

## **ABSTRACT**

This thesis examines the CEOs consideration about overconfidence and narcissism in PT Aneka Tambang Tbk sustainability report. In preparing sustainability report, CEOs have an ample opportunity to design and give a view of point to show their success as a leader. Commonly, these traits are dangerous for company's performance in excessive case. This study aims are to analyze the way of PT Aneka Tambang Tbk in disclosing corporate social responsibility and analyze the CEOs overconfidence and narcissism.

This study uses impression management to robust the narcissism issue and semiotic to analyze the narrative text in sustainability report. In narrative text, CEOs made rhetoric to persuade the reader perception which also used in this study. The data used is sustainability report of PT Aneka Tambang Tbk in 2008 and 2009. The data obtained by downloading it from official website.

This study finds that in preparing sustainability report, PT Aneka Tambang Tbk used Global Reporting Initiative version 3.0 applications fully and also found that CEOs tend to employ narcissism in providing information on sustainability report. This study also gives an illustration about semiotic accounting in order to show the CEOs opportunities stages to influence the sustainability report.

**Keywords:** sustainability report, overconfidence, narcissism, impression management, narrative text, semiotic and rhetoric.