

Evaluation Of Corporate Social Responsibility Disclosure Of Pt Solusi Bangun Indonesia Tbk Cilacap Plant Before And After The Name Change

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Abstract

This study evaluates CSR disclosure through the dimensions of implementation and reporting using the GRI G4 framework. The results of the study showed that (1) CSR implementation of Solusi Bangun Indonesia Tbk (SBI) Cilacap Plant of 2017 was said to be good through various programs and approaches, as proven by a Community Satisfaction Index of 84.2%; (2) CSR implementation compliance of SBI Cilacap was high because under conditions of poor financial conditions of 2018, the CSR program continued to be implemented in accordance with the rules of law. SBI Cilacap has complied with Law Number 40 of 2007 and Government Regulation Number 47 of 2012; (3) CSR implementation of SBI Cilacap, in terms of ISO 26000, was appropriate; (4) the level of sustainability reports disclosure of Holcim Indonesia of 2017, based on the GRI G4 framework as a whole reached 38%, environmental categories disclosure reached 62%, while economic and social disclosures only reached 22% and 25%. After the name changed as Solusi Bangun Indonesia of 2019, the level of sustainability reports disclosure of 2019, based on the GRI G4 framework as a whole reached 41%, environmental categories disclosure reached 62%, while economic 33% and social disclosures reached 27%. One of the focuses of this research was to evaluate the CSR implementation in a comprehensive manner through the dimensions of implementation and reporting before and after the name change. No previous studies have examined both of them simultaneously.

INTRODUCTION

The development of CSR increases over time. Pinnacle Group International

(PGI) in The 7th Annual Global CSR Summit Award mentioned the increasing awareness of large companies in Asia in implementing social responsibility (Ashdiana, 2015). In line with that, Cho et al. (2015) found that the extent of CSR disclosure by companies has increased significantly, indicating a high commitment to social and environmental responsibility.

The Indonesian government encourages companies to improve CSR implementation through various regulations. First, CSR reporting regulations in Indonesia are included in Law No. 40 of 2007 concerning Limited Liability Companies (PT) in chapter V Article 74 requires companies with business fields on or related to natural resources to carry out social and environmental responsibilities. Second, Law No. 32 of 2009 on Environmental Protection and Management states that every person conducting business and/or business activities is obliged to provide information related to environmental protection and management in a correct, accurate, open and timely manner, and maintain the sustainability of environmental functions. Third, Law No. 25 of 2007 on Capital Investment in Article 15 requires every investor to implement social responsibility. Fourth, Government Regulation No. 47 of 2012 concerning the Implementation of Social and Environmental Responsibility of Limited Liability Companies in Article 2 states that the company as a legal subject has social and environmental responsibilities.

The trend of companies behaving ethically by paying more attention to environmental and social factors is the next important dimension in CSR. CSR emerges as a form of commitment of entrepreneurs in implementing business ethics in order to achieve the goal of community prosperity that is adjusted to the values of community needs (Prihatiningtias and Dayanti, 2014). The implementation of CSR is very important for companies with business fields that are directly or indirectly related to natural resources. The implementation of CSR also requires guidelines or standards so that the CSR program provided by the company is appropriate and appropriate so as to realize the effectiveness of CSR implementation. CFCiD research states that ISO 26000 is the guide for CSR implementation chosen by companies in Indonesia with a percentage of 58.7% and GRI G4 as the next choice with a percentage of 39.13% (Mujizat, 2016).

This study intends to evaluate CSR disclosure by PT Solusi Bangun Indonesia

Tbk, which is a cement subsector manufacturing company with a high profile category, namely companies that are closely related and have high sensitivity to the environment (Robert, 1992). The CSR disclosure of PT Holcim Indonesia Tbk before changing its name to PT Solusi Bangun Indonesia in 2016 based on GRI G4 indicators was 37% higher than PT Indocement Tunggul Prakasa Tbk and PT Semen Indonesia (Persero) Tbk with a percentage of 25% each (Setiani, 2018). Furthermore, the CSR implementation of the PT SBI Cilacap unit is better than the PT SBI Narogong, PT SBI Tuban, and PT SBI Lhoknga units, as evidenced by the acquisition of green proper in 2018. Therefore, PT Solusi Bangun Indonesia Tbk Cilacap Plant was chosen as the object of research because it is included in the category of high profile companies that are good at implementing CSR before changing their name in previous studies, despite being in a loss condition.

