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Multinational Corporation's Social Responsibility: Case Study Of Danone-Aqua's Corporate Social Responsibility (Csr) In Polanharjo District, Klaten Regency, 2012-2017

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ABSTRACT

The presence of multinational corporation (MNC) in Indonesia often causes controversy and conflict, mainly related to the impact of its externality, such as social issue, environmental issue, et cetera. A solution offered by the government to guarantee the survival of MNC is by obliging it to apply for a Corporate Social Responsibility (CSR) program. This research tracks protest phenomenon by residents since the initial construction of Danone-Aqua's mineral water factory in Polanharjo district, Klaten regency, Central Java. Residents surround the company kept holding many protests although the factory had already operated and until this researched accomplished, the company remains to operate normally.

This research aims to explain the lesson learned from Aqua-Danone in responding to the residents' demand and the change of residents' perception related to the MNC, which makes Danone-Aqua is able operating normally. The initial hypothesis is that Danone-Aqua applies social empowerment strategy in its CSR program to react to residents' demand and change residents' perception about MNC.

Keywords: Multinational corporation, externalities, social responsibility, social empowerment