



ABSTRACT

Corporate Social Responsibility is relatively new subject in Indonesia, both in terms of concept and practice. CSR program are not carried out for the benefit of the community and the environment, but for the sustainability of the company as well. Company's stakeholders are all integrated and affect one another to achieved sustainability development.

This thesis has objective to evaluate CSR activity programs in PT. Toyota Astra Motor in order to fulfill stakeholder expectation and identify the key success factor of this activity programs.

The success of a Company is not measured merely from the achievement of it's financial performance per se, but also on how the Company carry out its Corporate Social Responsibility. To measure the CSR performance, a Company have to measure and evaluate performance of CSR activities by using Key Performance Indicator (KPI). These KPI are also an objective evaluation method that determines the Company's success in meeting stakeholders expectation.

PT. Toyota Astra Motor is already provide stakeholders expectation as their objective. Company's commitment, internalization CSR into company's strategy, and consistency in evaluate CSR program performance are positive point for the company. PT. TAM has also high commitment to improve their weakness by Kaizen activity.

Key word: CSR, KPI, *Stakeholder*, *Tripple Bottom Line*, Tanggung Jawab Sosial