

TABLE OF CONTENT

PREFACE	2
TABLE OF CONTENT	4
TABLE LIST	7
FIGURE LIST	8
LIST OF ATTACHMENTS	9
LIST OF ABBREVIATION	10
ABSTRACT	11
CHAPTER 1	12
BACKGROUND	12
1.1 Problem Statement.....	18
1.2 Research Questions.....	18
1.3 Research Purpose.....	19
1.4 Limitations.....	20
1.5 Benefit of Research.....	20
1.5 Thesis Structure.....	21
CHAPTER II	23
LITERATURE STUDY	23
2.1 Stakeholder Theory.....	23
2.2 Legitimacy Theory.....	25
2.3 Corporate Social Responsibility.....	26
2.3.1 Six Categories of Corporate Social Responsibility Programs.....	29
2.4 Triple Bottom Line Theory.....	31
2.5 Five Step Communication Planning Model Strategy.....	32
2.6 Business Strategy.....	34
2.7 Sustainability.....	36
2.8 Competitive Advantage.....	39
2.9 SWOT Analysis.....	39
2.10 Linkage of Strategy, Strategic Management and Business Model.....	41
CHAPTER III	44
RESEARCH METHODS	44
3.1 Research Design.....	44
3.2 Data and Sample.....	44
3.3 Data Collection Technique.....	46
3.4 Data Analysis Methods.....	50
3.5 Company Profile of PT. Amandina Bumi Nusantara.....	50
3.5.1 Company Overview.....	50

3.5.2 Foundation Mahija Overview.....	51
3.5.3 Company Vision and Mission.....	52
3.5.4 CSR Program Implementation at PT Amandina Bumi Nusantara.....	53
CHAPTER IV.....	58
RESULTS AND DISCUSSION.....	58
4.1. Results.....	58
A. Primary Data.....	58
B. Secondary Data.....	59
4.1.2 CSR Program to Impact Company's Competitive Advantage and Support Sustainability	59
4.1.2.1 Corporate Social Responsibility Implementation.....	59
4.1.2.2 Stakeholder Theory.....	63
4.1.2.3 Legitimacy Theory.....	64
4.1.2.4 Triple Bottom Line.....	65
4.1.2.5 Social Contract Theory.....	66
4.1.2.6 Five-step communication planning model strategy.....	67
4.1.2.7 Response from School Representative as recipient of PT CSR assistance. Amandina Bumi Nusantara.....	68
4.1.2.8 Sustainability.....	69
4.1.2.9 Competitive Advantage.....	70
4.2 Linkage of CSR Program, Sustainability, and Strategic Management.....	71
4.3 CSR Program Impact on Company Image and Competitive Position.....	72
4.4 CSR Integration for Competitive Advantage in Plastic Waste Recycling Industry.....	74
4.5 Discussion.....	75
4.5.1 CSR Implementation.....	76
4.5.1.1 Stakeholder Theory.....	76
4.5.1.2 Legitimacy Theory.....	77
4.5.1.2.1 Social Contract Theory.....	77
4.5.1.4 Triple Bottom Line Theory.....	78
4.5.1.5 Five Step Communication Planning Model Strategy.....	79
4.5.2 CSR Implementation Programs: Supporting Company Sustainability and Its Impact on Competitive Advantage.....	80
4.5.3 Interaction between CSR Programs and Sustainability Practices at PT. Amandina Bumi Nusantara: Influencing Various Aspects of Strategic Management.....	81
4.5.4 Impacts of Implementing CSR Programs Supporting Sustainability at PT. Amandina Bumi Nusantara: Company Image, Public Perception, and Competitive Position in the Market.....	82
4.5.5 Integration of CSR Programs Focused on Sustainability: A Key Factor in Creating Competitive Advantage for PT. Amandina Bumi Nusantara in the Plastic Waste Recycling Industry.....	83



UNIVERSITAS
GADJAH MADA

Building Sustainable Competitive Advantage: Evaluating PT. Amandina Bumi Nusantara's CSR Strategy

for Competitive Edge

Glorya Pricilia, Reni Rosari, Dr., M.B.A.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

4.5.6 SWOT Analysis.....	84
CHAPTER V.....	87
CONCLUSION AND SUGGESTION.....	87
5.1 Conclusion.....	87
5.2 Suggestions.....	89
5.3 Limitations.....	90
REFERENCES.....	91
APPENDIX.....	98
APPENDIX 1.....	98
APPENDIX 2.....	121
APPENDIX 3.....	123