ABSTRACT


The presence of the auto industry as part of a social system should have a positive impact to the surrounding community. The company's efforts to remain sustainable in its operations and provide positive impact to the surrounding community in the form of Corporate Social Responsibility (CSR). The purpose of this study are: to determine the attributes that play a role in sustainable CSR in the auto industry; to determine the sustainability of CSR index, and to identify appropriate sustainable CSR policies in the auto industry.

The research method is to use analysis of Multidimensional Scaling (MDS) to determine the attributes which is the lever of the three-dimensional factors sustainability (economic, social and environment). To know the effect of each attribute of sustainable CSR, and to support the validity of MDS methods used Friedman's test and then using the prospective analysis of scenario analysis to get a key factor, and finally used the Analytical Hierarchy Process (AHP) to get the right CSR policies implemented in the automotive industry. Sustainable CSR policy in the automotive industry for each company are different from each other according to the views of stakeholders (stakeholders) as well as in PT Indomobil Suzuki Motor CSR policy is different from the existing CSR policies on PT. Nissan Motor Indonesia and PT. Hino Motors Manufacturing Indonesia. But there is a red thread which is the main priority that need attention in the automotive industry which is the creation of business opportunities to the community. Sustainable CSR policy priority in the automotive industry in increasing business opportunities for local communities which as the policy of CSR performance improvement is by taking into account business performance simultaneously. This means that in improving the local economy around is done by considering a competitive advantage that is how the activity increased business opportunities to actually improve the quality of input factors that will be used by the company, activities that can provide a significant influence on the productive system and transparent competition, an activity that can enlarge the market coverage of products sold to get input on the feasibility of product standards and local consumer intelligence, and creation of supporting industries in the location the company operates.

Key word: CSR, sustainability, stakeholders, business opportunity, automotive industry