

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi Corporate Social Responsibility (CSR) yang dilakukan oleh Kantor Urusan Agama (KUA) Kecamatan Kutoarjo melalui program KUA Goes to School dalam upaya meningkatkan citra lembaga. Latar belakang penelitian ini didasari oleh masih terbatasnya pemahaman masyarakat terhadap fungsi dan peran KUA yang selama ini lebih dikenal sebagai lembaga pencatatan pernikahan, sehingga diperlukan strategi komunikasi dan tanggung jawab sosial yang lebih luas dan berkelanjutan. Penelitian ini menggunakan pendekatan kualitatif dengan paradigma interpretivisme. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi dengan melibatkan informan utama yang terdiri dari kepala KUA, petugas humas, dan penyuluh agama Islam. Hasil penelitian menunjukkan bahwa implementasi CSR KUA Kecamatan Kutoarjo dalam program KUA Goes to School diwujudkan melalui dua bentuk utama, yaitu kegiatan charity dan community development. Kegiatan charity dilakukan melalui pemberian zakat pendidikan, bantuan perlengkapan sekolah, serta dukungan sosial lainnya. Sementara itu, kegiatan community development diwujudkan melalui penyuluhan pendidikan karakter, penguatan etika dan moral, serta edukasi dampak pernikahan dini kepada pelajar. Program ini tidak hanya memberikan manfaat langsung bagi peserta, tetapi juga berkontribusi dalam membangun persepsi positif masyarakat terhadap KUA sebagai lembaga yang peduli, responsif, dan aktif dalam pengembangan sumber daya masyarakat. Dengan demikian, program KUA Goes to School terbukti berperan penting dalam meningkatkan citra positif KUA Kecamatan Kutoarjo di mata publik.

Kata Kunci: Corporate Social Responsibility, KUA Goes to School, Citra Lembaga, Charity, Community Development

ABSTRACT

This study aims to analyze the implementation of Corporate Social Responsibility (CSR) carried out by the Office of Religious Affairs (KUA) of Kutoarjo District through the KUA Goes to School program in improving institutional image. This research is motivated by the limited public understanding of KUA's functions, which are often perceived as being limited to marriage registration services. Therefore, KUA is required to actively implement social responsibility programs that are educational and sustainable. This study employs a qualitative approach with an interpretivist paradigm. Data were collected through observation, in-depth interviews, and documentation involving the Head of KUA, public relations officers, and Islamic religious counselors as key informants. The findings indicate that the implementation of CSR at KUA Kutoarjo is conducted through two main forms: charity and community development. Charity activities include the distribution of educational zakat, school equipment assistance, and other social support. Meanwhile, community development activities are carried out through character education counseling, moral and ethical reinforcement, and education on the impacts of early marriage for students. The KUA Goes to School program provides positive impacts on the community and contributes to shaping a positive public perception of KUA as a caring and responsive institution. Thus, this program plays a significant role in enhancing the institutional image of KUA Kutoarjo District.

Keywords: *Corporate Social Responsibility, KUA Goes to School, Institutional Image, Charity, Community Development*