

**ABSTRAK**

**IMPLEMENTASI *CORPORATE SOCIAL RESPONSIBILITY* (CSR)  
SEBAGAI UPAYA MEMBERIKAN PENDIDIKAN BERKUALITAS  
KEPADA MASYARAKAT**

(Studi Kasus pada Asian Agri Tahun 2017-2021)

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2023

Penelitian ini bertujuan untuk mengetahui apakah program-program beasiswa Asian Agri yang dilakukan sebagai bentuk pengimplementasian tanggung jawab sosial perusahaan dapat meningkatkan kualitas pendidikan di Indonesia. Penelitian ini dilakukan di perusahaan Asian Agri. Penelitian ini berfokus pada Program Beasiswa Sayap Garuda dan Asian Agri *Scholarship*.

Penelitian ini menggunakan jenis penelitian studi kasus. Teknik pengumpulan data yang digunakan adalah dengan cara dokumentasi dan wawancara. Teknik analisis data yang digunakan adalah konten analisis (*content analysis*) oleh Miles Huberman.

Dari penelitian yang telah dilakukan, dapat disimpulkan bahwa program-program kontribusi dibidang pendidikan yang dilaksanakan oleh Asian Agri mampu meningkatkan kualitas pendidikan di Indonesia. Program-program tersebut yakni Program Beasiswa Sayap Garuda, Program PELITA Guru Mandiri, Program Sekolah Sawit Lestari dan Asian Agri *Scholarship* (AAS). Program Beasiswa Sayap Garuda dan AAS dianggap mampu meningkatkan kualitas pendidikan karena mampu meringankan biaya pendidikan orang tua. Para penerima beasiswa tidak perlu mengkhawatirkan kondisi ekonomi keluarganya. Program PELITA Guru Mandiri dianggap mampu meningkatkan kualitas pendidikan karena cara mengajar guru di sekolah menjadi salah satu faktor yang dapat meningkatkan kualitas pendidikan. Terakhir, Program Sekolah Sawit Lestari dianggap mampu meningkatkan kualitas pendidikan karena pengajaran yang dilakukan secara teoritis dan praktis dianggap lebih efektif dan mudah dipahami.

Kata kunci: Tanggung Jawab Sosial Perusahaan, Laporan Keberlanjutan, *Global Reporting Initiative Standard*, Pendidikan Berkualitas, Asian Agri *Scholarship*.

**ABSTRACT**

***CORPORATE SOCIAL RESPONSIBILITY (CSR) IMPLEMENTATION AS  
AN EFFORT TO PROVIDE QUALITY EDUCATION TO THE  
COMMUNITY***

(Case Study at Asian Agri 2017-2021)

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This research aims to determine whether the Asian Agri scholarship programs, implemented as a form of corporate social responsibility, can improve the quality of education in Indonesia. The study was conducted within the Asian Agri company. This research focuses on the Sayap Garuda Scholarship Program and the Asian Agri Scholarship.

This research employed a case study research design. The data collection techniques used were documentation and interviews. The data analysis technique used was content analysis by Miles Huberman.

From the conducted research, it can be concluded that the education contribution programs implemented by Asian Agri have been able to improve the quality of education in Indonesia. These programs include the Sayap Garuda Scholarship Program, PELITA Independent Teacher Program, Sustainable Palm Oil School Program, and Asian Agri Scholarship (AAS). The Sayap Garuda Scholarship Program and AAS are considered effective in improving the quality of education because they alleviate the financial burden on parents. The scholarship recipients do not need to worry about their family's economic conditions. The PELITA Independent Teacher Program is seen as enhancing the quality of education because the teaching methods employed by teachers in schools are considered a contributing factor to educational improvement. Lastly, the Sustainable Palm Oil School Program is believed to enhance the quality of education by providing both theoretical and practical teaching, which is considered more effective and easier to understand.

**Keywords:** Corporate Social Responsibility (CSR), Sustainability Report, Global Reporting Initiative Standard, quality education, Asian Agri Scholarship.