

ABSTRACT

In the current era of business competition, a company is required to have innovative measures capable of providing competitiveness with competitors. Besides the demand for the ability to compete, companies are also required to have the advantage of being able to distinguish from other competitor companies. In addition, the company's concern for the environment inside and outside the company is also important to keep an innovative step by the company to take care of society also maintains a good image to the company. Business activities are socially responsible to consider not only what is best for his company, but what about the best course also for the general public. Most companies are sensitive and responsive aware of the need to ensure that the products and their activities make "environmentally friendly". One of which concern the activity of the company is Corporate Social Responsibility (CSR). Corporate social responsibility strategy is an approach that synergize CSR with overall corporate strategy. In this study, researchers are interested in Internal CSR innovation of PT Bio Farma Bandung, Vehicle Emissions Testing. This study aims to describe and understand how the actual implementation of corporate social responsibility. The research is a qualitative study using descriptive method that uses a constructivist paradigm, aims to see how the implementation of corporate social responsibility (CSR) PT Bio Farma through the application of the concept of Triple Bottom Line (Profit, People, Planet). For data collection, researchers conducted in-depth interviews with two key informants were instrumental in implementing internal CSR emissions test. The results showed that in implementing its CSR, PT Bio Farma in accordance with the function, purpose and application of the concept of CSR dimension Triple Bottom Line is expected. In the implementation of the application of the concept of social (people), obtained data on the number of employees participating in the emissions testing program increases every year, in the implementation of the application of the concept of economic (profit) data obtained profit increase as the exercise of these emissions testing program since the start of implementation, and the latter in the implementation of the application of the concept of environment (planet) data obtained substances decrease harmful compounds contained in vehicle exhaust emissions around the company every year since the beginning of the emission test program.

Keywords : Implementation, Corporate Social Responsibility, Triple Bottom Lines, Company