ABSTRACT

Stakeholder perception of CSR reporting is always interesting to examined. Previous research about this topic is mostly done in foreign country. There is no empirical result from Indonesian perspectives. With growing awareness of CSR topic in media and business practices, it is interesting to find whether Indonesia could result in similar finding as other country has done.

We conduct questioner survey for responden in Jakarta area. We focus on gender, age, lengthy of work, type of stakeholder when analysed the differences perception relating to CSR activity and reporting.

We found that basically Indonesia finding is basically the same as in the previous research done abroad. However we found that in Indonesia the issu of CSR is still perceived as trend, not a strategical issue. Furthermore, there is still low awareness of CSR benefit for many stakeholder, signaling for more educating and advocating program for Indonesian society to become more aware and perceived CSR as an integral and important issue for doing business.