



**THE IMPLEMENTATION OF CSR ON BANK NAGARI  
TO BUILDING IMAGE FROM  
SOCIAL RESPONSIBILITY PERSPECTIVE**

*Undergraduate Thesis*

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## THE IMPLEMENTATION OF CSR ON BANK NAGARI TO BUILDING IMAGE FROM SOCIAL RESPONSIBILITY PERSPECTIVE

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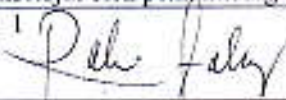
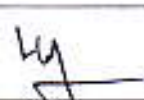
### ABSTRAK

CSR becomes the current issues in business environment because the company not only led the business spend care on the employee,customer and stakeholder but also on the company environment and society. Observating the implementation of CSR becomes the interesting because lot of company implement this kind of activity with many reason behind it, many force factor that lead the company to implement this kind of activity. This research taken in PT. Bank Pembangunan Daerah Sumatera Barat (Bank Nagari) that as a local bank have several program of CSR and have good image in West Sumatera point of view.

This research focus on analyzing whether the Bank Nagari implement real CSR activity or just image building. Based on the research that is in the form of qualitative approach that Bank Nagari actually implementing real CSR, they extremely separate between the CSR activities and the image building activities that is usually in the form of promotion activity. Bank Nagari actually doing their CSR activities based on the three principles that consist of inside out, identify who need help, and the last is equality between commercial and social activity. The most interesting result of the research is about there is indirect connection between CSR activities that is implement by the company with their image.

*Keywords:* CSR,Image building

Skripsi ini telah dipertahankan di depan sidang penguji dan dinyatakan lulus pada tanggal 18 Agustus 2010. Abstrak ini telah disetujui oleh pembimbing dan penguji :

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# CHAPTER I

## INTRODUCTION

### 1.1 Background to the Research

Nowadays, Corporate Social Responsibility (CSR) becomes current issues in business environment. The problem is not only from social aspect but also about business aspect and corporate sanitation. CSR is not looking as the fact of being forced in a company but CSR as a corporate necessity. In the past, the positioning of CSR in a company as a cost but now the position of CSR in a company is as infestation.

Corporate social responsibility (CSR) is commonly agreed to be a business concept that should be integrated into mainstream business strategy and operation worldwide, not only in the companies' country of origin. CSR should focus on those who directly or indirectly affect or are affected by corporate activities (Donaldson and Preston, 1995; Jones, 1995; Wood and Jones, 1995). Balabanis et al. (1998) added that a company should be held accountable for any of its actions that affect people, communities and the environment in which those people or communities live.

The CSR become interesting in business environment because the company not only led the business spends care on the employee, customer and stakeholder but also on the company environment and society like

pollution, Small Business Enterprises, and soon and all of these must worked in a balance. In an environment in which stakeholders are increasingly active in holding corporations accountable for their behavior, companies must not only expose stakeholders to their corporate social responsibility (CSR) efforts, but also engage them (Barnes, 2009; Greenpeace, 2006; Royle, 2005).

Stakeholder consultation and dialogue is increasingly a part of mainstream business (Business for Social Responsibility (BSR), 2003). The motivation for greater interaction is attributed to both corporate goodwill and changing stakeholder demands, which are becoming increasingly more critical, especially with regard to social and environmental issues (e.g., Carroll, 2007; Frederick, 2008). CSR is seen as a stakeholder obligation (Maignan and Ferrell, 2003)

Based on the explanation above, CSR is important in business environment and it creates a lot of social program and competes with the other business and that's all to show their responsibility to the society and environment. The social program in CSR not only in an event like natural disaster but also like scholarship, program for young generation in music, develop the small business enterprise and also conservation on nature and environment activities and there are so many program that creates for society and environment. Jeans every company should have budget for social responsibility.

## CHAPTER VI

### CONCLUSION, SUGGESTION, IMPLICATION AND LIMITATION

#### 6.1 Conclusions

Based on the research explanation, there are some conclusions that are described below:

1. The Kind of CSR program that established by PT. Bank Pembangunan Daerah Sumatera Barat or we called by Bank Nagari are:
  - Educational program includes Scholarship to the talent student that living under standard
  - Environmental program includes social activities like bedah rumah, PUSKESRI, orphanage observation, natural disaster aid, school building and mosque building.
2. The objectives of PT. Bank Pembangunan Daerah Sumatera Barat (Bank Nagari) in doing the CSR activities are to improve the quality of life the employees included their families and the society at large.
3. The CSR program that implemented by PT. Bank Pembangunan Daerah Sumatera Barat (Bank Nagari) is pure social responsibility that implement in situational condition means no planning to do that. They didn't want anything after done it. In Bank Nagari point of view, the relationship between CSR and building image is just the effect in doing the CSR program. Bank Nagari also makes the differences both of them. To implementation their building image,



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