

## ABSTRACT

No one can deny that business companies bring numbers of positive impacts to the life of human beings and other creatures. However, negative impacts and crises in social and environmental spheres also occur. In fact, there is enough evidence that leads to question the practices of business companies. In Indonesia particularly, the social and environmental crises caused by business companies are more costly compared to the contributions they give. Indonesia learns these lessons through natural disasters, environmental destruction and social conflicts and problems that occur in many places where business companies are operating. Taxes and donations the business companies give are not enough to pay for the environmental and social problems they caused.

Corporate Social Responsibility (CSR) is seen as a way to respond to above mentioned problem. Indonesia in particular has regulated CSR as mandatory to avoid its misuse. However, it is still ambiguous whether it is really well applied in the context of Indonesia. Therefore, it is necessary to discuss about business ethics and good governance in this research. This study takes five companies in Indonesia as the samples of CSR implementation: PT. Dairi Prima Mineral, PT. Medco E&P Rimau, PT. Riau Andalan Pulp & Lestari, PT. Kaltim Prima Coal, and PT. Newmont Nusa Tenggara . Based on the research done by the WALHI (*Wahana Lingkungan Hidup Indonesia*) or the Environmental Forum of Indonesia, the CSR programs implemented by those companies are not purely for social and environmental concern, but for building their good reputation, to get permission from government and local community, and to smoothen their business operation.

The importance of CSR has called the attention of many scholars and practitioners who discuss about it. Indonesia, which is rich with cultural values, cannot separate social life from environmental issues. Therefore, this study aims to reclaim the cultural values, in particular the Batak values, in the CSR enforcement. Unfortunately, religious organization in Indonesia, in particular churches, are less engaged in this issue, although they are called to be actively responding to the social and environmental crises. Therefore, this study also aims to find out the strategic plan of the church specifically this case the Huria Kristen Batak Protestan (HKBP) to enforce the implementation of CSR as a way to motivate and oblige the business companies to be socially and ecologically responsible.