

IMPLEMENTATION OF CSR MODELS TO INCREASE UMKM PRODUCTIVITY DEVELOPMENT OF BANK BPD DIY

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ABSTRACT

The implementation of corporate social responsibility (CSR) is an integral part of sustainability reporting. But unfortunately the implementation of the regulated CSR by law in practice there are still companies that ignore. Many CSR implementations are still at the moral level and are formal to fulfil company obligations. Still found CSR programs that do not hit the target. In the first year, a CSR model was developed to increase the productivity of the BPD DIY Small and Medium Enterprises. This year the new CSR model is implemented and is expected to increase the productivity of Bank BPD-assisted SMEs.

For this reason, It is necessary to asses the implementation of the CSR model. This research uses a developmental research method with five stages, namely: 1) requires analysis, 2) model design, 3) model development and tools, 4) model implementation, and 5) model testing and evaluation. In the first year: a) analyzing the needs in the form of evaluating CSR models that have existed in SMEs fostered by Bank BPD DIY, designing, developing, and evaluating CSR models. Then in the second year, disseminate and publish the results of research. Data collection tool in the form of an evaluation sheet, model implementation, documents. Data were analyzed using evaluative descriptive techniques. The expected results of the research are the implementation and evaluation of the application of CSR models (a handbook for the implementation of SMEs assistance) that can increase the productivity of SMEs fostered by BANK BPD DIY.

Kata Kunci: Corporate Social Responsibility, SMEs, Model Implementation