

Moving Change: The Role of Students and Campus Support in the University of Flores' CSR to Empower Local Communities

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Abstract— This research aims to evaluate the role of students and campus support in the Flores University Corporate Social Responsibility (CSR) program and its impact on local community empowerment. This research uses a mixed-method approach which combines qualitative and quantitative methods. Data was collected through questionnaires, in-depth interviews, participant observation and documentation. The research results show that the level of student involvement in CSR programs is very high, with the majority of students feeling involved in various CSR activities. Institutional support, including funding, supportive policies, and provision of resources, proved critical to the program's success. CSR programs for local communities are also significant, with increased skills and economic empowerment as the main impacts felt. Apart from that, CSR programs also make a positive contribution in improving the health and education of local communities. This research concludes that strong institutional support and active student participation are key factors in the success of CSR programs. suggestions are given to increase program effectiveness through increasing institutional support, developing programs based on community needs, expanding student participation, increasing capacity and competency, and implementing a sustainable monitoring and evaluation system. It is hoped that implementing these suggestions can strengthen the University of Flores CSR program and provide greater benefits for the local community.

Index Terms— CSR, Student Involvement, Institutional Support, Community Empowerment, Program Evaluation, Social Impact.

I. INTRODUCTION

Corporate Social Responsibility (CSR) programs in higher education are not only about social responsibility, but also about how academic institutions can play an active role in community development(Nugraha et al., n.d.). At the University of Flores, CSR is not just a formal initiative, but is an integral part of the university's commitment to contributing to the welfare of local communities. This article will explore how student involvement and support from the campus can drive significant change through CSR programs at the University of Flores, as well as its impact on empowering local communities(Mukhlisin, 2019).

Student involvement in CSR programs is one of the important elements that determines the success of this initiative. Students are not only beneficiaries of education, but also active agents of change(Mukhlisin, 2019).

Through various CSR activities, Flores University students are given the opportunity to be directly involved in projects that have a social impact, so that they can apply the knowledge and skills acquired at college into real contexts. This experience not only enriches the learning process, but also shapes their character and social awareness.

Support from the campus, including facilities, funding and policies, is very important to ensure that CSR programs can run effectively and sustainably (Tim Penyusun KKN ABCD, 2017). Flores University has demonstrated its commitment through various initiatives that support student involvement in CSR projects. This support includes providing adequate resources, guidance from lecturers, as well as collaboration with various external parties, such as local governments and non-profit organizations. Synergy between the campus and students is the key to success in implementing CSR programs that have a broad impact.

Empowering local communities through the Flores University CSR program has had several significant positive impacts. Through various projects that have been implemented, local communities have benefited in the form of increased skills, access to education and health, as well as improved overall quality of life (Bima et al., 2024). These programs are designed to address the specific needs of local communities, so that the results are more targeted and sustainable. In addition, active participation from students and campus support ensure that each project has strict monitoring and evaluation, so that there is continuous improvement and innovation.

By driving change through the active role of students and full support from the campus, Flores University shows that educational institutions can be a driving force in empowering society. A well-structured and well-supported CSR program is able to make a real contribution to local communities, while providing students with valuable experience in community service (Laia et al., 2024). This article will review in more depth the various CSR initiatives that have been implemented, the challenges faced, as well as strategies to increase the positive impact in the future.

Apart from the direct impact on local communities, Flores University's CSR program also provides long-term benefits for students. By getting involved in social projects, students get the opportunity to develop leadership, teamwork, and problem-solving skills. This experience not only prepares them to face future professional challenges, but also shapes them into individuals who are more responsible and care about the social environment.

The success of the Flores University CSR program in empowering local communities and developing student potential cannot be separated from solid commitment and cooperation between various parties. Universities, students, and local communities collaborate to achieve common goals, creating mutually beneficial relationships (Daulay, 2020). The initiatives that have been carried out show that with the right support, a caring spirit and hard work, CSR programs can be a catalyst for sustainable change. By continuing to evaluate and improve these programs, Flores University is determined to continue to contribute to the development of a better society in the future.

