

ABSTRACT

This research is a case study conducted at a state-owned company engaged in the Indonesian banking. The purpose of this study was to determine the relationship between the application of principles of corporate governance (GCG) to the implementation of corporate social responsibility (CSR) and the motives behind CSR practices and disclosures made by the company. In The principles of good corporate governance (GCG), in which there is applied the principles of responsibility in the implementation of CSR programs. CSR is a business practice that underlies the ethical values, to give attention to all stakeholders and the wider community. This study built on the conviction that with the implementation of corporate governance at the company then the company has good management of one form of good governance is the implementation of CSR practices is a form of business-oriented responsibility to meet community expectations of the community effort to gain legitimacy. The main research question of this study is how a company carries out the implementation of GCG principles, particularly the principles of responsibility and how the implementation of CSR practices and how companies perform CSR disclosure and any disclosure of the motives behind CSR.

Data collection methods used in this study were interviews and analysis of corporate documents. The data obtained were analyzed by using triangulation and interpretation.

The results of this study indicate an important role between the GCG implementation with the implementation of CSR practices, which by the application of the implementation of GCG principles for the implementation of CSR programs should be directed and more focused on CSR programs required by the wider community is more structured and continued to improve for the better of the year to year. These results also indicate that the motivation of firms in conducting CSR practices and various disclosures is to apply the principles of good corporate governance as a whole, meet the expectations of stakeholders, gain legitimacy, and winning certain awards. CSR practices based on company vision, mission, culture and code of ethics of CSR.

Keyword : good corporate governance, corporate social responsibility, disclosure, legitimacy, stakeholder, award