

DEVELOPMENT OF CSR MODELS TO IMPROVE THE PRODUCTIVITY OF SMEs DEVELOPMENT IN BPD DIY BANK

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ABSTRACT

The implementation of corporate social responsibility (CSR) is an integral part of sustainability reporting. But unfortunately, there are still companies that ignore the regulation of implementation of CSR. The CSR implementation is only at the moral level and just as a formality to fulfil company obligations. CSR programs are still found that do not hit the target. To get a model for implementing CSR that is right for the company, an initial study is needed to evaluate the implementation of existing CSR. This study assesses the CSR model then develop new models. The development of new models is expected to improve the current CSR model.

This study uses qualitative research methods with case studies. The respondents of this study were SMEs which were assisted by the BPD DIY Bank and the Yogyakarta Regional Development Bank (BPD DIY Bank). This study aims to determine the CSR models (especially SME development) that have been applied at Bank BPD DIY (goals, objectives, involvement of parties, and the implementation of the applicable BPK DIY UMKM CSR programs; and to develop BPD-guided UMKM CSR models DIY that can increase the productivity of SMEs fostered by Bank BPD DIY. The instruments used by researchers are interviews (in-depth interview), observation, and documentation. The data analysis techniques used are using data reduction, data presentation, and drawing conclusions and verification.

Existing models are attached to certain function lines. So, there needs to be a special team that manages the implementation of CSR so that it can work optimally. CSR implementation is uneven, only focused on particular regions. Most of the form of CSR are training and seminars, rather than mentoring. Developing a sustainable mentoring approach is necessary. So far, in the implementation of CSR, it has not been known whether the implementation activities have been effective or not. The Model development comes from modifying the current models. Modifications are carried out at several weak points, such as adding monitoring, forming an internal, controlling team from the Internal Audit Unit, and evaluating the implementation of activities.

Kata Kunci: *Corporate Social Responsibility, Small Medium Enterprises (SME), Model Development*