

# TRACKING THE CORPORATE SOCIAL RESPONSIBILITY PRACTICES (A Case Study in PT. PG Gorontalo)

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**Abstract** : This study aims to uncover and explore the forms of social and environmental responsibility of Gorontalo Sugar Company. To achieve the objectives of the study, the researcher use a qualitative method with case study approach. The results of this study indicate that PT. PG Gorontalo actually has a worldview that do CSR programs for their encouragement and recognition that business activities are not just economic activity hunter advantage in the continuity of the business, but also should contribute positively to the environment and to participate actively in maintaining environmental sustainability. But the reality is that the concept of CSR has always been ridden by the corporate interest itself. This is an evidence in the CSR programs is concern to the interests of the company itself.

**Keywords:** The company, CSR, Social and Environmental Performance