

Abstract

This research discuss about Nutricia role in achieving Millennium Development Goals 2015, in reduce child mortality. Nutricia reduce child mortality on Jakarta Timur, Ciracas. This research using two theories, Production Structure and Rational Choice. And also using CSR to analyze factors and describe role of Nutricia role in achieving Millenium Development Goals 2015 through CSR practices. Production Structure theory discuss about how Nutricia use its power of production to use the idea of Millenium Development Goals 2015, to reduce child mortality. Rational theory find the problem, look for the goals, identification of alternatives, and realization. From rational choice theory, thw finding in this research concluded that cause from corporate in achievinf Millenium Development Goals 2015 related to local communities condition in the area of company which the people's resistence may interfere against company operations.

Keywords : MDGs 2015, Nutricia, CSR