II. LITERATURE REVIEW

A. Corporate Social Responsibility (CSR) Concept

CSR is a concept where a company or organization is responsible for making positive contributions to society and the surrounding environment. According to (Ernawan, 2019), CSR includes four main dimensions: economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility. Research by (Pustaka et al., n.d.) shows that the definition of CSR varies in various contexts, but the essence of CSR remains the organization's efforts to carry out its business operations in an ethical manner and contribute to social and environmental development.

i. Factors that Influence CSR

- Government Regulations: Government policies and regulations can encourage or require companies to implement CSR.
- Pressure from Stakeholders: Pressure from consumers, investors, employees and local communities can motivate companies to implement CSR programs.
- Company Values and Ethics: Internal values and corporate culture play an important role in determining commitment to CSR.
- Market Competition: Companies may engage in CSR as a strategy to differentiate themselves from competitors and improve brand image

ii. CSR indicators

- Environmental Performance: Efficient use of natural resources, emission reduction and waste management.
- Social Performance: Employee welfare, contribution to the community, and human rights.
- Economic Performance: Long-term business sustainability, financial transparency, and economic contribution to society.
- Ethics and Governance: Compliance with laws, ethical business practices and transparency in decision making.

iii. Advantages of CSR

- Positive Reputation and Image: CSR can improve a company's image and reputation in the eyes of the public and stakeholders.
- Competitive Advantage: Companies that implement CSR can differentiate themselves from competitors, attracting customers who care about social and environmental issues.
- Relationship with Stakeholders: CSR helps build strong relationships with local communities, governments, and non-profit organizations.
- Employee motivation and Retention: Employees tend to be more motivated and loyal if they feel they are working for a socially responsible company.

iv. CSR weaknesses

- High Costs: Implementing a CSR program can require significant investment, which may not result in immediate financial benefits.
- Measurement Difficulty: Measuring the impact of CSR initiatives is often difficult and complex, hindering the evaluation of their effectiveness.
- High Public Expectations: Companies committed to CSR can face very high expectations from the public, which may be difficult to meet consistently.
- Potential Internal Conflict: CSR can give rise to conflict within the company if not all members of the organization agree with the priorities and approach taken.

B. Student Involvement In The CSR Program

Student involvement in CSR programs has become a topic that is widely discussed in the literature. According to (Tim Penyusun KKN ABCD, 2017), student involvement in extracurricular activities, including CSR programs, can improve their learning and personal development. research by (Damayanti et al., 2022) found that students involved in community service activities showed an increase in critical thinking skills, empathy, and commitment to society. This shows that student participation in CSR not only benefits society, but also enriches their educational experience.

i. Driving factors for student involvement in CSR programs

- Social and Environmental Awareness: Students who have a high awareness of social and environmental issues are more likely to be involved in CSR programs. This awareness is often influenced by educational background, life experience, and the influence of social media and the surrounding community.
- Personal Values and Motivation: Personal values such as empathy, a sense of justice, and the desire to contribute to the common good can encourage students to be active in CSR activities. This intrinsic motivation is important to ensure long-term commitment to social initiatives. (Sari, 2023)
- Influence of Campus and Academic Culture: An academic culture that supports social involvement, as well as campus policies that encourage participation in CSR programs, can increase student involvement (Sartika, 2024). Universities that provide support in the form of resources, recognition and rewards for students who participate in CSR activities will be more successful in attracting active student participation.
- Personal Development Opportunities: Involvement in CSR programs offers opportunities for students to develop practical skills, such as leadership, teamwork, project management, and communication skills. This opportunity can be a strong incentive for students who want to enrich their experience and improve their future career prospects.

