

ABSTRACT

**ANALYSIS OF THE IMPLEMENTATION OF CORPORATE SOCIAL
RESPONSIBILITY (CSR) IN PT. BANK NEGARA INDONESIA (PERSERO)
Tbk. CIAMIS SUB-BRANCH OFFICE**

By:

R. Talitha Amalia Karunia Putri

213404010

Guide I : Dedeh Sri Sudaryanti

Guide II : Agi Rosyadi

The corporate social responsibility program is a program that must be carried out by a company as a form of corporate social responsibility to the local community. The purpose of this study is to determine the application of corporate social responsibility that has been carried out at PT. Bank Negara Indonesia (Persero) Tbk. Ciamis Sub-Branch Office. The research approach used is a qualitative approach with descriptive methods. The data collection techniques used are in-depth interviews, documentation and participant observation. In this study using primary data sources derived from the results of in-depth interviews with credit section employees at PT. Bank Negara Indonesia (Persero) Tbk. Ciamis Sub-Branch Office that handles corporate social responsibility and uses secondary data sources derived from journals and company annual reports. Based on the research results show that PT. Bank Negara Indonesia (Persero) Tbk. Ciamis Sub-Branch Office has implemented corporate social responsibility by implementing programs in the fields of education, health, religion, and the environment. The implementation of corporate social responsibility programs is expected to help sustainable development and improve community welfare.

Keywords: corporate social responsibility, bank

ABSTRAK

ANALISIS PENERAPAN *CORPORATE SOCIAL RESPONSIBILITY* (CSR) DI PT. BANK NEGARA INDONESIA (PERSERO) Tbk. KANTOR CABANG PEMBANTU CIAMIS

Oleh:

R. Talitha Amalia Karunia Putri
213404010

Pembimbing I : Dedeh Sri Sudaryanti

Pembimbing II : Agi Rosyadi

Program *corporate social responsibility* merupakan program yang wajib untuk dilakukan oleh suatu perusahaan sebagai bentuk tanggung jawab sosial perusahaan kepada masyarakat setempat. Tujuan penelitian ini untuk mengetahui penerapan *corporate social responsibility* yang telah dilakukan di PT. Bank Negara Indonesia (Persero) Tbk. Kantor Cabang Pembantu Ciamis. Pendekatan penelitian yang digunakan yaitu pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data yang digunakan yaitu wawancara mendalam, dokumentasi dan *participant observation*. Dalam penelitian ini menggunakan sumber data primer yang berasal dari hasil wawancara mendalam dengan pegawai bagian kredit di PT. Bank Negara Indonesia (Persero) Tbk. Kantor Cabang Pembantu Ciamis yang menangani *corporate social responsibility* serta menggunakan sumber data sekunder yang berasal dari jurnal dan laporan tahunan perusahaan. Berdasarkan hasil penelitian meunjukkan bahwa PT. Bank Negara Indonesia (Persero) Tbk. Kantor Cabang Pembantu Ciamis telah menerapkan *corporate social responsibility* dengan melaksanakan program-program di bidang pendidikan, bidang kesehatan, bidang keagamaan, serta lingkungan hidup. Dilaksanakannya program *corporate social responsibility* diharapkan dapat membantu pembangunan berkelanjutan dan dapat meningkatkan kesejahteraan masyarakat.

Kata kunci: *corporate social responsibility*, bank