

## **ABSTRACT**

In order to fulfilled Corporate Social Responsibility (CSR), BNI Syariah Bank collaborates with the Hasanah Titik Foundation (YHT), which is a social, humanitarian and religious institution. One of the activities under the Hasanah Titik Foundation (YHT) is the Nara Kreatif Foundation. Nara Kreatif Foundation is a foundation which has activities paper waste management and also social issues such as helping children who drop out of school and are less fortunate in terms of the economy.

The purpose of this study was to determine the implementation of BNI Syariah Bank's CSR program through Nara Kreatif Foundation. This study wants to find out the influence Bank BNI Syariah's Corporate Social Responsibility program through the Nara Kreatif Foundation for the community in Kampung Dukuh, Kramat Jati, East Jakarta spiritually and economically (material). The method used for this study is quantitative methods.

The results showed that the respondents who received the benefits of the BNI Syariah Bank's CSR program were 11 people, with more men under 15 years and last education was Package B. The implementation of the BNI Syariah Bank's CSR program through the Nara Kreatif program has changed the condition of the beneficiaries both from material and spiritual aspects. This can be seen from the CIBEST Quadrant after the program, with the number of program recipients in Quadrant I as many as 11 people.

BNI Syariah Bank 's CSR program for Planet and Profit dimensions has an effect on the Material Poverty Index (revenue and expenditure of recipients / SV) benefits. Likewise seen from changes in income and expenses before and after participating in the program. So this program has made the recipient's life far better and more deserving than before. Although the BNI Syariah Bank's CSR Program statistically (regression analysis) does not significantly influence the Spiritual Poverty Index (SV), the changes can be measured by the CIBEST method by entering the Quadrant I (Prosperous or materially and spiritually). This is reinforced by the Mann Whitney Test, there appears to be a spiritual increase, both prayer, charity, fasting and the environment of the recipient's family, while for government policy variables cannot be measured.

Keywords :

CSR. CIBEST, Spiritual Poverty Line, Material Poverty Line, Linear Regression  
Mann Whitney