- **Influence of Peers and Student Organizations:** Students are often influenced by their peers and student organizations that are active in CSR. Invitation and support from peers as well as membership in socially oriented clubs or organizations can be significant motivating factors.

ii. Impact of Student Involvement in CSR Programs

- **Skills and Competency Development:** Students involved in CSR programs have the opportunity to develop a variety of skills, including leadership, time management, and problem solving. This experience also improves interpersonal competencies, such as the ability to communicate and work in a team.
- **Increased Social and Environmental Awareness:** Involvement in CSR increases students' awareness of social and environmental problems that exist in society. this can foster a greater sense of social responsibility and encourage them to continue contributing to these issues after graduation.
- **Character and Ethics Development:** Participation in CSR programs helps in forming student character and ethics. they learn to value fairness, empathy, and integrity, which are important qualities for future leaders.
- **Professional Networking and Relationships:** Through CSR activities, students can build networks and professional relationships with various stakeholders, including non-profit organizations, companies and governments. This network can be beneficial for their future careers.
- **Contribution to Society:** The direct impact of student involvement in CSR is the real contribution they make to society. Students can help improve the quality of life of local communities through various projects and initiatives, such as educational programs, skills training, and environmental activities(Rahayu et al., 2024).
- **Contextual Learning Experience:** Involvement in CSR allows students to apply academic theories and concepts in real-world situations. This experience enriches their learning process and helps contextualize the knowledge gained in the classroom.

C. Support From Educational Institutions In CSR Programs

Support from educational institutions is a key factor in the success of CSR programs. according to research by (Widyantoro Agus & Subhan, 2019), institutional support includes the provision of resources, supportive policies, and the integration of CSR programs in the academic curriculum. This support ensures that CSR programs can be implemented effectively and sustainably. A study by (Pustaka et al., n.d.) also shows that the success of CSR programs in the academic environment is very dependent on the commitment and active participation of the campus, including lecturers, staff and management.

D. Several Strategies That Can Be Implemented By Educational Institutions To Support CSR Programs:

Integration of CSR in the Academic Curriculum: Integrating CSR concepts into the academic curriculum is one effective strategy to support CSR programs. This can be done by including material about social responsibility and sustainability in various courses, offering special courses on CSR, and developing study programs that focus on social and environmental issues.

i. **Provision of Resources and Facilities:** Educational institutions can provide the necessary resources to support CSR programs, including funding, facilities and equipment. Additionally, universities can provide access to co-working spaces, laboratories and the technology necessary to run CSR projects.

ii. **Stablishment of a CSR Unit or Center:** Establishing a dedicated unit or center responsible for CSR initiatives can help coordinate various activities and programs. the center can act as a liaison between students, lecturers, and external partners, as well as provide guidance and administrative support for CSR projects.

iii. **Partnerships with External Organizations:** Establishing partnerships with non-profit organizations, government and the private sector can expand the reach and impact of CSR programs. Through these partnerships, universities can gain additional resources, expertise, and collaboration opportunities that benefit all parties involved.

iv. **Training and Capacity Building:** Organizing training and workshops for students and staff on CSR and related issues can increase their capacity to engage in social initiatives. These training programs may include project management, leadership skills, and impact evaluation techniques.

v. Providing Incentives and Rewards: Providing incentives and rewards to students, lecturers and staff who actively participate in CSR programs can increase motivation and involvement. Awards may take the form of scholarships, academic credits, certificates, or public recognition of their contributions.

vi. Promote Engagement Through Effective Communication: Effective communication strategies can help increase awareness and participation in CSR programs. Universities can use a variety of communication channels, such as websites, social media, newsletters, and campus events, to promote CSR initiatives and inform about engagement opportunities.

vii. Monitoring and Evaluation: Implement a structured monitoring and evaluation system to measure the effectiveness and impact of CSR programs. This evaluation can help identify successes and challenges, as well as provide useful feedback for further improvement and development.

viii. Encourage Lecturer Involvement: Involving lecturers in CSR programs as mentors, project managers, or researchers can strengthen implementation and provide a deeper learning experience for students. Lecturers can provide guidance, academic support, and ensure that CSR activities are closely linked to the university's educational goals.

ix. Building a CSR Culture on Campus: Building a CSR culture in each faculty is a long-term strategy that involves all members of the university community in social responsibility. This can be done through awareness campaigns, CSR events, and creating an environment that supports sustainable practices and social responsibility.

