

**THE ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY FOR
BUSINESS SUSTAINABILITY AT PT. OMRON MANUFACTURING OF
INDONESIA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it 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

THE ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY FOR BUSINESS SUSTAINABILITY AT PT. OMRON MANUFACTURING OF INDONESIA

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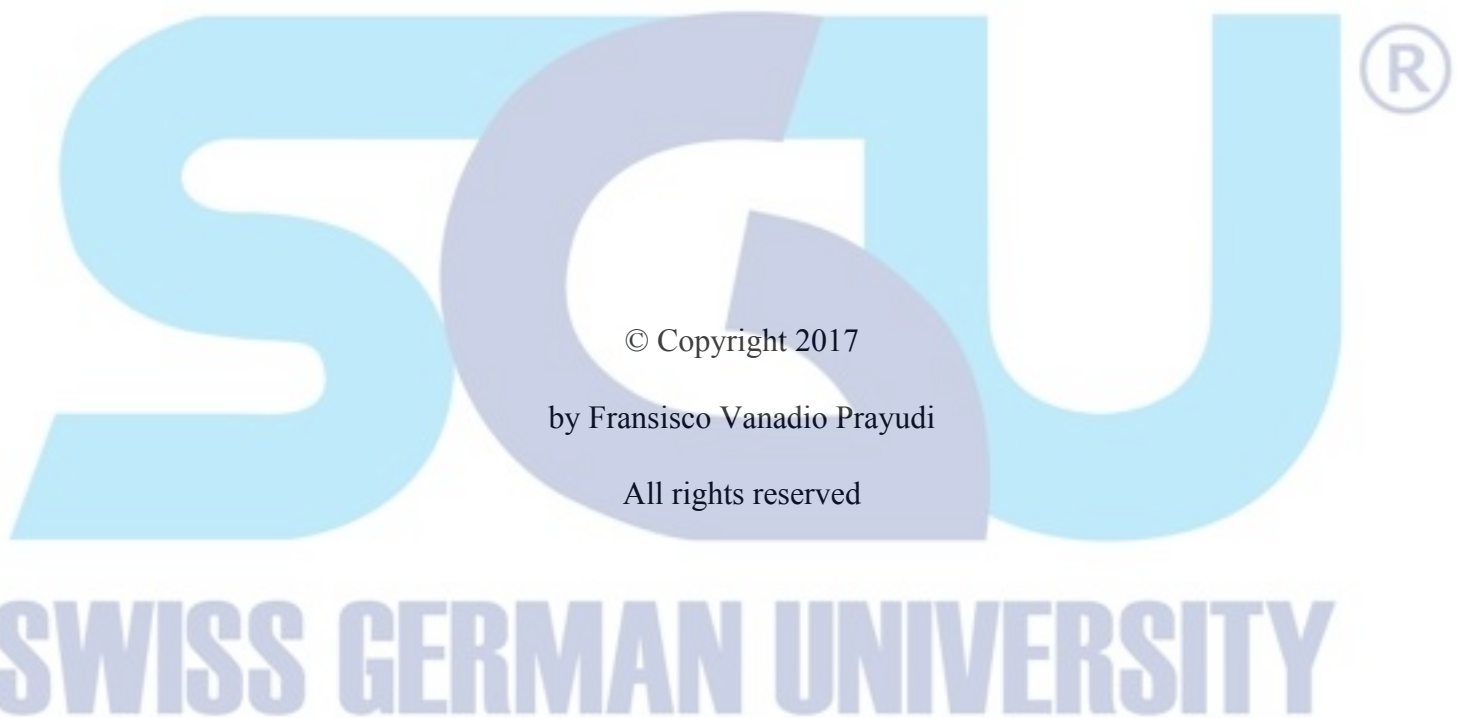
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Corporate social responsibility has become an important role for companies to apply activities in business. It is an obligation for companies to have CSR program implemented for the society. Companies are required to have CSR program to apply in the working environment. Corporate social responsibility should be implemented for a sustainable environment.

In this research, it is purposed to understand the impact of CSR program towards Omron's performance for business sustainability. The data for this research was gathered from the reports on activities that has been made by this company through CSR program and the results of an in-depth interview with the authorities who are involved in contributing the CSR program. Omron's CSR program has done a lot of contribution to the society that needs to be thought deeper through programs that have not been made by Omron in how much the CSR program that has to be implemented for the impact on business sustainability, depending on how much progress can be achieved by Omron for the program on CSR activities.

Keywords: corporate social responsibility, business sustainability, corporate sustainability, company performance, society



DEDICATION

I dedicate this thesis to my family and friends who have supported me through difficult times.



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First, I would like to thank God for giving me the path to finish this thesis through difficult journeys. During the difficult journeys in making the thesis, I have learned that in life I should work harder and keep trying to improve myself to achieve the targets I want to reach.

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