

Nurhayati. Gugus Irianto, Lilik Purwanti, Rosidi. Master Program in Accounting Faculty Economics and Business, Universitas Brawijaya. 2022. **Nobel Indonesia, University Social Responsibility Based on Dr Soetomo's Thoughts.**

This study explores the meaning of University Social Responsibility (USR) based on Dr. Soetomo's thoughts. This study uses the interpretive paradigm and transcendental phenomenology of Edmund Husserl in analyzing the phenomenon of USR implementation by informants. Husserl's phenomenology has four conceptual components as the unit of analysis, namely intentionality, noema and noesis, intuition, and intersubjectivity. This study uses in-depth interviews to describe how the informants interpret the implementation of USR.

University Social Responsibility implemented by Dr. Soetomo University is understood as the embodiment of values that have grown and developed in it. These values are constructive towards the realization of populist values, nationality towards a Noble Indonesia. The process of implementing USR is based on a populist and nationality perspective at Dr. Soetomo University is a series of field practice agendas that are measured and simultaneously carried out by lecturers and students in assisting the community. The strategy carried out by the Dr. Soetomo University in implementing USR was carried out by identifying problems in the community, in collaboration with the government.

Keyword: Dr Soetomo, USR, Nationality, Populist, Noble Indonesia.