

**ABSTRAK**

**IMPLEMENTASI PROGRAM *CORPORATE SOCIAL RESPONSIBILITY*  
(CSR) DALAM Mendukung Pencapaian *SUSTAINABILITY*  
*DEVELOPMENT GOALS* (SDG's)**

(Studi Kasus Pada Berjalan *Digital Operation Center* Salah Satu Anak  
Perusahaan PT Astra International Tbk)

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Penelitian ini bertujuan untuk menganalisis dan menggali informasi mengenai implementasi CSR di Berjalan DOC serta kontribusinya dalam mendukung pencapaian SDG's. Penerapan program CSR di perusahaan menjadi salah satu bentuk tanggung jawab sosial, sehingga penelitian ini menjadi penting dilakukan karena perusahaan tidak hanya berfokus pada perolehan laba (*profit oriented*) melainkan juga mempertimbangkan aspek sosial dan lingkungan.

Desain penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus (*case study*). Sumber data diperoleh berupa data primer dan data sekunder. Teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Teknik analisis data meliputi proses reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi program CSR di Berjalan DOC mampu mendukung 11 tujuan dari 17 tujuan yang tercantum dalam SDG's yang didukung melalui program pendidikan, kesehatan, lingkungan, dan pengembangan UMKM.

Kata kunci: Corporate Social Responsibility (CSR), *Sustainable Development Goals* (SDG's), Berjalan *Digital Operation Center*.

***ABSTRACT***

**IMPLEMENTATION OF THE CORPORATE SOCIAL RESPONSIBILITY  
(CSR) PROGRAM IN SUPPORTING THE ACHIEVEMENT OF  
SUSTAINABILITY DEVELOPMENT GOALS (SDG's)**  
(Case Study of the Berjalan Digital Operation Center, One of the Subsidiaries of  
PT Astra International Tbk)

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*This research aims to analyze and explore information regarding the implementation of CSR at Berjalan DOC and its contribution in supporting the achievement of the SDG's. Implementing CSR programs in companies is a form of social responsibility, so this research is important because companies do not only focus on making profits (profit oriented) but also consider social and environmental aspects.*

*This research design uses a qualitative approach with a case study type of research. The data sources obtained are primary data and secondary data. Data collection techniques through interviews, observation and documentation. Data analysis techniques include the process of data reduction, data presentation, and drawing conclusions.*

*The research results show that the implementation of the CSR program at Berjalan DOC is able to support 11 goals out of the 17 goals listed in the SDG's which are supported through education, health, environment and MSME development programs.*

*Keywords: Corporate Social Responsibility (CSR), Sustainable Development Goals (SDG's), Berjalan Digital Operation Center*