

## Analisis Implementasi CSR McDonald Dalam Penanggulangan Deforestasi di Hutan Amazon, Brazil (Tahun 2002-2004) = Analysis of CSR Implementation McDonald in Tackling Deforestation in the Amazon Rainforest, Brazil (2002-2004)

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### Abstrak

Deforestasi di hutan Amazon telah berlangsung sejak pemerintah Brazil mempromosikan pendudukan di daerah Amazon sejak tahun 1960-an yang dimulai dengan pembukaan jalan hingga pada penebangan hutan yang digunakan sebagai lahan peternakan dan pertanian. Sekitar 70 persen wilayah hutan yang gundul berwujud peternakan antara tahun 1990 dan 2004, Brazil juga merupakan primadona investasi di kawasan Amerika Latin diberbagai bidang dengan populasi terbesar di kawasan ini secara tidak langsung telah menjadikan pola konsumsi rakyatnya semakin meningkat, dengan melihat peluang investasi yang menguntungkan, perusahaan McDonald masuk dan menjadi bagian gaya hidup rakyat Brazil di perkotaan, seiring dengan meningkatnya permintaan terhadap produk McDonald maka permintaan akan ternak serta pertanian kedelai pun meningkat, seiring meningkatnya permintaan itu pun tanpa disadari telah menyebabkan deforestasi di hutan Amazon hal ini pun dijelaskan dengan adanya teori McNugget Connection, Kasus McDonald di Brazil ini memperlihatkan keterkaitan erat antara kerusakan lingkungan yang terjadi di hutan dengan aktivitas bisnis perusahaan multinasional di bidang makanan. Menyadari pentingnya rehabilitasi hutan Amazon atas tindakan yang dilakukannya, McDonald melalui program Corporate Social Responsibility (CSR) berupaya untuk membangunkan kembali hutan Amazon sebagai paru-paru dunia.

.....Deforestation in the Amazon rainforest has been going on since the Brazilian Government to promote settlement in the Amazon since the 1960s, beginning with the opening of roads to logging that is used as a farm and agriculture. About 70 percent of the Amazon area of forest understorey farm between 1990 and 2004, Brazil is also a prim donna in various Latin American investment come within the area with the largest population of this lowliest indirectly has made his ever increasing consumption patterns, with respect to a made his ever increasing consumption patterns, with respect to a profitable investment opportunities, the company McDonald enters and becomes part of the Brazilian people live style in urban areas, with increasing demand for McDonald's product then the demand for cattle and soy farming has increased as the growing demand for it was unwittingly have caused deforestation in the Amazon rainforest it is also explained by the theory of the McNugget connection, McDonald's case in Brazil shows a close affinity between the environmental damage that occurs in the forest with the business activities of multinational companies in the field of food. Realize the importance of the Amazon forest rehabilitation measures that he did, McDonald through Corporate Social Responsibility (CSR) sought to reawaken the Amazon forest as lungs of the world