

ABSTRAK

Raudatul Zanah, 2026. Pengaruh Perusahaan Kelapa Sawit Terhadap Kesejahteraan Masyarakat di Desa Teluk Kepayang Kecamatan Teluk Kepayang Kabupaten Tanah Bumbu. Skripsi Jurusan ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam. Pembimbing: Dra. Hj. Fithriana Syarqawie M.H.I. dan Dr. Muhaimin, S.Ag., M.Ag

Kata Kunci: Perusahaan Kelapa Sawit, Kesejahteraan Masyarakat, Desa Teluk Kepayang, Regresi Linear Sederhana.

Keberadaan perusahaan kelapa sawit di wilayah pedesaan memberikan berbagai dampak terhadap kondisi sosial dan ekonomi masyarakat. Aktivitas perusahaan kelapa sawit tidak hanya berperan dalam membuka lapangan pekerjaan dan meningkatkan pendapatan masyarakat, tetapi juga mendorong perkembangan kegiatan ekonomi di daerah sekitar perusahaan. Desa Teluk Kepayang, Kecamatan Teluk Kepayang, Kabupaten Tanah Bumbu merupakan salah satu wilayah yang mengalami perkembangan sektor perkebunan kelapa sawit melalui operasional PT. Adisurya Cipta Lestari. Kondisi tersebut menarik untuk dikaji guna mengetahui pengaruh perusahaan kelapa sawit terhadap kesejahteraan masyarakat di desa tersebut.

Penelitian ini menggunakan metode penelitian lapangan dengan pendekatan kuantitatif deskriptif. Populasi penelitian adalah masyarakat Desa Teluk Kepayang yang telah tinggal sebelum beroperasinya PT. Adisurya Cipta Lestari dan masih berdomisili di desa tersebut. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel sebanyak 100 responden berdasarkan perhitungan rumus Slovin. Teknik pengumpulan data dilakukan melalui kuesioner, observasi, dan dokumentasi. Data dianalisis menggunakan program SPSS versi 26 melalui analisis deskriptif, uji validitas, uji reliabilitas, dan analisis regresi linear sederhana.

Hasil penelitian menunjukkan bahwa perusahaan kelapa sawit berpengaruh positif dan signifikan terhadap kesejahteraan masyarakat di Desa Teluk Kepayang Kecamatan Teluk Kepayang Kabupaten Tanah Bumbu. Keberadaan perusahaan kelapa sawit memberikan kontribusi terhadap peningkatan kesejahteraan masyarakat melalui terbukanya lapangan kerja, meningkatnya pendapatan, serta berkembangnya aktivitas perekonomian masyarakat sekitar.

ABSTRACT

Raudatul Zanah. 2026. *The Influence of Palm Oil Companies on Community Welfare in Teluk Kepayang Village, Teluk Kepayang District, Tanah Bumbu Regency*. Undergraduate Thesis, Sharia Economics Study Program, Faculty of Islamic Economics and Business. Supervisors: : Dra. Hj. Fithriana Syarqawie M.H.I. dan Dr. Muhaimin, S.Ag., M.Ag

Keywords: *Palm Oil Company, Community Welfare, Teluk Kepayang village Simple Linear Regression Analysis*

The presence of palm oil companies in rural areas has various impacts on the social and economic conditions of local communities. The activities of palm oil companies not only create employment opportunities and increase community income but also encourage the development of economic activities in surrounding areas. Teluk Kepayang Village, Teluk Kepayang District, Tanah Bumbu Regency, is one of the areas experiencing the development of the palm oil plantation sector through the operation of PT. Adisurya Cipta Lestari. This condition is considered important to be examined in order to determine the influence of palm oil companies on community welfare in the village.

This study employed a field research method with a descriptive quantitative approach. The population consisted of residents of Teluk Kepayang Village who had lived in the village before PT. Adisurya Cipta Lestari began its operations and still reside there. The sampling technique used was purposive sampling with a sample of 100 respondents determined using the Slovin formula. Data were collected through questionnaires, observation, and documentation. The data were analyzed using SPSS version 26 through descriptive analysis, validity testing, reliability testing, and simple linear regression analysis.

The results indicate that the palm oil company has a positive and significant influence on community welfare in Teluk Kepayang Village, Teluk Kepayang District, Tanah Bumbu Regency. The existence of the palm oil company contributes to improving community welfare through employment opportunities, increased income, and the development of local economic activities.