

ABSTRACT

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THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS EARNINGS PER SHARE AND NET PROFIT GROWTH AT PT. BUKIT ASAM, YEAR 2007 – 2011.

Constant demand and limited supply. A statement, which defines natural resources industry's condition. As we are aware of that human numbers are rocketing from year to year, especially in developing countries. Mother Nature that is forced to cope with the increasing numbers of human population should bear with human demands of products, consequently natural resources. The demand for natural resources will constantly exist, but the supply and availability for natural resources will cease in time.

Utilizing human interest and demand in natural resources, coal, PT. Bukit Asam has decided to operate in the natural resources industry. . PT. Bukit Asam is a company that focuses on extracting coal from the nature and selling it to the international market. Extracting coal, brings consequences for the nature, it depletes, erodes, and destroys. In return, to make sure that company is not only taking, corporate social responsibility programs are planned and executed. Corporate social responsibility programs provided by PT. Bukit Asam is a form of dedication and return to nature and society. The acts, will extend its impact towards nature, society and the company itself; profitability. Since, corporate social responsibility might have impact on profitability, it brings writers interest on researching the Effect of Corporate Social Responsibility Toward Earnings per Share and Net Profit Growth at PT. Bukit Asam, year 2007 – 2011.

Keywords: Corporate Social Responsibility, Environmental Sustainability Programs, Profitability, and PT. Bukit Asam.