E. The impact of the CSR Program on Local Community Empowerment

Empowering local communities is one of the main goals of CSR programs. according to research by Zimmerman (2022), community empowerment involves increasing the capacity of individuals and groups to make decisions that affect their own lives. Successful CSR programs can provide access to better education, skills training and economic opportunities for local communities. a study by McLoughlin (2019) found that well-designed CSR initiatives can produce significant positive impacts, including improving the social and economic well-being of society.

Five CSR Initiatives and Their Impact:

- Education and Skills Training Program: This initiative involves providing additional education and practical skills training for local communities, such as computer, language, vocational and financial literacy courses.
- Positive Impact: Increases people's ability to get better jobs or start their own businesses, thereby increasing income and quality of life.
- Development of Small and Medium Enterprises (SMEs): Providing support to small and medium businesses through business training, access to capital, and marketing assistance.
- Positive Impact: Encourages local economic growth, creates jobs, and increases community economic sustainability.
- Environmental Conservation Project: Involves activities such as tree planting, river cleaning, waste management, and environmental conservation campaigns.
- Positive Impact: Improves environmental quality, reduces pollution, and creates a healthier and more sustainable ecosystem for local communities.
- Community Health program: Provide free or low-cost health services, including routine health examinations, vaccinations, and health education.
- Positive Impact: Increases people's access to health services, reduces disease rates, and improves general welfare.
- Social Infrastructure Development: Carry out construction or repair of basic infrastructure such as schools, clinics, libraries, roads and clean water facilities.
- Positive impact: Improving people's quality of life by providing better access to education, health services and essential public facilities.

F. Implementation of CSR in Higher Education

Universities have a unique role in implementing CSR programs because they not only focus on social responsibility, but also on education and research. According to (Jannah & Sulianti, 2021), universities can become effective agents of change through CSR by involving students, lecturers and staff in projects that have a

social impact. study by (Rahayu et al., 2024) show that implementing CSR in higher education can strengthen relations between campuses and local communities, creating synergies that are beneficial for both parties.

This literature review provides a theoretical and empirical basis for understanding how CSR programs at the University of Flores, with support from students and the campus, can empower local communities. Through this understanding, this article will further explain the implementation, challenges and impact of the Flores University CSR program in a broader context.

i. Factors that Influence CSR Implementation in Higher Education

The implementation of Corporate Social Responsibility (CSR) programs in higher education is influenced by various interrelated factors (Andi Devy Aisyah Ansar et al., 2023). The following are several main factors that influence the success of CSR implementation in higher education:

