

Analisis Implementasi CSR Berdasarkan Performance Prism dan GRI Standards: Studi Kasus Pada Appcelerate Program PT APL = Analysis of CSR Implementation Based on Performance Prism and GRI Standards: A Case Study of Appcelerate Program in PT APL

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis implementasi CSR PT APL berdasarkan Performance Prism dan kesesuaiannya dengan core bisnis Perusahaan guna memahami topik-topik keberlanjutan yang material bagi Perusahaan sehingga dapat memberikan gambaran pengungkapan laporan keberlanjutan berdasarkan GRI Standards. Penelitian ini merupakan studi kasus dengan objek penelitian PT APL yang bergerak di industri jasa telekomunikasi. Judgement penulis sangat berpengaruh terhadap penelitian ini sehingga hasil dari penelitian dapat berbeda satu sama lain. Data diperoleh melalui studi literatur, dokumen internal perusahaan, wawancara dengan pihak terkait serta benchmarking terhadap perusahaan di industri sejenis. Kegiatan CSR PT APL telah sejalan dengan core bisnis Perusahaan yang bergerak di bidang penyedia jasa komunikasi data, internet dan IT Services. Namun PT APL belum pernah membuat laporan keberlanjutan Perusahaan. Sehingga dalam penelitian ini akan diberikan gambaran pengungkapan informasi keberlanjutan Perusahaan menggunakan GRI Standards, suatu pedoman terpadu dalam pelaporan keberlanjutan.

.....The objective of this research is to analyze the implementation of PT APL's CSR based on Performance Prism and its suitability with the Company's business core to understand material sustainability topics for the Company and then it can provide an overview of disclosure of sustainability reports based on the GRI Standards. This research is a case study type with the object of research is PT APL, which running its business in the telecommunications service industry. The researcher's judgment is very influential on this research so that the results of the research can differ from each other. Data is obtained through literature studies, company internal documents, interviews with related parties and benchmarking of similar industrial companies. PT APL's CSR activities are in line with the Company's core business in the field of providing data communication, internet and IT Services. However, PT APL has never made a Company's sustainability report. Therefore, this study will provide an overview of the Company's sustainability information using the GRI Standards, an integrated guideline in sustainability reporting.