CSR is an important part of PT Solusi Bangun Indonesia Tbk Cilacap Plant for the sake of business continuity and the realization of corporate responsibility for social and environment. According to the results of research by Nurjanah and Yulianti (2018), the motive of PT Solusi Bangun Indonesia Tbk Cilacap Plant Indonesia to implement CSR programs as a form of manifestation of socially responsible business practices and business commitment to business efforts carried out in contributing to realizing community welfare.

Regulation of the Minister of Environment of the Republic of Indonesia No. 6 of 2013 concerning Proper requires a company's CSR fund to be at least 1% of the company's net profit. PT Solusi Bangun Indonesia Tbk Cilacap Plant maintains its commitment to CSR by setting aside more than 1% for CSR funds, even when the company is experiencing losses. The company must really carry out social responsibility in a real and comprehensive manner and ensure that its implementation has been running well and optimally, even though the company's financial condition is not good. The company does not only provide social responsibility, but ensures the optimal implementation of the implementation.

Previous results, the implementation of CSR PT Holcim Indonesia Tbk Cilacap Plant before changing its name to PT Solusi Bangun Indonesia Tbk Cilacap Plant in 2017 was said to be good through various programs and approaches, as evidenced by the 84.2% Community Satisfaction Index (SMI). SBI Cilacap CSR management has a fairly strong commitment to CSR implementation because it has

a special department in charge of CSR, namely Community Relations (Comrel). Comrel SBI Cilacap coordinates with the central SBI comrel (Sustainability Development) and cooperates with a third-party vendor, PT Daya Bersama Nusantara (Panginyongan), in implementing CSR activities.

Compliance with the implementation of Holcim Cilacap CSR before changing its name to PT Solusi Bangun Indonesia Tbk Cilacap Plant in 2018 in terms of Law No. 40 of 2007 and PP No. 47 of 2012 is considered high. Even in a state of poor financial condition (loss) continues to implement CSR programs in accordance with the rules of statutory provisions. SBI Cilacap has complied with Law No. 40 of 2007 and PP No. 47 of 2012.

The implementation of Holcim Cilacap CSR before changing its name to PT Solusi Bangun Indonesia Tbk Cilacap Plant in 2018 in terms of the principles and indicators of ISO 26000, is in accordance, although the implementation of SBI Cilacap CSR is less than optimal in the posdaya program. Many obstacles have not been solved in overcoming the posdaya problem, including related to the limited number of personnel responsible for each CRO area, community culture that has not been able to synergize with SBI Cilacap in the posdaya program, and lack of innovation in CSR programs.

The overall compliance level of Holcim Cilacap CSR disclosure before changing its name to PT Solusi Bangun Indonesia Tbk Cilacap Plant in terms of the GRI G4 framework reached 38%. Of this figure, disclosure in the environmental field reached 62%, while economic and social only reached 22% and 25%. This shows that disclosure in the economic and social fields is still very low.

This study is a follow-up study that discusses the comparison of CSR disclosures before and after changing the name from PT Holcim Indonesia Tbk to PT Solusi Bangun Indonesia so that researchers intend to evaluate CSR reporting through reporting dimensions using GRI G4. This study aims to evaluate the completeness of PT Solusi Bangun Indonesia's CSR information based on GRI G4. By changing the name, it is expected that the company's performance will be better, in this case related to improved CSR disclosure.

Corporate Social Responsibility

CSR according to the World Business Council for Sustainable Development (WBCSD) is the contribution of the business world to commit to sustainable

economic development; working with employees and their families, local communities and society at large in order to improve their quality of life.

