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**Peran Corporate Social Responsibility (CSR) BCA dan Blibli dalam Program Desa Binaan Goes Digital
pada Pengembangan Pelaku Ekonomi di Desa Wisata Goa Pindul Yogyakarta**
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# INTISARI

Penelitian ini bertujuan untuk menganalisis peran *Corporate Social Responsibility* (CSR) BCA dan Blibli dalam program Desa Binaan Goes Digital terhadap pengembangan pelaku ekonomi di Desa Wisata Goa Pindul, Yogyakarta. Transformasi ekonomi digital menuntut peningkatan kapasitas sumber daya manusia, khususnya pada wilayah pedesaan berbasis pariwisata yang memiliki keterbatasan akses terhadap teknologi dan modal. Penelitian ini menggunakan pendekatan *mixed methods* dengan desain *sequential explanatory*, di mana fase kuantitatif dilakukan terlebih dahulu melalui metode sensus terhadap 40 pelaku ekonomi lokal, kemudian dilanjutkan dengan fase kualitatif berupa wawancara mendalam untuk menjelaskan dan memperdalam temuan statistik. Variabel independen meliputi regulasi dan insentif (X1), fasilitasi kewirausahaan (X2), optimalisasi kekayaan alam (X3), jejaring dan kerja sama (X4), serta inovasi dan kreativitas (X5), dengan pengembangan pelaku ekonomi sebagai variabel dependen (Y). Analisis kuantitatif dilakukan melalui Fisher's Exact Test, Korelasi Product Moment, dan regresi linear berganda, sedangkan analisis kualitatif menggunakan analisis tematik Braun dan Clarke (2006).

Hasil penelitian menunjukkan bahwa Inovasi dan Kreativitas (X5) merupakan variabel yang paling berpengaruh terhadap pengembangan pelaku ekonomi, dengan koefisien korelasi tertinggi ($r = 0,608$; $p < 0,001$) dan satu-satunya variabel yang signifikan dalam model regresi linear berganda ($B = 0,377$; Sig. = 0,007). Regulasi dan Insentif (X1) serta Fasilitasi Kewirausahaan (X2) menunjukkan korelasi yang signifikan secara bivariat, mengindikasikan peran penting keduanya sebagai fondasi pengembangan, meskipun tidak signifikan secara parsial dalam model simultan. Analisis tematik kualitatif mengungkap empat tema utama: transformasi kapasitas digital dan perubahan orientasi promosi, kesenjangan generasional dalam adopsi teknologi beserta mekanisme kompensasi komunal, regulasi sebagai stabilisator sistem ekonomi komunal, serta responsivitas dan sifat partisipatoris program CSR sebagai faktor keberhasilan. Secara keseluruhan, program CSR BCA dan Blibli berperan strategis dalam memperkuat kapasitas pelaku ekonomi berbasis digital di Desa Wisata Goa Pindul, terutama melalui internalisasi budaya inovasi yang mendorong kreativitas promosi dan pengembangan produk wisata.

Kata Kunci: *Corporate Social Responsibility* (CSR), Pengembangan Desa Wisata, Mixed Methods, Inovasi Digital, Ekonomi Komunal

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# ABSTRACT

This study examines the role of Corporate Social Responsibility (CSR) programs implemented by BCA and Blibli through the "Desa Binaan Goes Digital" initiative in enhancing the development of local economic actors in Goa Pindul Tourism Village, Yogyakarta. Amid rapid digital economic transformation, strengthening human resource capacity in rural tourism-based areas has become increasingly essential, particularly given their limited access to technology and capital. This research employs a mixed methods approach with a sequential explanatory design, in which the quantitative phase was conducted first through a census survey of 40 local economic actors, followed by a qualitative phase involving in-depth interviews to explain and contextualize the statistical findings. The independent variables include regulation and incentives (X1), entrepreneurship facilitation (X2), optimization of natural resources (X3), networking and collaboration (X4), and innovation and creativity (X5), while the dependent variable is the development of economic actors (Y). Quantitative analysis was conducted using Fisher's Exact Test, Pearson Product-Moment correlation, and multiple linear regression, while qualitative analysis employed Braun and Clarke's (2006) thematic analysis framework.

The findings reveal that Innovation and Creativity (X5) is the most influential variable in explaining the development of economic actors, with the highest correlation coefficient ($r = 0.608$; $p < 0.001$) and as the only statistically significant predictor in the multiple linear regression model ($B = 0.377$; Sig. $= 0.007$). Regulation and Incentives (X1) and Entrepreneurship Facilitation (X2) demonstrate significant bivariate correlations, indicating their important role as enabling foundations, although their partial effects are not significant in the simultaneous model. Thematic analysis of qualitative data reveals four core themes: digital capacity transformation and shifting promotional orientation; generational disparities in technology adoption alongside communal compensation mechanisms; regulation as a stabilizer of the communal economic system; and the responsiveness and participatory nature of the CSR program as key success factors. Overall, the CSR initiative by BCA and Blibli plays a strategic role in strengthening digitally oriented economic capacity in Goa Pindul Tourism Village, particularly through the internalization of an innovative culture that drives creative promotion and tourism product development.

Keywords: Corporate Social Responsibility (CSR), Tourism Village Development, Mixed Methods, Digital Innovation, Communal Economy.