

THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN SARI HUSADA LTD. IN THE PROVINCE OF DAERAH ISTIMEWA YOGYAKARTA (DIY)

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ABSTRACT

The implementation of CSR by Indonesia corporations is still based philanthropy principle. Therefore, the form becomes various and incomprehensive. The research is aimed to find out the forms of CSR implemented by Sari Husada Ltd. And its benefit toward Sari Husada Ltd. or Community Development. The study is an empirical law research using qualitative descriptive approach. The research was carried out by analyzing primary data through interview, an observation to find out various interests and expectations of the society toward the implementation of CSR by Sari Husada Ltd. In addition, the secondary data was done through library study. The data obtained was then arranged systematically and analyzed qualitatively and descriptively using inductive logic. The finding shows that Sari Husada Ltd. has implemented CSR philanthropically and it is in the form of Com Relations and Com Development. The benefit of CSR for Sari Husada Ltd. comprises (1) the workers have higher loyalty and dedication, (2) the workers working together with the society have higher capability, (3) The corporate has more opportunities to increase practical aids to the society, (4) improve the roles of local community, and (5) improve the corporate image as its workers become the ambassador. On the other hand, the implementation of CSR related to Community Development hasn't given maximum advantages.

Keywords: CSR, Philanthropy, Corporate

I. PENDAHULUAN

Pada saat ini perusahaan swasta telah mengembangkan *Corporate Social Responsibility* (selanjutnya ditulis CSR). CSR merupakan pengambilan keputusan yang dikaitkan dengan nilai-nilai etika, memenuhi kaidah-kaidah dan keputusan hukum dan menghargai manusia, masyarakat dan lingkungan (Jogo, 2005: 5).

Kenyataannya, pelaksanaan CSR oleh perusahaan swasta di Indonesia masih berdasarkan kedermawanaan (*philanthropy*) atau sukarela (*voluntary*), oleh karena itu bentuknya menjadi sangat beragam dan tidak menyeluruh.