Abstract

Objectives This study particularly concerns with CSR implementation in Indonesian company, particularly whose operation is in consumer goods industry. CSR is viewed as a corporate strategy which supports sustainable development. Five major issues covered here are: CSR concept, motivations, benefits, programs, and reporting; in which all are presented from a firm’s perspective. For case study purpose, PT Unilever Indonesia Tbk is preferred as the sample company.

Method This study is basically an applied research with the inclusion of basic research in particular section of analysis and discussion. All essential data are obtained through literature study, correspondence, and content analysis.

Results & Conclusion The study reveals these findings. (1) At Unilever Indonesia (UI), CSR is not simply a philanthropic action; instead it is a strategy to achieve sustainable development. (2) Motives for CSR in both UI and Indofood are dominantly influenced by economic factors. (3) CSR can result in many benefits that are essential to sustain long term corporate development. (4) UI’s CSR agenda is more comprehensive, covering the key features of sustainability. (5) UI issues CSR reporting both in the annual report and separate report. (6) UI adopts GRI as guidelines for sustainability reporting. (7) The overall sustainability reporting of UI and Indofood are dominated by economic factor followed by social and environmental performance in the second and the third place. (8) From 2005 to 2007, the reporting on environmental performance in both companies shows an increasing trend.

Keywords Corporate Social Responsibility (CSR), sustainability reporting, motivations, benefits, consumer goods, Unilever Indonesia, GRI Guidelines
Preface

This thesis is a final project that had been planned and prepared during the undergraduate study period. It is expected to provide additional knowledgeable value for likely further research in related topic.

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