

ABSTRAK

**ANALISIS IMPLEMENTASI PROGRAM CORPORATE
SOCIAL RESPONSIBILITY BERDASARKAN 17
SUSTAINABLE DEVELOPMENT GOALS**

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2020

Penelitian ini bertujuan untuk meneliti implementasi program *Corporate Social Responsibility* (CSR) yang dilakukan oleh Hamzah Batik berdasarkan 17 SDGs. Penelitian ini menganalisis dan membahas program S3 Hamzah Batik Malioboro.

Penelitian ini dilakukan menggunakan metode studi kasus. Metode tersebut digunakan untuk meneliti implementasi program CSR Hamzah Batik yang didasarkan 17 SDGs dan apakah program CSR sudah memenuhi *goals* tersebut.

Hasil dari penelitian ini menemukan bahwa implementasi program CSR Hamzah Batik dilakukan melalui program Seribu Setiap Sabtu (S3) yang dilaksanakan dalam bentuk kegiatan sosial Hamzah Batik Peduli Sesama. Program ini sudah memenuhi beberapa *goals* yang ada dalam 17 SDGs di antaranya Tujuan ke 1, Tujuan ke 2, Tujuan ke 3, dan Tujuan ke 6.

Kata kunci: *corporate social responsibility* (CSR), *hamzah batik*, *sustainable development goals* (SDGs), *implementasi csr*, *seribu setiap sabtu* (S3)

ABSTRACT

ANALYSIS OF THE CORPORATE SOCIAL RESPONSIBILITY PROGRAM IMPLEMENTATION BASED ON 17 SUSTAINABLE DEVELOPMENT GOALS

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This study aims to examine the implementation of the Corporate Social Responsibility (CSR) program conducted by Hamzah Batik which is based on 17 SDGs. This study analyzes and discusses the S3 Hamzah Batik Malioboro programs.

This research was conducted using a case study method. This method is used to examine the implementation of the Hamzah Batik CSR program which is based on 17 SDGs and whether the CSR program has met these goals.

The results of this study showed that the implementation of Hamzah Batik CSR program was carried out through Seribu Setiap Sabtu (S3) program was carried out in the form of Hamzah Batik Peduli Sesama social activities. This program has fulfilled several goals in the 17 SDGs including 1st Goal, 2nd Goal, 3rd Goal, and 6th Goal.

Keywords: *corporate social responsibility (CSR), hamzah batik, sustainable development goals (SDGs), csr implementation, seribu setiap sabtu (S3)*