



**CSR AND THE SUSTAINABLE DEVELOPMENT GOALS:
ALIGNING BUSINESS WITH CITIZENS AND
ENVIRONMENTAL PRIORITY THESIS**

THESIS

Submitted as one of the requirements to obtain

Magister Manajemen

By

Sri Karmini

023202005052

**FACULTY OF BUSINESS
MASTER OF TECHNOLOGY MANAGEMENT STUDY
PROGAM CIKARANG
JULY 2024**

SIMILARITY INDEX REPORT

Final Thesis SRI KARMINI.docx

ORIGINALITY REPORT

8%

SIMILARITY INDEX

8%

INTERNET SOURCES

1%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1

repository.president.ac.id

Internet Source

2%

2

Submitted to President University

Student Paper

2%

3

journal.formosapublisher.org

Internet Source

<1%

4

hdl.handle.net

Internet Source

<1%

5

president.ac.id

Internet Source

<1%

6

media.neliti.com

Internet Source

<1%

7

jcsr.springeropen.com

Internet Source

<1%

8

Submitted to University of Wollongong

Student Paper

<1%

9

core.ac.uk

Internet Source

<1%

GPT ZERO CHECK

Our detector is highly confident that the text is written entirely by a **human**.

AI Scan

3%

There is a 3% chance this text was written entirely by AI.

Stats

779 words
72 sentences
0 sentences generated by AI

ABSTRACT

Corporate Social Responsibility (CSR) is a broad concept that is defined as a company's commitment to improving the welfare of the community through good business practices and contributing some of its resources. The purpose of this study is to examine the extent to which competencies are developed to achieve excellence in achieving organizational or foundation goals using the Resources-Based View (RBV) paradigm at PT. Diamond Cold Storage. Case study research method (case study) is a type of research that can answer several issues or objects of a phenomenon, especially in the branch of social science. Data collection consists of interviews to obtain primary data. Data analysis was carried out using the "Miles and Huberman Model". The RBV Theory found that human resources are good, financial assets are better, and tangible assets in the form of technology, facilities and products are good. Improving responsiveness to workers and their territories through a holistic ecological perspective, create these resources concurrently with and before to implementing, and Make CSR an integral part of the marketing plan rather than a separate program. CSR may shift market behavior. Companies that execute good CSR strategies can become inspiring change agents. Companies can use smart CSR activities to empower people, protect the environment, and promote sustainable growth. As a result, by implementing a CSR program, businesses can have a positive impact on the community and its surroundings.

Keywords: corporate Social responsibility; sustainable competitive advantage; RBV Theory;

ABSTRACT

Corporate Social Responsibility (CSR) merupakan sebuah konsep luas yang diartikan sebagai komitmen perusahaan untuk meningkatkan kesejahteraan masyarakat melalui praktik bisnis yang baik dan menyumbangkan sebagian sumber dayanya. Tujuan dari penelitian ini adalah untuk mengkaji sejauh mana kompetensi dikembangkan untuk mencapai keunggulan dalam mencapai tujuan organisasi atau landasan dengan menggunakan paradigma Resources-Based View (RBV) pada PT. Diamond Cold Storage. Metode penelitian studi kasus (case study) merupakan jenis penelitian yang dapat menjawab beberapa permasalahan atau objek dari suatu fenomena, khususnya pada cabang ilmu sosial. Pengumpulan data terdiri dari wawancara untuk memperoleh data primer. Analisis data dilakukan dengan menggunakan “Model Miles dan Huberman”. Analisis RBV menemukan sumber daya manusia baik, aset finansial lebih baik, dan aset berwujud berupa teknologi, fasilitas dan produk baik. Meningkatkan daya tanggap terhadap pekerja dan wilayah mereka melalui perspektif ekologi holistik, menciptakan sumber daya ini secara bersamaan dengan dan sebelum penerapan, dan Menjadikan CSR sebagai bagian integral dari rencana pemasaran dan bukan sebagai program terpisah. CSR dapat mengubah perilaku pasar. Perusahaan yang menjalankan strategi CSR dengan baik dapat menjadi agen perubahan yang menginspirasi. Perusahaan dapat menggunakan aktivitas CSR yang cerdas untuk memberdayakan masyarakat, melindungi lingkungan, dan mendorong pertumbuhan berkelanjutan. Sehingga dengan melaksanakan program CSR, dunia usaha dapat memberikan dampak positif bagi masyarakat dan sekitarnya.

