

**Title :** University Social Responsibility by Universitas Gadjah Mada: United Bond between Education and Social Responsibility

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**Abstract:**

Since 2007, CSR has been a compulsory program by corporations doing bussines in Natural Resources as stated in Limited Corporation Law No. 74. In line with this determination, practice of CSR has been booming in Indonesia, especially by the increasing attention devoted to environmental issues and concern for the global warming. Slightly different from profit-oriented corporations which apply CSR as an obedience to the law, university providing educational service has been inherent with social responsibility concept itself. By educating the students, educational institutions such as university could be seen that it has been socially responsible by empowering society with education. The CSR efforts by university or well known as USR has been applied by UGM since many years ago. Coming from its vision to be world class research university for the welfare of the nation, then UGM apply this thought in its USR programs. The extraordinary USR conducted by UGM is Student Community Service named Kuliah Kerja Nyata or usually abbreviated to KKN. KKN is UGM's program to empower society by sending its students to rural areas in Indonesia. Those rural areas need to be helped and empowered in some aspects such as education and environment. Since conducted in 1971, KKN has been real experienced by society in rural areas and has shown its visible result until now. Coming from this special USR, the writer would focus on the practice of KKN, both of its strenghts and weaknesses, as the USR program of UGM in empowering Indonesia's rural society.