

**PENERAPAN *CORPORATE SOCIAL RESPONSIBILITY* (CSR)  
BERDASARKAN PASAL 74 UNDANG-UNDANG NOMOR 40 TAHUN  
2007 TENTANG PERSEORAN TERBATAS DI PT.BANK RAKYAT  
INDONESIA (PERSERO) TBK. JAKARTA**

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**ABSTRAK**

Perkembangan cara pandang terhadap CSR semakin kuat dari waktu ke waktu dimana konsep bentuk perbuatan yang bersifat sukarela (*voluntary*) telah bergeser secara perlahan-lahan menuju bentuk perbuatan atas dasar kewajiban (*obligation*) baik itu berbentuk kewajiban moral maupun kewajiban yuridis yang diatur dalam Pasal 74 Undang-Undang Nomor 40 Tahun 2007 tentang Perseroan Terbatas mengenai Tanggung Jawab Sosial dan Lingkungan. Penelitian ini dilakukan untuk mengetahui penerapan CSR di PT. Bank Rakyat Indonesia (Persero) Tbk. Jakarta.

Metode penelitian yang digunakan adalah metode hukum *yuridis normatif* dengan pendekatan perundang-undangan dan pendekatan analitis. Spesifikasi penelitian menggunakan Penelitian Deskriptif, menggunakan sumber Data Sekunder berupa peraturan perundang-undangan, dan teori hukum, serta Data Primer melalui wawancara di PT. Bank Rakyat Indonesia (Persero) Tbk Jakarta, dengan model penyajian dan secara Deskriptif Naratif.

Berdasarkan penelitian menunjukkan bahwa PT. Bank Rakyat Indonesia (Persero) Tbk. telah melaksanakan Tanggung Jawab Sosial dan Lingkungan. Hal ini dibuktikan dengan pelaksanaan Tanggung Jawab Sosial dan Lingkungan yang meliputi Program Kemitraan dan Bina Lingkungan (PKBL). Melalui Unit PKBL yang terdiri dari biro *Corporate Social Responsibility CSR*, biro *Good Corporate Governance* (GCG) dan biro Hubungan Masyarakat (Humas), PT. Bank Rakyat Indonesia (Persero) Tbk. telah melaksanakan kegiatan CSR sesuai peraturan perundang-undangan yang berlaku yaitu Pasal 74 Undang-Undang Nomor 40 Tahun 2007 tentang Perseroan Terbatas mengenai Tanggung Jawab Sosial dan Lingkungan.

Kata kunci: *Corporate Social Responsibility*, CSR, PT. Bank Rakyat Indonesia (Persero) Tbk.

**IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR)  
UNDER THE ARTICLE 74 ACT NUMBER 40 YEAR 2007 REGARDING  
LIMITED LIABILITY COMPANY AT PT. BANK RAKYAT INDONESIA  
(PERSERO) TBK. JAKARTA**

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**ABSTRACT**

*The development of the perception of CSR is getting stronger over time where the concept of perpetration voluntary has shifted gradually towards an act on the basis of liability either in the form of moral obligation or liability of juridical stipulated in Article 74 of Law of Number 40 Year 2007 regarding Limited Liability regarding Social Responsibility. This study was conducted to determine the implementation of CSR in PT. Bank Rakyat Indonesia (Persero) Tbk. Jakarta.*

*The approach method used in this research is normative juridical with approach of legislation and analytical approach. This is descriptive research that using secondary data such as legislation, legal theory, and company archives. Primary data is also used that is sourced from interview in Head Office of PT. Bank Rakyat Indonesia (Persero) Tbk. Jakarta, with data presentation model of Descriptive-Narrative and analytics model of Normative-Qualitative.*

*The results showed that PT. Bank Rakyat Indonesia (Persero) Tbk. has implemented Social and Environmental Responsibility. This is evidenced by the implementation of Social and Environmental Responsibility which includes Partnership and Community Development Program (PKBL). Through PKBL Unit consisting of CSR bureau, Good Corporate Governance (GCG) bureau and Public Relations bureau, PT. Bank Rakyat Indonesia (Persero) Tbk. has implemented CSR activities in accordance with the prevailing laws and regulations, namely Article 74 of Act Number 40 Year 2007 regarding Limited Liability Company on Social and Environmental Responsibility.*

**Keyword:** *Corporate Social Responsibility (CSR), PT. Bank Rakyat Indonesia (Persero) Tbk.*