Keywords: corporate Social responsibility; sustainable competitive advantage; RBV theory

TABLE OF CONTENT

PANEL OF EXAMINERS APPROVAL SHEET	iii
ACKNOWLEDGEMENT	iv
STATEMENT OF ORIGINALITY	vi
SIMILARITY INDEX REPORT	vii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST.....	xi
ADVISOR APPROVAL FOR PUBLICATON.....	xii
LIST OF FIGURES	4
Figure 2. 1 Research Design (Author, 2024).....	19..... 4
Figure 3. 1 Interactive Data Model Analysis Techniques Miles & Huberman (Sourec : Miles & Huberman, 1994).....	22..... 4
LIST OF TABLES	4
Table 1.1 Number of Poor People in Bekasi Regency	26..... 4
Table 3. 1 Informant Matrix.....	29..... 4
Table 4. 1 Interview Reduction Table (Author, 2024).....	33..... 4
Table 4. 2 RBV Theory Table (Author, 2024).....	35..... 4
Figure 4.3 CSR Program PT. Diamond Cold Storage (Author, 2024).....	37..... 4
Table 4. 4 Developing CSR Program Table (Author, 2024).....	37..... 4
Table 4. 5 Steps to make CSR a success Table(Author, 2024).....	38..... 4
CHAPTER 1	1
INTRODUCTION	1
Table 1.1 Number of Poor People in Bekasi Regency	1
1.1. Problem Simulation	2
1.2. Research Objectives.....	2
CHAPTER 2	4
LITERATURE REVIEW	4
2.1. CSR as Definition	4
2.2. Principles of Corporate Social Responsibility (CSR)	5
2.3. Benefits of Corporate Social Responsibility (CSR).....	6
2.4. Types of Corporate Social Responsibility Program.....	8
2.5. CSR Implementation.....	9
2.6. Business Sustainability	10
2.8. Resource-Based View Theory	16

2.9. Justification.....	17
2.10. Novelty.....	17
2.11. Research Design.....	18
Figure 2. 1 Research Design (Author, 2024)	18
CHAPTER 3	20
RESEARCH METHOD.....	20
3.1. Research Method	20
Qualitative research is crucial for comprehending the complexities of human behavior and the environment. The article named "Exploring Qualitative Research: A Comprehensive Guide to Case Study Methodology" seeks to gives detailed practical instructions for scholars interested in using case studies as a qualitative research tool.	20
Figure 3. 1 Interactive Data Model Analysis Techniques Miles & Huberman (Sourec : Miles & Huberman, 1994)	21
3.2. Data Collection Technique.....	22
3.3. Data Analysis Technique	23
3.4. Research Informants	24
Table 3. 1 Informant Matrix.....	25
CHAPTER 4	26
4. Result and Discussion	26
4.1. CSR as a Important Fundamental and The True Power of CSR to Inspire Action, Both Within and Beyond the Organization	26
Figure 4. 1 Interview Reduction Table (Author, 2024)	29
4.2. Developing CSR From Inner Superiority	30
Table 4. 2 RBV Theory Table (Author, 2024).....	32
Figure 4.3 CSR Program PT. Diamond Cold Storage (Author, 2024)	34
Table 4. 4 Developing CSR Program Table (Author, 2024).....	36
Table 4. 5 Steps to make CSR a success Table(Author, 2024).....	37
.....	38
5. Conclusion	41
5.1. Conclusion	41
5.2. Recommendation	42
Refrences.....	43
Refrences.....	43

LIST OF FIGURES

Figure 2. 1 Research Design (Author, 2024).....	19
Figure 3. 1 Interactive Data Model Analysis Techniques Miles & Huberman (Sourec : Miles & Huberman, 1994).....	22

LIST OF TABLES

Table 1.1 Number of Poor People in Bekasi Regency.....	26
Table 3. 1 Informant Matrix.....	29
Table 4. 1 Interview Reduction Table (Author, 2024).....	33
Table 4. 2 RBV Theory Table (Author, 2024).....	35
Figure 4.3 CSR Program PT. Diamond Cold Storage (Author, 2024).....	37
Table 4. 4 Developing CSR Program Table (Author, 2024).....	37
Table 4. 5 Steps to make CSR a success Table(Author, 2024).....	38
Table 4. 6 Steps to make CSR a success Table(Author, 2024).....	39
Table 4. 7 Steps to make CSR a success Table(Author, 2024).....	39