

## **ABSTRACT**

*Contributions and harmonization between the company and the community will determine the success of national development. The company's commitment in contributions in nation-building by taking into account the economic, social and environment that is the main issue of the concept of Corporate Social Responsibility (CSR).*

*The principal tasks of Bank Indonesia is to formulate and implement monetary policy, regulate and maintain the smooth payment system, regulate and supervise banks. Besides these basic tasks, BI remains concerned about the environment. That is, BI has asensitivity to what is going on around him. Concern was expressedby the activities of the named Bank Indonesia Social Responsibility (BSR).*

*This study aims to measure the impact of Bank Indonesia Social Responsibility (BSR) programme on the development of SMEs in the village of Manding from economic aspects on the income approach, the amount of labor, production and marketing.*

*This study uses a cross section and using the purposive sampling method, sampling is based on the desired criteria of researchers. The number population is 37 around craftsmen and shop in the center of the leather industry. Consisting of 14 and 23Manding leather shop / showroom. This study site in Manding, Sabdodadi Village, Bantul district, Yogyakarta Special Province.*

*Analysis of two paired samples showed difference in gross revenue, net revenue, cost of production and marketing cost from craftsmen ( $p < 0.1$ ) and gross revenues, net income and employment in the leather shop Manding ( $p < 0.1$ ).*

*Bank Indonesia Social Responsibility (BSR) programme covers four aspects of a positive impact on SMEs. On the economic aspects of the manufacture of kiosks, making billboards, the boardmaking a direction, making an ATM, making the parking lot, business management training and exhibits a positive impact on improved performance of SMEs in craftsmen, and leather shop Manding.*

*Key words : BSR, income, production, labor, marketing, craftsmen, shop*