

Analisis pelaporan dan pelaksanaan corporate social responsibility berdasarkan global reporting initiative pada PT Unilever Indonesia Tbk (studi kasus program pemberdayaan petani kedelai hitam) = Reporting analysis and implementation of corporate social responsibility based on global reporting initiative in PT Unilever Indonesia Tbk (case study of black soybean farmer empowerment program)

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Abstrak

Penelitian ini membahas tentang pelaporan dan pelaksanaan Corporate Social Responsibility pada PT Unilever Indonesia Tbk. Tujuan penelitian adalah untuk meneliti pengaruh corporate social responsibility terhadap profit, people dan planet dalam konsep triple bottom line dan pelaporan corporate social responsibility sesuai dengan standar Global Reporting Initiative. Data dikumpulkan dari Tim SR yang bekerja di PT Unilever Indonesia Tbk.

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Hasil penelitian menunjukkan bahwa corporate social responsibility pada PT Unilever Indonesia Tbk. berpengaruh positif terhadap profit, people dan planet. Pelaporan corporate social responsibility telah diungkapkan cukup lengkap dan jelas di dalam Sustainability Report berdasarkan standar Global Reporting Initiative (GRI).

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Hasil penelitian ini memberikan saran kepada PT Unilever Indonesia Tbk. untuk melengkapi komponen - komponen yang tidak dilaporkan di dalam sustainability report tahun 2012. Untuk pembuatan Sustainability Report selanjutnya, perusahaan diharapkan dapat melakukan kegiatan CSR sesuai dengan ISO 26000 dan melaporkan kegiatan CSR sesuai dengan standar GRI - G4.

.....This study discusses the reporting and implementation of Corporate Social Responsibility at PT Unilever Indonesia Tbk . The purpose of the study was to examine the influence of corporate social responsibility to profit , people and planet in the concept of the triple bottom line and corporate social responsibility reporting in accordance with the standards of the Global Reporting Initiative . Data collected from the SR team working in PT Unilever Indonesia Tbk .

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The results showed that corporate social responsibility at PT Unilever Indonesia Tbk positive effect on profit , people and planet . Corporate social responsibility reporting has been disclosed sufficiently complete and clear in the standard Sustainability Report based on the Global Reporting Initiative ( GRI ) .

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The results provide advice to PT Unilever Indonesia Tbk to complement components - components which are not reported in the sustainability report in 2012 . To manufacture the next Sustainability Report , the company is expected to perform activities in accordance with the ISO 26000 CSR and CSR reporting activities in accordance with GRI standards - G4.