

# Implementation of the utilization of PT BNI (Persero) Tbk CSR funds at Raden Intan State Islamic University Lampung

Devin Cumbuan Putri<sup>1</sup>

<sup>1</sup>Universitas Islam Negeri Raden Intan Lampung, Indonesia

Corresponding Author: Devin Cumbuan Putri

E-mail: devincumbuanputri@gmail.com

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## Abstract:

CSR is a company's concern for the interests of other parties more broadly, not just the interests of the company itself. For companies that consistently implement CSR in their activities, in the long term they will benefit in the form of trust from their stakeholders. The purpose of this study was to determine the implementation of the utilization of CSR funds of PT BNI (Persero) at Raden Intan State Islamic University, Lampung. The research method used in this study uses qualitative methods. The results of this study indicate that the implementation of the utilization of CSR funds of PT BNI (Persero) at UIN Raden Intan Lampung is quite good, namely the provision of pensions and allowances; education funds; contribute to improving the quality of life of the community and the environment.

**Keywords:** Customer Satisfaction, Education Quality, Total Quality Management

## Introduction

National development is a change that is carried out in a comprehensive, planned, and directed manner to realize a balance of community needs (Budianta, 2010). One that can meet human needs is the company. The company is a legal entity that is represented by an organization or management in legal action. The company brings material benefits to anyone who manages to move and use it and has a big role in creating national economic stability, this can be seen in the company's role in providing income to both central and regional governments (Multazim et al., 2020). So that it does not rule out the possibility of causing errors and omissions that must be accounted for, including responsibility in the sense of responsibility or moral or ethical responsibility developed in the form of corporate social responsibility (Corporate Social Responsibility) (Fatmawatie, 2015).

Corporate Social Responsibility is a set of organizational obligations to protect and promote the community in which the organization is located. The CSR (Corporate Social Responsibility) program is one of the obligations that must be carried out by companies in accordance with the contents of article 74 of the new Limited Liability Company Law (UUPT) (Zariansah, 2019). Theoretically, CSR is the core of business ethics, where a company not only has economic and legal obligations to shareholders, but the company also has obligations to other interested parties. So CSR shows the company's concern for the interests of other parties more broadly, not just the interests of the company itself. CSR itself refers to all relationships that occur between companies and customers (customers), employees (employers), communities, investors, governments, and suppliers (suppliers) as well as their own competitors (Sari & Rani, 2015).

For companies that consistently implement CSR in their activities, in the long term they will benefit in the form of trust from their stakeholders (corporate image) to the company concerned (Yudiana & Setyono, 2016). The facts show that there is a positive correlation between companies that implement CSR in their business activities in appreciation of the community. Therefore, the implementation of CSR is no longer considered a mere "cost", but as a long-term investment for the company concerned.

The use of CSR programs in educational activities carried out at UIN Raden Intan Lampung, therefore, universities have a role to carry out CSR activities that prioritize sustainable aspects of programs based on the planning process of social mapping and monitoring and evaluation of programs are carried out on an ongoing basis; The implementation of CSR activities covers aspects of the economy, education, health, infrastructure and environment, and goes forward with the community in building regional potentials to improve the economy.

The implementation of CSR in the education sector actually does not have a specific regulation that requires companies to provide support in this sector. If there is a spirit of the government to utilize the potential of CSR to improve education, nothing more than an appeal (Noor et al., 2020). The determination of the implementation of CSR for development support as well as the forms of implementation chosen are fully submitted according to company policies, as long as they are in an effort to support government programs. Regardless of the implementation of CSR utilization in education. CSR is a factor of financing standards which are included in 8 educational standards, namely 1. Content standards 2. Process standards 3. Graduate competency standards 4. Educators and education staff standards 5. Facilities and infrastructure standards 6. Management standards 7. Financing standards 8. Educational assessment standards (Gustini et al., 2017). Based on the explanation and the existing phenomena, the researcher wants to research about "Implementation of PT BNI (Persero) Tbk CSR Fund Utilization at Raden Intan State Islamic University Lampung".

## Metods

The method used in this research is a qualitative approach to describe the problem and focus of the research. This research was conducted at Raden Intan State Islamic University, Lampung. The research data used are primary data research and secondary data. Primary data is the public relations and cooperation section, while secondary data is in the form of documents, photos, and books that are linked in the research. The techniques used in this research are observation, interviews and documentation.

## Results and Discussion

CSR can be seen as a help in the form of labour recruitment and employing the surrounding community, especially with the existence of job competition among school graduates (Soegoto, 2013). There will be an increase in the possibility of asking the company's CSR policy on the recruitment of potential workers, so having a comprehensive policy will be an added value for the company. CSR can also be used to create a comfortable working atmosphere among staff, especially if they can be involved in salary allowances and fundraising activities or volunteer.