Theories of CSR

There are several important theories that explain CSR. First, the stakeholder theory presented by Freeman (1984) states that the company's responsibility is not only to shareholders, but also to stakeholders. Second, Legitimacy Theory according to Deegan (2004) states that companies operate in accordance with the norms that exist in society and the environment where the company is located, so that the activities carried out by the company can be accepted by outsiders.

High Profile Company

Robert (1992) defines high profile companies as companies that are closely related and have high sensitivity to the environment, political risk with a high level of competition. Companies in this category include fisheries, agriculture, forestry, mining, petroleum, chemicals, pharmaceuticals, telecommunications, cement, paper, automotive, aviation, cigarettes, transportation, and energy.

CSR Regulation

The Indonesian government issued regulations on corporate social responsibility to ensure the successful implementation of CSR in Indonesia. There are various regulations that require companies in or related to natural resources to implement CSR, namely Law No. 40 of 2007 as the first law that lists the obligations of certain categories of companies to implement CSR and Government Regulation No. 47 of 2012 as a further regulation regarding the implementation of social responsibility.

ISO 26000

ISO 26000 as guidance on social responsibility is a standard that contains guidelines for the social responsibility behavior of organizations to contribute to sustainable development. The Seven Principles of ISO 26000 to assess the implementation of CSR consist of accountability, transparency, ethical behavior, respect for stakeholders, respect for international norms, respect for the law, and respect for human rights. While the core subjects and issues related to social responsibility listed in chapter 6 of ISO 26000 consist of organizational governance, human rights, employment practices, environment, fair operating procedures, consumer issues, and community involvement and development.

GRI G4

The GRI G4 guidelines are the appropriate guidelines used to disclose CSR. These guidelines for preparing sustainability reports have been used by more than 11,000 companies worldwide (Tuxworth, 2013). The GRI (Global Reporting Initiative) sustainability reporting guidelines contain reporting principles, disclosure standards, and implementation guidelines for the preparation of sustainability reports by any organization (GRI, 2013: 5).

METHODS

Researchers obtained secondary data in the form of sustainability reports of PT Holcim Indonesia Tbk in 2017 (before changing its name) and PT Solusi Bangun Indonesia in 2019 (after changing its name). The data used in this study were obtained through various data collection techniques, namely literature studies and documentation. Data analysis conducted for CSR reporting and disclosure using content analysis with GRI G4 indicators. Data testing for CSR disclosure and reporting uses intercoder reliability. The total data used is CSR disclosure data for 2 years before the name change and after the name change.

RESULTS AND DISCUSSION

CSR Implementation of PT Solusi Bangun Indonesia Tbk Cilacap Plant

The implementation of CSR before changing its name to Solusi Bangun Indonesia was carried out well diversely through various pillars including health, education, economy, environment, and socio-culture with a total of 34,524 beneficiaries achieving an IKM (Community Satisfaction Index) of 84.2% in 2017. SBI Cilacap's CSR implementation management is good because it has been handled by a special CSR department, namely Community Relation (Comrel). Community Relation Officer 2 (CRO 2), Community Relation Officer 3 (CRO 3), and Community Relation Officer 4 (CRO 4).

CSR Compliance of PT Solusi Bangun Indonesia Tbk Cilacap Plant

Based on Law No. 40 Year 2007 and PP No. 47 Year 2012, PT Solusi Bangun Indonesia Tbk Cilacap Plant has a high level of compliance in the implementation of CSR. PT Solusi Bangun Indonesia Tbk Cilacap Plant obediently implements

CSR in accordance with the rules specified in the legislation. SBI Cilacap since its establishment until the time before changing its name has never violated regulations and received sanctions related to the implementation of CSR.

PT Solusi Bangun Indonesia Tbk Cilacap Plant has complied with the laws and regulations made by the Government of Indonesia. This, according to stakeholder theory, means that the company has fulfilled its responsibilities to stakeholders and provided more benefits to stakeholders. SBI Cilacap views the government as an important company stakeholder because accountability to stakeholders will provide benefits to the company itself. SBI Cilacap has also maintained a good relationship with the local government by conducting CSR activities that synergize with Cilacap Regency. SBI Cilacap is expected to continue to maintain compliance with CSR implementation in any condition of the company.

