

ABSTRACT

This thesis evaluates the Corporate Social Responsibility (CSR) strategy of PT Amandina Bumi Nusantara with a particular focus on the integration of sustainability into strategic management to strengthen the company's competitive advantage. The research investigates the ways in which CSR initiatives have a beneficial effect on the environment, local communities, and the business's competitive edge, resulting in increased revenue and market share. The company's current state and prospective strategic direction are comprehensively investigated through descriptive qualitative methodologies, such as content analysis and semi-structured interviews.

The results underscore the substantial contribution of CSR to Amandina's competitive advantage. Amandina's CSR initiatives not only contribute to community development but also enhance the company's reputation as a socially responsible entity by concentrating on education, health, the environment, and society. Various aspects of strategic management are influenced by the incorporation of CSR programs with sustainability practices, thereby ensuring long-term economic, social, and environmental sustainability. The company's competitive position is further enhanced by the ability to respond to changing circumstances and maintain positive community relations through continuous monitoring and evaluation.

PT Amandina Bumi Nusantara's strategic CSR initiatives in the plastic waste recycling industry are indicative of its dedication to the Triple Bottom Line Theory, which involves the equitable consideration of economic, social, and environmental factors. This strategy enhances Amandina's market position, attracts environmentally conscious consumers, and distinguishes the company from its competitors. In general, the research indicates that Amandina's sustainable competitive advantage is significantly influenced by its well-designed CSR strategy, which promotes innovation and long-term growth.

Keywords: CSR, Sustainability, Strategic management, Integration, Five-step communication planning model strategy, Competitive advantage, Plastic waste recycling