

**ANALYZING THE EFFECTIVENESS OF CORPORATE SOCIAL  
RESPONSIBILITY IMPLEMENTATION  
A CASE STUDY OF PT. SEPANJANG INTISURYA MULIA**

By

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A Thesis submitted to the Faculty of  
BUSINESS ADMINISTRATION AND HUMANITIES

Department of  
INTERNATIONAL BUSINESS ADMINISTRATION

In Partial Fulfillment of the Requirements for  
BACHELOR'S DEGREE

IN

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Revision after the Thesis Defense on 20 July 2012

### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

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This research will analyze the effectiveness of Corporate Social Responsibility (CSR) implementation of PT. Sepanjang Intisurya Mulia. The objectives of this research are to identify the relationship between CSR implementation and local community acceptance and cooperation towards PT. Sepanjang Intisurya Mulia as well as identify the most effective CSR implementation to create harmonious relationship with the local community. This research is conducted using primary and secondary data. The primary data is taken by conducting an interview to company's management and questionnaire to respondents which are the villagers around PT. Sepanjang Intisurya Mulia plantation area in Nanga Tayap, Ketapang, West Kalimantan. While the secondary data is obtained from company's internal data and other literature research. This research has proved that CSR activities will enhance local community acceptance and cooperation towards the company. Furthermore, education program has been proved to be the most effective CSR activity. This research will create benefit for a better CSR implementation for the company as well as the local community.

*Keywords: Effectiveness, Corporate, Social, Responsibility, Implementation*

## DEDICATION

I dedicate this thesis to my beloved family, for their pray, support, and unconditional love, my uncle Mr. Andi Laurencius for his guidance, inspiration and endless support and my dearest Davin Sujana for his presence, love and encouragement during this thesis experience.



## ACKNOWLEDGMENTS

The author's work would not have been possible without the guidance and help of several individuals and institutions who in one way or another contributed and extended their valuable assistance in the creation and completion of this thesis.

The author would like to send sincere gratitude to author's parents, Mr. Michael Fei Ming and Mrs. Veriyati Lanuwijaya, brother Bryan Liming, and dearest Davin Sujana for their presence, pray, support, and unconditional love that they have given.

The author would also like to send sincere thanks to all PT. Sepanjang Intisurya Mulia's management and employee for their help and deep understanding in data access and throughout the direct research in Ketapang, West Kalimantan especially to author's uncle, Mr. Andi Laurencius for his guidance, inspiration, and endless support during this thesis experience.

The author also owes deepest gratitude to Mr. Muhril Ardiansyah as thesis advisor for his willingness to constantly help, continuous support, his patience, enthusiasm, inspiration, advice, and motivation. And to Mr. Michael Early as advisor in English writing for his help and support during the creation and completion of this thesis.

Furthermore, the author would like to thank the entire Business Administration lectures for their guidance from the beginning semester until the end semester in Swiss German University.

Last but not least, thank you to all fellow classmates in IBA 2008 for all the fun we had in the last four years.

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