

THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN INDONESIA: A CASE STUDY APPROACH

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ABSTRACT

There have been a lot of companies in Indonesia who say that they have implemented Corporate Social Responsibility (CSR) programs, but in reality there are still many who have never run it at all. The Act related CSR has been established and even the improvements have been done several times but quite many problems are still found in its implementation, whereas, as we know that Indonesia is a country with the 4th largest population in the world and has abundant natural resources in which the market economy of Indonesia is the State Owned Companies and Private Business Groups that play an important role. The research was carried out to know what the problems and challenges in CSR implementation. To obtain a clear point of view from the participants, in-depth interviews were employed in this study. This study also employed questionnaires to triangulate the instruments. In-depth interviews were conducted to obtain the perception of the participants on CSR, while questionnaires were distributed to support the data gained from the interviews. The research proved that until now not all companies have implemented CSR program well.

Keywords: Corporate Social Responsibility (CSR), Natural Resources, Corporation.