CSR Disclosure of PT Solusi Bangun Indonesia Based on GRI G4

Many companies at home and abroad (with various categories) use GRI as a guideline in preparing sustainability reports. The GRI guidelines are divided into three categories, namely the economic category, the environmental category, and the social category. The social category is divided into four subcategories, namely the labor practices and work comfort subcategory, the human rights subcategory, the community subcategory, and the product responsibility subcategory. GRI G4 was chosen as a guideline to evaluate the disclosure of social and environmental responsibility.

SBI is a category of high profile companies that are required to disclose CSR. Setiani (2018) states that high profile companies disclose more CSR than low profile companies because they have high business risks and receive more public attention because the company's operational activities are directly related to the natural environment. SBI discloses CSR in sustainability reports as a form of social and environmental responsibility efforts. The sustainability report is one way of communicating by providing and fulfilling information needs for the company's stakeholders. The company implements and discloses CSR to provide more benefits for stakeholders and ensure that the company's operations are running well and according to the demands expected by stakeholders. The following are the results of the CSR disclosure of PT Solusi Bangun Indonesia Tbk.

Table 1. Results of CSR Disclosure of PT Solusi Bangun Indonesia Tbk

Category	Percentage (Before Changing Name)	Percentage (After Changing Name)
Economy	22%	33%
Environment	62%	62%
Social	25%	27%
Total	38%	41%
Average	36%	41%

Source: Data processed

Based on the results of the disclosure assessment, before changing the name SBI Cilacap had an overall disclosure level with a percentage of 38% of 100% in 2017 and after changing the name of 41% of 100% in 2019. The environmental category is the category with the largest percentage of 62% before and after changing the name disclosed by SBI in the sustainability report. The percentage of the environmental category remains before and after changing the name. While the economic category was disclosed the least with a percentage of 22% before the name change, but increased by 33% after the name change. The social category before changing the name was disclosed by SBI with a percentage of 25%. The social category became the least disclosed category after the name change with a percentage of 27%, but increased by 2% from before the name change. The average disclosure per sector before changing the name with a percentage of 36% and increased after changing the name with a percentage of 41%.

Economic Category

The economic category consists of four aspects, namely aspects of economic performance, market presence, indirect economic impact, and procurement practices. The disclosure of social and environmental responsibility in the economic category disclosed by SBI was 22% before changing its name. SBI has not disclosed aspects of economic performance, market presence, and procurement practices before changing its name, only disclosing aspects of indirect economic impact in the sustainability report, two of the nine economic category items disclosed by SBI. After changing the name increased with a percentage of 33%, SBI disclosed aspects of economic performance and indirect economic impact in the sustainability report, three of the nine economic category items disclosed by SBI.

Stakeholder theory when linked to CSR, is closely related to the disclosure of economic categories. SBI discloses the economic category in the economic

performance aspect to honor stakeholder interests by disclosing the direct economic value generated and distributed. SBI also discloses indirect economic impact aspects to honor stakeholder interests by disclosing development, infrastructure investment impacts, and services provided, as well as significant indirect economic impacts. SBI has not fulfilled its accountability to stakeholders to the fullest extent regarding the disclosure of economic categories because there are two aspects that have not been disclosed, namely market presence and procurement practices. SBI in recent years before changing its name did not make a profit so that it has not fulfilled its responsibilities to shareholders who are part of stakeholders. SBI implements CSR to fulfill accountability to stakeholders. This form of accountability is an implementation of stakeholder theory that is closely related to the environmental category that will be discussed next.

Environmental Categories

The environmental category consists of twelve aspects, namely material aspects, energy, water, biodiversity, emissions, effluents and waste, products and services, compliance, transportation, other aspects, supplier assessments of the environment, and environmental complaint mechanisms. Disclosure of social and environmental responsibility in the environmental category disclosed before changing its name to SBI amounted to 62% and remained at 62% after changing its name. SBI has not disclosed transportation aspects, environmental supplier assessments, and environmental grievance mechanisms in the sustainability report. A total of 21 items out of 34 items of environmental category disclosures were disclosed by SBI. The disclosure of the environmental category is the same after changing its name to SBI and has not changed or improved.

