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## **BEST PRACTICE ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY (CSR) APPLICATION AT PT BANK RAKYAT INDONESIA (PERSERO) TBK FOR POVERTY ALLEVIATION**

**Sri Suryaningsum, Mohammad Irhas Effendi, Raden Hendri Gusaptono**  
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### **Abstract**

The importance of this study is to analyze the implementation of Corporate Social Responsibility (CSR) conducted by PT Bank Rakyat Indonesia (Persero) Tbk for alleviating poverty. This study became the best model for poverty alleviation related to BRI who have made branches in various regions. The method for doing this research uses qualitative descriptive method. The results of the research that has been done is PT Bank Rakyat Indonesia (Persero) Tbk has implemented various CSR one of them is to build a branch of BRI up in various parts of Indonesia, which is able to facilitate people to reach economic problems as well as embrace the community by providing donations that residents need the corresponding appropriate regional branch. PT Bank Rakyat Indonesia (Persero) Tbk provides many advantages and optimal benefits to the parties concerned (stakeholders) in implementing CSR.

**Keywords:** CSR, poverty alleviation, descriptive qualitative, BRI, stakeholders.



