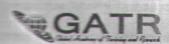
## Global Journal of Business and Social Science Review



journal homepage: www.gjbssr.org

GJBSSR, Vol. 4(1), October-December 2015: 54-61



## Strategic CSR based on Local Wisdom for Corporate Sustainability (A Case Study on Sugar Factories in Karesidenan Besuki)\*

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## ABSTRACT

The objective of this program is to help and support sugar cane farmers, cooperatives and business, and engaged in community development (such as education/training, improving health, business ructure/facilities, environmental conservation and poverty alleviation).

Technique – This study is a qualitative study which aims to analyze the CSR activities located in Situbondo based on strategic CSR concept. There are three sugar factories and analyzed in this study, i.e.: PG Assembagoes, PG Pandjie, and PG Olean. They mamed partnership program and community development.

The Partnership Program provides benefits to sugarcane farmers located around the sugar and also give benefits to sugar factories themselves since more than 60% of the sugarcane than 60% of the 60% of the

- The paper analyzes company's perception, perspectives, and understandings of CSR assembly strategic CSR, also its implementation.

Tope of Paper: Conceptual.

Comporate social responsibility, company sustainability, strategic CSR, sugar factory,

## II. listruduction

decades, corporate social responsibility (CSR) is not anymore considered as a begation, but more as an opportunity for a company to internalize it in company's (Bisnis& CSR, 2007). The regulation regarding CSR is already embedded according to Act No. 40/2007. Article 74 of the Company Act states that "The being its business activities in the field of and/or related to natural resources, shall be perform its Social and Environmental Responsibility". Also Law on State-prises No. 19/2003 requires that state-owned companies to have CSR program and partnership program and community development. With all those regulations

Accepted: December, 2015

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Revised: September, 2015