According to The World Bank Institute, one of the main components of CSR is the leadership development and education (Permana, n.d.). Education is one of the keys to sustainable development and pro-poor growth, so the business world can make an important contribution in providing access to quality education (Ayu et al., 2019).

The world of education cannot run alone, so there needs to be cooperation between companies, employees and the government, which is packaged through programs. This CSR program is one of the educational strategies and human resource development that integrates students with various scientific backgrounds from college with productive work experience (work-based learning or work-integrated learning) so that students can discover and experience for themselves what is called the world of work (Permana, n.d.).

In accordance with an interview with the head of finance at UIN Raden Intan Lampung who stated that "Each company PT BNI (Persero) Tbk has a variety of CSR approaches in the form of providing economic assistance such as pensions, holiday allowances, bonuses, death benefits, health benefits". At the beginning of its development, the most common form of PT BNI (Persero) Tbk's CSR was providing assistance to local organizations and poor employees in developing countries (Tampubolon, 2019).

Implementation of CSR Utilization of PT BNI (Persero) Tbk at UIN Raden Intan Lampung in social terms, namely helping campus development through the construction of buildings, mosques and also education such as scholarships and other educational facilities.

The assistance was provided by PT. BNI (Persero) Tbk is also included in several fields, including (Khalik, 2016):

1. Education, in the form of building educational facilities and scholarships
2. Vocational education and business development, support personnel development and training, and other drivers of economic growth.

One of the implementations of PT BNI (Persero) Tbk's CSR utilization at UIN Raden Intan Lampung is in terms of the environment. By paying attention to the community, the company can contribute to improving the quality of life of the community. Attention to the community can be done by the company carrying out activities and making policies that can improve the welfare, quality of life and community competence in various fields. One of the company's concerns carried out by PT BNI (Persero) is participating in environmental maintenance around UIN Raden Intan Lampung.

The company's involvement in the maintenance and preservation of the environment means that the company participates in efforts to prevent disasters and minimize the impact of disasters caused by environmental damage (Putri et al., 2021). By carrying out social responsibility, the company is expected to not only pursue short-term profits but also contribute to improving the quality of life of the community and the environment (especially the surrounding environment) in the long term (Zaenab & Azis, 2018).

PT. BNI (Persero) Tbk provides CSR funds for campuses by means of grants, which means that between PT. BNI and UIN Raden Intan Lampung traders do not have a continuing relationship after the provision of scholarship funds as well as donations for mosque buildings or in the form of ATM facilities and other supporting facilities. The CSR funds allocated to UIN Raden Intan Lampung in the form of facilities or empowerment are a form of corporate social responsibility that aims to help improve conditions that are advanced and comfortable than before and can improve the quality of UIN Raden Intan Lampung.

CSR as an act of social responsibility or contribution made by Bank BNI to the surrounding environment including universities with the aim that the company or BNI Bank can develop, and the relationship between BNI Bank and UIN is maintained properly and harmoniously (Kamatra & Kartikaningdyah, 2015).

The utilization of Bank BNI's CSR funds for UIN Raden Intan Lampung is a step that is considered very good, in addition to improving harmonious relations for both parties, but also providing benefits for both.

BNI has a commitment to continue and increase assistance to UIN through CSR with the aim of:

1. Encouraging the quality of welfare education and improvement of underprivileged students
2. Encouraging clean and responsible business conduct
3. Make a positive contribution to the wider community in general and the surrounding environment where business is carried out in particular
4. Building public sympathy for the company that can support the formation of a positive company image in the eyes of the public
5. Increase the value of the company through the establishment of a good reputation
6. Increase public understanding of BNI through information distributed in social activities

From the results of the interview, it can be seen that the purpose of utilizing CSR funds is as a form of good relations between companies and the surrounding environment, by trying to provide

mutual benefits and benefits that have been considered through the provisions of the Act.

### Conclusions and Suggestions

Based on the results of the research that has been done, it can be concluded that the CSR implementation of PT BNI (Persero) is the provision of pensions and allowances; education funds; contribute to improving the quality of life of the community and the environment. The form and CSR of PT. BNI (Persero) Tbk is a form of empowerment that is a grant. The purpose of utilizing PT BNI (Persero) Tbk's CSR funds at UIN has been going well, this can be seen from the establishment of a mosque, mini ATM and scholarships for students. As for suggestions for further researchers, the next researcher should study the collaboration between the UIN campus and other institutions.

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