aspect, an average score of 4.45 was obtained, which shows that the public considers the company to contribute in the field of education and social assistance. In the economic aspect, an average score of 4.45 was obtained, which shows that the company is able to create jobs, help the development of community businesses, and increase income stability. Meanwhile, in the environmental aspect, an average score of 1,75 result falling into the very poor category were obtained. Even though the community still feels I the impact in the form of waste smell, water pollution, and noise, the existence of the industry is still considered to provide benefits for people's lives. Based on the results of the research, it can be concluded that the existence of PT Florindo Makmur's tapioca industry has a good influence on the people of Pergula Village, especially in social and economic aspects, so that the community gives a positive assessment of the existence of the company.

Keywords: public perception, tapioca industry, social impact, economic impact, environmental impact.

RINGKASAN

DWI RISKI ARIHTA GURU SINGA, Persepsi Masyarakat Terhadap Dampak Keberadaan Industri Tapioka PT Florindo Makmur Desa Pergulaan, Kabupaten Serdang Bedagai. Dibimbing Oleh Setia Budi dan Zuriani.

Penelitian ini bertujuan untuk menganalisis persepsi masyarakat terhadap dampak keberadaan industri tapioka PT Florindo Makmur di Desa Pergulaan, Kabupaten Serdang Bedagai. Keberadaan industri tidak hanya memberikan pengaruh terhadap kondisi ekonomi masyarakat, tetapi juga berdampak pada aspek sosial dan lingkungan. Oleh karena itu, diperlukan kajian untuk mengetahui bagaimana masyarakat menilai dampak yang ditimbulkan oleh aktivitas industri tersebut. Penelitian ini menggunakan metode deskriptif kuantitatif. Pengambilan sampel dilakukan dengan teknik purposive sampling terhadap 44 responden yang memenuhi kriteria penelitian. Data diperoleh melalui kuesioner dan wawancara langsung dengan masyarakat yang tinggal di sekitar lokasi industri. Analisis data dilakukan menggunakan skala Likert untuk mengukur tingkat persepsi masyarakat terhadap aspek sosial, ekonomi, dan lingkungan. Hasil penelitian menunjukkan bahwa persepsi masyarakat terhadap keberadaan industri tapioka PT Florindo Makmur secara keseluruhan berada pada kategori sangat baik dengan nilai rata-rata 4,36. Pada aspek sosial diperoleh nilai rata-rata 4,45 yang menunjukkan bahwa masyarakat menilai perusahaan berkontribusi dalam bidang pendidikan dan bantuan sosial. Pada aspek ekonomi diperoleh nilai rata-rata 4,45 yang menunjukkan bahwa perusahaan mampu membuka lapangan pekerjaan, membantu perkembangan usaha masyarakat, dan meningkatkan kestabilan pendapatan. Sementara itu, pada aspek lingkungan diperoleh nilai rata-rata 1,75 yang berada pada kategori sangat tidak baik. Masyarakat masih merasakan dampak berupa bau limbah, pencemaran air, dan kebisingan, keberadaan industri tetap dinilai memberikan manfaat bagi kehidupan masyarakat. Berdasarkan hasil penelitian dapat disimpulkan bahwa keberadaan industri tapioka PT Florindo Makmur memberikan pengaruh yang baik terhadap masyarakat Desa Pergulaan, terutama pada aspek sosial dan ekonomi, sehingga masyarakat memberikan penilaian yang positif terhadap keberadaan perusahaan tersebut.

Kata kunci: persepsi masyarakat, industri tapioka, dampak sosial, dampak ekonomi,