

Corporate Social Responsibility and Social Reality: The Black Side of Business in Indonesia

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Abstract. This profit-taking orientation ultimately led the company to take various ways, even in the dirtiest ways, to increase profits for the company. Corporate Social Responsibility (CSR) which is implemented tends to kiss and lip service, CSR is part of the company's strategy and policies, only to improve the company's image. This research aims to unravel the configuration of the relationship between the business world and society that shows the black side of business practices and corporate social responsibility. The research method uses a critical paradigm qualitative approach with Bourdieu's epistemological analysis knife which maps the relationship between structures and agents in society. Bourdieu's formulation states that the practice we do in everyday life is the result of the relation of habitus or habit plus capital plus realm. The results show that the impact of the half-hearted and incomprehensive and holistic CSR implementation is ultimately unable to empower the surrounding community affected by the company's operating activities. Social and economic inequalities will widen between the company and its stakeholders, especially the community and nature which are exploited by the greed of the company.

Keyword: CSR, social reality, business practices