ABSTRAK

PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR) "SOLUSI CERDAS" DEMI MEWUJUDKAN *SUSTAINABLE DEVELOPMENT GOALS (SDGs) GOAL* 4
(Studi Kasus pada PT Bank Central Asia Tbk Tahun 2017-2020)

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Penelitian ini bertujuan untuk menganalisis program-program solusi cerdas sebagai bentuk *Corporate Social Responsibility* (CSR) Bank Central Asia dalam mewujudkan *Sustainable Development Goals* (SDGs) khususnya *goal* 4. Dengan penelitian ini, dapat dilihat upaya BCA sebagai salah satu pelaku bisnis di sektor perbankan dalam mewujudkan pembangunan berkelanjutan yang berpedoman pada *Sustainable Development Goals* (SDGs).

Jenis penelitian ini yaitu studi kasus. Teknik pengumpulan data yang digunakan yaitu teknik pengumpulan data arsip (*archival*). Teknik analisis data yang dilakukan yaitu dengan metode analisis konten (*content analysis*).

Hasil penelitian menunjukkan semua program solusi cerdas BCA mampu mewujudkan target yang terdapat dalam SDGs *goal* 4. Hal ini dinilai baik karena melalui program tersebut, BCA telah berperan aktif dalam meningkatkan kualitas pendidikan di Indonesia.

Kata kunci: c*orporate social resposibility* (CSR), *sustainable development goal* (SDGs) *goal* 4, pendidikan berkualitas, program solusi cerdas BCA.

ABSTRACT

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM "SOLUSI CERDAS" TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS (SDGs) GOAL 4

(A Case Study at PT Bank Central Asia Tbk. 2017-2020)

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This study aims to examine "solusi cerdas" programs as a form of Bank Central Asia's Corporate Social Responsibility (CSR) in realizing the Sustainable Development Goals (SDGs), especially goal 4. With this research, it can be seen that BCA's efforts as a business actor in the banking sector in realizing sustainable development guided by the Sustainable Development Goals (SDGs).

This type of this research is a case study. Data collection techniques used are archival data collection techniques. The data analysis technique used is content analysis (content analysis).

The results showed that all "solusi cerdas" programs were able to achieve the targets enclosed in SDGs goal 4. This was considered good because through this program, BCA has played an active role in improving the quality of education in Indonesia.

Keywords: corporate social responsibility (CSR), sustainable development goal (SDGs) goal 4, quality education, BCA "solusi cerdas" program.