STUDY OF CORPORATE SOCIAL RESPONSIBILITY
AND EMPLOYEE ACTIVISM IN COMPANY S

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INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINES
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2016
STUDY OF CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEE ACTIVISM IN COMPANY S

INTERNERSHIP REPORT
Addressed to
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
To Fulfill the Requirements for the Economy Bachelor Degree
International Business Management Program

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2016
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Give thanks to Jesus Christ, Lord of Heaven and Earth for His blessing and guidance bestowed upon the author so that the author managed to complete the thesis titled “Study on Corporate Social Responsibility and Employee Activism in Company S”. This thesis is formed as one of the requirements to complete Bachelor program in Business Faculty, Widya Mandala Catholic University Surabaya. During the completion process of this thesis, the author obtained a great deal of help from various sources. Therefore the author would like to express gratitude to:

1. Dr. Lodovicus Lasdi, MM., as the dean of Business Faculty Widya Mandala Catholic University
2. Dr. Rey Antonio L. Taganas as the former head of International Business Management Program Widya Mandala Catholic University
3. Dr. Wahyudi Wibowo, ST., MM., as the guardian teacher for this thesis, who patiently, relentlessly and sincerely allocate some time to give out guidance, motivation, reminders and important advices during the completion process.
4. Family members, parents and siblings who morally and materially support the author in completing the thesis
5. Andre, Silvy and others the author cannot mention one by one who gave advices and help in completing the thesis
6. Company S and all parties from company S that the author cannot mention one by one, who is willing to be object of research and allocate their time.

7. All parties who have given spirit and help both direct and indirectly that the author cannot mention one by one.

The author has put the greatest of endeavours in the completion of this thesis, however such stature does not imply the perfection of this thesis. This is due to limitation in time, knowledge and other contributing factors. Therefore, the author gladly accept constructive critics and advices from all parties. By the end, the author hopes this thesis will bring increase in knowledge and benefits to those who need it or those who read it.

Surabaya, May 2016
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ABSTRACT

This research is an exploratory study about corporate social responsibility and employee activism. In current situation, tobacco industry is the leading example of corporate social responsibility. In light of recent study conducted by Weber-Shandwick about the emergence of employee activism in several countries including Indonesia, this study seek to understand relationship between activism and corporate social responsibility since corporate social responsibility is one of its major drivers. Therefore this study is about exploring activism phenomenon and its object is the company's volunteer club. The scope of this study is limited to the volunteer club and why the members join the club to see for sure whether activism already happened or not. The company is aware of the volunteer club existence and its independence. It is imperative to understand what opportunities lies ahead with activism on the run.

Keywords: Corporate Social Responsibility, Employee Activism, Employee Engagement