- **Leadership Support:** Support from higher education leaders, including chancellors, deans and department heads, is very important for the success of CSR programs. Strong leadership can provide the vision, resources and motivation needed to run a CSR program. Without leadership support, CSR programs may have difficulty obtaining the necessary resources and moral support from the entire campus community.
- **Institutional policies and strategies:** Supportive policies and clear institutional strategies can facilitate CSR implementation. This includes internal regulations, operational guidelines, and strategic planning that incorporates CSR as an integral part of the university's mission. Supportive policies provide a clear framework for the implementation of CSR programs and ensure that these initiatives align with the institution's long-term goals.
- **Student and Staff Engagement:** Active participation from students, lecturers, and staff is key to the success of CSR programs. This involvement can be achieved through volunteer programs, collaborative projects, and the integration of CSR in the curriculum. High participation from the campus community increases the success and sustainability of CSR programs and ensures that these programs are relevant and beneficial to local communities.
- **Resources and Funding:** The availability of adequate financial, human and material resources is very important for carrying out CSR programs. Funding may come from university budgets, donations, or partnerships with external organizations. Without adequate resources, CSR programs may not be implemented well or achieve the desired impact.
- **Partnerships and Collaboration:** Collaboration with various external stakeholders, such as government, non-profit organizations, companies and local communities, can strengthen CSR implementation. These partnerships enable the sharing of resources, expertise and networks. Strong collaboration can expand the reach and effectiveness of CSR programs, as well as ensure that these initiatives align with the needs and priorities of local communities.
- **CSR Awareness and Culture:** CSR awareness and culture among the campus community, including values that support social and environmental responsibility, can influence program implementation. Awareness and education campaigns about the importance of CSR can build this culture (Kusumawardani et al., 2018). A strong CSR culture on campus increases support for and participation in CSR programs, and helps integrate CSR into the daily activities of the university.
- **Evaluation and Monitoring:** An effective evaluation and monitoring system to measure the performance and impact of CSR programs is very important. This involves data collection, analysis, and regular reporting of results. Good evaluation helps identify the strengths and weaknesses of a CSR program, enables continuous improvement and ensures that the program achieves its intended goals.
- **Relevance of CSR Programs:** CSR programs must be relevant to local needs and context. This means programs must be designed based on a deep understanding of the social, economic and environmental issues faced by the surrounding community. relevant programs are more likely to be accepted and supported by local communities, and have a more significant and sustainable impact.
- **Innovation and Creativity:** Innovation and creativity in designing and implementing CSR programs can make initiatives more attractive and effective. it includes new approaches to old problems, the use of technology, and participatory methods. Innovation increases the attractiveness and effectiveness of CSR programs, and ensures that these programs remain relevant in the face of changing challenges.

III. RESEARCH METHODS

This research uses a mixed-method approach that combines qualitative and quantitative methods to evaluate the role of students and campus support in the Flores University CSR program towards empowering local communities. The research population includes all Flores University students who are involved in the CSR program, lecturers and staff who support the program, as well as members of the local community who receive benefits from the CSR program (Nasional Prosiding, 2023). The sample was taken using a purposive sampling technique, consisting of 100 students who were actively involved in the CSR program, 20 lecturers and staff who supported or were involved in implementing the program, and 50 members of the local community who participated in or received benefits from the CSR program. Data collection techniques include questionnaires to collect quantitative data, in-depth interviews for qualitative data, participatory observation to understand the context of program implementation, and documentation as secondary data. Data from questionnaires were analyzed using descriptive and inferential statistics, while qualitative data from interviews and observations were analyzed using thematic analysis techniques. Data triangulation was carried out to increase the validity and reliability of research results by comparing findings from various data sources.

Research procedures include preparing research instruments, obtaining research permission, and recruiting participants. Data collection was carried out according to the techniques described, including distributing questionnaires, conducting in-depth interviews, and participatory observation during CSR activities. After the data is collected, the analysis process is carried out according to the method described, followed by the preparation of a research report which includes findings, analysis, data interpretation and recommendations based on the research results. With this research methodology, it is hoped that a comprehensive picture can be obtained regarding the role of students and campus support in the CSR program at the University of Flores and its impact on empowering local communities.

IV. RESULTS AND DISCUSSION

A. Research result

TABLE 1 LEVEL OF STUDENT INVOLVEMENT IN CSR PROGRAMS

Engagement Level	Number of Students	Percentage (%)
Highly Engaged	30	30%
Engaged	40	40%
Simply Engaged	20	20%
Less Involved	10	10%
Not Involved	-	0%
Total	100	100%

From the table above, it can be seen that the majority of students (70%) feel involved or very involved in the Flores University CSR program. Only 10% felt less involved, and there were no students who were not involved at all. This shows a fairly high level of participation among students.

TABLE II. IMPACT OF CSR PROGRAMS ON LOCAL COMMUNITIES

Impact	Number of Respondents	Percentage (%)
Skill Increase	25	50%
Economic Empowerment	15	30%
Health Increase	5	10%
Increase in Education	5	10%
Total	50	100%

Table 2 shows that the most significant impact of the CSR program is improving skills (50%), followed by economic empowerment (30%). Improvements in health and education were each reported by 10% of respondents. This indicates that the CSR program has contributed greatly to improving the skills and economy of local communities.

