

ADITYA ANANTA PUTRA. 2023. Pemberdayaan Kelompok Wanita Tani Mentari melalui Dana *Corporate Social Responsibility* BRI Peduli di Maguwoharjo Sleman. Dibawah arahan dosen pembimbing Nanik Dara Senjawati.

ABSTRAK

Perkembangan bidang *Corporate Social Responsibility* (CSR) semakin meningkat hingga saat ini karena memberikan beragam manfaat. Salah satu perusahaan BUMN yang melaksanakan program CSR adalah PT. Bank Rakyat Indonesia (BRI) Tbk dengan program BRI Peduli. Penelitian ini bertujuan untuk (1) mengkaji pengelolaan dana *Corporate Social Responsibility* BRI Peduli oleh KWT Mentari (2) mengkaji proses pemberdayaan KWT Mentari dengan memanfaatkan dana program *Corporate Social Responsibility* BRI Peduli. Penelitian ini menggunakan pendekatan kualitatif dengan pengambilan informan menggunakan prosedur *purposive sampling*. Informan dalam penelitian ini adalah Ibu Lingga selaku Ketua KWT Mentari, Ibu Woro dan Ibu Aning selaku Pengurus KWT Mentari, dan Bapak Paul serta Mas Irwanto selaku fasilitator. Sumber data dalam penelitian ini terdiri dari data primer dan data sekunder dengan teknik pengambilan data observasi, wawancara dan dokumentasi. Data yang terkumpul diuji keabsahannya dengan triangulasi sumber dan analisis data yang dilakukan menggunakan model Miles dan Huberman dengan tahap pengambilan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa (1) pengelolaan dana *Corporate Social Responsibility* BRI Peduli oleh KWT Mentari dilakukan dengan empat tahapan yaitu perencanaan, pengorganisasian, pelaksanaan, pengawasan. (2) Pemberdayaan yang terjadi di KWT Mentari melalui program CSR BRI Peduli telah mencapai tahap pemberian daya.

Kata kunci: BRI Peduli, *Corporate Social Responsibility*, Pengelolaan, Pemberdayaan.

ADITYA ANANTA PUTRA. 2023. Empowerment of the Mentari Women Farmers Group through the BRI Peduli Corporate Social Responsibility Fund in Maguwoharjo Sleman. Under the direction of supervisor Nanik Dara Senjawati.

ABSTRACT

The development of Corporate Social Responsibility (CSR) has been increasing until now because it provides various benefits. One of the state-owned enterprises that implements the CSR program is PT. Bank Rakyat Indonesia (BRI) Tbk with the BRI Peduli program. This study aims to (1) examine the management of Corporate Social Responsibility funds BRI Peduli by KWT Mentari (2) examine the empowerment process of KWT Mentari by utilizing the funds of the Corporate Social Responsibility BRI Peduli program. This study uses a qualitative approach with informant retrieval using purposive sampling procedures. The informants in this research are Mrs. Lingga as the KWT Mentari Chairperson, Mrs. Woro and Mrs. Aning as KWT Mentari Administrators, and Mr. Paul and Mr. Irwanto as facilitators. The data sources in this study consist of primary and secondary data with data collection techniques of observation, interviews and documentation. The collected data were tested for validity by triangulation of sources and data analysis was carried out using the Miles and Huberman model with stages of data collection, data reduction, data presentation, and drawing conclusions. The results of this study indicate that (1) the management of Corporate Social Responsibility funds BRI Peduli by KWT Mentari is carried out in four stages, namely planning, organizing, actuating, and controlling. (2) The empowerment that occurs in KWT Mentari through the CSR BRI Peduli program has reached the stage of giving power.

Keywords: *BRI Peduli, Corporate Social Responsibility, management, empowerment.*