

Analisis implementasi corporate social responsibility: studi kasus pada PT Kalbe Farma Tbk = Analysis of corporate social responsibility implementation: case study on PT Kalbe Farma Tbk

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Abstrak

[Penelitian ini menggunakan metode studi kasus dari Implementasi Corporate Social Responsibility (CSR) pada PT. Kalbe Farma Tbk. yang merupakan salah satu perusahaan yang bergerak di industri farmasi di Indonesia. Penelitian ini melakukan analisis terhadap pelaksanaan CSR di PT. Kalbe Farma Tbk. berdasarkan teori Hendeberg's CSR Pyramid dan Konsep Triple Bottom Line. Hasil dari penelitian ini memperlihatkan bahwa CSR yang dilakukan oleh PT. Kalbe Farma Tbk. sebagian besar telah meliputi kriteria-kriteria dari Hendeberg's CSR Pyramid dan Konsep Triple Bottom Line.

.....This study was a case study of Corporate Social Responsibility (CSR) implementation in PT. Kalbe Farma Tbk. which an Indonesian company in pharmaceutical industry. This study used Hendeberg's CSR Pyramid and Triple Bottom Line Concept to analyze the CSR implementation by PT. Kalbe Farma Tbk. This study showed PT. Kalbe Farma Tbk. CSR had accomplished most of criterias from both Hendeberg's CSR Pyramid and Triple Bottom Line Concept., This study was a case study of Corporate Social Responsibility (CSR)

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