

ABSTRAK

Skripsi dengan judul “Peran Corporate Social Responsibility (CSR) Dalam Meningkatkan Ekonomi Masyarakat Perspektif Ekonomi Syariah (Study Kasus Pabrik Kerupuk Di Desa Mangunrejo)” ini di tulis oleh Sri Ayu Wulandari, NIM. 126402213215, dibimbing oleh ibu Ziyannah Walidah, M.E

Kata kunci : Corporate Social Responsibility, Ekonomi Syariah, Kesejahteraan Ekonomi, Masyarakat , UMKM.

Penelitian ini bertujuan untuk menganalisis peran Corporate Social Responsibility (CSR) dalam meningkatkan kesejahteraan ekonomi masyarakat dari perspektif ekonomi syariah, dengan studi kasus pada pabrik kerupuk di Desa Mangunrejo. Pabrik ini telah beroperasi sejak 2006 dan menjadi salah satu penggerak ekonomi lokal melalui penyediaan lapangan kerja dan pelaksanaan program CSR berbasis nilai-nilai Islam seperti zakat, infak, dan sedekah. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, melalui teknik pengumpulan data berupa observasi, wawancara mendalam, dan dokumentasi.

Hasil penelitian menunjukkan bahwa pelaksanaan CSR oleh pabrik kerupuk telah memberikan kontribusi positif terhadap peningkatan ekonomi masyarakat dan kesejahteraan ekonomi warga sekitar. Namun, pelaksanaan program masih bersifat informal dan menghadapi sejumlah tantangan, seperti fluktuasi harga bahan baku serta keterbatasan sumber daya. Strategi penguatan yang berbasis prinsip ekonomi syariah perlu dioptimalkan agar pelaksanaan CSR lebih terarah, berkelanjutan, dan memberikan dampak yang lebih signifikan terhadap kesejahteraan masyarakat.

Penelitian ini menyimpulkan bahwa CSR yang dijalankan berdasarkan prinsip-prinsip ekonomi Islam berpotensi besar dalam mendukung kesejahteraan masyarakat desa, terutama jika dilaksanakan secara terstruktur dan berorientasi pada keadilan sosial dan pemberdayaan ekonomi.

ABSTRACT

Thesis with the title “The Role of Corporate Social Responsibility (CSR) in Improving the Community Economy from the Perspective of Sharia Economics (Case Study of Cracker Factory in Mangunrejo Village)” is written by Sri Ayu Wulandari, NIM. 126402213215, guided by Mrs. Ziyannah Walidah, M.E

Keywords: Corporate Social Responsibility, Sharia Economics, Economic Welfare, Community, MSMEs.

This study aims to analyze the role of Corporate Social Responsibility (CSR) in improving the economic welfare of the community from a sharia economic perspective, with a case study of a cracker factory in Mangunrejo Village. This factory has been operating since 2006 and has become one of the drivers of the local economy through the provision of employment and the implementation of CSR programs based on Islamic values such as zakat, infaq, and sadaqah. This research uses a qualitative approach with a case study method, through data collection techniques in the form of observation, in-depth interviews, and documentation.

The results show that the implementation of CSR by the cracker factory has contributed positively to the improvement of the community's economy and the economic welfare of local residents. However, the implementation of the program is still informal and faces a number of challenges, such as fluctuations in raw material prices and limited resources. Strengthening strategies based on sharia economic principles need to be optimized so that the implementation of CSR is more focused, sustainable, and has a more significant impact on community welfare.

This study concludes that CSR based on Islamic economic principles has great potential to support the welfare of rural communities, especially if implemented in a structured manner and oriented towards social justice and economic empowerment.