

Oyana Bella Lesmana. 2023. Proses Pemberdayaan Pada Kelompok Taruna Tani Flory Melalui Program *Corporate Social Responsibility* Bank Indonesia (Studi Kasus Desa Tridadi, Sleman, DIY).. Di bawah arahan dosen pembimbing Nanik Dara Senjawati.

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji model *Corporate Social Responsibility* yang dilakukan oleh Bank Indonesia (2) Mengkaji tahapan pelaksanaan kegiatan *Corporate Social Responsibility* Bank Indonesia oleh Kelompok Taruna Tani Flory. (3) Mengkaji proses pemberdayaan pada Kelompok Taruna Tani Flory.dalam kegiatan *Corporate Social Responsibility* Bank Indonesia. Penelitian ini menggunakan pendekatan kualitatif. Pemilihan informan dilakukan secara *purposive* yaitu pengelola Kampung Flory, Ketua beserta anggota Kelompok Taruna Tani Flory, dan Dosen Fakultas Biologi UGM yang terlibat dalam pelaksanaan *Corporate Social Responsibility* terutama pada proses pemberdayaan. Sumber data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi dengan pengujian keabsahan data menggunakan triangulasi sumber. Teknik analisis data dilakukan dengan mengumpulkan data, mereduksi data, menyajikan data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa (1) Model CSR yang dilakukan Bank Indonesia yakni model CSR yang didasari oleh strategi *citizenship*. (2) Tahapan pelaksanaan kegiatan CSR Bank Indonesia kepada Kelompok Taruna Tani Flory yakni tahap perencanaan, pelaksanaan, evaluasi, dan pelaporan. (3) Pemberdayaan yang dilakukan dalam kegiatan CSR Bank Indonesia kepada Kelompok Taruna Tani Flory telah mencapai tahap pendayaan.

Kata kunci : Bank Indonesia, Model CSR, Tahap Pelaksanaan CSR, Pemberdayaan, Kelompok Tani.

Oyana Bella Lesmana. 2023. Empowerment Process of Taruna Tani Flory Farmer Group Through Bank Indonesia Corporate Social Responsibility Program (Case Study of Tridadi Village, Sleman, DIY). Under the direction of supervisor Nanik Dara Senjawati.

ABSTRACT

This study aims to (1) Assess the Corporate Social Responsibility model carried out by Bank Indonesia (2) Assess the stages of implementation of Bank Indonesia's Corporate Social Responsibility activities by the Flory Farmer Youth Group. (3) Examine the empowerment process of the Flory Farmer Youth Group in Bank Indonesia's Corporate Social Responsibility activities. This research uses a qualitative approach. The selection of informants was done purposively, namely the manager of Kampung Flory, Chairman and members of the Flory Farmer Youth Group, and Lecturers of the Faculty of Biology UGM who were involved in the implementation of Corporate Social Responsibility, especially in the empowerment process. The data sources used are primary data and secondary data. Data collection techniques using observation, interviews, and documentation with data validity testing using source triangulation. Data analysis techniques are carried out by collecting data, reducing data, presenting data, and drawing conclusions. The results showed that (1) The CSR model carried out by Bank Indonesia is a CSR model based on the citizenship strategy. (2) The stages of implementing Bank Indonesia's CSR activities to the Flory Farmer Taruna Group are planning, implementation, evaluation, and reporting stages. (3) Empowerment carried out in Bank Indonesia's CSR activities to the Flory Farmer Youth Group has reached the enrichment stage.

Keywords : *Bank Indonesia, CSR Model, CSR Implementation Stage, Empowerment, Farmer Group.*