The implementation of Corporate Social Responsibility (CSR) of PT. JAWA POS to achieve sustainable growth

Many private companies are now developing what is called Corporate Social Responsibility (CSR). Many researches has found a positive relationship between Corporate Social Responsibility with financial performance, although the impact in the long run. Implementation of CSR is no longer regarded as a cost, but nowadays it’s regarded as an company investment. Corporate social responsibility can be used as a new marketing tool for the company when it was sustainability implemented. To implement CSR means the company will issue a number of costs. The cost will eventually be an expense that reduces income, so the level of corporate profits will fall. However, by implementing CSR, corporate image
would be better so the customer loyalty will higher. With the increased of consumer loyalty in a long time, then the sale of the company is getting better, and finally with the implementation of CSR, corporate profitability is expected levels also increased (Satyo, 2005). True sustainable development often calls for new approaches to business activities in response to economic, environmental and social stresses. When times are tough, crises often spur innovation and (perhaps overdue) change. Since 2003 Jawa Pos had been developing some innovative CSR Programs such as Responsible Riding, Green and Clean, Untukmu Guruku, DBL, etc. Every Jawa Pos CSR programs is created and best managed in order to contribute the positive impact towards society, thus, through indirectly manner, in the long term, it can be integrated into the core business process as the comprehensive marketing tools. Every CSR programs always derived from the main values of PT. Jawa Pos, so the programs need to bring the spirits of power of youth / reinvention / part of the show philosophy in fulfilling the needs of society. By implementing this good CSR strategy, Jawa Pos can achieve sustainable growth.

**Keywords:** CSR, marketing tool, integrated, innovation, sustainable growth.