



Table of Contents

Title Page	1
Statement of Authenticity.....	2
Table of Contents	3
Abstract.....	4
Intisari.....	5
Chapter 1: Introduction	6
Chapter 2: Literature Review	8
2.1 The Rise of Organic Food	8
2.1.1 Main Players in The Organic Food Industry	10
2.2 Marketing: Product Communication	12
2.3 Corporate Social Responsibility (CSR)	13
2.3.1 CSR in the Organic Food Industry	13
2.4 Resource Based View (RBV)	14
2.5 Stakeholder Based View (SBV).....	15
Chapter 3: Research Design.....	16
Chapter 4: Analysis.....	18
4.1 Product Communication and Corporate Social Responsibility (CSR)	18
4.2 Corporate Social Responsibility (CSR), Resource Based View (RBV) and Stakeholder Based View (SBV).....	20
4.3 Conceptual Model.....	23
Chapter 5: Conclusion	24
5.1 Conclusion and Implication.....	24
5.2 Limitation.....	25
5.3 Future Research	25
5.4 Reflection.....	26
References	27