DESIGN MODEL OF CORPORATE SOCIAL RESPONSIBILITY PERFORMANCE MEASUREMENT BASED ON INTEGRATION OF PERFORMANCE MEASUREMENT PRISM AND SUSTAINABILITY REPORTING GUIDELINES GLOBAL REPORTING INITIATIVE

(Case Study : PT. Semen Gresik (Persero), Tbk)

Name : Aulia Rahmadhani
NRP : 2508202001
Supervisor : Dr. Ir. Patdono Suwignjo, M.Eng,Sc
Co-Supervisor : Ir. Lantip Trisunarno, MT

ABSTRAK

The model of corporate social responsibility (CSR) performance measurement is often done by the company is sustainability reporting guidelines global reporting initiative (SRG GRI). In the implementation of CSR performance measurement, based on the disclosure of information on the use of seventy-nine items GRI performance indicators used by companies to demonstrate the contribution of the company in its role to maintain the consistency of the sustainability concept of triple bottom lines (economic, environmental, and social). However, performance indicators in the SRG GRI has limitations in the reported involvement of stakeholders in the company's CSR activities. In addition, in formulating its CSR activities only based on stakeholder requirements while the contribution of stakeholders in the company has not become the foundation of success measure CSR performance. Therefore, the required use of a model or the other concepts of performance measurement that can accommodate not only the desire of stakeholders but also the contribution of stakeholders. Based on those needs, the model of performance measurement of PRISM is chosen to complement the model of SRG GRI. In this study, performance measurement PRISM is integrated with SRG GRI to generate a new CSR performance measurement model. The purpose of this research is to integrate performance measurement PRISM and SRG GRI, formulate key performance indicator (KPI) of CSR and applying the result of the integration of performance measurement PRISM and SRG GRI on corporate.

The design model is created, made application to PT. Semen Gresik (Persero) Tbk, model can be formulated forty-two KPI of CSR. The details are stakeholder of shareholder is six KPI, stakeholder of potential investors is six KPI, stakeholder of employee is eleven KPI, stakeholder of customer is seven KPI, stakeholder of supplier is three KPI, stakeholder of government is four KPI and the stakeholder of community is five KPIs. Validation is done for the validation of the formulation of corporate CSR KPI.

Keywords : Performance measurement, CSR, PRISM, SRG GRI, KPI CSR