

ABSTRAK

Kehadiran perusahaan multinasional saat ini sangat berpengaruh dalam pembangunan internasional melalui kegiatan tanggung jawab sosial atau Corporate Social Responsibility sebagai operasional kegiatan sebuah perusahaan. Penelitian yang berjudul “Implementasi *Corporate Social Responsibility* (CSR) Samsung Indonesia "Samsung Tech Institute" Dalam Mewujudkan SDGs Poin Ke-4 Tahun 2019-2022” akan membahas bagaimana peran PMN (Samsung Indonesia) berkontribusi mewujudkan pembangunan berkelanjutan di dunia pendidikan melalui CSR mereka. Penelitian ini dianalisis menggunakan konsep *Corporate Social Responsibility* (CSR) dan Sustainable Development Goals (SDGs) dengan tujuan untuk mengetahui bagaimana Implementasi CSR Samsung Indonesia melalui STI berkontribusi mewujudkan SDGs.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi literatur dan wawancara mendalam. Berdasarkan data-data yang diperoleh, hasil dari penelitian ini memperlihatkan Samsung Indonesia telah berkontribusi mewujudkan SDGs poin ke-4: Pendidikan Berkualitas melalui implementasi CSR “Samsung Tech Institute” yang menawarkan pelatihan dan pemahaman materi terkait teknologi. Samsung Tech Institute memiliki kurikulum pilihan seperti *Handheld Product* (HHP), *Home Appliances* (HA), *Audio Visual* (AV), *Training of Teachers* (ToT), *Samsung Innovation Campus* (SIC), Uji Keterampilan dan Kompetensi (UKK), serta Praktik Kerja Lapangan (PKL) sebagai komitmen keseriusan Samsung di dunia pendidikan untuk membentuk sumber daya manusia (siswa/siswi SMK) yang memiliki keterampilan dan kemampuan mumpuni.

kata kunci: *Corporate Social Responsibility* (CSR), Samsung Indonesia, SDGs.

ABSTRACT

The presence of multinational companies is currently very influential in international development through social responsibility activities or Corporate Social Responsibility as the operational activities of a company. The research entitled "Implementation of Samsung Indonesia's Corporate Social Responsibility (CSR) "Samsung Tech Institute" in Realizing SDGs Point 4 for 2019-2022" will discuss how the role of MNC (Samsung Indonesia) contributes to realizing sustainable development in the world of education through their CSR. This research was analyzed using the concepts of Corporate Social Responsibility (CSR) and Sustainable Development Goals (SDGs) with the aim of knowing how Samsung Indonesia's CSR implementation through STI contributes to realizing SDGs.

This research used a qualitative method with a literature study approach and in-depth interviews. Based on the data obtained, the results of this research show that Samsung Indonesia has contributed to realizing SDGs point 4: Quality Education through the implementation of CSR "Samsung Tech Institute" which offers training and understanding of material related to technology. Samsung Tech Institute has selected curriculum such as Handheld Products (HHP), Home Appliances (HA), Audio Visual (AV), Training of Teachers (ToT), Samsung Innovation Campus (SIC), Skills and Competency Test (UKK), and Work Practices Field (PKL) as Samsung's serious commitment in the world of education to form human resources (vocational school students) who have qualified skills and abilities.

Keywords: *Corporate Social Responsibility (CSR), Samsung Indonesia, SDGs.*