

ABSTRACT

The development of multinational corporation in Indonesia increasingly lead to several pros and cons. The solution that can be offered by the government from the existence of multinational corporation is the obligation of multinational corporation to implement corporate social responsibility (CSR) program.

We can see it from Danone Aqua at the beginning of the plant development in Klaten, Central Java. The surrounding society did a lot of protesting even after the factory has performed their activities. However, Danone Aqua is still producing in Klaten until this research was made. This research aimed to observe the policy of Danone Aqua in responding the protests from the society and the views of the society about Danone Aqua, which still enables them to conduct their activities until this paper was done.

Initial suspicion from the case is that Danone Aqua has a way of responding the protests from society through a society empowerment-based corporate social responsibility (CSR) program therefore the society of Polanharjo, Klaten may obtain several benefits from the existence of Danone Aqua.

Keywords: multinational corporation, corporate social responsibility (CSR), problem solving