

ABSTRACT

CSR or Corporate Social Responsibility is a business's commitment to sustainable economic development through improving living standards that benefit both the organization and society. CSR initiatives represent a unique approach to implementing maqashid syariah in Islamic banks. The aim of the study is to find out how PT Bank Muamalat Indonesia Tbk, especially Bank Muamalat Indonesia Semarang City Branch will integrate maqashid syariah into existing CSR programs during the 2021–2023 period.

This study uses descriptive qualitative method with Interpretative Phenomenological Analysis (IPA). The data sources used in this study are primary data sourced from Bank Muamalat employees of the Semarang City Branch who have a special understanding of CSR programs and secondary data taken from documents related to the research. Data collection was carried out by interview, observation, and documentation techniques. Furthermore, the data of this study was analyzed by the stages of data reduction, data display, and conclusion drawing.

Based on the results of the research, Bank Muamalat Indonesia Semarang City Branch in the 2021-2023 period has succeeded in implementing the five pillars of the sharia maqashid concept in the company's CSR programs, namely maintaining religion (hifdzu al-din), maintaining the soul (hifdzu an-nafs), maintaining descendants (hifdzu al-nasl), maintaining assets (hifdzu al-maal), and maintaining reason (hifdzu al-'aql). CSR programs are implemented in various activities held including employee child education programs, employee and community health programs, religious tausiyah programs, mosque cleaning movements, assistance for victims of natural disasters, employee training and development, and sharing programs such as financial assistance for orphans.

Keywords: Corporate Social Responsibility (CSR), Maqashid Syariah, Islamic Bank