

ABSTRACT

The purpose of this research is to analyze the influence of implementation of Corporate Social Responsibility (CSR) PT. Apac Inti Corpora to social live welfare. This research is replication from previous research. . Independent variables used in this research was the CSR variabel which are Corporate Social Responsibility Goal, Corporate Social Issue, and Corporate Relation Program. The dependent variable used is Social Live Welfare.

This research is a kind of case study at a textile firm is PT. Apac Inti Corpora, Bawen. Sample of this research were employee of PT. Apac Inti Corpora and human around it. The used data is the questionnaires which are delivered to 100 respondents by using Likert scale. The metodology of collecting data is purposive sampling method. The analysis methode used in this research is linier regresion analysis.

The research result shows that the variables used which are Corporate Social Responsibility Goal, Corporate Social Issue, and Corporate Relation Program have positive influence to the improvement of social live welfare significantly.

Keywords : CSR, Corporate Social Responsibility Goal, Corporate Social Issue, Corporate Relation Program, Social Live Welfare