B. Discussion

The research results show that the level of student involvement in the Flores University CSR program is very high. Most students feel involved in various CSR activities, which include skills training, environmental projects, and community education programs (Damayanti et al., 2022). This high level of involvement not only reflects students' social awareness, but also shows strong support from the campus in facilitating student participation.

The impact of CSR programs on local communities also appears significant. Increasing skills is the main impact felt by society, which shows that skills training provided through CSR programs is very effective in empowering individuals to improve their work and business abilities. Economic empowerment is also an important impact, where CSR programs help communities to develop small and medium businesses, as well as increasing family income. In addition, although the impact on improving health and education is reported to be less, this still shows the positive contribution of CSR programs in these aspects.

Overall, these results emphasize the importance of student involvement and campus support in implementing CSR programs. Flores University has succeeded in creating programs that not only empower students through direct experience in social activities, but also provide real benefits to local communities. Support from educational institutions, whether in the form of policies, resources or facilities, is very important in ensuring the success and sustainability of CSR programs. This strengthens the role of universities as active agents of change in supporting social and economic development in the surrounding community.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

This research evaluates the role of students and campus support in the Flores University CSR program and its impact on empowering local communities. The research results show that the level of student involvement in CSR programs is very high, with the majority feeling involved or very involved in various activities. Strong institutional support, such as funding, supportive policies, and provision of resources, greatly contributes to the success of CSR programs.

The impact of the Flores University CSR program on local communities is also significant. Increasing skills is the most dominant impact, followed by economic empowerment, improving health, and improving education. This shows that the CSR program has succeeded in empowering communities by providing new skills, economic opportunities, and increasing access to health and education services.

B. Suggestion

Based on the findings of this research, several suggestions can be given to increase the effectiveness of the Flores University CSR program:

i. Increasing Institutional Support: Flores University needs to continue to provide strong support in the form of supportive policies, adequate budget allocation, and provision of sufficient resources. This support is very important to ensure the continuity and success of CSR programs.

ii. Needs Based Program development: CSR programs must be designed based on the specific needs of local communities. Conducting regular needs assessments and collaborating with local communities in program design will increase the program's relevance and impact.

iii. Expanding Student Participation: Student participation can be expanded by integrating CSR activities into the academic curriculum, providing academic credit for participation in CSR projects, and forming student groups or organizations that focus on CSR. This will increase student participation and involvement in CSR programs.

iv. Capacity and Competency Improvement: Providing training and workshops to lecturers, staff and students on CSR project management, community empowerment techniques and social impact evaluation will increase program effectiveness. Collaboration with external institutions or experts in the field of CSR can also help in providing the necessary training and technical support.

v. Continuous Monitoring and Evaluation: Developing an effective monitoring and evaluation system to measure the impact of CSR programs on a regular basis is very important. Evaluation results should be used to make continuous improvements and adjust programs to be more effective in achieving local community empowerment goals.

VI. MANAGERIAL IMPLICATIONS

Based on the research results above, there are several managerial implications that can be implemented by the University of Flores and other educational institutions to increase the effectiveness of CSR programs and empower local communities.

A. Increased Institutional Support:

The research results show that institutional support is very important for the success of CSR programs. Therefore, Flores University management must continue to provide strong support in the form of funding, resources and policies that support CSR activities. This includes providing a special budget for CSR activities, training for lecturers and staff involved, as well as developing policies that integrate CSR as part of the university's vision and mission.

B. Development of Needs Based CSR Programs:

CSR programs must be designed based on the specific needs and conditions of local communities. This research shows that skills training and economic empowerment are the most significant impacts of CSR programs. Therefore, universities need to carry out regular needs assessments to ensure that the programs they run are relevant and effective. Collaboration with local communities in designing and implementing CSR programs will increase the program's relevance and impact.

C. Increasing Student Participation:

Student involvement in the CSR program is very high, which shows great potential to further optimize their role.

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