The environmental category is closely related to stakeholder theory. The company discloses the environmental category as a form of accountability to stakeholders. The company is responsible for its operations by participating in protecting, preserving the environment, and reducing the impact of global warming. The company not only takes something from nature, but restores the function of nature as before. SBI discloses the environmental category in several aspects of 62% including material, energy, water, biodiversity, emissions, effluents and waste, products and services, compliance, and other aspects as a form of environmental responsibility to stakeholders. SBI is expected to disclose aspects of transportation,

supplier assessment of the environment, and complaint mechanisms for environmental issues to further improve the disclosure of the environmental category and provide more benefits to stakeholders.

Social Category

The social category consists of 31 aspects divided into four subcategories, namely the labor practices and work comfort subcategory, the human rights subcategory, the community subcategory, and the product responsibility subcategory. The disclosure of social and environmental responsibility in the social category disclosed by SBI was 25% and increased to 27% after changing its name to SBI. SBI discloses the social category subcategory of labor practices and work comfort in the aspects of staffing, industrial relations, and training and education. The community subcategory discloses aspects of local communities and anti-corruption. Before and after changing its name to SBI, SBI still did not disclose the human rights subcategory and product responsibility subcategory. There were a total of 12 out of 48 social category disclosure items disclosed before the name change and 13 out of 48 disclosure items after the name change to SBI. Only one additional social category disclosure item was disclosed after the name change.

The social category is also closely related to stakeholder theory. SBI disclosed an overall social category of 27%, an increase from before the name change of 25% as a form of accountability to stakeholders. In the subcategory of labor practices and work comfort, SBI ensures that employees receive appropriate rights. In the human rights subcategory, SBI respects the human rights of stakeholders. In the community subcategory, SBI involves local communities and participates in improving their lives. In the product responsibility subcategory, SBI ensures products are safe and in accordance with regulations. SBI has not disclosed social categories in the subcategories of human rights and product responsibility, so it has not maximized in fulfilling stakeholder interests. It is expected that the company can disclose these subcategories to improve SBI's CSR disclosure. SBI is expected to improve the disclosure of social categories better, so that it can provide more benefits for stakeholders.

Legitimacy according to Deegan (2004), is that companies operate in accordance with the norms that exist in society and the environment in which the company is located, so that the activities carried out by the company can be

accepted by external parties. Legitimacy theory is closely related to social categories in the community subcategory. SBI as a high profile company has a higher risk in its operational activities. Therefore, SBI Cilacap is obliged to fulfill the norms and rules that exist in society so that its existence can be accepted and does not cause conflict with the community around the factory. When the company can maintain good relations with the community and gain legitimacy from the community, the company is seen as having a good image and the company's operations can run smoothly. SBI discloses social categories to gain legitimacy from the community so that the company's operations can run smoothly. SBI is expected to increase disclosure of social categories, especially in aspects that have not been disclosed to increase community legitimacy.

CSR Disclosure of PT Solusi Bangun Indonesia

The following is the conclusion of SBI's CSR disclosure results in 2017 and 2019. The total disclosure of SBI's sustainability report as a whole reached a percentage of 38% in 2017 and 41% in 2019 with details per category as shown in Table 2. This shows that economic and social disclosure is still quite low.

Table 2. Conclusion of CSR Disclosure of PT Solusi Bangun Indonesia Tbk

Category	Result Before Name Change (2017)	Results After Changing Name (2019)	Analysis
Economic	22%	33%	Holcim Indonesia's CSR disclosure in the economic category after the name change reached 33%. SBI discloses aspects of economic performance and indirect economic impacts in the economic category. The company is expected to improve the disclosure of the economic category, especially on other aspects that have not been disclosed in 2019, namely market presence and procurement practices.
Environment	62%	62%	SBI's CSR disclosure in the environment category reached 62%. SBI is expected to maintain and improve disclosure of the environmental category. SBI is expected to improve disclosure and disclose on aspects of transportation, supplier assessment of the environment, and

Category	Result Before Name Change (2017)	Results After Changing Name (2019)	Analysis
			environmental grievance mechanisms that have not been disclosed in 2019.
Social	25%	27%	CSR disclosure in the social category after changing its name to SBI reached 27%. SBI is expected to increase disclosure of the social category more, especially on aspects that have not been disclosed in 2019, namely human rights and product responsibility.

