

Strategi corporate social responsibility berdasarkan resources based theory. studi kasus: djarum foundation = Corporate social responsibility based on resources based theory. case study: djarum foundation

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Abstrak

Tesis ini membahas strategi CSR Djarum Foundation berdasarkan resources based theory untuk mencapai keunggulan bersaing di industri rokok Indonesia. Studi penelitian ini menggunakan metode deskriptif. Hasil penelitian menyebutkan Djarum Foundation memiliki 5 bidang CSR yaitu sosial, olahraga, lingkungan, pendidikan dan budaya. Dari kelima bidang tersebut Djarum Foundation mempunyai keunikan sekaligus menjadi pioneer dalam CSR bidang budaya di Indonesia.

Tesis ini berusaha menjabarkan saran eksplorasi ke depan khususnya untuk CSR bidang budaya. Djarum Foundation dapat mengoptimalkan sumber daya yang mereka miliki di bidang seni yaitu Teater Djarum dan juga di bidang budaya khususnya melalui pengembangan batik Kudus.

.....This thesis studies Djarum Foundation's CSR strategy based on resources based theory to achieve competitive advantage in cigarette industry of Indonesia. This research study uses descriptive methods. The results mentioned that Djarum Foundation has 5 areas of CSR includes social, sports, environment, education and culture. Djarum Foundation has uniqueness as well as a pioneer in the field of CSR culture in Indonesia.

This thesis is trying to describe the advice for exploring their CSR areas specific on culture. Djarum Foundation can optimize their resources in arts through Djarum Theatre and the development of Batik Kudus for culture.