

ABSTRACT

This research is motivated by the limited number of studies focusing on sustainability in specific contexts, such as tourism villages or particular industry sectors in CSR programs. This study chose PT. Tirta Investama or AQUA because it is one of the leading companies in Indonesia that has implemented CSR programs aligned with the principles of Community Empowerment. The purpose of this research is to understand the form of stakeholder engagement to create sustainability in the CSR program of the Desa Wisata Kampung Adat Banceuy AQUA. This research adopts a qualitative approach using a case study method and data collection through informants and field observation. The sampling technique used in this study is purposive sampling, involving stakeholders from the CSR program in Desa Wisata Kampung Adat Banceuy. The results of this study show that the stakeholder engagement implemented by AQUA has successfully supported the sustainability of the CSR program in Desa Wisata Kampung Adat Banceuy. However, strengthening collaboration with the government and media, as well as addressing social challenges, will further enhance the impact and sustainability of the program in the future. The results of this study can serve as a reference for other companies looking to implement CSR programs based on sustainability with a stakeholder engagement approach.

Keywords: *CSR Program, Desa Wisata Kampung Adat Banceuy, Program sustainability. PT. Tirta Investama (AQUA), Stakeholder engagement.*