

## ABSTRAK

# **IMPLEMENTASI *CORPORATE SOCIAL RESPONSIBILITY* (CSR) BERLANDASKAN *TRI HITA KARANA***

(Studi Kasus di Lembaga Perkreditan Desa (LPD) Desa Adat Ketewel)

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Penelitian ini bertujuan untuk mengetahui Implementasi *Corporate Social Responsibility* (CSR) berlandaskan *Tri Hita Karana* (THK) pada Lembaga Perkreditan Desa (LPD) Desa Adat Ketewel.

Penelitian ini dilakukan menggunakan metode studi kasus. Metode tersebut digunakan untuk menguraikan suatu kasus dan menelaah sebanyak mungkin data mengenai implementasi program, penggunaan dana, dan dampak program *Corporate Social Responsibility* (CSR) berlandaskan *Tri Hita Karana* (THK).

Hasil penelitian menunjukkan bahwa implementasi *Corporate Social Responsibility* (CSR) berlandaskan *Tri Hita Karana* (THK) dilakukan melalui program-program Lembaga Perkreditan Desa (LPD). Penerapannya telah dijalankan secara seimbang yaitu adanya hubungan yang harmonis antara Tuhan, masyarakat, dan alam. Masyarakat Desa Adat Ketewel merasakan dampak yang positif atas pengimplementasian program-program tersebut.

Kata Kunci: *Corporate Social Responsibility* (CSR), *Tri Hita Karana* (THK), Lembaga Perkreditan Desa, Desa Adat.

## ABSTRACT

# **THE IMPLEMENTATION OF *CORPORATE SOCIAL RESPONSIBILITY (CSR) BASED ON TRI HITA KARANA***

(Case Study in The Village Credit Institution at The Ketewel Indigenous Village)

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This study aims to determine the implementation of *Corporate Social Responsibility (CSR)* based on *Tri Hita Karana (THK)* in The Village Credit Institution at The Ketewel Indigenous Village.

This research was conducted using a case study method. It describes the implementation of the CSR programs, the distribution of CSR funds, and the impact of the CSR programs based on *Tri Hita Karana (THK)* to the community.

The study showed that the implementation of *Corporate Social Responsibility (CSR)* programs based on *Tri Hita Karana (THK)* in The Village Credit Institution were undertaken in a balanced of harmonious between the God, the community, and the nature. The Ketewel Indigenous Village community experienced a positive impact on the implementation of these programs.

Keywords: *Corporate Social Responsibility (CSR)*, *Tri Hita Karana (THK)*, Village Credit Institution, Indigenous Village.