

**A STRATEGIC MODEL OF CORPORATE SOCIAL RESPONSIBILITY
PROGRAM FOR SUSTAINABLE DEVELOPMENT INVOLVING
MICRO, SMALL, AND MEDIUM ENTERPRISES: CASE STUDY
RUMAH BUMN LOMBOK BARAT**

TESIS



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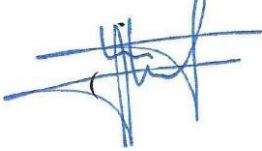
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A STRATEGIC MODEL OF CORPORATE SOCIAL RESPONSIBILITY PROGRAM FOR SUSTAINABLE DEVELOPMENT INVOLVING MICRO, SMALL, AND MEDIUM ENTERPRISES: CASE STUDY RUMAH BUMN LOMBOK BARAT

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ABSTRACT

The modern aim of corporate social responsibility is not only to fulfill government regulation but also the sustainability point. It requires an event path to make sure the long-term purpose and sustainability points are achieved. The sustainability aims could be financial, social, or system which could give long-term benefits even after the CSR period has ended. The CSR in Micro, Small, and Medium Enterprises (MSMEs) has strong relations with stakeholders' trust. Rumah BUMN Lombok Barat is the corporate social responsibility of PT PLN UIW NTB with the Ministry of State-owned Enterprises. The aim of this paper is comparing the strategic framework of Rumah BUMN Lombok Barat with other Modern CSR models, explain additional indicators that create the long-term impact of sustainable CSR Model, and to know the key activities or events in Rumah BUMN Lombok Barat on accelerating the MSMEs. This research uses a qualitative and descriptive approach. The author found that through development events, business opportunities, treasury program, passive income in capital market, SIMADU, directing to renewable energy, business networking, free training, and hospitality services, RBUMN Lombok Barat could be new model of CSR which generate wider impact. The CSR Model of RBUMN Lombok Barat is new modern model. Compare to modern model, there are two indicators added into the system which is technology and investment aspects. It supports the sustainability points which could increase the existence of the CSR even the program is shut down by stakeholders. Those two indicators strengthen the short-term and long-term impact.

Keywords: Corporate Social Responsibility, Sustainable CSR, CSR Model

TABLE OF CONTENTS

TABLE OF CONTENTS	III
1. INTRODUCTION.....	1
1.1 RESEARCH BACKGROUND.....	1
1.2 PROBLEM IDENTIFICATION.....	4
1.3 RESEARCH OBJECTIVE.....	4
1.4 RESEARCH BENEFITS	4
2. LITERATURE REVIEW	5
2.1 MICRO, SMALL, AND MEDIUM ENTERPRISES.....	5
2.2 MSMES DEVELOPMENT STRATEGY.....	5
2.3 CORPORATE SOCIAL RESPONSIBILITY EVOLUTION	6
2.4 INNOVATIVE DEVELOPMENT FRAMEWORK OF MSMES	9
3. RESEARCH METHODOLOGY.....	11
3.1. QUALITATIVE APPROACH AND DATA RESOURCE	11
3.2. DESCRIPTIVE METHOD	11
3.3. DATA COLLECTION TECHNIQUE	11
3.4.1 LIBRARY RESEARCH	11
3.4.2 FIELD OBSERVATION	12
3.4.3 INTERVIEW	12
3.4. DATA ANALYTICS TECHNIQUE	13
3.4.1 NARRATIVE ANALYSIS	13
3.4.2 THEMATIC ANALYSIS.....	14
4. RESULTS AND DISCUSSION.....	15
4.1 PROGRAM DESCRIPTION	15
4.2 SUSTAINABLE DEVELOPMENT PROGRAM ON MSME IN RUMAH BUMN LOMBOK BARAT.....	22
4.3 DISCUSSION.....	36
4.4.1 Stakeholder Business Process	37
4.4.2 Social.....	38
4.4.3 Environment	39
4.4.4 Technology.....	40
4.4.5 Investment.....	40
5. CONCLUSION	42
REFERENCES	44
APPENDICES.....	49

TABLE LIST

Table 1 Old and modern CSR model	9
Table 2 Comparison between modern model and Rumah BUMN Lombok Barat CSR.....	41

FIGURE LIST

Figure 1. Modern CSR Models Approach.....	8
Figure 2. Innovation Framework of Rumah BUMN Lombok Barat	9
Figure 3. Rumah BUMN Organization Structure.....	18
Figure 4. Rumah BUMN Business Model Canvas	20

APPENDICES

Appendices 1. Interview Guide	50
Appendices 2. Interview Results	52