

ABSTRACTS

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CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF PT NIPRESS TBK

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This case study is on PT Nipress Tbk Indonesia. The objective of the study is to analyze the implementation of CSR by PT Nipress Tbk and whether it have satisfied the four-part definition of CSR by Carroll, considering CSR activities are especially important in developing countries such as Indonesia.

The data for the case study was collected by means of interviewing PT Nipress's environmental, health and safety manager to obtain internal data as well as going through literatures related to the topic of CSR and reports of PT Nipress Tbk such as the company's annual report for the year 2017. Data is then processed by comparing findings with theories for confirmation.

The conclusion of this study is that PT Nipress Tbk CSR activities satisfies the four-part definition of CSR by Carroll. PT Nipress Tbk implements their CSR activities by being directly involved with receiving parties and working alongside with other organisations to give back to society. It is proven too that indeed CSR affects the firm positively.

Reference: 15 (2012-2018)

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