TABLE OF CONTENTS

TITLE PAGE ..... **I**

ABSTRACT ..... **VI**

ABSTRAK ..... **VII**

PREFACE ..... **VIII**

TABLE OF CONTENTS ..... **XI**

LIST OF ABBREVIATIONS ..... **XIII**

LIST OF APPENDICES ..... **XIV**

CHAPTER I INTRODUCTION **1**

1.1 BACKGROUND **1**
1.2 RESEARCH QUESTIONS **6**
1.3 RESEARCH OBJECTIVES **6**
1.4 RESEARCH SIGNIFICANCE **6**
1.5 STRUCTURE OF THESIS **7**
1.5.1 Chapter I: Introduction 7
1.5.2 Chapter II: Theoretical Framework 7
1.5.3 Chapter III: Methodology 8
1.5.4 Chapter IV: Results and Discussions 8
1.5.5 Chapter V: Conclusion 9

CHAPTER II THEORETICAL FRAMEWORK **10**

2.1 LITERATURE REVIEW **10**
2.1.1 MNC and CSR 10
2.1.2 MNCs and Environmental Issues 12
2.1.3 MNCs CSR Interest 15
2.2 THEORY AND CONCEPT **17**
2.2.1 Liberalism 17

2.2.2 Free Market 19
2.2.3 Multinational Corporations (MNCs) – Honda 20
2.2.4 Corporate Social Responsibility (CSR) 21

CHAPTER III METHODOLOGY 23

3.1 RESEARCH APPROACH 23
3.2 RESEARCH METHOD 24
3.3 DATA COLLECTION TECHNIQUE 25
3.4 DATA ANALYSIS TECHNIQUE 26

CHAPTER IV RESULTS AND DISCUSSIONS 28

4.1 HONDA'S IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMS IN ADDRESSING ENVIRONMENTAL ISSUES IN INDONESIA .28
4.1.1 Introduction of Eco-Friendly Transportation 28
4.1.2 Educational CSR 31
4.1.3 Green Factory Initiative Program 34
4.2 THE PURPOSE AND BENEFITS OF HONDA'S CSR PROGRAMS FOR THE COMPANY'S OVERALL WELL-BEING 36
4.2.1 Enhancing Brand Reputation and Public Trust 37
4.2.2 Economic and Market Benefits Through CSR 42
4.2.3 Competitive Advantage and Long-Term Sustainability 47

CHAPTER V CONCLUSION 53

5.1 SUMMARY OF FINDINGS 53
5.2 RECOMMENDATIONS AND BROADER IMPLICATIONS 55

BIBLIOGRAPHY 59

APPENDICES

LIST OF ABBREVIATIONS

AHM = Astra Honda Motor

CSR = Corporate Social Responsibility

DBL = Development Basketball League

ESG = Environmental, Social, and Governance

EV = Electric Vehicle

IRSP = Indonesia Road Safety Partnership

MNC = Multinational Corporation

NDC = Nationally Determined Contributions

PwC = PricewaterhouseCoopers

SDGs = Sustainable Development Goals

UN = United Nations

LIST OF APPENDICES

APPENDICES A

Thesis Monitoring Form……A-1

APPENDICES B

Curriculum Vitae……B-1

APPENDICES C

Originality Report……...C-1