

ABSTRACT

ANALISIS PROGRAM CORPORATE SOCIAL RESPONSIBILITY (CSR) YANG DILAKSANAKAN OLEH PT. BANK RAKYAT INDONESIA (Persero) Tbk. (Penelitian Pada Kantor Unit Siliwangi Kota Tasikmalaya Tahun 2020-2024)

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This study discusses the implementation of the Corporate Social Responsibility (CSR) program by PT. Bank Rakyat Indonesia (Persero) Tbk. at the Siliwangi Unit Office, Tasikmalaya City, during the period 2020–2024. The purpose of this research is to examine how the CSR program is planned, implemented, the obstacles encountered, and the solutions undertaken. The research employs a descriptive qualitative method using data collection techniques such as interviews, observation, and documentation. The results indicate that BRI's CSR programs cover the fields of education, health, environment, and MSME empowerment. Although the programs have been running fairly well, there are still obstacles such as low community participation and limited communication between the bank and beneficiaries. The conclusion of this study shows that, while BRI's CSR programs have had a positive impact on society, their effectiveness still needs improvement. This study recommends that BRI enhance evaluation processes, increase socialization efforts, and strengthen collaboration with the community to ensure that CSR programs are more targeted, sustainable, and provide broader benefits in the future.

Keywords: CSR, Bank BRI, social programs, banking, Tasikmalaya.