

**PERBANDINGAN ANTARA *CORPORATE SOCIAL RESPONSIBILITY*  
DAN *CREATING SHARED VALUE* DALAM MENINGKATKAN  
REPUTASI PERUSAHAAN**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis dan mengkaji perbedaan antara konsep *Corporate Social Responsibility* (CSR) dan *Creating Shared Value* (CSV) dalam meningkatkan reputasi perusahaan. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian kualitatif deskriptif. Penelitian dilakukan dengan cara membandingkan *Corporate Social Responsibility* dan *Creating Shared Value* dalam meningkatkan reputasi perusahaan. Objek penelitian ini adalah Kelompok Usaha Bakrie (KUB) dan PT Nestle Indonesia. Data dari KUB berupa Laporan *Corporate Social Responsibility* KUB Tahun 2006 dan Laporan *Corporate Social Responsibility* Bakrieland Tahun 2010. Data dari PT Nestle Indonesia berupa Laporan *Creating Shared Value* PT Nestle Indonesia Tahun 2011. Hasil penelitian ini menunjukkan bahwa kebanyakan praktik CSR yang dilaksanakan oleh KUB hanyalah sebatas *charity*, *philanthropy*, ataupun *community development*, sedangkan PT Nestle Indonesia mampu mencapai keberhasilan ekonomi dengan konsep CSV yang diadopsinya.

Kata Kunci: *Corporate Social Responsibility* (CSR), *Creating Shared Value* (CSV), Reputasi Perusahaan.

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**COMPARISON OF CORPORATE SOCIAL RESPONSIBILITY AND  
CREATING SHARED VALUE IN IMPROVING CORPORATE  
REPUTATION**

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**ABSTRACT**

*This research aimed to analyze and assess the difference between the concept of Corporate Social Responsibility (CSR) and Creating Shared Value (CSV) in improving corporate reputation. The method used in this research is descriptive qualitative method. The research is done by comparing of Corporate Social Responsibility and Creating Shared Value in improving corporate reputation. Object of this study is Kelompok Usaha Bakrie (KUB) and PT Nestle Indonesia. Data from KUB is Corporate Social Responsibility Report KUB 2006 and Corporate Social Responsibility Report Bakrieland 2010. Data from PT Nestle Indonesia is Creating Shared Value Report PT Nestle Indonesia 2011. Result of this research indicates that most of CSR practices implemented by KUB was limited to charity, philanthropy, or community development program, meanwhile PT Nestle Indonesia is able to achieve economic success by adopting of CSV concept.*

*Keywords: Corporate Social Responsibility (CSR), Creating Shared Value (CSV), Corporate Reputation.*

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