Source: Data processed

Implementation and Disclosure of PT Solusi Bangun Indonesia Tbk Cilacap Plant

The implementation of CSR by PT Solusi Bangun Indonesia Tbk Cilacap Plant before changing its name has been running well in accordance with the principles and indicators of ISO 26000 and complying with related regulations, namely Law No. 40 of 2007 and PP No. 47 of 2012. However, the overall disclosure is still relatively low at 38% and 41% after changing its name to SBI. This indicates that PT SBI Cilacap's CSR implementation is better than its disclosure because the company adheres to the principle that CSR implementation is an obligation of public companies that must comply with applicable regulations so there is no need to disclose more.

SBI Cilacap as a high profile company is at high risk due to its operational activities, so that the implementation of SBI Cilacap's good CSR based on legitimacy theory is a concrete manifestation of actions taken by the company to operate according to the norms that exist in society and the company's environment so that the company's operations can be accepted by outsiders. SBI Cilacap complies with related regulations, namely Law No. 40 of 2007 and PP No. 47 of 2012 in the implementation of CSR based on stakeholder theory to respect the government as a stakeholder company.

SBI disclosed and implemented more in the environmental category at 62%. This indicates a form of corporate responsibility to stakeholders based on

stakeholder theory. The environmental category is one form of SBI's responsibility for its operations carried out by maintaining, protecting and preserving the environment. Furthermore, in the social category, SBI has not disclosed the sub-categories of human rights and product responsibility, but the implementation is good as seen from the implementation and is evidenced by the existence of labor unions in the company and various forms of concern for consumers. SBI considers that it must be implemented properly because it has become a standard that must be implemented and does not need to be disclosed more. Based on stakeholder theory in the human rights sub-category, SBI implements well to respect the human rights of stakeholders and in the product responsibility sub-category to ensure products are safe and in accordance with regulations.

CONCLUSION

The implementation of SBI Cilacap CSR is said to be good through various programs and approaches as evidenced by the 84.2% Community Satisfaction Index (SMI) before changing its name in 2017. SBI Cilacap CSR management has a fairly strong commitment to CSR implementation because it has a special department in charge of CSR, namely Community Relations (Comrel).

Compliance with the implementation of SBI Cilacap CSR in terms of Law No. 40 of 2007 and PP No. 47 of 2012 is high because in a state of poor financial condition before changing its name it still implements CSR programs in accordance with the rules of statutory provisions. SBI Cilacap has complied with Law No. 40 of 2007 and PP No. 47 of 2012. In terms of ISO 26000 principles and indicators, SBI Cilacap's CSR implementation is appropriate.

The overall level of disclosure of sustainability reports in terms of the GRI G4 framework before changing the name in 2017 reached 38% and increased in 2019 to 41% after changing the name to SBI. Of this figure, before changing the name, environmental disclosures reached 62%, while economic and social only reached 22% and 25%. After changing the name, the disclosure of the environmental category remained unchanged at 62%, while the economic and social categories increased with a percentage of 33% and 27%. This shows that disclosures in the economic and social sectors are still low either before or after the name change. However, SBI has shown more commitment with better performance with

CSR disclosures in the sustainability report increasing after the name change.

The implications and contributions of this research are that the research topic is related to the differences in CSR disclosure and implementation before and after the company changes its name so that it can be a reference for further researchers in other companies. The researcher realizes that there are several limitations in conducting the research. The data used by the researcher in evaluating CSR disclosure only uses data from PT Solusi Bangun Indonesia Tbk for several years.

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