

**ABSTRAK**

**IMPLEMENTASI PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR) INTERNAL UNTUK KARYAWAN DALAM UPAYA MENINGKATKAN KINERJA KARYAWAN**  
(Studi Kasus Pada PT Buntari Ceramic Studio Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui implementasi program *Corporate Social Responsibility* (CSR) internal pada PT Buntari Ceramic Studio untuk karyawan dalam upaya meningkatkan kinerja karyawan. Penelitian ini penting sebagai upaya meningkatkan kinerja perusahaan dengan melihat peran karyawannya.

Jenis penelitian ini yaitu studi kasus dengan pendekatan kualitatif. Penelitian ini dilakukan di PT Buntari Ceramic Studio Yogyakarta. Subjek Penelitian ini yaitu Manajer *Human Resources Development* (HRD), Manajer Keuangan, dan Karyawan. Objek penelitian yaitu Penerapan Program CSR Internal pada PT Buntari Ceramic Yogyakarta. Teknik pengumpulan data yang digunakan adalah wawancara dan dokumentasi. Teknik analisis yang digunakan yakni deskripsi kualitatif.

Hasil penelitian ini menunjukkan bahwa implementasi program *Corporate Social Responsibility* (CSR) internal yang telah dilaksanakan oleh PT Buntari Ceramic Studio dapat meningkatkan kinerja karyawan. Hasil penelitian menemukan implementasi 7 program *Corporate Social Responsibility* (CSR) yang telah sesuai dengan tahapan perencanaan, implementasi, pengawasan dan evaluasi. Hasil penelitian menunjukkan bahwa program *Corporate Social Responsibility* (CSR) internal untuk karyawan dapat meningkatkan kinerja karyawan, karena dengan program-program ini membuat para karyawan termotivasi, semangat dalam melakukan pekerjaan, meningkatkan loyalitas, keterampilan, kesadaran lingkungan karyawan terhadap perusahaan. Selain itu, dengan program itu membuat citra perusahaan, kualitas pekerjaan, kesadaran sosial, dan keterlibatan karyawan juga meningkat.

Kata Kunci: *Corporate Social Responsibility* (CSR), *Corporate Social Responsibility* (CSR) internal, kinerja karyawan.

**ABSTRACT**

**IMPLEMENTATION OF AN INTERNAL CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM FOR EMPLOYEES IN AN EFFORT TO IMPROVE COMPANY PERFORMANCE**

*(Case Study at PT Buntari Ceramic Studio Yogyakarta)*

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*This study aims to determine the implementation of the internal Corporate Social Responsibility (CSR) program at PT Buntari Ceramic Studio towards employees in an effort to improve employee performance. This research is important as an effort to improve the performance of the company by looking at the role of its employees.*

*This type of research is a case study with a qualitative approach. This research was conducted at PT Buntari Ceramic Studio Yogyakarta. The subjects of this study are Human Resources Development (HRD) Managers, Financial Managers, and employees. The object of research is the implementation of internal CSR program at PT Buntari Ceramic Yogyakarta. Data collection technique used are interviews and documentation. The analysis technique used is qualitative description.*

*The results of this research indicate that the implementation of internal Corporate Social Responsibility (CSR) program that have been implemented by PT Buntari Ceramic Studio can improve employee performance. The results found the implementation of 7 Corporate Social Responsibility (CSR) programs that have been in accordance with the stages of planning, implementation, supervision and evaluation. The results showed that internal Corporate Social Responsibility (CSR) programs for employees can improve employee performance, because these programs make employees motivated, enthusiastic in doing their jobs, increase employee loyalty, skills, environmental awareness of the company. In addition with the program it makes the company's image, quality of work, social awareness, and employee involvement also increase.*

*Keywords: Corporate Social Responsibility (CSR), Internal Corporate Social Responsibility (CSR), Employee performance.*