

## ABSTRAK

### **IMPLEMENTASI PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR) SELAMA PANDEMI COVID-19 DALAM Mendukung *Sustainable Development Goals* (SDGs) (Studi Kasus pada Desa Adat Padangtegal)**

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Penelitian ini bertujuan untuk mengetahui implementasi program *Corporate Social Responsibility* (CSR) selama pandemi COVID-19 dalam mendukung *Sustainable Development Goals* (SDGs). Pentingnya penelitian ini menunjukkan bahwa Desa Adat Padangtegal dapat menerapkan program *Corporate Social Responsibility* (CSR) yang dapat mendukung beberapa tujuan dalam *Sustainable Development Goals* (SDGs) selama pandemi COVID-19.

Jenis penelitian ini studi kasus dengan meneliti program *Corporate Social Responsibility* (CSR) yang terlaksana selama pandemi COVID-19 di Desa Adat Padangtegal. Teknik pengumpulan data menggunakan wawancara dan observasi. Metode yang digunakan untuk analisis adalah deskriptif komparatif.

Hasil penelitian ini menunjukkan bahwa selama pandemi COVID-19, pada tahun 2020 program *Corporate Social Responsibility* (CSR) yang terlaksana dapat mendukung 5 *goals* dan tahun 2021 dapat mendukung 3 *goals* yang ada dalam *Sustainable Development Goals* (SDGs). Adanya penurunan pelaksanaan program akan berdampak pada tidak mendukung beberapa tujuan yang ada dalam *Sustainable Development Goals* (SDGs).

Kata Kunci: *Corporate Social Responsibility* (CSR), COVID-19, Desa Adat Padangtegal, pandemi, *Sustainable Development Goals* (SDGs)

**ABSTRACT**

***THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) DURING THE COVID-19 PANDEMIC IN SUPPORTING SUSTAINABLE DEVELOPMENT GOALS (SDGs) (Case Study at Padangtegal Traditional Village)***

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*The study aims to determine the implementation of Corporate Social Responsibility (CSR) during the COVID-19 pandemic in support of Sustainable Development Goals (SDGs) at Padangtegal Traditional Village. The importance of this research shows that the Padangtegal Traditional Village can implemented a Corporate Social Responsibility (CSR) program that can support several goals in the Sustainable Development Goals (SDGs) during the COVID-19 pandemic.*

*This is a case study to examine the Corporate Social Responsibility (CSR) program that was implemented during the COVID-19 pandemic in the Padangtegal Traditional Village. There were two data collection techniques used in this study namely interviews and observation. The method used to analysis the data is comparative descriptive.*

*The results indicate that during the COVID-19 pandemic, in 2020 the Corporate Social Responsibility (CSR) program that has been implemented can support 5 goals and in 2021 it can support 3 goals in the Sustainable Development Goals (SDGs). The decline in program implementation will have an impact on not supporting some of the goals contained in the Sustainable Development Goals (SDGs).*

*Keywords: Corporate Social Responsibility (CSR), COVID-19, Padangtegal Traditional Village, pandemic, Sustainable Development Goals (SDGs)*